

**MCGOVERN, GEORGE S.
(GEORGE STANLEY), 1922-2012.
Recordings of George McGovern
presidential campaign radio spots, 1972-1974**

Emory University
Stuart A. Rose Manuscript, Archives, and Rare Book Library
Atlanta, GA 30322
404-727-6887
rose.library@emory.edu

Descriptive Summary

Creator: McGovern, George S. (George Stanley), 1922-2012.
Title: Recordings of George McGovern presidential campaign radio spots, 1972-1974
Call Number: Manuscript Collection No. 1215
Extent: AV Masters: 1 linear ft. (1 box)
Abstract: Audio recordings of radio advertisements created by George McGovern during his 1972 campaign for president and intended for air in the state of Georgia.
Language: Materials entirely in English.

Administrative Information

Restrictions on Access

Special restrictions apply: Researchers must contact the Rose Library in advance to access audio recordings in this collection.

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Source

Gift, 2012.

Citation

[after identification of item(s)], Recordings of George McGovern presidential campaign radio spots, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

Processing

Processed by Sarah Quigley, 2012.

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Collection Description

Historical Note

In 1972, George Stanley McGovern (1922-) ran for President against incumbent Richard Nixon. McGovern won the Democratic nomination following a primary season in which he faced competition from 13 other democrats including Shirley Chisholm, Hubert Humphrey, Eugene McCarthy and George Wallace. McGovern's initial running mate was Missouri senator Thomas Eagleton. Eagleton was asked to withdraw from the ticket after he publicly revealed that he had undergone electroshock therapy for depression. He was eventually replaced by Sargent Shriver, former ambassador to France, director of the Peace Corps, and brother-in-law of John, Robert and Ted Kennedy.

McGovern ran on a platform of ending the war in Vietnam and instituting a minimum income for America's poor. The campaign between Nixon and McGovern was contentious, and the Republican capitalized on McGovern's pro-choice and pro-amnesty positions to portray the Democrat as a radical. McGovern lost the election by a landslide, receiving only 38% of the popular vote.

Scope and Content Note

The collection consists of audio recordings of radio advertisements made to promote George McGovern's presidential campaign in 1972. The recordings were intended for air in Georgia and feature such notable figures as Julian Bond, Shirley Chisholm, Hubert Humphrey, Ted Kennedy, and Sargent Shriver. Also present are tapes featuring George McGovern speaking. Several tapes also include all or part of the campaign's theme song "Come Home America" by Johnny Rivers.

The collection also includes one tape that post-dates the 1972 presidential campaign. It is a recording of the Democratic National Telethon, "Answer America," aired in 1974 to raise money for the party.

Arrangement Note

Arranged in alphabetical order.

Container List

Box	Folder	Content
AV1	-	"Answer America," Democratic National Telethon featuring Jason Robards, Colleen Dewhurst, and E.G. Marshall, 1974 [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjskk]
AV1	-	Arnall, Ellis, endorsement accusing Nixon of surrendering to Communism [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjk2w]
AV1	-	"Baseball player" campaign spots [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjk45]
AV1	-	Bonnano, Nicholas, tape labeled "GA. Labor for McGov," endorsement of McGovern [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjkhp]
AV1	-	Bond, Julian [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rhr16]
AV1	-	Bond, Julian, tape labeled "Julian's tape," raw footage of radio spot encouraging people to vote [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjk59]
AV1	-	Brown, James, public service announcements encouraging people to vote [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjk8q]
AV1	-	Carpenter, Liz with Myrlie Evers, news story on Liz Carpenter and Myrlie Evers endorsing the Democratic Party [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjkm3]
AV1	-	"Clever Actualities by McGov Radio Staff," spoof news story celebrating the birthday of a staff member and a second spoof news story about a Neo-Nazi endorsing McGovern [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjk0m]
AV1	-	"Come Home America" [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rhqwj]
AV1	-	Folsom, Jim, interviews [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rhr6w]
AV1	-	"Grand Opening," featuring endorsements by Herb Green, Andrew Young, Maynard Jackson and Sam Massell [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjkfd]
AV1	-	Haggard, Merle, tape labeled "Freddie Hart Merle Haggard Tape," commercial recordings by Merle Haggard and others [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rjkd8]
AV1	-	Hart, Gary, interview [original: reel to reel tape] [Digital/digitized copy available in the Reading Room: id rhqxp]

