

**The original documents are located in Box E04, folder “Reagan Competitive Activity (1)” of the President Ford Committee Campaign Records at the Gerald R. Ford Presidential Library.**

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Reagan.

Dr B. Frank  
1/8/76 - 5 PM

Manchester - adnan some time past

Mass - nothing

Jacksonville  
1,200 li od some time back

St Peterberg  
3 colum

As of today in Fla. with Reagan + Wallace have called  
for avails.



# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

X: To Callaway  
Sta Spencer  
Peter Kane

January 9, 1976

MEMORANDUM FOR:

BRUCE WAGNER

FROM:

~~GEORGE KARALEKAS~~ *gmk*

SUBJECT:

COMPETITIVE MEDIA

Ronald Reagan and George Wallace are reported to be requesting "avails" in spot television in Florida.

As you know, this means they are contemplating television advertising.

As yet, nothing is reported in New Hampshire.

We'll keep you advised regarding developments.





cc - B Frank  
1/14/76

de Garmo Inc.

George S. Karalekas - Senior Vice President

January 15, 1976

Mr. Bruce Wagner  
Campaign '76 Media Communications, Inc.  
1828 L Street, N.W. - Room 1002  
Washington, D.C. 20036

Dear Bruce:

In preparation for the forthcoming Primaries, I need some legal counsel on a few subjects as I do not have a complete set of all of the Campaign Spending Laws.

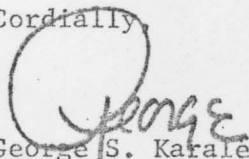
For both the Primaries and General Election periods, we need clarification on:

1. Is there a ceiling on how much can be spent in traditional media (radio, TV, newspapers, outdoor) in individual states. If so, how is it determined (so much per eligible voter, as before?)
2. Are there any restrictions as to how much can be spent in any individual medium?
3. Do we have to provide the media with any kind of certifications?
4. What are the procedures for filing with the GAO?

Additionally, we will need a letter from the President authorizing SFM Media Service Corporation at the signed request of Campaign '76 Media Communications, Inc. to act as buying agents for the Primaries and General Election. Stations request this so that they do not get harassed with unauthorized local groups trying to place time on behalf of the President. You can check the old November Group files for copies of the form used in 1972.

Your immediate response to all of the above issues will be greatly appreciated.

Cordially

  
George S. Karalekas  
Senior Vice President



GSK/hf

# President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

RECEIVED

JAN 19 1976

GEORGE S. KARALEKAS

January 15, 1976

MEMORANDUM FOR: BRUCE S. WAGNER  
FROM: GEORGE KARALEKAS *GAK*  
SUBJECT: REAGAN'S RADIO SCHEDULE IN BOSTON

We have picked up information concerning the radio time that Ronald Reagan is expected to purchase in Boston.

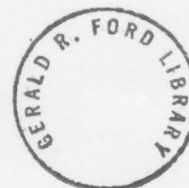
It will be effective beginning Tuesday, January 20th, and extend over a five week period to February 24th, (primary day in New Hampshire).

It appears they will "spectrum buy" (a strategy which reaches a broad audience via different kinds of programing) with 60 second spots. Weeks 1 and 2 will consist of 75 spots per week and weeks 3,4 and 5 will double, using 150 spots per week.

Also, the Reagan group is considering ordering "avails" in television, which means they may go into television.

We'll keep you posted.

c.c. Peter Dailey



Regan Radio - Portland Radio eff 1/20/76

1 station

WMTQ - Washington Station



1/20/76

5 PM

To: Bruce Wagner

From: G. S. Karalotas

Subject: Competitive Report #

New Hampshire + Massachusetts

New Hampshire

Republicans

Candidate: Ronald Reagan

Medium: Local Television

Market / Schedule

- (1) Poland Springs / Portland Me - Spending \$5000 from 1/26 - 2/23; no details on announcement length or specific dayparts. All time on WMTW Poland Springs
- (2) Manchester, NH - Has purchased two five minute programs per week to run from 5<sup>55</sup> - 6<sup>PM</sup> for four weeks (1/27 - 2/23) @ 180 per week or 720 for the period

Comments Relative to Strategy

Has purchased the Maine station to cover northern N.H. and the Manchester facility for the southern end. The latter will probably run in conjunction with Boston TV as you need both markets to do an effective job

Massachusetts

Republicans

Candidate: Ronald Reagan

Medium: Local TV

Market Schedule - Orders were placed, but no details are available as the stations have not confirmed





Democrats

Candidates: Fred Harris, Jim Carter, Henry Jackson  
Market/Schedule

Orders were placed, but no details are  
available as the stations have not confirmed

cc P. Dailey



Stand for swks.  
1/20 Radio in Boston  
buying a # of stations

- WTIB - FM (Good Music)
- WTDN - MOR
- WRKO - Rocker
- WROR - Solid Gold



18 spots/wk - 60's first 2 wks  
36 " " " " 345

Reagan

Ben M Moore  
12 Nov  
11/4/76

DATE  
of 1976

OT JATTM  
RETURN TO:  
SENDER  
RECEIVED  
SIGNATURE  
ADDRESS  
CITY  
STATE  
COUNTRY  
ZIP  
MORNING  
AFTERNOON  
EVENING

de Garmo Inc.

DATE \_\_\_\_\_

TRANSMITTAL  
SLIP

TO \_\_\_\_\_

FROM \_\_\_\_\_

RUSH

- for your APPROVAL
- for your COMMENTS
- please DISCUSS with me
- for your FILE
- please FOLLOW UP
- please HANDLE
- for your INFORMATION
- for SIGNATURE
- per your REQUEST

RETURN TO:

- SENDER
- FILES
- 

MESSAGE

*Committee Chairman  
authorizing SFM  
for purchase*

*need other sign of her*

*WBZ - said*

*TV - WBZ  
WBZ - I would not  
diverge on phase*

*same  
please  
as Boston*

*Purchased  
WFTV -  
Franklin*



Ordering Spots in  
radio in Mass.

Sam Moore  
11/12/76  
11 AM

Wallace - sending people to  
stafors

Carta - adja avails in Springfield

Fla nothing.



Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

UNEMPLOYMENT # 1  
(:60 Radio)

V.O. MAN: Governor Reagan, it's well known in this country that as unemployment goes up... (Fade under)

V.O. ANNOUNCER: An important part of Ronald Reagan's campaign is the Citizens' Press Conference which gives the people a chance to ask the questions...

V.O. MAN: Do you have any plans for full employment in this country?

REAGAN: Yes, there should be a plan, and I think there should be measures to help those who bear an unfair burden of the recession by being involuntarily unemployed.

But I think the long range solution is an end to the 40 years of the new philosophy of economics that has told us we can spend our way to prosperity and that a deficit doesn't hurt us.

SFX: Applause

REAGAN: The long range answer to the unemployment and recession that beset us is to end deficit spending and balance the budget.

