

The original documents are located in Box E04, folder “Reagan Competitive Activity (3)” of the President Ford Committee Campaign Records at the Gerald R. Ford Presidential Library.

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Campaign '76

Media Communications, Inc.

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

April 1, 1976

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

Attached are the A.C. Nielsen overnight rating projections for the Reagan half-hour program that ran last night between 10:30 and 11 PM on NBC.

In New York this program was viewed by 9.1% of the television homes or approximately 8.8% of the total homes in the New York market. In Chicago it was seen by 7.3% of television homes or 7.1% of total homes. In Los Angeles, Reagan's home base, it is not surprising that the rating was higher - 12.0% of TV homes or 11.7% of total homes.

National ratings are not yet available for this time period, however, taking into consideration the unusually high response in L.A., A.C. Nielsen estimates that this program was probably viewed by 8.6 to 9.0% of the total television universe or roughly 8.5% of the total homes in the U.S. This translates to a total audience of approximately 6,072,00 homes.

This viewing level is not particularly high, in fact, it is significantly lower than the average 7 o'clock network news program which reaches approximately 12 to 13% of U.S. TV homes.

cc: Stu Spencer
Peter Kaye
Peter Dailey
Clayt Wilhite
Peggy Pilas
Barry Lafer
George Karalekas
John Overaker
Jack Frost



REAGAN

1/2 HOUR NBC

OVERNIGHT A.C. NIELSEN RATING

	<u>AVERAGE 1/2 HOUR</u>		<u>AVERAGE 1/4 HOUR</u>	
	<u>SHARE</u>	<u>RATING</u>	<u>10:30-10:45</u>	<u>10:46-11:00</u>
NEW YORK	16.0	9.1	9.2	8.9
CHICAGO	11.0	7.3	8.1	6.5
LOS ANGELES	23.0	12.0	12.6	11.3
PROJECTED NATIONAL RATING (WEIGHTED AVERAGE)		9.6		
REALISTIC PROJECTION		8.6 - 9.0		

ESTIMATED # TV HOUSEHOLDS

PROJECTED NATIONAL RATING: 6,624,000

MORE REALISTIC RATING: 6,072,000



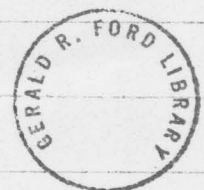
3/31/76 Reagan 1/2 Hr NBC - Wed 10³⁰-11 PM
National Nielsen Rating

<u>Net</u>	<u>Program</u>	<u>Rtg</u> (%)	<u>Share</u> (%)	<u># N.N</u> #(M)	<u># sta</u> (#)	<u>% U.S</u> <u>Covg</u> (%)
NBC	Reagan	9.3	17.0	6,470	196	98
ABC	Stanley v Hutch	23.2	43.0	16,150		
CBS	Blue Knight	17.6	33.0	12,250		

U.S N.N Base: 69.6 N.N.

Source: A.C Nielsen - 4/2/76

cc D. Sibley



Wisconsin Primary

Reagan Activity

Spot television: (as of 4/2-3PM)

<u>Market</u>	<u>Station</u>	<u>Activity Length</u>	<u>Details</u>	<u>Cost</u>
<u>Milwaukee</u>	WISN	1/2 hr Prog.	4/4 Sun 1:30-2P	\$ 420
		1/2 hr Prog.	4/3 Sat 7-8P	\$ 900
	WITI	1/2 hr. Prog.	4/2 Fri. 11:05-11:35P	\$1,000
	WIMJ	Nothing Ordered		
	WVTV	Nothing Ordered		
<u>Green Bay</u>	WBAY	1/2 hr. Prog.	4/3 Sat. 8:30-9P	\$ 560
	WFRV	1/2 hr. Prog.	4/3 Sat 6:30-7P	\$ 450
	WLUK	1/2 hr. Prog.	4/5 Mon. 6:30-7PM	\$ 500
<u>Madison</u>	WISC	Nothing Ordered		
	WKOW	Nothing Ordered		
	WMTV	1/2 hr Prog.	4/2 Fri. 8:30-9P	\$ 350
<u>Wausau</u>	WSAU	1/2 hr. Prog.	4/3 Sat 8-8:30P	\$ 225
	WAOW	Nothing Ordered		
<u>La Crosse- Ea Claire</u>	WEAU	1/2 hr. Prog.	4/2 Fri. 6:30-7P	\$ 265
	WKBT	1/2 hr. Prog.	4/3 Sat. 7:30-8P	\$ 530
	WXOW	Nothing Ordered		

No 30'sec or 60'sec spots have been ordered as of yet.