- AV1 - Humphrey, Hubert, tape labeled "Humphrey 5 min.," news story on Hubert Humphrey [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkpc]
- AV1 - Humphrey, Hubert, tape labeled "Senator Humphrey Spots," endorsement of McGovern [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkss]
- AV1 - Kennedy, Ted, speech about George McGovern [includes "Come Home America"] [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkc4]
- AV1 - King, Coretta Scott, Voting PSAs voiced by Coretta Scott King and Hank Aaron [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rhr3g]
- AV1 - McGovern, George, tape labeled "George on the Martha Dean Show on NY TV," clip of McGovern talking about the Nixon administration [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjk31]
- AV1 - McGovern, George, tape labeled "George TV Friday Oct. 20 10:30 ABC," campaign speech [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkqh]
- AV1 - McGovern, George, tape labeled "George's plan to end the war," clip of McGovern talking about the Vietnam War [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjk6f]
- AV1 - McGovern, George, tape labeled "McGov on strip mining," news story on McGovern's objection to neglect of mining safety [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjjw3]
- AV1 - Myers, Thomas, tape labeled "Mayor Myers/Albert Gore," endorsements [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkb0]
- AV1 - News clips featuring George McGovern [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rhr02]
- AV1 - News clips featuring Ted Kennedy, Shirley Chisholm, Edmund Muskie, and Eunice Shriver [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rhr5r]
- AV1 - "Nixon Bugs Us," crowd singing anti-Richard Nixon song [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkrn]
- AV1 - Nixon, Richard, tape labeled "Nixon on debates," recording of Nixon and unidentified men talking about the need for debates [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkjt]
- AV1 - Patrick, Bob, news story on endorsement of McGovern and difficulties getting radio spots on the air in Georgia [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjjtt]
- AV1 - "Promo for 'Go'en Down the Road'" [original: reel to reel tape]

- [Digital/digitized copy available in the Reading Room: id rhr2b]
- AV1 - Radio spots (various) [tape labeled "Complete"]
[Digital/digitized copy available in the Reading Room: id rjkgj]
- AV1 - Radio spots (various) [tape unlabeled] [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjxx7]
- AV1 - Radio spots (various) encouraging people to vote and featuring Ron Dellums,
Jesse Jackson, The Temptations, Walter Fauntroy and others [tape not labeled]
[original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkkz]
- AV1 - Radio spots (various) encouraging people to vote and featuring Ted Kennedy,
Julian Bond, Ron Dellums, Steve Katz and others [tape not labeled] [original:
reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjk9v]
- AV1 - Shriver, Sargent, tape labeled "Come Clean Richard S.S.," sound bite [original:
reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjk7k]
- AV1 - Shriver, Sargent, tape labeled "Sarge on Sex Life," sound bite of Shriver joking
with an interviewer about a theory that leaders with better sex lives are more
peaceful [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjkn7]
- AV1 - Shriver, Sargent, tape labeled "Sarge"/"WMAT (?) commercials," campaign
spots criticizing Richard Nixon [tape includes Hubert Humphrey] [original:
reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjjzc]
- AV1 - Unidentified speaker [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjsjf]
- AV1 - "Viet Vet and 1/2 of 'Come Home America' Song," radio show featuring Vietnam
veteran discussing horrors of war [original: reel to reel tape]
[Digital/digitized copy available in the Reading Room: id rjjvz]
- AV1 - Washington, Jim, radio spots encouraging people to vote [original: reel to reel
tape]
[Digital/digitized copy available in the Reading Room: id rjk1r]
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