This is the single cause of inflation...and inflation is the cause of the recession.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## GOVERNMENT (:60 Radio)

SFX:

Applause

V.O. ANNOUNCER:

Recently, Ronald Reagan gave a group of citizens in Conway his views on the roll of government.

REAGAN:

Politicians in Washington are slow in catching on to something that people out in the states feel every day. That's a reawakening of the American spirit of independence and self reliance.

I think the people of this country today want more than anything for government to get off their backs and out of their pockets.

SFX:

Applause

REAGAN:

And I think they want government closer at hand, not far away in the hands of a self anointed elite in the nation's capitol.

Some jobs only the Federal Government can do. National Defense, for example, is one of them. But domestic programs should be managed at the local level where we can do the job most efficiently.

The closer the program is to the people who pay for it, the more they will take an active interest in it.

Our need is for a government that is confident not of what it can do for the people, but of what the people can do for themselves.

SFX:

Applause

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## INFLATION (:60 Radio)

REAGAN:

Today, governments, federal, state and local, are taking more than 44¢ out of every dollar earned by the people of this country, and Washington is getting the lion's share.

No nation in history has ever imposed such a burden on its people and long survived, but even this... (Fade under)

V.O. ANNOUNCER:

Ronald Reagan discusses one of our most serious problems at an upstate Citizens' Press Conference...

REAGAN:

Washington's refusal to operate its affairs as you and I have to operate ours, making income and outgo match, causes the run-away inflation that we've known for these last several years...which is the cruelest tax of all.

It robs you of your savings.

It makes a mockery of the stable-fixed income that has been promised to retired citizens.

It is time for the federal government to adopt a schedule for balancing the budget so that the people know that the dollar next month will buy as much as it did last month and the months before.

SFX:

Applause

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76





# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## SOCIAL SECURITY (:60 Radio)

V.O. ANNOUNCER:

At a recent Citizens' Press Conference, Ronald Reagan talked about a problem of concern to retired persons.

REAGAN:

I know that some of you here today paid-in for months and years into the Social Security Program, in the belief that you'd have a monthly benefit check as long as you live.

Now even Washington is admitting that there's a great imbalance in Social Security.

It's been as badly handled as all their other money affairs, but any reform must have as its first priority the guarantee that those who must depend on Social Security for their livelihood will continue to receive their monthly check and that their benefits will not decline in purchasing power but will keep pace with inflation.

It is time for the Federal Government to adopt a schedule for balancing the budget so that the people on a fixed retirement income know that the dollar next month will buy as much as it did last month and the months before.

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## TAXES (:60 Radio)

V.O. ANNOUNCER: It happened at one of Ronald Reagan's Citizens' Press Conferences.

A small boy stood up and... (Fade under)

V.O. BOY: I'm from Lancaster, New Hampshire. I think the taxes should be lower because I don't think all that money goes to good use.

SFX: Applause

REAGAN: You've just got your answer right there, son, and I tell you, I wish you were old enough to go to Congress because you're talking sense.

SFX: Laughter

REAGAN: You bet, There is too great a percentage of the people's earnings being taken by governments at all levels in this country.

But I believe that it is time for a study in this country that would set a limit on the percentage of the people's earnings that can be taken by government without the people's consent.

That only in time of emergence would they vote an increase in it.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## UNEMPLOYMENT # 2 (:60 Radio)

V.O. ANNOUNCER:

Here's another question for Ronald Reagan asked the other day at a Citizen's Press Conference.

V.O. MAN:

For quite some time, 8% of the labor force has been without work. The present administration is apparently mistaken in its belief that the economy can correct itself.

If elected President, what steps would you take to cut back the persistent 8% unemployment?

REAGAN:

The private sector is the source of jobs and I believe that far more could be done if the Federal Government would explore the possibilities while we're fighting recession, as well as inflation, of where tax incentives could be used to persuade industry to put on more people.

But the only answer of any duration to unemployment, to recessions of the kind we're going in, is going to be the elimination of inflation.

SFX:

Applause

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76





# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## FOREIGN AID (:60 Radio)

V.O. ANNOUNCER:

Ronald Reagan was asked this question at a Citizens' Press Conference he held recently in Whitefield.  
(Fade under)

V.O. MAN:

Governor, we've been spending a lot of our money; billions and billions of dollars every year on aid to foreign countries. I'd like to know, what are your views on this?

REAGAN:

I think that with our foreign aid we've been very foolish. We're a great and a generous country and we've done some pretty wonderful things that we're not getting credit for.

I think that if our foreign aid over the last few decades had been dedicated more to exporting American know-how and telling them how to solve some of their own problems, instead of making them dependent on us...

It's like feeding a deer up in the woods. If you feed him long enough he'll never be able to take care of himself again, and that's what we've done to an awful lot of people in the world.

And I think we need some more common sense in the application of foreign aid.

SFX:

Applause

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## DEFENSE (:60 Radio)

V.O. ANNOUNCER: An important part of Ronald Reagan's campaign are the Citizens' Press Conferences which give the people a chance to ask the questions.

V.O. MAN: As President, how would you deal with the Congressional Democrats who are calling for still further cut-backs in Defense spending?

REAGAN: Well, here again is where I believe a President must take his case to the people. And, the people must be told the facts. I think the people will not make a mistake if they have the facts.

Today there's confusion. None of us are quite sure what the situation is. We hear someone saying, "Oh, they're just saying that to get their budget up" and someone says something else.

But the one thing we must be sure of is the United States must never be second to anyone else in the world in military power.

SFX: Applause

REAGAN: But the purpose of weapons is not to go to war. The purpose of weapons is to convince the other fella that he better not go to war.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.



1/23/76

Peter H. Dailey, Chairman & Chief Executive Officer; Bruce S. Wagner, Executive Vice President; Robert C. Moot, Treasurer; Robert P. Visser, Secretary



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## GUN CONTROL (:60 Radio)

V.O. ANNOUNCER: Here's another question for Ronald Reagan...(Fade under)

V.O. WOMAN: Since New Hampshire is a supporting state what about your gun control?

REAGAN: I am against the kind of gun control that is being talked in the Congress of the United States.

I see it as only something that would make it difficult for an honest citizen to own a gun, but would do nothing at all to impede the criminal in his getting a gun.

I think the type of laws that we had in California that we instituted while I was Governor, and one that we recommended that now has been passed, control the criminal in the use of the gun.

And to do this, we passed a law that anyone convicted of a crime if he had a gun in his possession when he committed the crime, whether he used it or not, you can add five to fifteen years to his sentence.

I think this is the proper approach, but I don't think you're going to serve any good purpose at all in disarming the honest citizens and leaving the other ones armed.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



# Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

## NUCLEAR POWER (:60 Radio)

V.O. WOMAN: Mr. Reagan, in light of the recent upsurge of interest in the energy proposals for this country...  
(Fade under)

V.O. ANNOUNCER: All over our state, Ronald Reagan has been answering your questions like this one...

V.O. WOMAN: I'd like to know how you feel about nuclear power.

