A PLAN FOR PUTTING THE GOP ON TV NEWS

For 200 years the newspaper front page dominated public thinking. In the last 20 years that picture has changed. Today television news is watched more often than people read newspapers, than people listen to radio, than people read or gather any other form of communication.

The reason: People are lazy. With television you just sit—watch—listen. The thinking is done for you. 29% rely only on TV.

As a result more than half the people now say they rely on television for their news. Eight out of 10 say they tune in radio or TV news at least once daily.

Network television news is only half the story. People are also concerned about their localities. As a result, TV news is one-half network, one-half local.

To make network TV news from Washington you must have a story with national priority. Otherwise, you don't get on network and, therefore, you are not seen in any locality.

To date, local stations have not been able to carry Washington news unless it made the network because, literally, they haven't been able to get it there from here.
This is a plan that places news of importance to localities
(Senators and Representatives are newsmakers of importance to
their localities) on local television news programs while it is
still news. It avoids the censorship, the priorities and the
prejudices of network news selectors and disseminators.

It will work because television is basically a local medium.
People think local. Local news shows like to identify with figures
of local importance -- such as Senators and Representatives.

— Basically a very good idea.
It should be expanded to include
other members of the administration
such as Cabinet involved in activity
with regional or local interest.

— Also could involve GOP Governors
when in D.C.

Who would purchase equipment
and run operation?
White House?
RNC?
Congressional Comms?
Will get some help about
news management.
THE PLAN -- Purpose, Cost

1. Purpose - To provide pro-Administration, videotape, hard news actualities to the major cities of the United States.

   A. In the top 40 population centers, * the two highest rated late evening TV Newscasts provide access to 51% of the total, adult population of the United States.

      (See attached market list of top 40 centers.)

   B. To furnish these 80 stations daily will take the following:

      (1). Equipment
      (2). Technical & Professional help.
      (3). Processing & Delivery.

2. Cost - Equipment, (Mobile Videotape Truck) $375,000.

   Contains 2 Videotape Machines
   Electronic Editor
   Two-Way Radio (Connected to Base)
   Color Camera with Electronic Zoom
   Independent Electric Power Supply

Technical & Professional Help (Annual)

1. Newscaster, Directs and Edits product; Sells 25,000.
2. Broadcast Technician, Operates & Maintains all equipment 17,000.

Processing & Delivery

1. Supplies, Raw Tape 18,000.
2. Technique 17,000.
   (a). Long Distance alert to News Director
   (b). Matching feeds to all radio stations in area applicable
THE PLAN

2. Cost - Processing & Delivery (Continued)

3. Air Freight

40 Markets, Daily
10 Months Annually  
$ 50,000.

Balance of Nation
and Weekend Features
at Random Markets  
20,000.

4. Start-up Costs

60 Day rental of
equipment during
construction period
of customized truck  
20,000.

Total Cost, with equipment
less equipment  
$542,000.
$375,000.

First Year Operating Cost  
$167,000.

I'm not sure a newscaster is
needed. Most stations don't want some
other newscaster seen since they are
trying to build up their own guys.

Need a producer-director and
a production assistant besides
the technician engineer.
Videotape Truck

1. Shoots a Senator Talking (Departs)
2. Edits what he says
3. Duplicates several copies
4. Delivers to airport

All of this is done enroute.

1. Shoots a Senator Talking

Time is news. If an issue is hot in Washington, then it is hot at home. But -- if your Senator says something on that issue, the people at home should know about it while the issue is hot.

Most GOP Senators represent geographical areas not just a state. Their word is good in their area. Most areas are connected by a common news base. They all share a major center of commerce.

Usually 8 to 15 television markets comprise that "constituency." While he may not directly represent all of the people -- they know his word and respect it. One GOP Senator can be authoritative in as many as 15 markets. Of course, depending on the Senator and the issue, some will make news nationally.

2. Edits what he says

Television news is crammed. Politics, economy, tragedy, human interest and weather are jammed into a half hour. Weekdays -- one minute is the average length of time Washington news gets. The host of the local television program is the anchor man. He must appear informed and be attractive to be successful. Attracting more viewers than his competition means higher ratings for him, longevity in the job and the station can charge more per announcement within the news segment. The key is speed, pace, completeness.
The producer/director would also be responsible for creating ideas for segments.

