

The original documents are located in Box E04, folder “Reagan Competitive Activity (2)” of the President Ford Committee Campaign Records at the Gerald R. Ford Presidential Library.

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REAGAN TV

North Carolina \$60426 54,416

Illinois \$181,342 + 90,000 271,342

Florida \$216,542

Massachusetts \$77,910
(just Boston)

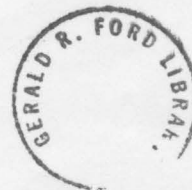
New Hampshire 720
(just Manchester)

} 1/27 - 2/23

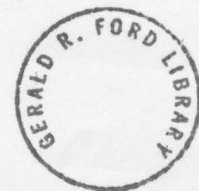


Competitive Broadcast Activity

<u>City</u>	<u>Station</u>	<u>Date</u>	<u>Daypart</u>	<u>Lengths</u>	<u>Costs</u>
<u>ILLINOIS</u>					
Quad Cities	WHBF	2/17- 3/15	All Dayparts	30's & 60's	\$4,085
	WQAD	2/17- 3/15	EF, LF, Prime	30's & 60's	\$2,705
Peoria	WEEK	2/17- 2/23	All Dayparts	30's & 60's	\$1,400
	WMBD	2/24- 3/15	Day, Fringe, Prime	30's & 60's	\$1,811
	WRAU	2/17- 3/15	All Dayparts	30's & 60's	\$2,830
Champ/Spring/ Decatur	WAND	2/10- 2/14	EF, LF, Prime	30's	\$1,300
Springfield	WICS	2/17- 3/15	AM/PM Rot, Prime	30's & 60's	\$5,160
Rockford	WREX	2/24- 3/14	EF, LF, Prime	30's & 60's	\$4,644
	WCEE	2/17- 3/9	Day, EF, LF, Prime, Prime Acc.	30's & 60's	\$2,932
Chicago	WBBM	2/17- 3/15			
	WMAQ	"			\$84,475
	WSNS	"			
	WFZD	"			
	WGN	"	Various		\$20,000
	WLS	"			\$50,000
Charlotte	WSOC	"			\$9,000
	WBTB	"			\$18,000
	WCCB	"			\$2,000
	WRET	"			



<u>City</u>	<u>Station</u>	<u>Date</u>	<u>Daypart</u>	<u>Lengths</u>	<u>Costs</u>
<u>ILLINOIS Cont'd.</u>					
Chicago	WBBM	3/1- 3/15	All Dayparts	30's & 60's	\$16,800
	WGN	"	"	30's	\$25,000
	WLS	"	"		
	WSNS	"	"		
	WFLD	"	"		
	WMAQ	"	"	30's & 60's	\$46,000
Charlotte	WBTW	3/7- 3/21	All Dayparts	30's & 60's	\$19,000
	WSOC	"			\$15,000
	WRET	"			
	WECB	"			
<u>FLORIDA</u>					
Jacksonville	WJKS	2/29	EF & LF	30's	\$1,020
	WJXT	2/2- 3/7	All Dayparts	30's & 60's	\$925/wk
	WTLV	2/3- 3/7	All Dayparts	30's & 60's	\$3,998
Orlando	WSWB				
	WDBO	2/3- 3/8	EF & Prime	30's & 60's	\$11,695
	WESH	2/3- 3/8	Various	30's & 60's	\$
	WFTV	2/5- 3/8	All Dayparts	30's & 60's	\$6,765
Miami	WCIX	2/3- 3/7	EF, Pr. Acc. Prime	30's & 60's	\$10,065
	WCKT				
	WTVJ	3/4- 3/8	E & L Fr. Prime Acc. Prime	30's & 60's	\$56,000



<u>City</u>	<u>Station</u>	<u>Date</u>	<u>Daypart</u>	<u>Length</u>	<u>Costs</u>
<u>FLORIDA Cont'd.</u>					
Miami	WPLG				
Tampa	WTOG				
	WTVT	2/4- 3/7	EF & Prime		\$40,000
	WLCY	2/9- 3/7	All Dayparts		\$17,000
	WFLA	2/9- 3/6	All Dayparts		\$7,160
Ft. Myers	WBBH	3/17 6 wks.	All Dayparts	30's & 60's	\$3,000
	WINK	2/3- 3/8	EF, Prime		\$3,000
	WEVU	2/29	Prime	30's	\$230
W. Palm Bch	WPTV	2/3- 3/9	All Dayparts	30's & 60's	\$15,000
	WPEC	2/10- 3/7	Day, L. News Prime		\$5,900
Tallahassee	WOTV	2/4- 3/7	Day, Fr., Prime	30's & 60's	\$4,500
<u>NO. CAROLINA</u> Raleigh	WTVD	2/26- 2/29	Day, EF, LF, Prime	30's & 60's	\$3,000/wk
	WRAL	2/24- 3/23	Day, EF Pr. Acc.	30's & 60's	\$Free
Greenville/ Asheville/ Spartanburg	WFBC	2/24- 3/22	Day, Acc.	30's & 60's	\$11,000
	WSPA	2/25- 3/22	E & L FR, Prime	30's & 60's	\$6,241
	WLOS	2/24- 3/22	EF, L News	30's	\$1,100



<u>City</u>	<u>Station</u>	<u>Date</u>	<u>Daypart</u>	<u>Lengths</u>	<u>Costs</u>
<u>NO. CAROLINA Cont'd.</u>					
Greensboro/W.S./ High Point	WFMY	2/24		60's & 30's	\$2,000
	WGHP	2/25- 2/29	Various	60's & 30's	\$900
	WXII	2/24- 3/1	Day, LF,	60's & 30's	\$950
Greenville/Wash/ New Bern	WITN	2/24- 3/1	E & L News, LF, Prime	60's & 30's	\$1,300
	WNCT	2/25- 2/28	Day, Fr, Prime	60's & 30's	\$475
	WCTI	2/24- 2/27	Various	60's & 30's	\$150
Wilmington	WECT				
	WWAY				
<u>MASSACHUSETTS</u>					
Boston	WNAC	1/27- 2/21	Various	60's & 30's	\$34,450
	WCVB	1/27- 2/23	Various		\$26,260
	WSBK	1/29- 2/23	Various	60's & 30's	\$17,200
<u>NEW HAMPSHIRE</u>					
Manchester	WMUR	1/27- 2/23	E. Fringe.	5Min. Prog.	\$720



Campaign '76
Media Communications, Inc.

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

MARCH 4, 1976

TO: DAWN SIBLEY
FROM: BRUCE WAGNER
SUBJECT: RONALD REAGAN SPENDING

We need a quick estimate of Ronald Reagan spending in Illinois, North Carolina and Wisconsin.

cc: C. Wilhite



A252

D U

ADS 3-6

WITH POLITICS

*Bruce
FBI
Kopal
Dawn*

NASHVILLE, TENN. (UPI) -- RONALD REAGAN'S ADVERTISING MAN SAID SATURDAY THE REPUBLICAN PRESIDENTIAL CANDIDATE'S NEW ADVERTISEMENTS WILL BE "STRONGER, HARDER HITTING" BUT STILL NOT IMPOLITE TO PRESIDENT FORD.