REAGAN: I think it offers us the greatest opportunity to meet our energy shortage and to get out from under the monopolistic control of the OPEC nations.

SFX: Applause

REAGAN: But with regard to the safety factor, the truth is that danger of a nuclear fatality in a nuclear power plant is about one in 75 million.

The one accident involving a nuclear power plant for the surrounding area is one in 5 billion.

I think the case has been made for the safety of nuclear power plants, and I think we absolutely have to have them if we're going to have clean air and if we're going to have to add the energy this country needs.

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



From the desk of...

Borny

---

Jon Key  
in WH

# 71800



Reason - Effective State Dollars

New Hampshire:

TV :	\$ 11,083
Radio :	27,149
Current Newsp :	600
	<hr/>
	\$ 38,832

if a Newsp. Drop possible \$5,000 add'l.

Florida:

TV :	" 165,971
Radio :	111,968
	<hr/>
	\$ 277,939





Radio - Reagan  
Boston

1/20 - 18 wh 50 10%  
1/27 - 18 wh  
2/3 - 36 lost 3 wks

WJIB 80  
WHOH 60  
WRKO 70  
WROR 30

240 - \$ 480

X 144

\$ 69,120

WMTQ

23

X 144

\$ 3,312



181

RECEIVED

JAN 28 1976

GEORGE S. KARALEKAS

Boston-

WNAC- RONALD REAGAN SKED 1/27-2/21  
PRIME SOLD 2wks AT A TIME

w/o 1/27- TU-FRI- 9-10A- 1X 60 SEC  
 ↓ 10A-12N 1X 60  
 ↓ 1X 30  
 ↓ 4-5<sup>30</sup> 1X 60  
 ↓ 5<sup>30</sup>-6p 2X 60  
 ↓ Thu 1/29 11<sup>29</sup> P 1X 30  
 ↓ PRIME: 1/27- 10<sup>30</sup> P 1X 30 SEC  
 ↓ 1/28- 10<sup>30</sup> P 1X  
 ↓ SU 2/1- 10<sup>30</sup> P 1X

*George*  
 TO MI FRI  
 APR 5 5:30 PM  
 APR 10 27 PM  
 WNAC

TO MI FRI  
 WSAZ  
 APR 9 15 PM  
 3-5 PM '76  
 Litchy

w/o 2/2-

PRIME - 2/4 - WED 10p 1X 30 SEC  
 ↓ 2/5 Thu 10p 1X  
 ↓ 2/6 9 p 1X

M-F- 9-10A- 2X 60 sec  
 ↓ 10A-12N- 2X 30  
 ↓ 1X 60  
 ↓ 12<sup>30</sup>-4p 2X 60  
 ↓ 4-5<sup>30</sup> P 1X 60  
 ↓ 1X 30



lu ka2

WNAC - Cont'd - w/o 2/2 -

M-F	5 <sup>30</sup> - 4p	1X - 60 sec
	↓	↓
	7 <sup>30</sup> - 8p	1X - 30
		↓
		1X - 30

w/o 2/9

M-F	9-10A	2X - 60 sec
	10A-12N	1X - 60
	12 <sup>30</sup> - 4p	2X - 60
	↓	↓
	4 - 6 <sup>30</sup> p	3X - 30
	↓	↓
	5 <sup>30</sup> - 6p	1X - 60
	↓	↓
	7 <sup>30</sup> - 8p	2X - 30
	↓	↓
	OTO 11 <sup>29</sup> p	1X - 30

M-F	11 <sup>30</sup> p - 1 <sup>05</sup> A	1X - 30
-----	--	---------

w/o 2/14

M-F	9-10A	2X 60 sec
	10A-12N	1X 60 sec
	↓	↓
	12 <sup>30</sup> - 4p	2X 30
	↓	↓
	4 - 6 <sup>30</sup> p	3X 30
	↓	↓
	4 - 6 <sup>30</sup> p	2X 60
	↓	↓
	4 - 6 <sup>30</sup> p	1X 60
	↓	↓
	5 <sup>30</sup> - 6p	2X - 30
	↓	↓
	6 <sup>30</sup> - 6p	1X 60
	↓	↓
	7 <sup>30</sup> - 8p	2X 30
	↓	↓
	7 <sup>30</sup> - 8p	2X 30
	↓	↓
	11 <sup>30</sup> - 1 <sup>05</sup> A	1X 30



supg3

WNAC - cont'd

H JACKSON

B BAYH

M UDALL

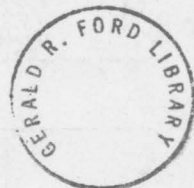
J CARTER

J HARRIS

ALL STARTED ON AIR -

Should you want sked, let us know

Y/L  
1/28/74





WGBK-

Boston

RAGAN- 1/27 - 3/2 -

12X - 60 sec spots Hockey

2X - 60 sec's } EFR - Approx 6-8P -

2X - 30 sec's |



NO 5 MIN PROG'S

1/28/75

To: Mike Moore  
From: Josephine DeRoche

RE: Updated Competitive Activity in Florida

Jacksonville

WJXS - Reagan has requested avals. (no further information given)

WJXT - Jackson has requested avals eff. 2/2

Reagan anticipated - no avals requested to date

WTLV - Reagan - 4 week sked eff. 2/3

60's & 30's (approx. 10 of each)

Cost: 1200/wk (Above sked is not as yet firm - "considering")

Orlando

WBBO - Reagan bought a sked. (no further information given)

WSWB - Avals requested for Jackson

No Reagan activity to date

WESH - Wallace as of 1/22 spending \$2000/3000 per week

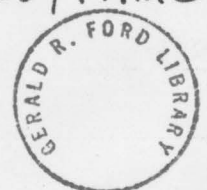
Avals requested for Reagan & Jackson

WFTV - Reagan spending \$8000 in mkt., eff. 2/3 for 5 wks.

60's & 30's -- PM Rot/WWSports/Week/Prime Access/Prime

Carter - 4 5min. Programs 1/31, 2/1, 2/7 & 2/8

11<sup>15</sup>P-11<sup>20</sup>P in Film Fest \$130/5 min prog.



Panama City

WHG- Reagan placed an order (No further information provided)

WDTB- Reagan -- eff. 2/4-3/8 -- 30's + 60's All Day parts (except EF)

66 TOTAL Spots

Wallace -- eff. 1/31-2/2 -- 30's Various Day parts. Total 8 spots

Pending avails - Carter 2/1-3/8 Jackson 2/2-3/7

Mobile

WALA- Reagan Ordered 4 wk. sked eff 2/2 for approx \$6000  
(Byt. all 3 stations)

WEAR- "No Information Available at this Time."

WKRG- Will not provide information until they hear from their  
attorneys. Rep. w/a an answer





# Sams memo

to George Karalekas  
from Luis Diaz-Albertini  
date January 30, 1976  
subject "Ronald Reagan Spanish Campaign" -  
Florida

cc: P. Dailey  
B. Wagner  
D. Sibley  
F+I -  
George

Enclosed please find Replica magazine and the English translation of the Ronald Reagan ad.

