

**The original documents are located in Box 10, folder “President - Television Ratings Summary” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

December 30, 1975

MEMORANDUM FOR: DICK CHENEY  
RON NESSEN  
JOHN CARLSON  
TERRY O'DONNELL

FROM: BOB MEAD 

SUBJECT: Presidential Television Ratings

Stories have surfaced recently to indicate that the President's television ratings have slipped and that Presidential TV appearances no longer satisfy the appetite of the American public. The attached ratings sheet, comprised of the ratings the President has received since in office, show this is not the case but, rather, that the President has remained steady in the ratings since assuming office.

Because the available television audience can be expected to vary greatly by time of day and by season, the "audience share" probably is a better indicator of viewing trends than absolute audience size. For example, the April 3, 1975, news conference held at 3:00 p.m. shows that 30.9% of those homes with television sets had the television on. 23.2% was the audience size, indicating that although set use was down because of time of day, still 75% of the people watching television were watching the President's news conference.

Thus, the share of audience accorded the President's more recent television appearances remains almost as high as when he first assumed office and that television usage when he is on the air continues to hold at levels normal for the time slot and the season.

We have put this information together for your use to counter any questions which may arise. The information also shows that evening hours when television usage is higher affords us more exposure than an afternoon or early evening time slot.

Attachment

cc: Bill Nicholson

<u>DATE</u>	<u>WASHINGTON TIME</u>	<u>EVENT</u>	<u>% of Households</u>	<u>% of Avg. Audience</u>	<u>% of Share</u>
August 9, 1974	11:55 a. m. - 12:30 p. m.	Inauguration	38.5	34.8	90.0
August , 1974	9:00 p. m. - 9:40 p. m.	Address to Congress	56.5	48.4	86.0
August 28, 1974	2:30 p. m. - 3:00 p. m.	News Conference	30.4	24.7	81.0
September 16, 1974	8:00 p. m. - 8:35 p. m.	News Conference	56.3	45.8	81.0
October 15, 1974	8:00 p. m. - 8:40 p. m.	F. F. A. Speech	62.8	50.6	81.0
October 17, 1974	10:00 a. m. - 12:00 noon	Judiciary Comte. Appearance	21.5	15.7	73.0
December 2, 1974	7:30 p. m. - 8:15 p. m.	News Conference	63.2	49.2	78.0
December 19, 1974	10:00 a. m. - 10:30 a. m.	Rockefeller Inauguration	57.0	46.9	82.0
January 13, 1975	9:00 p. m. - 9:25 p. m.	Address on the Economy	70.8	61.2	86.0
January 15, 1975	1:00 p. m. - 1:50 p. m.	State of the Union Address	33.0	27.6	84.0
January 21, 1975	2:00 p. m. - 2:45 p. m.	News Conference	30.2	25.1	83.0
March 6, 1975	7:30 p. m. - 8:05 p. m.	News Conference	55.6	42.1	76.0
March 29, 1975	7:30 p. m. - 7:50 p. m.	Tax Message	52.8	42.6	81.0
April 3, 1975	3:00 p. m. - 3:45 p. m.	News Conference	30.9	23.2	75.0
April 10, 1975	9:00 p. m. - 10:05 p. m.	Foreign Policy Speech	57.7	45.5	79.0
May 6, 1975	7:30 p. m. - 8:10 p. m.	News Conference	50.4	38.0	75.0
May 27, 1975	8:30 p. m. - 8:45 p. m.	Address on Energy	51.8	41.9	81.0
June 9, 1975	7:30 p. m. - 8:00 p. m.	News Conference	43.9	32.9	75.0
June 25, 1975	5:00 p. m. - 5:30 p. m.	News Conference	29.4	20.6	70.0
October 6, 1975	8:00 p. m. - 8:30 p. m.	Tax Reduction speech	Not rated by any service		
October 9, 1975	8:00 p. m. - 8:30 p. m.	News Conference	Not rated by any service		
November 3, 1975	7:30 p. m. - 8:00 p. m.	News Conference	43.8	32.8	75.0
* November 26, 1975	7:30 p. m. - 8:00 p. m.	News Conference	40.9	28.5	70.0

\* Households down due to Thanksgiving eve resulting in heavy travel deleting television from normal lifestyle.