MARC BALL, PRESIDENT OF BALL & MCDANIEL, SAID A "WHOLE NEW THRUST" IS BEING INJECTED INTO THE FORMER CALIFORNIA GOVERNOR'S \$9 MILLION ADVERTISING CAMPAIGN.

"I WOULDN'T DEFINE THEM AS ANTI-FORD, JUST QUESTIONING IN A VERY SERIOUS WAY THE POLICIES OF THE FORD ADMINISTRATION," BALL SAID.

HE SAID THE NEW ADVERTISING WILL NOT BE "ALL THAT DIFFERENT" FROM PARTS OF THE CURRENT REAGAN SALES PITCH TO VOTERS IN THE PRIMARY STATES.

"THEY'LL BE STRONGER, HARDER HITTING BUT NOT PERSONAL. WE AREN'T CALLING FORD DUMB OR ANYTHING," BALL SAID.

"THE FORD PEOPLE HAVE BEEN SAYING THERE IS NO DIFFERENCE BETWEEN FORD AND REAGAN, BUT THERE'S A VAST DIFFERENCE, JUST A VAST DIFFERENCE." HE SAID. "IT'S JUST BECOME TIME TO EMPHASIZE THOSE DIFFERENCES.

"I FULLY EXPECT REAGAN TO WIN -- MAYBE NOT EVERY PRIMARY -- HE DOESN'T HAVE TO WIN EVERY ONE TO WIN AT THE CONVENTION, WHERE IT COUNTS." SAID BALL.

HE SAID IF REAGAN GETS ONLY 20 PER CENT OF THE FLORIDA VOTE, 25 PER CENT IN ILLINOIS AND 30 PER CENT IN NORTH CAROLINA, "I THINK YOU MIGHT SEE THINGS CUT SHORT," BUT ADDED HE EXPECTS HIS CANDIDATE TO DO MUCH BETTER THAN THAT.

DUPLICATES B-WIRE POINTS

UPI 03-06 05:12 PES



A253

R B

POLITICS 3-6'

CORRECTION NIGHT LD POLITICS UNDATED A228 3RD PGH XXX MILTON SHAPP CAMPAIGNED IN (CAMPAIGNED STED IS ENTERED)

UPI-WASHINGTON

UPI 03-06 05:13 PES

Campaign '76
Media Communications, Inc.

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

March 8, 1976

MEMORANDUM FOR: DAWN SIBLEY
FROM: BRUCE WAGNER
SUBJECT: REAGAN COPY

Do. dk
3/9

Mark Ball of Reagan's advertising agency has announced new commercials which focus more specifically on the Ford Administration policies.

Let's get ahold of these just as soon as possible.

c.c. Bo Callaway
Peter Dailey
George Karalekas
Stu Spencer
Clayton Wilhite



4
1
SUMMARY OF Regan GTP -

New Hampshire

'/v7-2/v3

TOT GTP (AS OF 3/9/76) 720

TOT GTP
Manchester 720



SUMMARY OF REAGAN EXPENDITURES

MASSACHUSETTS 1/27-4/23

TOT EXP. 77910 (AS OF 3/9/76)

<u>MIT</u>	<u>TOT EXP</u>
BOSTON	77910



SUMMARY OF Reagan EXP

FLORIDA

TOT EXP (AS OF 3/9/76) 216,540

	TOT EXP
Jacksonville	9610
Orlando	27140
MIAMI	66665
Tampa	64160
FT MEYER	6200
J. Palm Beach	20900
MIAMI BEACH	4500
Bike/Panama	73,610
Winn City	4327
	<u>216,540</u>



SUMMARY of Reason EHP

North Carolina

TOT EHP (AS OF 3/9/73) 60,426

<u>HKT</u>	<u>TOT EHP</u>
Asheville	3000
Ramoth/Spartan	18341
Charlotte	30500
Greenboro/WS/High Pt	3850
Greenville/Water/Deep Run 1925	
Wilmington	7810
	<u>60,426</u>

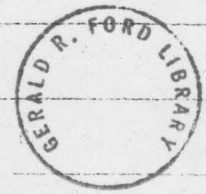


Summary of Reagan Eff

ILLINOIS

TOT Eff (As of 3/9) 181,342 ✓

<u>Market</u>	<u>TOT Eff</u>
Other Cities	6790
Peoria	6041
Chicago / Spring / Decatur	1300
Spring field	5160
Rockford	7576
Chicago	<u>154,475</u>
	181,342



Keogan
Radio

Illinois

	<u>2/24</u>	<u>3/2</u>	<u>3/9</u>	<u>TOTAL</u>
Davenport/R.I./Moline	2500	2800	2800	⁴ 8,100
Leoria	2200	2400	2500	7,100
Chicago	13,000	13,000	15,000	41,000
Rockford	1500	1500	1,500	4,500
Springfield/Decatur	3,000	3,200	3,200	9,400
Quincy/Hamilton	800	800	800	2,400
St Louis	4,000	4,000	4,000	12,000
Abausville	500	500	500	1,500
Terre Haute	650	650	650	1,950
Peleeah	1000	1000	1000	3,000
	<hr/>	<hr/>	<hr/>	<hr/>
	29,150	29,850	31,950	⁴ 90,950 ⁰⁰



Katie Reagan

North Carolina

	<u>3/2</u>	<u>3/9</u>	<u>3/16</u>	<u>TOTAL</u>
Charlotte	5,500	5,500	5,500	16,500
Greensboro-W.Salem	3,600	4,200	4,200	12,000
Raleigh-Durham	2,600	2,200	2,400	7,200
Asheville-Granville	1,600	1,600	1,600	4,800
Greenville-Madison	1,500	1,500	1,500	4,500
Wilmington, NC	500	500	500	1,500
Norfolk	300	300	300	900
Hickory	100	100	100	300
Lenoir	100	100	100	300
Chattanooga	<u>100</u>	<u>100</u>	<u>100</u>	<u>300</u>
	15,900	16,100	16,300	48,300



Campaign '76
Media Communications, Inc.

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

March 9, 1976

MEMORANDUM FOR: CLAYTON WILHITE
FROM: BRUCE WAGNER *BW*
SUBJECT: RESULTS OF MEETING WITH PETER DAILEY

For our mutual convenience, here is a summary of our next steps with "action responsibility" indicated:

- 1) We should get Bob Teeter's point of view regarding the best insertion date for daily newspapers -- Friday or Monday. (Wagner).
- 2) We should get ahold of Reagan's five minute and thirty minute commercial films. (Sibley and Karalekas).
- 3) Let's get ahold of a representative sample of the advertising of the following Democrats: (Sibley and Karalekas):

---Jackson
---Carter
---Wallace
---Udall

Scarp Jackson

- 4) We should analyze and organize the media payment procedures in New York City; problems include cash movement and the refusal of station representatives to receive lump sum payments.