Replica magazine has the greatest circulation of any other weekly magazine in Miami. It's total circulation is 50,000.

Ronald Reagan had two ads scheduled in Replica on January 21st and the 28th. Cost per insertion is \$325. therefore the total expenditure is \$650.

We have spoken with Mr. Jose Guerra who is our general manager in our Miami office. The following is the media activity he has reported to us in the market.

WCMQ AM	-- One announcement on 1/24/76
WCMQ FM	-- No activity
WQBA AM	-- "
WOCN AM	-- "
WRHC AM	-- "
WLTV-CHANNEL 23	-- "
REPLICA NEWSPAPER	-- No insertion scheduled
DIARIO DE LAS AMERICAS (NEWSPAPER)	-- As yet we have no information.
PATRIA NEWSPAPER	-- Two ads were scheduled on January 16th and the 23rd.

Mr. Paul Bethel is in charge of the Ronald Reagan Campaign in Miami. He is an American citizen who has spent many years living in Cuba. He is well known and liked in the Cuban community. He's also a personal friend of mine.

RECEIVED

JAN 30 1976

GEORGE S. KARALEKAS

LDA/pm

Encl.



# Sams copy

Client \_\_\_\_\_

Job No. \_\_\_\_\_

Media \_\_\_\_\_

Size \_\_\_\_\_

Closing \_\_\_\_\_

Authorized signature \_\_\_\_\_

ENGLISH TRANSLATION OF  
REAGAN'S AD. - JANUARY 21, 1976  
1/2 pg. ad Replica magazine (Miami edition)

THE UNITED STATES NEEDS A LEADER.

THE LEADER IS RONALD REAGAN.

---

CUBAN!  
LATIN!

If you're an American citizen, register as  
a republican before January 24th.

Vote for Reagan in the March 9th, elections.

---

Addresses for where to register,  
date and time:

Political announcement is payed by the Pro-Reagan  
committee. Chairman, L.E. Tommy Thomas; Treasury  
Vincent Perry.

## 7 Días en Miami

### La "conexión" social en la política de Miami

La comunidad cubana, aparentemente sin saberlo siquiera, afirma The Miami Herald, tiene unos nuevos autotitulados "líderes" que planean controlar posiciones burocráticas y votos

## ESTADOS UNIDOS NECESITA UN LIDER.



## ESE LIDER ES RONALD REAGAN.

¡CUBANO!  
¡LATINO!

Si eres ciudadano americano, insíbete republicano  
antes del 24 de Enero.

Vota por Reagan en las elecciones del 9 de Marzo.

Lugares de inscripción, fechas y horarios:

Enero 8-9, 13-16, 20-23 de 5:00 a 9:00 PM.

Enero 17 de 1:00 a 9:00 PM.

Enero 24 de 10:00 AM a 9:00 PM.

•J. M. Fields, Air Park Plaza

•Futurama, 1507 S.W. 8th Street

•Publix Supermarket, Westchester Mall

•Westchester Mall (dentro del Mall)

•Westland Mall de Hialeah (dentro) hasta 9:00 PM

Enero 10, 13, 22, y hasta 5 PM el 24 de Enero

Y, además . . . . .

•Courthouse Lobby, Downtown, 73 W. Flagler

•Metro Justice Building, 1351 N.W. 12 Street

•Cámara de Comercio Latina, 601 N.W. 22 Avenue

Citizens' Information Centers:

•1865 N.E. 183 Street

•10710 S.W. 211 Street

•Westchester Mall (trailer), 8581 S.W. 24 Street

Anuncio Político Pagado Por el Comite Pro-Reagan.  
Chairman, L. E. Tommy Thomas; Tesorero, Vincent Perry.



REAGAN'S SPANISH ORGANIZERS

REAGAN IN FLORIDA

Manolo Cassanova - President of Flagship Banks - son of famous Cuban senator who is very influential.

REAGAN IN CALIFORNIA

Tilso Del Junio - Important Cuban doctor - setting up activity in California.

1/30/76



Edición de Miami  
Precio: 60c  
Exterior 75c

# República

Año 7, No. 277

**sissi:  
"la emperatriz"  
se casó con  
su secretario**

**¿habrá cambios en  
china por la muerte  
de chou en lai?**

**jacqueline  
esperando el año  
con el millonario  
de tiffany's**

**habla la hija  
de mussolini:  
como mi padre  
mató a mi esposo**

**los huecos negros:  
¿transitarán por ahí  
los extraterrestres?**

**tenga una pelea con  
su pareja y salve  
su matrimonio**



**UNA NOVELA COMPLETA  
EL MISTERIO DE DIANA**



February 6, 1976

MEMORANDUM FOR:       DAWN SIBLEY  
FROM:                   BRUCE WAGNER  
SUBJECT :               REAGAN MEDIA SPENDING

As soon as possible, we need a firm fix on Reagan's spending in New Hampshire, Maine and Florida.

This data is particularly important as we move towards execution of our recommended media plans.

Thanks very much.

c.c. ✓ Peter Dailey  
      George Karalekas



February 6, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: FLORIDA MEDIA

It has been reported that Jimmy Carter will spend as much as \$270,000 in Florida radio, television and newspaper during February.

c.c. Peter Dailey  
George Karalekas  
Dawn Sibley



2/8 - 2/9

today - 60

Afternoon 60

PM 60

Music 60

Tonight 30

Rock/Police 30

---

2/10 - 2/16

today 60

Afternoon 60

PM 60 + 30

Group 60

Tonight 30

Evening 30

---

~~Beagan Schechtle~~  
WFLA - Tampa  
Rec'd 2/6/76



BLAIR-TV DAL

P

BLAIR JOHN NY

WFLA TV TAMPA 2/5/76

TO: ALL SALES REPS

FROM: HARRY SMITH

RE: POLITICAL RATES AND AVAILABILITIES

1976 FEB -5 PM 1:36

2/5

EFFECTIVE WEEK OF 2/23/76 PLEASE OBSERVE THE FLWG. LIMITS AND RATES FOR ALL POLITICAL ORDERS:

- M-F 7-9AM TODAY \$50 3/WEEK
- M-F 10:30-1PM AM ROTATION \$50 3/WEEK
- M-F 1:30-4:30PM PM ROTATION \$120 3/WEEK
- M-F 4:30-6PM MERV GRIFFIN \$120 2/WEEK
- MON 8-9PM SPACE 1999 \$300 1/WEEK
- M-F 11:30-1AM TONIGHT \$80 1/WEEK
- M-TH 1-2AM TOMORROW \$15 5/WEEK

DAVID (B)  
 DICK  
 NORM  
 YORRY  
 SIOU  
 PERR  
 PAT  
 DAVID (P)

PLEASE REVISE ALL OUTSTANDING SUBMISSIONS TO CONFORM TO THE ABOVE. NO OTHER POLITICAL AVAILS MAY BE OFFERED.