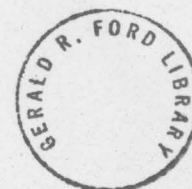
Wisconsin Primary

Reagan Activity

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	WKBT	1/2 hr. Prog.	4/3 Sat. 7:30-8P	\$ 530
	WXOW	Nothing Ordered		

No 30'sec or 60'sec spots have been ordered as of yet.



Callie Jensen 7/6
5.10

Houston

WDOG - Aruls not requested
w/ 4/6, 4/8 no order

KTRK

Callie 4/6	4/17 - 4/30	M-SUN	5:30 - 6:36P	2/wk	\$450	30's
	4/19 - 4/22	M-TH	10:30 - 11:35P	2/wk	\$250	30's
	4/19 - 4/23	M-FRI	3:30 - 5:30P	3/wk	\$200	30's
	4/17 - 4/23	M-SUN	10 - 10:30P	2/wk	\$775	30's

callie 4/8 no order

KHOU

Callie 4/6	MON	4/19	7-9P	1X	\$1,000	30"
	WED	4/21	8-10P	1X	\$750	30"
	WED	4/28	8-10P	1X	\$750	30"
	THUR	4/29	10:30P Break	1X	\$300	30"
	FRI	4/30	8-10P	1X	\$750	30"



over

KFRC

called 4/6

2 Prune

6 Fringe

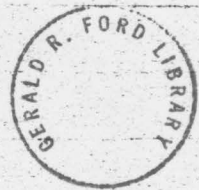
called 4/8

3 day

KHATV

called 4/6 - Nothing Ordered

4/8 - No order



Called Denise 4/6
5:10

Dallas

called 4/6

KTVT - No Appeals requested

4/8 - No ~~new~~ order

Called 4/6

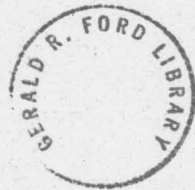
KXAS -

M-F	4/9-4/30	7-9A	\$70 ⁰⁰	2/wk	30's
M-F	4/9-4/30	9-12N	\$50	2/wk	30's
M-F	4/9-4/30	10:30-m	\$350	1/wk	30's
M-F	4/9-4/30	4-5P	\$70	1/wk	30's
M-F	4/9-4/30	6:30-7P	\$525	3/wk	30's
FRI	4/9-4/30	7-10P	\$800	1/wk	30's
M, TU, TH	4/9-4/30	8-10P	\$800	1/wk	30's

4/8 No new order

KXTX -

called 4/6 - Nothing Ordered



over

WFAA - Nothing Ordered
Called 4/6, 4/8 no order

KDFW - all 30's
Called 4/6 M-F w/o 4/19 + 4/26 ~~AF~~ 3:30-5P 3/wk
\$120 ea
M-F w/o 4/19 + 4/26 12:30-3:30P 2/wk
\$153 ea
Wed 4/21 8-10P \$940
THUR 4/29 7-8P \$1,620

Called 4/8 no order



Low Cost

Called 4/6

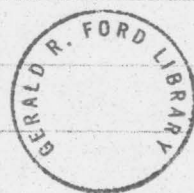
KSAT	4/17-4/2	Sat 8-10P	30	2X	335 ea
	4/18	Sun 8-10P	30	1X	500
	4/22-4/29	THUR 8-10P	30	2X	500
	4/23	FRI 8-10P	30	1X	500
		SUN 8-10:30P	30	1X	500
		Wed 7-10P	30	1X	500
					<hr/> 3,670