GK ok
3/9 ok

cc: Pete Dailey
John Overaker
Dawn Sibley
Peggy Pilas
John Vinson



GOP Race Is Heated In Texas

By Lou Cannon

Washington Post Staff Writer

AUSTIN, Tex.—Democrats hold the key to the outcome of the Republican presidential primary in Texas.



Campaign '76
Media Communications, Inc.

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

MARCH 10, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: DAWN SIBLEY *DS*
SUBJECT: REAGAN COMPETITIVE INFORMATION

Attached please find latest estimates of Reagan's Competitive Spending in North Carolina, Illinois and Wisconsin.

This information has been delayed because the data submitted by SFM has been inadequate, incomplete and late. We are in the process of rectifying this situation.

Please utilize this as preliminary information, we will provide a more complete report early next week.

cc: Peter Dailey
Clayt Wilhite
George Karalekas
Bob Frank - SFM
Walter Staab - SFM



REAGAN COMPETITIVE SPENDING

BROADCAST ONLY

	<u>REAGAN</u>	<u>FORD</u>
<u>NORTH CAROLINA</u>		
# WEEKS	4	3
TOTAL COST	\$114,842	\$82,504
	TOTAL BUDGET:	\$109,192

ILLINOIS

# WEEKS	4	3
TOTAL COST	\$271,342	\$157,797
	TOTAL BUDGET:	\$210,402

WISCONSIN

NO ACTIVITY/HAVE CALLED FOR AVAILABILITIES -----



Campaign '76
Media Communications, Inc.

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

March 10, 1976

TO: DAWN SIBLEY
FROM: BRUCE WAGNER *B*
SUBJECT: REAGAN: NORTH CAROLINA

The New York Times reports today that Reagan has cancelled television spots in North Carolina.

Let's confirm the situation.

Also, as previously discussed, let's try to get ahold of his newly-announced commercials just as soon as humanly possible. There will be important strategic implications.

cc: G. Karalekas
P. Dailey
C. Wilhite



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: NEW HAMPSHIRE 1/27 - 2/23

Total Exp. (as of 3/9/76) \$720

	<u>Tot. Exp.</u>
Manchester	\$720

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: MASSACHUSETTS 1/27 - 2/23

Total Expenditures \$77,910

<u>MKT</u>	<u>TOTAL EXP.</u>
BOSTON	\$77,910

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: ILLINOIS

Total Exp. (as of 3/9) \$181,342

<u>MARKET</u>	<u>TOTAL EXP.</u>
Quad Cities	\$ 6,790
Peoria	6,041
Champagne/Springfield/Decatur	1,300
Springfield	5,160
Rockford	7,576
Chicago	<u>154,475</u>
	\$ 181,342

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: FLORIDA

Total Exp. (as of 3/9/76) \$ 216,542

Total Exp.

Jacksonville	\$ 9,610
Orlando	27,140
Miami	66,065
Tampa	64,160
Ft. Meyers	6,230
W. Palm Beach	20,900
Tallahassee	4,500
Mobile/Pensacolo	13,610
Panama City	<u>4,327</u>
	\$ 216,542

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

SPOT RADIO

REAGAN

STATE: ILLINOIS

	<u>2/24</u>	<u>3/2</u>	<u>3/9</u>	<u>Total</u>
Davenport/RI/Moline	\$ 2,500	\$ 2,800	\$ 2,800	\$ 8,100
Peoria	2,200	2,400	2,500	7,100
Chicago	13,000	13,000	15,000	41,000
Rockford	1,500	1,500	1,500	4,500
Springfield/Decatur	3,000	3,200]	3,200	9,400
Quincy/Hannibal	800	800	800	2,400
St. Louis	4,000	4,000	4,000	12,000
Evansville	500	500	500	1,500
Terre Haute	650	650	650	1,950
Paducah	1,000	1,000	1,000	3,000
	<u>\$ 29,150</u>	<u>\$29,850</u>	<u>\$ 31,950</u>	<u>\$ 90,950</u>

(3/16/76)



CAMPAIGN '76

Competitive Broadcast Activity

Television

Reagan

State = North Carolina

Total Exp. (as of 3/24/76)

<u>Market</u>	<u>Total Exp.</u>
Raleigh	10,225
Greenville/Ash. Spart	19,945
Charlotte	33,000
Greensboro	12,000
Wilmington	<u>2,810</u>
	77,980.00

(3/24/76)



Reagan's Upset Victory in North Carolina Attributed to

Impact of Last-Minute TV Speech

By JOSEPH LELYVELD

Special to The New York Times

WASHINGTON, March 28—If there is any axiom of Presidential politics on which all experts in political advertising are agreed, it is that it is futile and even reckless for

In fact, the speech had been videotaped in Florida two weeks before it was shown in North Carolina. But, since only a tiny minority of viewers

wife, he said. Finally, Mr. Ellis threatened to go ahead on his own and air a month-old videotape of a Reagan address to a Junior Chamber of Commerce

the 30-second spot comes on the screen, "that this nation must trust less in the pre-emptive concessions we're granting the Soviet Union and more in

Campaign '76
Media Communications, Inc.

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

March 30, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: DAWN SIBLEY *DS*
SUBJECT: REAGAN NBC 1/2 HOUR PROGRAM

The cost to have Radio TV Reports pull a cassette of the Reagan 1/2 hour program scheduled Wednesday, March 30, between 10:30 and 11 PM would be \$115.00.

Should we authorize this expenditure?

The price Reagan is paying for this program has been quoted as:

\$100,000 gross
+ 1,050 network charges
\$ 86,470 net total

We are in touch with Nielsen in order to secure overnight ratings on this program.

cc: Clayt Wilhite
George Karalekas
Carol Karasick
Barry Lafer



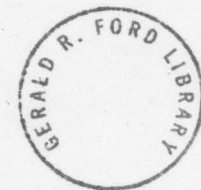
The Washington Star, March 31, 76

TV time for candidates

Ronald Reagan finally was allowed to buy a half hour of prime television time for his presidential campaign but that should not be the end of the controversy.

With television so important an element in po-

The real problem is that the networks are too concerned with their Neilson ratings. They're afraid that putting on a political speech in prime time will mean a loss of viewers for that time slot and a drop in those precious ratings which