ALL RATES FIXED. PAYMENT IN FULL FOR ENTIRE ORDER.

REGARDS

PLEASE RUSH THIS TO PETER CARNS FOR DISTRIBUTION

RUSH URGENT RUSH URGENT



*[Handwritten scribbles and signatures at the bottom of the page]*

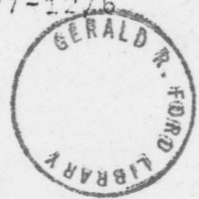


DAY	TIME	PROGRAM/ADJACENCY	LEN	DRA RTG	(000) HOMES	(000) WOMEN	(000) MEN	COG (A)	
M-F	7-9AM	TODAY SHOW	30	8	88	49	29		
			CPM: 30	\$ 6.25	0.76	1.02	1.72		
			ID					25-10	70 35
M-F	11A-430PM	AFTERNOON ROTATION	30	8	65	63	15		
			CPM: 30	\$ 8.75	1.08	1.11	4.67		
			ID					70	90 45
<del>M-F</del>	<del>1-1:30PM</del>	<del>CHANNEL 8 REPORTS</del>	<del>30</del>	<del>10</del>	<del>78</del>	<del>62</del>	<del>33</del>		
			<del>CPM: 30</del>	<del>\$ 7.00</del>	<del>0.90</del>	<del>1.13</del>	<del>2.12</del>		35-10 120 polif
M-F	4:30-6PM	HEAVY GRIFFIN	30	18	143	119	69		
			CPM: 30	\$ 6.11	0.77	0.92	1.59	110	140
<del>M-F</del>	<del>6-7PM</del>	<del>CHANNEL 8 REPORTS</del>	<del>30</del>	<del>21</del>	<del>166</del>	<del>134</del>	<del>105</del>		
			<del>CPM: 30</del>	<del>\$ 8.57</del>	<del>1.08</del>	<del>1.34</del>	<del>1.71</del>	100	No polif
M-F	7-7:30PM	CONCENTRATION	30	17	141	124	79		
			CPM: 30	\$ 9.41	1.13	1.29	2.03	160	180
MON	7:30-8PM	WORLD AT WAR LTC 2/9/76	30	14	109	72	91		
			CPM: 30	\$ 15.00	1.93	2.92	2.31	210	
TUE	7:30-8PM	LET'S MAKE A DEAL	30	17	140	113	85		
			CPM: 30	\$ 12.35	1.50	1.86	2.47	210	230
WED	7:30-8PM	PRICE IS RIGHT	30	17	133	126	83		
			CPM: 30	\$ 12.35	1.58	1.67	2.53	210	230
THU	7:30-8PM	LET'S MAKE A DEAL	30	17	141	121	81		
			CPM: 30	\$ 12.35	1.49	1.74	2.59	210	230
FRI	7:30-8PM	\$25,000 PYRAMID	30	19	152	142	94		
			CPM: 30	\$ 11.05	1.38	1.48	2.23	210	230
<del>M-SU</del>	<del>11-1130P</del>	<del>CHANNEL 8 REPORTS</del>	<del>30</del>	<del>11</del>	<del>85</del>	<del>63</del>	<del>52</del>		
			<del>CPM: 30</del>	<del>\$ 14.55</del>	<del>1.88</del>	<del>2.54</del>	<del>3.08</del>	160	No polif
M-F	11:30-1AM	TONIGHT SHOW	30	6	50	37	26		
			CPM: 30	\$ 13.33	1.60	2.16	3.08	80	100
			ID					40	50
SAT	6-6:30PM	SATURDAY EVENING NEWS	30	12	94	75	62		
			CPM: 30	\$ 10.00	1.28	1.60	1.94	120	130
SAT	1130PM-CC	WEEKEND/SATURDAY NIGHT	30	3	27	18	17		
			CPM: 30	\$ 26.67	2.96	4.44	4.71	80	



STATE 1999

Day	Time	Program	CPM	Rate	Spots	Cost	Revenue	Profit	Handwritten
			CPM: 30	\$ 30.00	10	3.49	5.66	4.69	300
			CPM: 30	\$ 22.73	22	2.96	3.14	3.73	500
			CPM: 30	\$ 18.42	19	2.29	2.76	3.40	350
			CPM: 30	\$ 26.19	21	2.37	4.20	4.87	550
			CPM: 30	\$ 26.09	23	3.24	3.90	5.86	600
			CPM: 30	\$ 18.97	29	2.38	2.59	3.33	550
			CPM: 30	\$ 35.29	17	4.41	5.17	6.74	600
			CPM: 30	\$ 16.67	21	2.10	2.35	3.40	350
			CPM: 30	\$ 36.67	15	4.51	5.19	7.43	550
			CPM: 30	\$ 18.18	33	2.32	2.62	3.85	600
			CPM: 30	\$ 23.21	28	2.95	3.61	4.14	550
			CPM: 30	\$ 31.58	19	3.92	4.26	4.84	600
			CPM: 30	\$ 27.50	20	3.48	3.69	5.29	550
			CPM: 30	\$ 22.73	22	2.84	3.57	4.81	500
			CPM: 30	\$ 32.35	17	4.14	4.74	5.85	550



Sat.  
N  
NBC  
Pub  
Aff  
Eme  
NBC  
Nigh  
Cha  
Rep  
Th  
Pro  
LTC:  
NBC  
Nigh  
11:30

550  
400  
650  
600  
5  
400  
550  
650  
700  
650  
550  
550  
550

Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 6, 1976

MEMORANDUM FOR:       DAWN SIBLEY  
FROM:                    BRUCE WAGNER ~~BR~~  
SUBJECT :                REAGAN MEDIA SPENDING

As soon as possible, we need a firm fix on Reagan's spending in New Hampshire, Maine and Florida.

This data is particularly important as we move towards execution of our recommended media plans.

Thanks very much.

c.c.   Peter Dailey  
       George Karalekas





Repatrol  
Reagan Spending  
New Hampshire Primary

350

<u>IV</u>	<u>Total Est. \$'s</u>	<u>Effective State \$'s</u>
Portland Me.	\$ 5,000	980
Manchester NH	720	720
Boston, Mass	76,910	<u>9,383</u>
	<u>\$ 82,630</u>	\$ 11,083

<u>Radio</u>		
Boston	\$ 69,120	8433
N Hampshire Sta.	\$ 16,000	16,000 > 27,149
Portland	3,312	<u>2716</u>
<u>Total Broadcast</u>	<u>88,432</u>	\$ 38,232

<u>Newspaper</u>		
N Hampshire - 12000	600	600
<u>Total Media:</u>	<u>\$ 171,662</u>	\$ 38,832





Reagon

Jan.

Radio BOST

1/20 Bos 8,640

1/27

Jan  
Reg.