Up to now, the local commentator has only been able to read wire copy of what happened. With Videotape Insert, he will be able to read the lead paragraph of wire copy -- and say, "In Washington, our Senator XXXXX told WXYZ-TV..." and the next thing you see is Senator talking... IF HE HAS BEEN EDITED DOWN TO THE REMAINING 40 SECONDS. This plan includes this kind of editing.

3. Duplicates several copies

Up to today, local television could not afford to hire a reporter, send him to Washington, hire a film cameraman, process the film and ship it home.

It was not only the money the station could not afford, it was also the time factor. Days were needed.

Through Videotape and duplication and distribution by airfreight -- the system works.

While the Videotape Truck is on route to the airport, the statement is edited and duplicated. When it reaches the airport, preaddressed Airfreight weighbills attached to the box of tape minimize delay.

4. Delivers to airport

Due to strategic Washington location, three major airports serve enough major trunk airlines that a single Videotape statement can be immediately dispatched. Most of the major cities now receive non-stop or one-stop service from Washington.

Through a unique service arranged with Emery Air Freight Corporation of Wilton, Connecticut -- the Videotape would be handled at National Airport. At the receiving end it would be picked up and driven to the television station.

This entire process can be accomplished in four to eight hours.
A little unrealistic — not allowing for any delay

Production

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>Begins Videotaping, On Hill</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>Departs Hill for National</td>
<td>Minutes</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>Arrives National, Dumps Shipments</td>
<td>120</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>Begins Videotaping, On Hill</td>
<td>Minutes</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>Departs Hill for National</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>Arrives National, Dumps Shipments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td>Begins Videotaping, On Hill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00</td>
<td>Departs Hill for National</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>Arrives National, Dumps Shipments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td>Begins Videotaping, On Hill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Begins Videotaping, On Hill</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6 1/2 Hours

THREE SAME-DAY DEPARTURES

Top 40 Markets

<table>
<thead>
<tr>
<th>Senator Records</th>
<th>Sample Arrival</th>
<th>Makes The TV News Program At</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dole</td>
<td>Time</td>
<td>Home Market</td>
</tr>
<tr>
<td>8 - 9 AM</td>
<td>Kansas City</td>
<td>4 PM</td>
</tr>
<tr>
<td>10 - Noon</td>
<td>8 PM</td>
<td></td>
</tr>
<tr>
<td>1 - 3 PM</td>
<td>11 PM</td>
<td></td>
</tr>
<tr>
<td>Tower</td>
<td>Dallas - FW</td>
<td>3 PM</td>
</tr>
<tr>
<td>8 - 9 AM</td>
<td>6 PM</td>
<td></td>
</tr>
<tr>
<td>10 - Noon</td>
<td>10 PM</td>
<td></td>
</tr>
<tr>
<td>1 - 3 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Murphy</td>
<td>Los Angeles</td>
<td>4 PM</td>
</tr>
<tr>
<td>8 - 9 AM</td>
<td>8 PM</td>
<td></td>
</tr>
<tr>
<td>10 - Noon</td>
<td>11 PM</td>
<td></td>
</tr>
<tr>
<td>1 - 3 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Griffin</td>
<td>Detroit</td>
<td>2 PM</td>
</tr>
<tr>
<td>8 - 9 AM</td>
<td>4 PM</td>
<td></td>
</tr>
<tr>
<td>10 - Noon</td>
<td>6 PM</td>
<td></td>
</tr>
<tr>
<td>1 - 3 PM</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other markets would also be serviced in this same time period; i.e., Dole tapes to Wichita, St. Louis, etc.
## TV NEWS COVERAGE BY MARKET