Called 4/8 - No order

KENS - Called 4/6 - Arrivals requested - no order

Called 4/8	THUR 8-9:30P	4/25	\$340	30"
	MON 10P	4/26	\$315	30"

KWEX - called 4/6 - No order



open

KMOU - called 4/8


4/19 - 4/30	2/wk	6-7P	\$150 ea
4/18 + 4/25	2/wk	10-10:30P	200 ea
4/19 - 4/30	3/wk	10:30-12M	80 ea
4/18 - 4/25	1/wk	5:30-6P	100 ea



Campaign '76
Media Communications, Inc.

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

April 2, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER 
SUBJECT: REAGAN RADIO COPY

The attached Reagan radio commercials were produced in Wisconsin last evening. They will be airing in Wisconsin over this weekend and are sponsored by the Wisconsin Citizens for Reagan.

The five minute spot is reported to be a "special" and not for general airing.

c.c. Tim Austin
Peter Dailey
Ed DeBolt
Roy Hughes
Peter Kaye
Rog Morton
Fred Slight
Bob Visser



RONALD REAGAN 5 MINUTE RADIO

THE FOLLOWING ANNOUNCEMENT HAS BEEN PAID FOR BY WISCONSIN
CITIZENS FOR REAGAN, DON M. TAYLOR WAUKESHAU TREASURER.

ANNOUNCER: There are many questions Racine and Wisconsin voters must ask themselves before they go to the polls on April 6th. Many candidates, both Republican and Democrats, will be on your primary ballot seeking your vote for President. It will be a choice only you can make. However, there are some things that you should remember next Tuesday. Ronald Reagan has answered the questions Racine and Wisconsin voters have asked concerning the future of this country.

RR "All I can see is what other nations the world over, see: collapse of the American will and the retreat of American power. There is little doubt in my mind that the Soviet Union will not stop taking advantage of detente until it sees that the American people have elected a new President. What do I offer the American people in place of the dillusion of detente? I offer them what I believe the truth, that all our concessions have not brought genuine peace any closer; that this nation must trust less in the preemptive concessions we're granting the Soviet Union and more in the reestablishment of American military superiority."

ANNOUNCER: Ronald Reagan has gladly and decisively stood up for the rights of the private citizen and local government.

RR: "Few quarrel with government aims when it sets out to help improve our lives but the target usually remains untouched in spite of the fact that they are using our money for ammunition. Surely



a government would turn to the private sector for help. I think they could find more imaginative solutions to" this problem."

Ronald Reagan is not a Washington career politician. While serving as Governor of California, he maintained his Campaign pledge to streamline government.

RR "All of us grew up in an America that has some characteristics that seem to have been lost down through the years. Such things as the work ethic, the belief in reward for excellence, the idea there was no ceiling on what a person in this country could achieve if he was willing to go after it. But more and more there seems to be those that have decided we can't control our own destiny and that we must have an elite in the nation's Capitol make all the decisions for us. I believe this can be turned around.

ANNOUNCER: You have a decision to make on April 6th. Next Tuesday vote as if your future and that of your family's depended on that vote. Elect your President this time around. On Tuesday, vote Reagan. He's a winner, a proven winner. In California he ran for office twice in the nation's most popular state and was twice elected Governor by a wide margin and this is a state where Democrats outnumber Republicans better than 3 to 2. Republicans, Democrats, Independents, this Tuesday vote for Reagan.

THE PROCEEDING ANNOUNCEMENT HAS BEEN PAID FOR BY WISCONSIN CITIZENS FOR REAGAN, DON M. TAYLOR WAUKESHAU TREASURER.



:60 RADIO (REAGAN)

ANNOUNCER: Ronald Reagan knows that the voters of Wisconsin are concerned with the course that the present administration has taken with our foreign policy.