\$ 1,054

176

130

1689

248

2880

489

600

---

\$ 7,800

7,766



Florida

Mobile/Pensacola

38% remains in Fla

Tampa - 13.7 spills To Georgia

---

Miami	102,600	<del>511</del> 102,600
Tampa	12,875 (86.3)	11,111
Orlando/DayB.	30,500	30,500
Jacksonville	13,700	13,700
Panama City	3,500	3,500
Mobile	12,000	4,560

---

175,175



---

\$165,971

94.7%

# Comparison of Reagan vs. Ford Media Activity

## Effective State R's

<u>Medium</u>	<u>New Hampshire</u>		<u>Florida</u>	
	<u>Ford</u>	<u>Reagan</u>	<u>Ford</u>	<u>Reagan</u>
<u>Television</u>				
Dates	2/10 - 2/23	1/26 - 2/23	2/10 - 3/8	2/3 - 3/7
# weeks	2	4	4	5
# MKTs	3	3	5	6
Est. GR's/wk	100-200	200-350	150-200	200-350
Total Budget	\$ 3,870	\$ 11,083	\$ 80,000	\$ 165,971



### Radio

Dates	2/3 - 2/23	1/26 - 2/23	2/10 - 3/8	2/2 - 3/8
# weeks	3	4	4	5
# MKTs	19	17	8	10
# Stations	25	25	52	53
# Spots Sta	30-36	36	24-30	36
Total Budget	\$ 10,432	\$ 27,149	\$ 88,000	\$ 111,968

### Newspapers

Time	Feb	Jan.	Mar.	—
Size	Pg B&W	1200 lines	Pg B&W	—
Cost	\$ 4467	\$ 600	\$ 24,000	—

Total Spending: \$ 18,769      \$ 38,832      \$ 192,000      \$ 277,939

CAMPAIGN '76

COMPETITIVE REPORT:

as of 2/13/76

REAGAN

FLORIDA PRIMARY

3/9/76

TELEVISION ACTIVITY

<u>ADI</u>	<u>DETAILS</u>	<u>ESTIMATED GRPS</u>	<u>ESTIMATED EXPENDITURES</u>
<u>MIAMI</u>	<u>2/3-3/7</u> 5 weeks		
	WIVJ 1,224 GRPs \$ 40,000		
	WCIX 244 " 9,605		
	WPLG not available		
	WCKT not available		
	from station shares, assuming similar heavy advertising pattern, we estimate:		
	WPLG 700 GRPs, \$ 23,000		
	WCKT 1,000 GRPs, 30,000		
	probable total:	3,200 GRPs	\$ 102,600.
<u>TAMPA</u>	<u>2/3-3/7</u>		
	WLCY 175 GRPs, 5-min program buys \$ 6,700		
	WFLA 6,175*		
	WTOG not available		
	WTVT not available		
	* maximum \$ station will sell.		
<u>ORLANDO-DAYTONA BEACH</u>	<u>2/3 - 3/8</u>	750 GRPs	\$ 30,500.
	WSWB not purchased		
	WDBO 300 GRPs, \$ 11,695		
	WESH* 300 (est) 12,000 est.		
	WFTV 150 (est) 6,765		
	* schedule same mix as WDBO. no units given.		
<u>JACKSONVILLE</u>	<u>2/2 - 3/7</u>	1,200 GRPs	\$ 13,700
	WJKS* 500 GRPs \$ 5,100		
	WJXT 400 GRPs 4,592**		
	WILV 300 GRPs 3,998		
	* Reagan ordering weekly as campaign progresses. \$ projected from 1st week of \$ 1020. All 30s.		
	** Maximum station will sell. Bought 30s, 60s, all dayparts. GRPs estimated on dispersion schedule.		
<u>PANAMA CITY</u>	<u>2/4 - 3/8</u>		
	Heavy spot load.		
	WDTB reports 66 spots, mix of all day parts.		
	600-800 GRPs estimated. No particulars		
	WJHG has order, details not released.		





CAMPAIGN '76

COMPETITIVE REPORT

REAGAN

FLORIDA (continued)

TELEVISION

MOBILE-PENSACOLA 2/2 - 3/8

All stations ordered.

WALA reports \$ 6,000 spent. No other details.

Other stations will not release data.

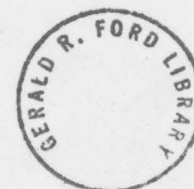
estimate \$ 12,000

R A D I O

All markets, maximum levels of 36 spots weekly, 2/2-3/8 5 weeks.

Projection: \$ 118,235.

<u>MARKET</u>	<u># STATIONS</u>	<u>MARKET</u>	<u># STATIONS</u>
Miami	12	Jacksonville	5
Tampa	7	Pensacola	4
West Palm Beach	8	Lakeland	3
Tallahassee	3	Ft. Myers	2
Orlando	6	Milbome	3



CAMPAIGN 76

COMPETITIVE REPORT: as of 2/13/76

REAGAN

NEW HAMPSHIRE PRIMARY 2/24/76

TELEVISION ACTIVITY

<u>ADI</u>	<u>DETAILS</u>	<u>ESTIMATED GRPs</u>	<u>Estimated Expenditures</u>
PORTLAND, ME. (WMIW only Poland Springs)	1/26-2/23	750	5,000.
MANCHESTER, N.H. (WMUR only)	1/27-2/23	80	720.
BOSTON, MASS (WNAC, WSBK, WCVB Actuals, WBZ estimated)	1/27-2/23	1,400	76,910.
			<hr/>
			\$ 82,630.

RADIO ACTIVITY

All radio markets utilized within New Hampshire.

Campaign purchased 1/26-2/23, 4 weeks at 36 spots weekly per station.

Competitive dollars estimated at..... 16,000.

Markets, number of stations each market

Manchester	4	Keene	2
Dover	2	Conway	1
Portsmouth	2	Rochester	1
Concord	1	Laconia	1
Exeter	1	Berlin	1
Nashua	2	Lebanon	1
Hanover	2	Plymouth	1
Littleton	1	Franklin	1
Mt. Washington	1		

Total Estimated: REAGAN: \$ 98,630.



CAMPAIGN '76

COMPETITIVE REPORT:

as of 2/13/76

REAGAN

FLORIDA PRIMARY

3/9/76

TELEVISION ACTIVITY

<u>ADI</u>	<u>DETAILS</u>	<u>ESTIMATED GRPS</u>	<u>ESTIMATED EXPENDITURES</u>
<u>MIAMI</u>	<u>2/3-3/7</u> 5 weeks		
	WIVJ 1,224 GRPs \$ 40,000		
	WCIX 244 " 9,605		
	WPLG not available		
	WCKT not available		
	from station shares, assuming similar heavy advertising pattern, we estimate:		
	WPLG 700 GRPs, \$ 23,000		
	WCKT 1,000 GRPs, 30,000		
	probable total:	3,200 GRPs	\$ 102,600.
<u>TAMPA</u>	<u>2/3-3/7</u>		
	WLCY 175 GRPs, 5-min program buys \$ 6,700		
	WFLA 6,175*		
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	WTVT not available		
	* maximum \$ station will sell.		
<u>ORLANDO-DAYTONA BEACH</u>	<u>2/3 - 3/8</u>	750 GRPs	\$ 30,500.
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	WESH* 300 (est) 12,000 est.		
	WFTV 150 (est) 6,765		
	* schedule same mix as WDBO. no units given.		
<u>JACKSONVILLE</u>	<u>2/2 - 3/7</u>	1,200 GRPs	\$ 13,700
	WJKS* 500 GRPs \$ 5,100		
	WJXT 400 GRPs 4,592**		
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CAMPAIGN '76

COMPETITIVE REPORT

REAGAN

FLORIDA (continued)

TELEVISION

MOBILE-PENSACOLA 2/2 - 3/8

All stations ordered.