<table>
<thead>
<tr>
<th>Market Center</th>
<th>% of USA Population</th>
<th>Number of Stations</th>
<th>Number of Homes</th>
<th>9 AM</th>
<th>Noon</th>
<th>3 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>9.64</td>
<td>8</td>
<td>5,682</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>5.34</td>
<td>7</td>
<td>3,182</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Chicago</td>
<td>4.22</td>
<td>6</td>
<td>2,466</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3.52</td>
<td>6</td>
<td>2,070</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Boston</td>
<td>2.45</td>
<td>5</td>
<td>1,432</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>(Sub-Total 25.17)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>2.35</td>
<td>7</td>
<td>1,372</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Detroit</td>
<td>2.34</td>
<td>6</td>
<td>1,368</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Cleveland</td>
<td>2.11</td>
<td>5</td>
<td>1,227</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Washington</td>
<td>1.67</td>
<td>5</td>
<td>978</td>
<td>1</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>1.65</td>
<td>4</td>
<td>959</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>(ST 35.29)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>1.47</td>
<td>5</td>
<td>834</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Dallas - FW</td>
<td>1.37</td>
<td>6</td>
<td>798</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>1.22</td>
<td>4</td>
<td>702</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Seattle</td>
<td>1.14</td>
<td>5</td>
<td>634</td>
<td>6</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Indianapolis</td>
<td>1.12</td>
<td>4</td>
<td>642</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>(ST 41.61)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Houston</td>
<td>1.10</td>
<td>5</td>
<td>633</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Baltimore</td>
<td>1.08</td>
<td>4</td>
<td>638</td>
<td>1</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Atlanta</td>
<td>1.06</td>
<td>4</td>
<td>615</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>.97</td>
<td>4</td>
<td>560</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Miami</td>
<td>.97</td>
<td>5</td>
<td>567</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>(ST 48.79)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hartford</td>
<td>.93</td>
<td>3</td>
<td>546</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Buffalo</td>
<td>.93</td>
<td>3</td>
<td>553</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>.92</td>
<td>4</td>
<td>545</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Kansas City</td>
<td>.90</td>
<td>3</td>
<td>514</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Memphis</td>
<td>.89</td>
<td>3</td>
<td>481</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>(ST 53.36)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sacramento</td>
<td>.86</td>
<td>4</td>
<td>504</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>.86</td>
<td>4</td>
<td>473</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Tampa - SP</td>
<td>.84</td>
<td>4</td>
<td>488</td>
<td>4</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Nashville</td>
<td>.80</td>
<td>4</td>
<td>441</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Providence</td>
<td>.79</td>
<td>3</td>
<td>470</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>(ST 57.51)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charleston</td>
<td>.75</td>
<td>3</td>
<td>405</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Birmingham</td>
<td>.73</td>
<td>3</td>
<td>400</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Denver</td>
<td>.73</td>
<td>4</td>
<td>422</td>
<td>4</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Columbus</td>
<td>.71</td>
<td>3</td>
<td>412</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>.71</td>
<td>4</td>
<td>398</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>(ST 61.14)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charlotte</td>
<td>.70</td>
<td>4</td>
<td>386</td>
<td>3</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>.68</td>
<td>3</td>
<td>390</td>
<td>4</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Albany S-T</td>
<td>.66</td>
<td>3</td>
<td>387</td>
<td>3</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Syracuse</td>
<td>.66</td>
<td>3</td>
<td>388</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>.65</td>
<td>3</td>
<td>369</td>
<td>3</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>(Total 64.49)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* No delivery available at this time.
Videotape Truck

Costs: Ampex Corporation Proposal
(Revised) #9423-0409B
17 June, 1970 $375,000

Mobile Unit:
Two Ampex VR-1200 B
Color Videotape Recorders

One Ampex RA-4000
Random Access Programmer
(Editor)

One Ampex BC-230 Color
(Camera)

Switching, Mixing, Intercom,
Monitoring, Connecting
System.

Built from Chassis in 60 Days:

Ford, GMC, or IHC Chassis
V8 Engine; 5 speed
transmission; air
conditioning.
Weight: 22,000 GVW

Van Body; 18 ft-length,
3 ton air conditioning,
8 KW power system;
30 EK Series generator
with 25 KW capability.

FOB, Redwood City, California

($37,500 with order 7-21-70 would deliver 10-15-70).

Although this is an excellent idea,
there is always the possibility that
too many stations will reject the
idea to make it pay off.
What about radio feeds to key radio stations of audio portion?

Extra equipment - extra time to dub.

Videotape Truck

Production - Operations

Management Personnel

A - Operations, Technical

Videotape

Operates Machines
1. Videotape Recording
2. Audio Recording
3. Drives Vehicle

Can Maintain
1. All Technical Gear
2. Tear down while operating
3. Repair on spot on demand

Audio

1. Can transmit actualities back to home base instantly
2. Can edit and duplicate if necessary

B - Editorial Content

Videotape

Operates Camera & Electronics
1. Helps Senator Record words.
2. Then edits electronically final Video actuality.
3. Duplicates Video actuality and inserts final product in shipment box (while enroute)

Audio

1. Can transmit actualities back to home base instantly
2. Can edit and duplicate if necessary

Possible rejection reasons:

a) don't believe it will work
b) afraid of outcry from local democrats or overbalancing news problem
c) station mgmt.
democratic
d) News dept ego Feel they can do it better themselves especially network 0 30s or Westinghouse or Metromedia