The Washington Star, March 31, 76

Bitterness Voiced in Resignation

Callaway Alleges Ouster Plot

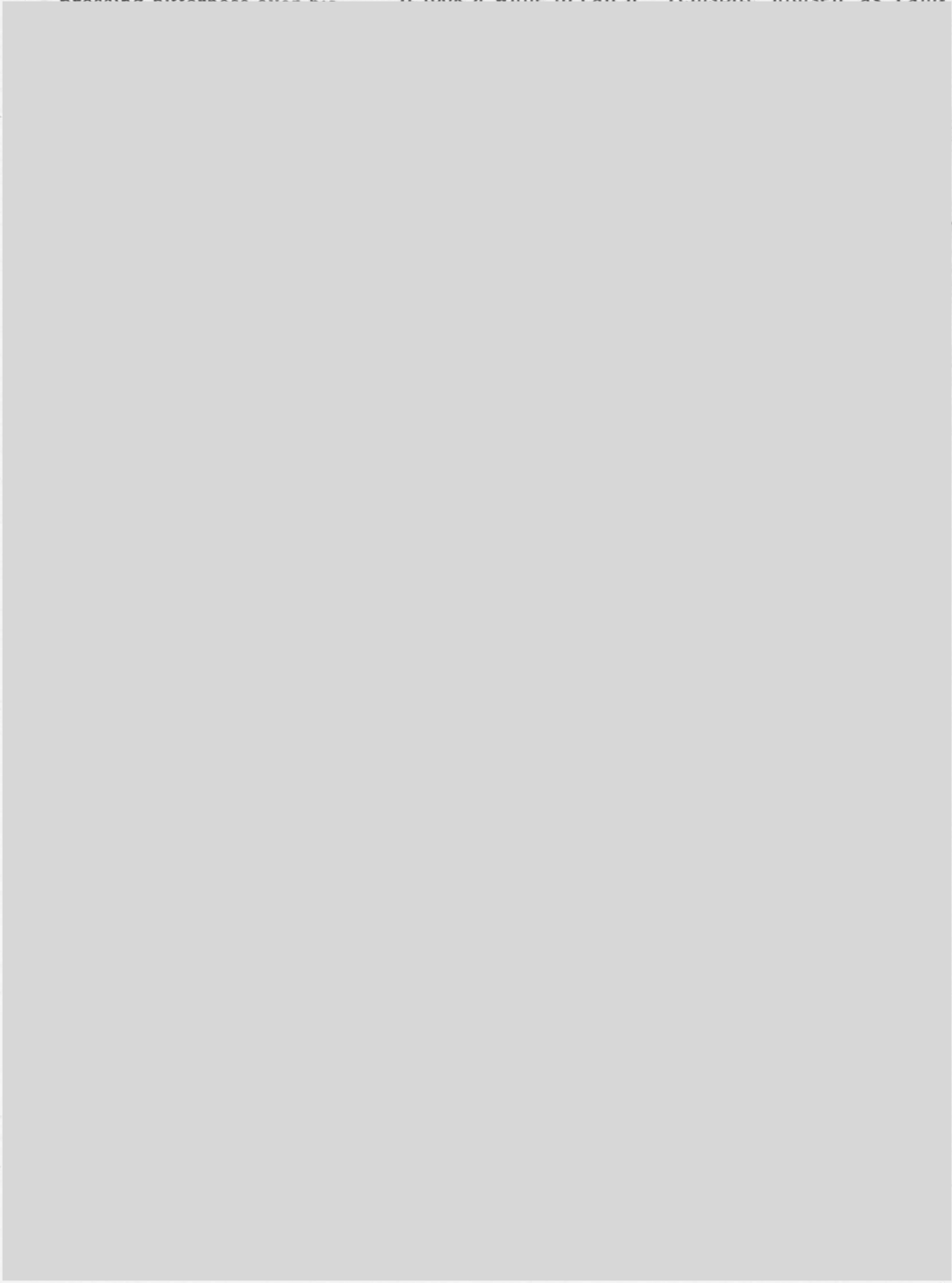
By Fred Barnes
Washington Star Staff Writer

Howard H. Callaway, ex-

campaign chief by Rogers
C.B. Morton, Callaway
said.

"It took a while to call it

THEN CALLAWAY
handed in his resignation
and asked Ford if he could
reinstate himself as cam-



The Washington Star, March 31, 76

Politics Today

**For Delegate Counts,
Tipping Point's 1,200**

By Jack W. Germond
Washington Star Staff Writer

NEW YORK — There has been a subtle but significant change in the last two weeks in the nature of the contest for the Democratic presidential nomination.

THIS LEAVES the inevitable Jimmy Carter. He is following the strategy that Ed Muskie demonstrated in 1972 cannot possibly work — entering everywhere. In fact, it is obvious now that it is the only feasible strategy for an outsider like the former Georgia governor.

But the arithmetic of Carter's situation demonstrates just how difficult it can be to reach the magic number.

Carter now has about 200 delegates. The exact number on which he can count depends on how many of the officially uncommitted are prepared to go with him when convention time arrives. At best, he has 300 delegates.

Carter is the only candidate making a serious effort in several convention states in which the pro-



The Washington Star, March 31, 78

Reagan on Prime-Time TV Tonight

LOS ANGELES (AP) — Ronald Reagan says he is taking his presidential

Reagan refused comment Ford last week in North Carolina after losing five half-hour broadcast, starting at 10:30 p.m. on nearly toned his 30-minute televi-



The Washington Star, March 31, 76

Tom Wicker

Risky for 'favorite sons'

NEW YORK — When Gov. Jerry Brown of California confided his presidential candidacy to a few reporters in his office one night, he was careful to term himself a "native son" including the important trio holding the last primaries on June 8 — California, Ohio and New Jersey. Minnesota, for example, will almost surely gather most of its 65 delegates into grounds, they earn political stature. But candidates like Gov. Brown and Sen. Lloyd Bentsen of Texas have plenty to lose — not only delegate races, but power and influence at home.



Garry Wills

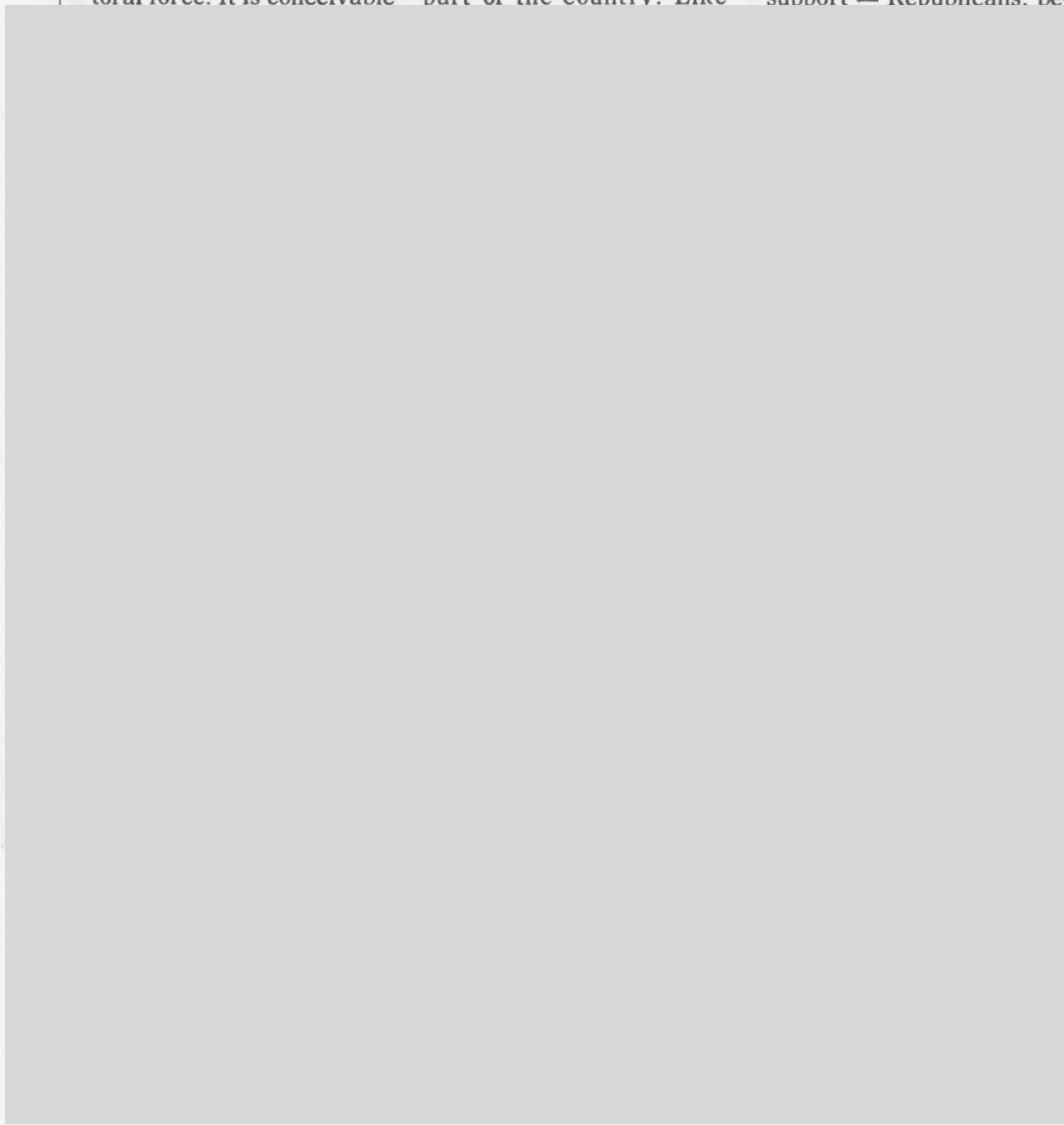
Support in the Sun Belt important to both parties