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Other stations will not release data.

estimate \$ 12,000

R A D I O

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CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

REAGAN

ILLINOIS PRIMARY

So far, the following has been uncovered:

CHICAGO

WBBM-TV	not purchased.	Station concerned as to why. (CBS affiliate)
WLS	628 GRPs	\$ 50,000.
WMAQ	678 GRPs	84,475.
WGN	will not accept political spots	
WFLD	not purchased	
total:	1,306 GRPs	\$ 134,475.

GRPS by week:

<u>2/17</u>	<u>2/24</u>	<u>3/2</u>	<u>3/9</u>	
210	356	387	353	1,306 total

ROCKFORD

WREX	2/10-2/14	\$ 640
WREX	2/17-3/14	4,644
WCEE	2/17-3/14	2,932

mix 30's, 60's, varying dayparts. GRPs unprojectable from details received so far.

PEORIA

WEEK	2/17-2/23	10 spots.	no further details
WMBD	2/17-3/15	\$ 2,400	
WRAU	2/17-3/15	2,060	

CHAMPAIGN-SPRINGFIELD

WAND	2/10-2/14	123 GRPS	\$ 1,300
WICS	2/17-3/15		5,160

QUAD CITIES

WHBF	2/10-3/15	22 spots
------	-----------	----------

During the next few working days, we will attempt to obtain more information to complete the holes in these competitive level reports. Stations often will give little or no data until after it has been run or while in progress. Several stations have followed the rule that their log is open to inspection, but they will not cooperate otherwise.

RADIO

no determination as yet. May have placed orders within last day. Will follow up on Tuesday 2/17 for details.



CAMPAIGN 76

COMPETITIVE REPORT: as of 2/13/76

REAGAN

NEW HAMPSHIRE PRIMARY 2/24/76

TELEVISION ACTIVITY

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Littleton	1	Franklin	1
Mt. Washington	1		

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CAMPAIGN '76

COMPETITIVE REPORT:

as of 2/13/76

REAGAN

FLORIDA PRIMARY

3/9/76

TELEVISION ACTIVITY

<u>ADI</u>	<u>DETAILS</u>	<u>ESTIMATED GRPS</u>	<u>ESTIMATED EXPENDITURES</u>
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	WILV 300 GRPs 3,998		
	* Reagan ordering weekly as campaign progresses. \$ projected from 1st week of \$ 1020. All 30s.		
	** Maximum station will sell. Bought 30s, 60s, all dayparts. GRPs estimated on dispersion schedule.		
<u>PANAMA CITY</u>	2/4 - 3/8		
	Heavy spot load.		
	WDTB reports 66 spots, mix of all day parts.		
	600-800 GRPs estimated. No particulars		
	WJHG has order, details not released.		



CAMPAIGN '76

COMPETITIVE REPORT

REAGAN

FLORIDA (continued)

TELEVISION

MOBILE-PENSACOLA 2/2 - 3/8

All stations ordered.

WALA reports \$ 6,000 spent. No other details.

Other stations will not release data.

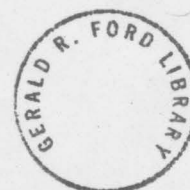
estimate \$ 12,000

R A D I O

All markets, maximum levels of 36 spots weekly, 2/2-3/8 5 weeks.

Projection: \$ 118,235.

<u>MARKET</u>	<u># STATIONS</u>	<u>MARKET</u>	<u># STATIONS</u>
Miami	12	Jacksonville	5
Tampa	7	Pensacola	4
West Palm Beach	8	Lakeland	3
Tallahassee	3	Ft. Myers	2
Orlando	6	Milbome	3





CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

REAGAN

ILLINOIS PRIMARY

So far, the following has been uncovered:

CHICAGO

WBBM-TV	not purchased.	Station concerned as to why. (CBS affiliate)
WLS	628 GRPs	\$ 50,000.
WMAQ	678 GRPs	84,475.
WGN	will not accept political spots	
WFLD	not purchased	
total:	1,306 GRPs	\$ 134,475.

GRPS by week:

<u>2/17</u>	<u>2/24</u>	<u>3/2</u>	<u>3/9</u>	
210	356	387	353	1,306 total

ROCKFORD

WREX	2/10-2/14	\$ 640
WREX	2/17-3/14	4,644
WCEE	2/17-3/14	2,932

mix 30's, 60's, varying dayparts. GRPs unprojectable from details received so far.

PEORIA

WEEK	2/17-2/23	10 spots.	no further details
WMBD	2/17-3/15		\$ 2,400
WRAU	2/17-3/15		2,060

CHAMPAIGN-SPRINGFIELD

WAND	2/10-2/14	123 GRPS	\$ 1,300
WICS	2/17-3/15		5,160

QUAD CITIES

WHBF	2/10-3/15	22 spots
------	-----------	----------

During the next few working days, we will attempt to obtain more information to complete the holes in these competitive level reports. Stations often will give little or no data until after it has been run or while in progress. Several stations have followed the rule that their log is open to inspection, but they will not cooperate otherwise.

RADIO

no determination as yet. May have placed orders within last day. Will follow up on Tuesday 2/17 for details.



CAMPAIGN '76

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Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

George K

Where, or where, is  
the Reagan spending  
projection for Florida  
and New Hampshire?

Bruce  
2/16



CAMPAIGN 76

COMPETITIVE REPORT: as of 2/13/76

REAGAN

NEW HAMPSHIRE PRIMARY 2/24/76

TELEVISION ACTIVITY

<u>ADI</u>	<u>DETAILS</u>	<u>ESTIMATED GRPs</u>	<u>Estimated Expenditures</u>
PORTLAND, ME. (WMIW only Poland Springs)	1/26-2/23	750	5,000.
MANCHESTER, N.H. (WMUR only)	1/27-2/23	80	720.
BOSTON, MASS (WNAC, WSBK, WCVB Actuals, WBZ estimated)	1/27-2/23	1,400	76,910.
			<hr/>
			\$ 82,630.

RADIO ACTIVITY

All radio markets utilized within New Hampshire.

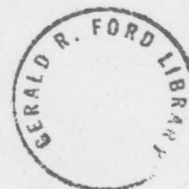
Campaign purchased 1/26-2/23, 4 weeks at 36 spots weekly per station.

Competitive dollars estimated at..... 16,000.