RR "All I can see is what other nations the world over, see: collapse of the American will and the retreat of American power. There is little doubt in my mind that the Soviet Union will not stop taking advantage of detente until it sees that the American people have elected a new President. What do I offer the American people in place of the delusion of detente? I offer them what I believe the truth, that all our concessions have not brought genuine peace any closer; that this nation must trust less in the preemptive concessions we're granting the Soviet Union, and more in the reestablishment of American military superiority."

ANNOUNCER: On Tuesday, vote for the strong new leadership America needs. Vote Reagan.

PRECEEDING ANNOUNCEMENT HAS BEEN PAID FOR BY WISCONSIN CITIZENS FOR REAGAN, DON M. TAYLOR WAUKESHAU TREASURER.



:60 RADIO (REAGAN)

ANNOUNCER: Ronald Reagan is the candidate that has spoken out on the issues that affect your wallet, your family's safety and your children's right to a decent education.

RR: "All of us grew up in an America that has some characteristics that seem to have been lost down through the years. Such things as the work ethic, the belief in reward for excellence and the idea that there was no ceiling on what a person in this country could achieve if he is willing to go after it. But more and more there seems to be those that have decided we can't control our own destiny and that we must have an elite in the nation's Capitol make all the decisions for us. I believe this can be turned around."

ANNOUNCER: You have a decision to make on April 6th. Next Tuesday vote as if your future and that of your family's depended on that vote. Elect your President this time around. This Tuesday vote Reagan.

THE PRECEEDING ANNOUNCEMENT HAS BEEN PAID FOR BY WISCONSIN
CITIZENS FOR REAGAN, DON M. TAYLOR WAUKESHAU TREASURER.



:60 RADIO (REAGAN)

ANNOUNCER: Ronald Reagan is not a Washington career politician. Throughout his campaign Ronald Reagan has wisely and decisively stood up for the rights of the private citizen and local government.

RR: "We can no longer afford politics as usual; a time has come for those we send to Washington to stop thinking about the next election and start thinking about the next generation."

ANNOUNCER: Ronald Reagan believes that the American voters should have more control over the future of his country.

RR: "Few quarrel with government aims when it sets out to help improve our lives. But the target usually remains untouched inspite of the fact that they are using our money for ammunition. Surely a government would turn to the private sector for help I think they could find more imaginative solutions to this problem."

ANNOUNCER: Republicans, Democrats and Independents on Tuesday, vote for the strong new leadership America needs. Vote Reagan.

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Campaign '76
Media Communications, Inc.

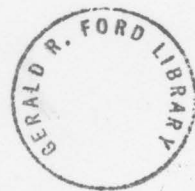
1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

April 2, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: DAWN SIBLEY
SUBJECT: REAGAN 1/2 HOUR

This is to confirm that we have ordered Radio TV Reports to pull a Kine of the Reagan 1/2 hour this weekend in Wisconsin. The cost will be \$140.00 plus shipping.

cc: Clayt Wilhite
George Karalekas



Called Denise 4/6
5:10

Dallas

called 4/6

KTVT - No Arrivals requested

4/8 - No ~~new~~ order

called 4/6

KXIS

M-F	4/9-4/30	7-9A	\$70 ^W	2/wk	30's
M-F	4/9-4/30	9-12N	\$50	2/wk	30's
M-F	4/9-4/30	10:30-M	\$350	1/wk	30's
M-F	4/9-4/30	4-5P	\$70	1/wk	30's
M-F	4/9-4/30	6:30-7P	\$525	3/wk	30's
FRI	4/9-4/30	7-10P	\$800	1/wk	30's
M,TU,TH	4/9-4/30	8-10P	\$800	1/wk	30's