Much has been made, recently, of America's "Sun Belt" — its southern tier or rim of states — as an electoral force. It is conceivable

poses a rigid identity on the Sun Belt, but an artificially contrasting and hostile personality on the "Yankee" part of the country. Like

needed to get an electoral majority.

This year both parties need assurance of Southern support — Republicans be-



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

SPOT RADIO

REAGAN

STATE: NORTH CAROLINA

	<u>3/2</u>	<u>3/9</u>	<u>3/16</u>	<u>Total</u>
Charlotte	\$ 5,500	\$5,500	\$5,500	\$ 16,500
Greensboro-W. Salem	3,600	4,200	4,200	12,000
Raleigh-Durham	2,600	2,200	2,400	7,200
Asheville-Granville	1,600	1,600	1,600	4,800
Greenville-Newbern	1,500	1,500	1,500	4,500
Wilmington,	500	500	500	1,500
Norfolk	300	300	300	900
Hickory	100	100	100	300
Florence	100	100	100	300
Chattanooga	100	100	100	300
	<u>\$15,900</u>	<u>\$16,100</u>	<u>\$16,300</u>	<u>\$48,300</u>

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

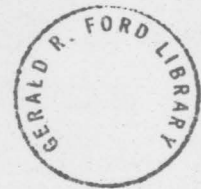
REAGAN

STATE: NEW HAMPSHIRE 1/27 - 2/23

Total Exp. (as of 3/9/76) \$720

	<u>Tot. Exp.</u>
Manchester	\$720

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: MASSACHUSETTS 1/27 - 2/23

Total Expenditures \$77,910

<u>MKT</u>	<u>TOTAL EXP.</u>
BOSTON	\$77,910

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: ILLINOIS

Total Exp. (as of 3/9) \$181,342

<u>MARKET</u>	<u>TOTAL EXP.</u>
Quad Cities	\$ 6,790
Peoria	6,041
Champagne/Springfield/Decatur	1,300
Springfield	5,160
Rockford	7,576
Chicago	<u>154,475</u>
	\$ 181,342

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

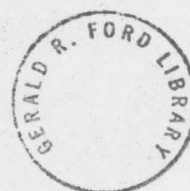
STATE: FLORIDA

Total Exp. (as of 3/9/76) \$ 216,542

Total Exp.

Jacksonville	\$ 9,610
Orlando	27,140
Miami	66,065
Tampa	64,160
Ft. Meyers	6,230
W. Palm Beach	20,900
Tallahassee	4,500
Mobile/Pensacolo	13,610
Panama City	<u>4,327</u>
	\$ 216,542

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

SPOT RADIO

REAGAN

STATE: ILLINOIS

	<u>2/24</u>	<u>3/2</u>	<u>3/9</u>	<u>Total</u>
Davenport/RI/Moline	\$ 2,500	\$ 2,800	\$ 2,800	\$ 8,100
Peoria	2,200	2,400	2,500	7,100
Chicago	13,000	13,000	15,000	41,000
Rockford	1,500	1,500	1,500	4,500
Springfield/Decatur	3,000	3,200]	3,200	9,400
Quincy/Hannibal	800	800	800	2,400
St. Louis	4,000	4,000	4,000	12,000
Evansville	500	500	500	1,500
Terre Haute	650	650	650	1,950
Paducah	1,000	1,000	1,000	3,000
	<u>\$ 29,150</u>	<u>\$29,850</u>	<u>\$ 31,950</u>	<u>\$ 90,950</u>

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: NORTH CAROLINA

Total Exp. (as of 3/9/76) \$ 60,426

MARKET

TOTAL EXP.

Raleigh	\$ 3,000
Greensboro/Ashville/Spartanburg	18,341
Charlotte	30,500
Greensboro/Winston Salem/High Point	3,850
Greenville/Washington/New Bern	1,925
Wilmington	<u>2,810</u>
	\$ 60,426

(3/16/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: ILLINOIS

Total Exp. (as of 3/17/76)

<u>MARKET</u>	<u>TOTAL EXP.</u>
Quad Cities	6,615
Peoria	10,201
Champ/Springfield/Decatur	7,990
Springfield	5,500
Rockford	9,450
Chicago	<u>150,500</u>
	m
	190,256

(3/17/76)



CAMPAIGN '76

COMPETITIVE BROADCAST ACTIVITY

TELEVISION

REAGAN

STATE: ILLINOIS

Total Exp. (as of 3/17/76)

<u>MARKET</u>	<u>TOTAL EXP.</u>
Quad Cities	6,615
Peoria	10,201
Champ/Springfield/Decatur	7,990
Springfield	5,500
Rockford	9,450
Chicago	<u>150,500</u>
	190,256

(3/17/76)