Markets, number of stations each market

Manchester	4	Keene	2
Dover	2	Conway	1
Portsmouth	2	Rochester	1
Concord	1	Laconia	1
Exeter	1	Berlin	1
Nashua	2	Lebanon	1
Hanover	2	Plymouth	1
Littleton	1	Franklin	1
Mt. Washington	1		

Total Estimated: REAGAN: \$ 98,630.





From the desk of... 2/14/76

BARRY LAFER  
Primary Budget:

~~1/15~~ Feb 1 - D/Budget 25  
 - 2,085  
 March 1 Planner 25  
 March Secty 10

Fri after election



**Campaign '76**  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

FEBRUARY 19, 1976

TO: BRUCE WAGNER  
FROM: DAWN SIBLEY *D.S.*  
SUBJECT: REAGAN COMPETITIVE ACTIVITY  
ILLINOIS

The following is the preliminary information we have on Reagan's media activity in Illinois.

Television is the only medium reported so far.

<u>Market</u>	<u>Pressure &amp; Flite Dates</u>	<u>Reported Dollars</u>
Chicago (30's & 60's)	1,250 GRP's 2/17 : 200 2/24 : 350 3/2 : 350 3/9 : 350	\$134,475
Rockford	2/10 - 3/14 pressure NA	8,216
Peoria	2/17 - 3/15	est. 6,000
Champaign/ Springfield	2/10 - 3/15	est. 6,500
Davenport/Rock Island/ Moline	2/10 - 3/15	est. 2,000

COMPARISON REAGAN VS FORD

	<u>Reagan</u>	<u>Ford</u>
Est. TV Spending	\$157,191	\$101,535
# Weeks:	5	3
# Markets:	5 ---same---	5



BRUCE WAGNER  
Page Two

2/19/76

Bruce, this is a preliminary report.

Frankly, I believe Reagan is again spending at a rate double ours, additionally I believe he is probably in more markets than reported above. SFM is providing us with more complete information and we will have this to you early next week.

cc: P. Dailey  
C. Wilhite  
J. Vinson  
G. Karalekas  
E. Lafer



# Campaign '76

Media Communications, Inc.

1523 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-9950

FEBRUARY 19, 1976

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Campaign '76  
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 22, 1976

MEMORANDUM TO: Peter Dailey  
FROM: Bruce Wagner ~~B~~  
SUBJECT: News Article on Reagan Advertising

Attached, please find an interesting article from this  
Sunday's New York Times regarding Ronald Reagan's broadcast  
advertising.

cc: Bo Callaway  
Stu Spencer  
Peter Kaye  
Fred Slight  
Bob Marik  
Ed DeBolt  
George Karalekas  
✓ Dawn Sibley  
Clayton Wilhite  
John Vinson



# How a Media Pro Took on New Hampshire

By EDWIN DIAMOND

FITZWILLIAM, N. H.

Whatever the outcome of this state's Presidential primary election on Tuesday, the campaign has afforded an opportunity to observe, close-up, the way Ronald Reagan makes use of the broadcasting media. Reagan is a media pro. He has been a radio announcer, a motion picture actor, a host on television's General Electric Theater, a leading man of weekly news conferences when he was Governor of California. The experience shows to advantage here in New Hampshire, where the Reagan organization has put together the most professional media campaign of all the candidates of either party running in the election.

The centerpiece of Reagan's media efforts is the series of "Citizens' Press Conferences" he holds in

Edwin Diamond is director of the News Study Group at MIT and a TV-radio commentator in Washington, D.C.



His applause lines are down pat.

high school gymnasiums and other local auditoriums, answering the questions of "ordinary folks." Reporters representing the various media are present but may not ask questions. At these gatherings, the candidate usually is asked about the economy, and his most familiar line is the one about "ending deficit spending and balancing the budget."

The former Governor is a smart man about his budget at least, because film clips from the Citizens' Press Conferences have been showing up ever since Jan. 26 as

Continued on Page 29

commercials on the Boston TV stations. New Hampshire has only one TV station inside its borders, and inasmuch as the Massachusetts primary is on March 2, just one week after New Hampshire's, buying time from Boston TV stations is something like an advertising package deal—buy one state and get the other free.

Reagan's Citizens' Press Conference commercials were shot by film crews working for Ball and McDaniel, the Reagan advertising agency; the crews recorded a number of these meetings, and the resulting film was then edited down to a series of eight, basic 60-second commercials on such subjects as unemployment, jobs, Social Security, defense and so forth. Audio tracks recorded at the Citizens' Press Conferences were used for the basic 10 Reagan radio spots. (He addresses the touchier themes of nuclear power and gun controls on radio, but not on TV.)

The other candidates, of course, are using TV spots also, but not with nearly the same adroitness. For example, one of Congressman Morris Udall's media men said the other day that the *cinéma vérité* bobbing-camera style of political commercials was "out" this campaign year. Accordingly, the Udall commercial makers, as well as the Birch Bayh people, have been shooting their political spots showing the candidates in a television studio. The result is an undramatic, tightly framed, talking head. The ads for Henry Jackson eliminate moving film images entirely; a series of still photos of the Democratic candidates flash on the screen, ending with Jackson's face and the voice of an announcer proclaiming the virtues of "the experienced Senator." One or two of the Jimmy Carter commercials employ some of the *cinéma vérité* techniques reminiscent of the Kennedy and Nixon campaigns of the sixties. And the Gerald Ford television commercials, held back until the last week of the campaign, are stately; they show the President working in the Oval Office on his State of the Union Address. The tag line is "President Ford is your President. Keep him."

The Reagan people are doing a kind of *vérité* with a vengeance. If you aren't concentrating when watching one of the Reagan TV commercials, you might think you're actually watching a TV news story on the nightly news. Seven of the eight Citizens' Press Conference TV commercials open with the candidate, handsome and poised, standing at a lectern. An unseen narrator, known as a Voice Over, intones some variation of the line: "Here's another question for Ronald Reagan, asked the other day at a Citizens' Press Conference..." In the defense commercial, for example, the script goes like this:

VOICE OVER: An important part of Ronald Reagan's campaign are the Citizens' Press Conferences which give the people a chance to ask the questions... [sound "bite" starts before Voice Over finishes.]

QUESTION: As President, how would you deal with the Congressional Democrats who are calling for still further cutbacks in defense spending?

REAGAN: Well, here again, where I believe a President should take his case to the people, and the people must be told the facts. The people will not make a mistake if they have the facts. But the one thing we must be sure of is, the United States must never be second to anyone else in the world in military power. [Applause, reaction shot.] But the purpose of weapons is not to go to war, the purpose of weapons is to convince the other fellow that he better not go to war. [Applause].

VOICE OVER: Reagan, he'll provide the strong new leadership America needs. Paid for by Citizens for Reagan.

The required disclaimer at the end doesn't distract from the news-event feeling. It also helps that Reagan's TV-radio time buyer, Ruth Jones, a veteran in the field, has bought spots within or adjacent to news and information programs. For example, the Reagan ad schedule for