Reproduced at the Richard Nixon Presidential Library and Museum
Videotape Truck

Maintenance - Cost Operation

Electronic

Videotape Machines

Head Replacement
@1000 hours/dual

(Daily, 10 hrs)
(Monthly, 43)

860 Annual/dual 1,500

Routine 500

Audio Systems; Solid State 300

Vehicular

Fuel; 239 Miles Daily

Weekly: 1195
Monthly: 5138
Annually/10 Months

51,380 @ 40¢
10 mpg = 2,050

Lubrication/Associated
Twice Monthly 300

Insurance Package 3,500

Mobile Telephone 600

Total 8,750

System will require at least one day per week of maintenance.
Producer will need day in office for scheduling.

Cost - office, phones, secretary at back to relay changes & additions to schedule.

Reproduced at the Richard Nixon Presidential Library and Museum
Related Production Costs

Air Master Editing
Dubbed Product
Weekend Special

Express

$16 per market
1 Box, reel

Daily: Per

<table>
<thead>
<tr>
<th>Markets</th>
<th>Daily</th>
<th>Per</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>170.</td>
<td>850.</td>
</tr>
<tr>
<td>15</td>
<td>255.</td>
<td>1275.</td>
</tr>
<tr>
<td>20</td>
<td>340.</td>
<td>1700.</td>
</tr>
<tr>
<td>25</td>
<td>425.</td>
<td>2125.</td>
</tr>
<tr>
<td>30</td>
<td>510.</td>
<td>2550.</td>
</tr>
<tr>
<td>40</td>
<td>680.</td>
<td>3400.</td>
</tr>
<tr>
<td>50</td>
<td>850.</td>
<td>4250.</td>
</tr>
<tr>
<td>60</td>
<td>1020.</td>
<td>5100.</td>
</tr>
<tr>
<td>80</td>
<td>1360.</td>
<td>6800.</td>
</tr>
<tr>
<td>100</td>
<td>1700.</td>
<td>8500.</td>
</tr>
</tbody>
</table>

Raw Tape Stock

| Master Editing | 100 | 1,200.|
| Mat Surface Units | -- | 700.|
| Weekend Summary | 100 | 5,200.|
| Library Recall | 25 | 1,250.|

Long Lines Cost (Down Month)

| Dual Watts System | 800. | 8,800.|
| Overload Domestic | 200. | 2,200.|
| Standard Incoming | 30. | 1,320.|
| Single Mobile | 10. | 470.|
| Multiplex Service | .25 | 13,065.|

Consider tape storage of masters. System to return tape for reuse?
Because of possible idea rejection or failure I suggest the following:

a) limited market survey of news directors to determine reaction, use, ideas for improvement and negative thinking.

b) rental of equipment initially for 2 months to

FIRST YEAR CASH  310,720
SUBSEQUENT ANNUAL OPERATION  235,720

Audio Addition to Package

c) test personnel & procedures

Total Market Group, Nationally Lines  9,600

Every GOP Senator on every Radio News Broadcast in his state applicable

---
Reproduced at the Richard Nixon Presidential Library and Museum
Basiclly an excellent idea. Needs refinement and good organization. See a need for 4 people.

<table>
<thead>
<tr>
<th>Videotape Operations Only</th>
<th>MAXIMUM CASH PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash Out</td>
<td>Ampex Corporation</td>
</tr>
</tbody>
</table>

Management
- A - Tech Coordinator 17,000
- B - Edit Coordinator 25,000

Production
- Raw Tape Stock 18,870
- Air Freight 73,100
  - 20 Markets Daily
  - 100 Markets Weekly

Maintenance
- Fuel-Insurance Equipment Routine 8,750
- Mobile Communications

SINGLE YEAR CASH 527,720
- (375,000)

SUBSEQUENT ANNUAL OPERATION 152,720

Audio Addition to Package

Total Market Group Nationally (Lines) 9,600

Bob - if you decide to go ahead we would as a production company like to bid on packaging the entire project. Interest Cost Allows 25%

Know what has to be done and we could test the feasibility for 90 days without you making a commitment beyond that point. (cont)
production

These people could be my existing staff so you wouldn’t have the problem of hiring or firing. Only exception is the engineer but I know — a few good ones out of work right now because of general industry slow down.

If you are interested I’ll have my N.Y. office put together:

   a) 90 day pilot costs

   b) cost to continue on annual basis.

Best regards,

Roger