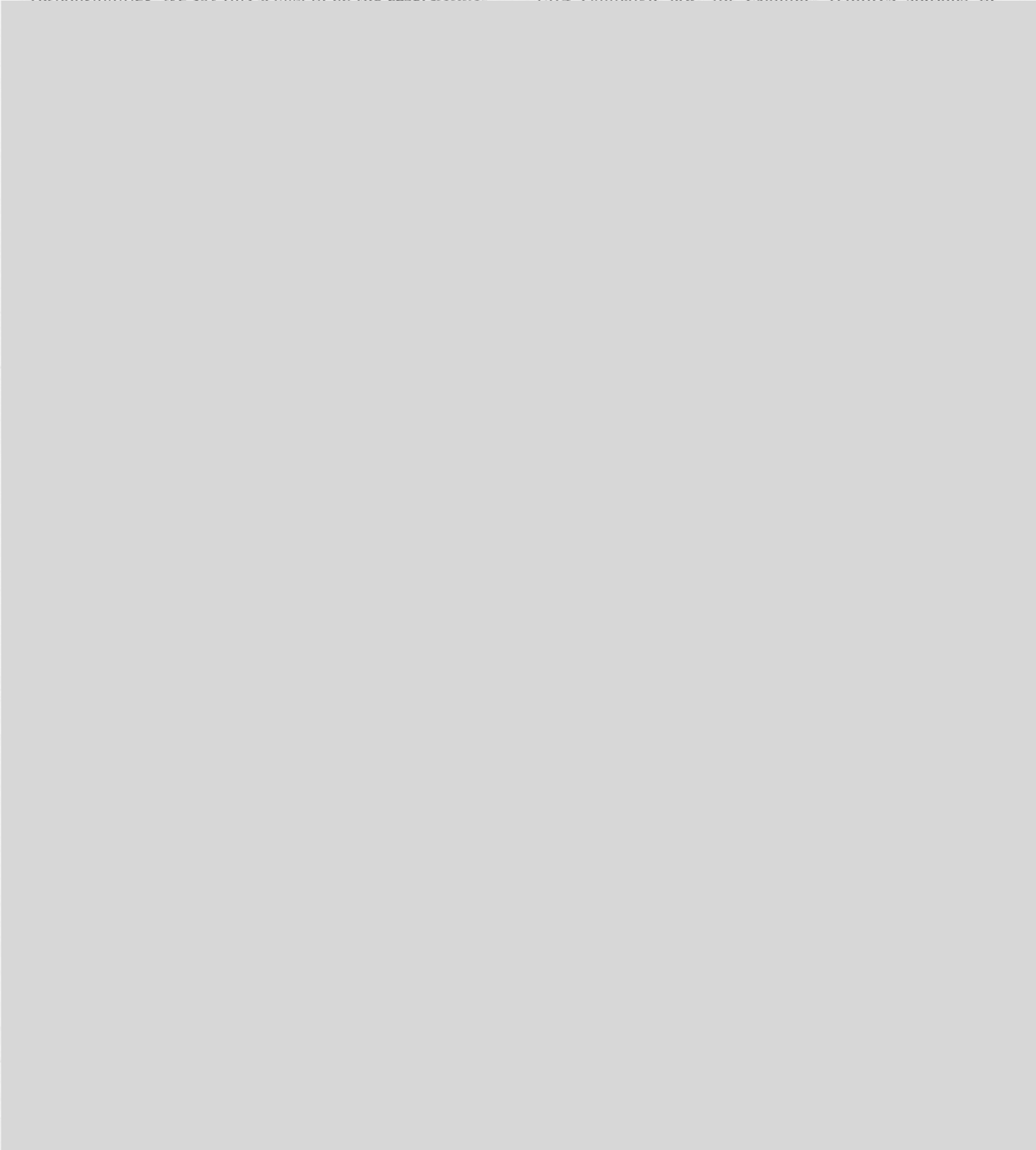


The Washington Post, March 31, 76

Politics in Prime Time

IN RESPONDING to Ronald Reagan's desire to buy nationwide TV time, the three commercial networks seem to have put their ratings ahead of their public responsibilities. We say this *seems* to be the case: neither

That leads to the larger problem: How such access for candidates should be secured. The laws and rules governing the subject are both murky and intricate. The 1974 campaign law, for example, requires stations to



By Mike Peters for the Dayton Daily News

Last-minute law change tosses ballot-makers for loop in New York

By George Moneyhun
Staff correspondent of
The Christian Science Monitor

New York

Mrs. Betty Dolen sighs and throws up her

delegates (the second largest to California's
167) official will not be committed to either
President Ford or Ronald Reagan. Some ana-
lysts have seen this as a move to hold the
state's delegation in reserve. should Vice-Pres-



March 31, 76

Roscoe Drummond

Religion in the campaign

Washington

It is a grave disservice — invalid, unfair, and out-of-date — for anyone to inject a candidate's religious beliefs into the presidential campaign.

This development is surfacing in a most un-

If "religious approach" means that Mr. Carter is a deeply religious person who is not hesitant to identify his personal life with his Christian convictions — that is true and may well be what many Americans would like to see more of.

The Christian Science Monitor, March 31, 76

Richard L. Strout

Thoughts on Jimmy Carter

Washington

It used to be at a Washington social gathering that when somebody said "Jimmy Carter" other groups were deserted; today it appears that all the groups already are talking about

On the other hand, columnist Clayton Fritchey, writing March 27 in the Washington Post, said, "It may be the most perceptive speech on U.S. policy made this year by any of the presidential candidates of either party."

Zbigniew Brzezinski of Columbia University, who helped write the Chicago speech, told this correspondent that further foreign policy talks would come shortly and would maybe help reveal Governor Carter's views. Others contributing to the Chicago speech were Richard



The Washington Post, March 31, 76

Election Panel Still Operating

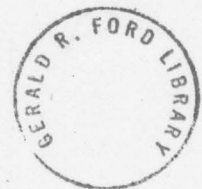
By Stephen Isaacs
Washington Post Staff Writer

Those who thought the Federal Election Commission might dissolve when

But it has not ceased auditing contributions to the campaigns of presidential candidates, nor receiving and making public reports of contributions and expenditures by all candidates for federal office.

Presidential candidates are due to file their next regular monthly fund report with the commission on April 10.