4/8 No new order

KXTX -

called 4/6 - Nothing Ordered

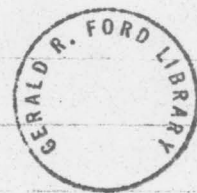


over

WFAA - Nothing Ordered
called 4/6, 4/8 to order

KDFW - all 30's
called 4/6 M-F w/o 4/19 + 4/26 ~~M-F~~ 3:30-5P 3/wk
\$120 ea
M-F w/o 4/19 + 4/26 12:30-3:30P 2/wk
\$153 ea
Wed 4/21 8-10P \$946
THUR 4/29 7-8P \$1,620

called 4/8 to order



Critic Review 4/6
/ 5.10

Houston

WDOG - Annals not requested
4/6, 4/8 no order

KTRK

Called 4/6

4/17 - 4/30	M-SUN	5:30 - 6:30P	2/wk	\$450	30's
4/9 - 4/22	M-TH	10:30 - 11:35P	2/wk	\$250	30's
4/19 - 4/23	M-FRI	3:30 - 5:30P	2/wk	\$200	30's
4/17 - 4/23	M-SUN	10 - 10:30P	2/wk	\$775	30's

called 4/8 no order

KHOU

Called 4/6

MON	4/19	7-9P	1X	\$1,000	30"
WED	4/21	8-10P	1X	\$750	30"
WED	4/28	8-10P	1X	\$750	30"
THUR	4/29	10:30P Break	1X	\$300	30"
FRI	4/30	8-10P	1X	\$750	30"



over

KPRC

called 4/6

2 Purses

6 Fringe

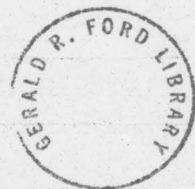
called 4/8

3 day

KATV

called 4/6 - Nothing Ordered

4/8 - No order



San Antonio

Called 4/6

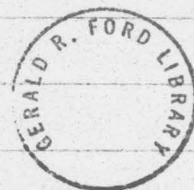
KSAT	4/17-4/22	Sat 8-10P	30	2X	335 ea
	4/18	Sun 8-10P	30	1X	500
	4/22-4/29	THUR 8-10P	30	2X	500
	4/23	FRI 8-10P	30	1X	500
		SUN 8-10:30P	30	1X	500
		Wed 7-10P	30	1X	500
					<hr/>
					3,670

Called 4/8 - No order

KENS - Called 4/6 - Arrivals requested - no order

Called 4/8	THUR 8-9:30P	4/22	\$340	30"
	MON 10P	4/26	\$315	30"

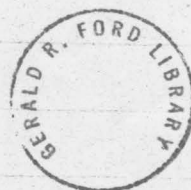
KWEX - called 4/6 - No order



open

KMOX - called 4/8

4/19 - 4/30	2/wk	6-7P	\$150 ea
4/18 + 4/25	2/wk	10-10:30P	200 ea
4/19 - 4/30	2/wk	10:30-12M	80 ea
4/18 - 4/25	1/wk	5:30-6P	100 ea



RADIO TV REPORTS, INC.

41 EAST 42ND STREET, NEW YORK, N.Y. 10017, 697-5100

FOR SFM MEDIA, INC.

PROGRAM THE TODAY SHOW

STATION WNBC-TV AND THE NBC
TELEVISION NETWORK

DATE APRIL 7, 1976

8:40AM

CITY NEW YORK

BROADCAST EXCERPT

JIM HARTZ: Senate hearings open tomorrow on the government of the Colorado ski resort owned by Howard "Bo" Calloway, who quit recently as President Ford's campaign manager. The national controversy has left its mark on the small ski town of Crested View, Colorado, and here with a report on Crested View is NBC News Correspondent Jim Polk:

JIM POLK: This is a sign of spring in Crested View, Colorado, digging out an automobile left buried beneath the winter snows. But this mountain town is still being buffeted by the political storm over the government go-ahead for the expansion of a nearby ski resort owned by President Ford's former campaign manager, Howard "Bo" Calloway. Senate hearings open this week in an investigation of whether Calloway acted improperly in seeking approval of the expansion on federal land.

The ski resort may be all that keeps the old mining town of Crested View on the map and the people are worried that the Washington investigation could imperil their future. The thirty year old Mayor, Tommy Glass, who took his concern over the expansion to Washington and triggered the Calloway investigation has felt the criticism.

TOMMY GLASS: So far it has divided the community quite a bit; many of the people who grew up here and have lived here all their lives remember the days when the mines closed and they wouldn't like to see this place turn into a ghost town again. These are legitimate concerns and fears.

