

August 31, 1964

FOR: Richard Maguire

FROM: Bill Moyers

In a meeting Saturday night with Senator Humphrey, the President asked us to proceed with an advertising campaign that would include not only the planned network effort of almost \$2 million, but also an additional expenditure of \$2 1/2 million for local TV throughout the country, and approximately \$1/2 million for local radio. He agreed that as much of this time as possible should be ordered this week and understood that most of the time must be paid for in advance of use.

In addition, the President said he would be willing to add another 15 fund raising dinners if you believe these are necessary -- five for him and ten for Humphrey.

If you would like to get together to talk about the timing of these affairs -- if you decide to schedule them -- please let me know.

We are proceeding with production of TV spots and I'm asking Lloyd Wright to get in touch with you about payment for the agency.

cc: The President  
Walter Jenkins  
Jack Valenti  
✓ Lloyd Wright  
Larry O'Brien  
Kenneth O'Donnell