Up to the time the court ended the commission's powers to certify matching



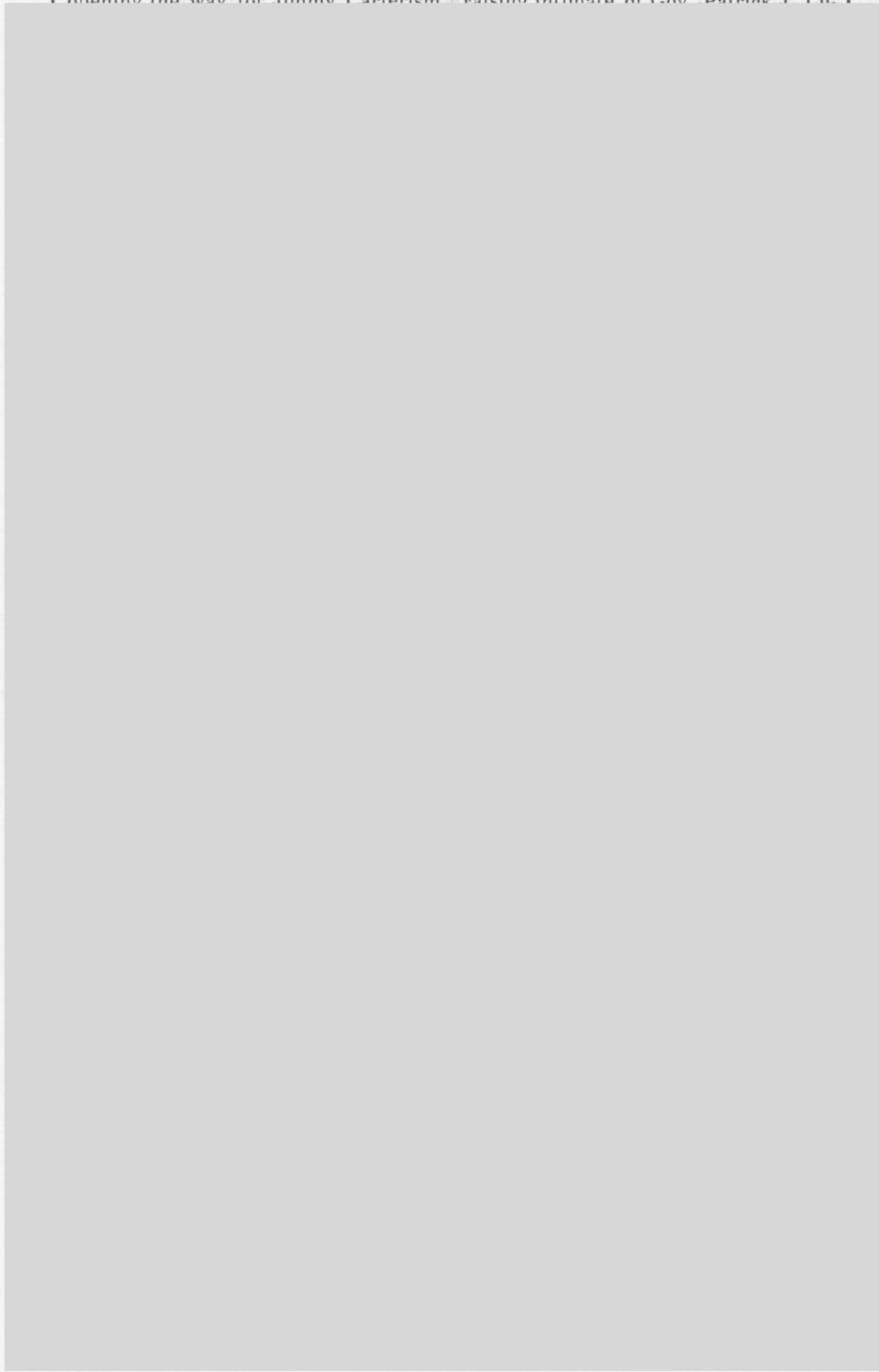
The Washington Post, March 31, 76

Rowland Evans and Robert Novak

'Just Plain Winning'

MADISON, Wis. — The stunning collapse of liberal dominance which has controlled Wisconsin's Democratic Party in recent presidential primaries is sundering old ideological ties and opening the way for Jimmy Carterism

To Cullen, then, the Democratic future belongs far more to Jimmy Carter than Mo Udall. The same sentiment has brought Carter two former state chairmen, William Gerrard, a fundraising intimate of Gov. Patrick J. Lu

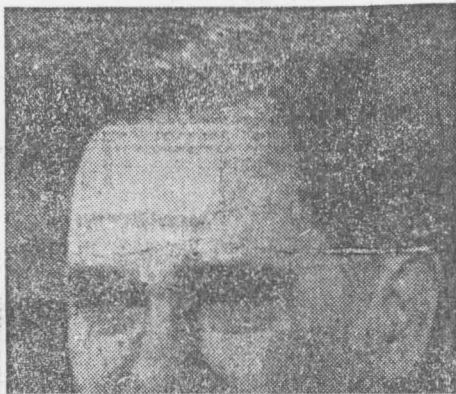


The Washington Post, March 31, 76

Callaway Quits Ford Campaign; Morton Named

By Edward Walsh
Washington Post Staff Writer

Howard H. (Bo) Callaway has resigned as President Ford's national campaign director and will be replaced Friday by



CALLAWAY QUILTS AS CAMPAIGN HEAD

Ford Names Morton to Post
and Voices Confidence in
Departing Chairman

By JAMES M. NAUGHTON
Special to The New York Times

WASHINGTON, March 30—
President Ford replaced How-
ard H. Callaway today as chair-
man of the President's cam-
paign organization, naming Ro-



The New York Times, March 31, 78

Issues '76: Environment

Any candidate for the Presidency in 1976 will brush off at his political peril the issue of environmental protection. Too much has happened since the first Earth Day, close to six years ago, to permit the easy belief that Americans care about the air, water and land of this country only incidentally and after all their other problems have been solved.

The most striking of a series of similar findings by

pressures of a determined lobby that was not above misrepresenting such legislation as the first step in a diabolical scheme for Federal zoning of private property. The Congress has been highly indulgent in stretching out the timetable for reducing harmful automobile emissions. It has scarcely begun to do what must be done to enable the mass transit systems of this country to reduce a volume of auto traffic which has gone far to



The Washington Star, March 31, 76

TV time for candidates

Ronald Reagan finally was allowed to buy a half hour of prime television time for his presidential campaign but that should not be the end of the controversy.

With television so important an element in political campaigns — if not the single most impor

The real problem is that the networks are too concerned with their Nielson ratings. They're afraid that putting on a political speech in prime time will mean a loss of viewers for that time slot and a drop in those precious ratings which seem to control every decision of management.



Campaign '76
Media Communications, Inc.

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

March 31, 1976

MEMORANDUM TO: STU SPENCER

FROM: DAWN SIBLEY DS

We have been informed by Tim Ryan that station WISN TV in Milwaukee, Wisconsin is offering us a 30 minute segment on the same day, Sunday, April 4, that Ronald Reagan has purchased a 30 minute segment (see attachment). We are not planning to take advantage of this offer and will inform the station's Sales Manager of our decision, however, we wished you to be aware of this matter. Should you wish us to do otherwise, please inform us.

For your information, I am attaching the list of 1/2 hour programs that we are informed Reagan will be utilizing in Wisconsin.

cc: Bruce Wagner



MEMORANDUM

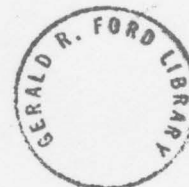
March 30, 1976

TO: Stu Spencer
FROM: Tim Ryan
RE: Reagan Media

Ronald Reagan has just purchased a 30-minute segment on WISN TV, Milwaukee, Wisconsin for \$420.00. (WISN is a CBS affiliate.) The tape will be shown on Sunday, April 4th from 1:30 P.M. - 2:00 P.M.