POLK: Weekly newspaper editor Miles Arbor, has been an outspoken critic of Calloway's ski resort. Arbor took credit for helping bring on the Senate hearing.

MILES ARBOR: We've lost something over half of our advertising, over two dozen people have pulled out of the paper and when we asked them why they allude somewhat to the fact that they've



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been put under great pressure from the people organizing the boycott.

POLK: Richard Rossman, born in Crested View, is a rancher who remembers the hard times. Rossman said he did ask some of the newspapers advertisers to pull out.

RICHARD ROSSMAN: I told the gentleman at the newspaper, call him gentleman for what it's worth, I just told him, I said that when I see in my eyes and the way I see it, somebody trying to destroy us economically up here, that the only recourse I have is to do the same to him.

POLK: Even before this dispute, older settlers were wary of the different way of life of many newcomers to Crested View. Rossman calls them 'eastern exiles' living on food stamps to ski. Settlers do not think the mountains should be a private preserve for drop outs resisting growth, the settlers prefer a vacation trade that leaves only one thing behind in Crested View, money.

Calloway's company operates the Crested View Ski Resort on federal land belonging to the U.S. Forest Service. The company has been asking to expand to its second mountain nearby, also on government land. At first a preliminary report said there was no need for a bigger ski area. Late last year the Forest Service reversed itself and recommended the expansion. At issue in the Senate hearings is what happened last summer in the Pentagon in Calloway's office on his last day as Secretary of the Army. Calloway has acknowledged he met with two top officials from the Department of Agriculture which oversees the Forest Service; J. Bill Campbell, then Under-Secretary of Agriculture said Calloway gave his reasons for expansion:

J. BILL CAMPBELL: I asked the Forest Service to take a good look at the situation again in view of what Mr. Calloway said.

POLK: Colorado Senator Floyd Haskel is Chairman of the Washington investigation:

SENATOR HASKEL: In this particular case, Mr. Calloway who was Secretary of the Army and then the campaign manager for Mr. Ford, did he attempt to use the weight, the prestige, the connections of his office in advancing a private end, a corporation that he had a very substantial financial interest in? Did he try and do it? And did he do it? If he did, even if he tried whether he was successful or not, it would show a necessity for an orderly procedure to insulate the people who give these permits from that type of pressure.



POLK: If ski trails are built on nearby Snodgrass Mountain, that would make private development of resort lodging more attractive on land owned by Calloway's company at the base of the second mountain. Calloway's company reported a large loss last year; a handwritten memo in the Forest Service files in Washington says, "...Blew two million on present base area. Want cash flow from real estate," meaning the land near the second mountain. But the ski resort manager, Gus Larkin, said Crested View needs to expand because its present mountain is becoming crowded with skiers.

GUS LARKIN: The increase in demand for skiing is going to almost double by the year 1980, but you can only put so many people on so many acres of snow and still have something left to ski on.

POLK: In Crested View this last weekend, townspeople held their annual celebration for 'flouthing,' the mock word that marks the time the tourists go home, when winter is over. But with Senate hearings starting tomorrow on the Calloway question springtime in Crested View has meant a lingering uncertainty. What began as a minor squabble over skiing in a small mountain town has now become part of the crossfire of national politics in a Presidential election year, and that has left resentment and confusion in a place where the closest thing to a campaign button is for the end of the winter party.

James Polk, NBC News, Crested View, Colorado.



Campaign '76

Media Communications, Inc.

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

April 13, 1976

MEMORANDUM TO: CLAYT WILHITE

FROM: CAROL KARASICK

CK

SFM has informed us that last Saturday, April 10, Ronald Reagan was interviewed by John McCory on the Dialogue Program of station KDFW in Dallas from 7:30 to 8 PM.

We have requested that they send us a tape of the program. They have also informed us that President Ford will be interviewed on the same program this coming Saturday, April 17.

cc: Bruce Wagner
Peggy Pilas
Dawn Sibley ✓



Campaign '76
Media Communications, Inc.