The Station's Sales Manager, Jim Norton, called to inform us of this buy and to offer us a 30-minute segment on the same day from 12 Noon - 12:30 P.M. The cost would be \$420.00. Norton needs a reply by April 1st.

cc: Bruce Wagner ✓



WISCONSIN

REAGAN 1/2 HOURS

ESTIMATED RATING

GREEN BAY

30 (both)

CBS SAT 8:30 - 9:00

NBC SAT 6:30 - 7:00

MILWAUKEE

10

WITI FRI 10:05 - 10:35

WTMJ } NOT ORDERED YET - POSSIBLE

WTV }
WTV }

MADISON

WISC NO ORDER

WKOW NO ORDER

18

WMTV FRI 8:30 - 9:00

WAUSAU

WSOW NO ORDER

27

WSAU SAT 8:00 - 8:30

LA CROSSE/EAU CLAIRE

WEAU FRI 6:30 - 7:00

37

WKBT SAT 7:30 - 8:00



North Carolina
Reported Reason Half Hour Programs

<u>Market</u>	<u>est. share</u>	<u>HH stg.</u>	<u>Station</u>	<u>Time</u>	<u>Cost</u>
Charlotte	34	19	WSOC	3/19	1000
Raleigh	37	17	WTVD	3/21 6-6:30PM	2000
Asheville/Moenville	24	15	WKOS	3/20 8-9PM	1640

4640

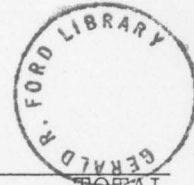
EST
impressions

est
share



NORTH CAROLINA

REPORTED MEDIA EXPENDITURES (\$)



	<u>TV</u>	<u>FORD RADIO</u>	<u>TOTAL</u>	<u>TV</u>	<u>REAGAN RADIO</u>	<u>TOTAL</u>
CHARLOTTE/GREENSBORO	10,701	13,752	24,453	33,000	16,500	49,500
WINSTON-SALEM	9,256	10,043	19,299	12,000	12,000	24,000
RALEIGH-DURHAM	5,904	6,390	12,294	9,895	7,200	17,095
ASHEVILLE-GREENVILLE	7,046	4,060	11,106	79,945	4,800	24,745
GREENVILLE-NEW BERN	-----	2,698	2,698	1,925	4,500	6,425
WILMINGTON	1,883	1,245	3,128	2,810	1,500	4,310
REM. STATE	-----	1,498	1,498	-----	1,500	1,500
TOTAL	34,790	39,686	74,476	79,575	48,000	127,575

BILLBOARDS & LECTURE TOURS

Reagan
1/2 hour NBC

Overnight A.C. Nielsen Rating

Average 1/2 hour

Average 1/4 hour

Share

Rating

10:30 - 10:45

10:46 - 11:00am

New York

16.0

9.1

9.2

8.9

Chicago

11.0

7.3

8.1

6.5

L.A.

23.0

12.0

12.6

11.3

Projected National Rating wtd.

9.6

Realistic Projection

8.6 - 9.0

Est # TV Households

Projected National Rating: 6,624,000

More Realistic Rating: 6,072,000



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 SALES AND MARKETING AIDS - PHOTOBOARDS - SCRIPTBOARDS
 COLOR PHOTOBOARDS - VIDEO CASSETTES

NO. **12066**
 PLEASE SHOW INVOICE NUMBER WHEN REMITTING

MEDIA COMMUNICATIONS -- CAMPAIGN #76

1828 L STREET
 WASH D C 20036

JAN 31, 1976

INVOICE DATE	CUSTOMER P.O. NO.

BRUCE WAGNER

TERMS: NET 10 DAYS

SERVICE	AMOUNT
JANUARY 28 CAMPAIGN "76	
VTC REAGAN ANNOUNCEMENT WNAC TV 558 PM	100.00
ORDERED BY GEORGE KARALEKAS	
MSGR TO BOSTON AIRPORT 25.00	
AIR FREIGHT WASH D C AIRPORT 35.00	
MSGR TO CAMPAIGN "76 20.00	
AIR FREIGHT	TAX 35.00
MSGRS:	45.00
TOTAL →	NONE 180.00

*OK to pay
OK 2/2/76*

*PAID
1 March 76
730 Acct # 2
DW*

Operators

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 COLOR PHOTOBOARDS - VIDEO CASSETTES

NO. **16425**
 PLEASE SHOW INVOICE
 NUMBER WHEN REMITTING

CAMPAIGN '76
 MEDIA COMMUNICATIONS
 1828 L STR N W
 WASH D C 20036

INVOICE DATE	CUSTOMER P.O. NO.
MARCH 15, 1976	

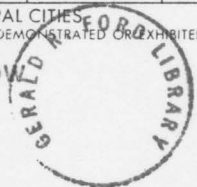
GEORGE KARALEKAS

TERMS: NET 10 DAYS

SERVICE	AMOUNT
5 V T C	
REAGAN RQ ROCKFORD	
CARTER Z MIAMI	
WALLACE H CHICAGO (B/W)	
WALLACE SL ST LOUIS	
JACKSON Z MIAMI	
5 at 40.00	200.00
CASSETTE	21.50
<i>OK</i>	221.50
MSRG TO D SIBLEY EAST 86 STR ^{TAX}	NONE 6.00
TOTAL →	227.50

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RADIO TV R.L.

41 EAST 42ND STREET, NEW YORK, N. Y. 10017
 TEL. (212) 697-5100 TWX 710-581-5002

SALES AND SERVICE
 COLOR PHOTOGRAPHY

NO. 10100
 PLEASE SHOW INVOICE
 NUMBER WHEN REMITTING

- CAMPAIGN '76
 MEDIA COMMUNICATIONS
 1828 L STR N W
 WASH D C 20036

MARCH	INVOICE DATE	CUSTOMER P.O. NO.
	15, 1976	

- George KARALEKAS

TERMS: NET 10 DAYS

SERVICE		AMOUNT
TRANSCRIPT - REAGAN RQ 762010		15.00
6 VTC AS FOLLOWS:		
REAGAN	ST LOUIS SL 762134	
REAGAN	ST LOUIS SL 762133	
CARTER	MIAMI Z 762466	
WALLACE	QUAD CITIES RQ 762394	
	CHI H 762398 762398	
	CHI H 762401	
6 AT	40.00	240.00
VTC		21.50
OPERATIONS ACCT. # XXXX 161		276.50
TAX		NONE
REGR TO DE GARMO IN NEW YORK		4.00
TOTAL		280.50

*OK to pay
 Computer
 Martin
 3/26*

PAID *of Don Sibley*
 DATE 3-23-76
 CK. NO. 335



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 VIDEO CASSETTES

NO. **13817**

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0. C
 0. C
 22550. +
 28050. +
 50600. *
 50600. ◊

CAMPAIGN '76
 MEDIA COMMUNICATIONS
 1828 L STR N W
 WASH D C 20036

George KARALEKAS

DATE	CUSTOMER P.O. NO.

TERMS: NET 10 DAYS

	AMOUNT
V T C	40.00
REAGAN MIAMI	40.00
JACKSON ST LOUIS	40.00
MIAMI	40.00
MIAMI	40.00
CARTER MIAMI	21.50
S 761823	
761757	
761832	
761792	
761744	
CASSETTE	
PAID	
DATE 3-23-76	
CK. No. 335	
OPERATIONS ACCT. # xx61	221.50
TAX	NONE
	4.00
TOTAL →	225.50

MSGR TO DE GARMO IN NEW YORK

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