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

April 13, 1976

MEMORANDUM FOR: CLAYTON WILHITE
FROM: BRUCE WAGNER *B*
SUBJECT: REAGAN IN TEXAS

We'll need a fast and complete monitoring of Reagan copy in Texas when he starts his paid media.

Let's monitor Dallas or Houston...or get the copy some other way...so we can bring White House and PFC up to date quickly next week.

c.c. Peter Dailey
Peggy Pilas
✓ Dawn Sibley



Campaign '76
Media Communications, Inc.

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

April 15, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: DAWN SIBLEY
SUBJECT: REAGAN - CHURCH MEDIA BUY

Ronald Reagan has bought time from CBS on Wednesday, April 28, for a 5" spot to be aired from 10:55pm - 11:00pm.

Senator Frank Church has bought time from CBS on Monday, April 19 for a 5" spot to be aired from 10:55pm - 11:00pm.

c.c. Peter Dailey
Ed DeBolt
Roy Hughes
Peter Kaye
Dick Mastrangelo
Rogers Morton
Peggy Pilas
Fred Slight
Stu Spencer
Clayton Wilhite

Net \$ 12,500
Gross 15,000
+ Editing charge for Shortening
Program



Wisconsin

American Conservative Union

7000 Very Affm

45 Sta

6 Spots ~~week~~ per day

ifg

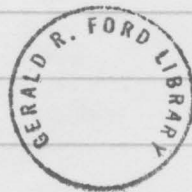
6MTV
30,000 R

11/2 hr

Citizens for Reagan

Indiana

Texas - Spans



30"
60"
30"

Indiana
RR Competitive
Estimated Expenditure

2 1/2 weeks of activity

TV - 350 30" GRP's /wk \$65,000

Radio - 36 60's /sta. /wk 68,000

\$133,000

above is based on maximum weight that could realistically be purchased

in: Indianapolis

FT. Wayne

South Bend

Evansville

Terre Haute

Lafayette

Radio also includes Gary/Hammond

Additionally 1/2 hr has

been purchased on WSBT S. Bend. \$450

on May 3 7-7:30 PM

Nothing has been picked up to date on Chicago TV

Agency: Carlson & Co

For Citizens For Reagan




OK
4/16/86

Campaign '76

Media Communications, Inc.

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

April 19, 1976

MEMORANDUM TO: PETER KAYE
FROM: DAWN SIBLEY 
SUBJECT: REAGAN COMPETITIVE ACTIVITY

Attached is the information you requested for Wisconsin and Indiana.

To date we have not isolated activity placed by the American Conservative Union in either Indiana or Texas. However, since the ACU activity was placed in Wisconsin at the last minute to run during the last week of the campaign, an ACU effort may still turn up. We are watching for this daily.

Please note that Reagan is beginning to purchase 1/2 hours in Georgia. We believe he will follow a lighter media plan in this state, unlike the heavy Texas and Indiana media "blitz", however, it is too soon to draw real conclusions.

For your information we are having Radio TV Reports monitor the Reagan 1/2 hour scheduled in Houston, Texas tonight as well as the national 5 minutes purchased to run on CBS on Wednesday, April 28. Videotape cassettes of these announcements will be available for viewing 2-3 days after air date.

cc: Bruce Wagner
Clayton Wilhite
Carol Karasick



INDIANA

RONALD REAGAN COMPETITIVE ESTIMATED EXPENDITURE

I. CITIZENS FOR REAGAN

TOTAL EXPENDITURES

2 1/2 WEEKS OF ACTIVITY - 3/15 START

TV - 350 :30 GRP'S/WK \$65,000

RADIO - 36 :60/STA./WK 68,000

ESTIMATED 1/2 HOUR THROUGHOUT STATE: *Total* \$133,000

ROUGH CUT: 8,000

GRAND TOTAL: \$141,000

DETAIL: ABOVE IS BASED ON MAXIMUM WEIGHT THAT COULD REALISTICALLY
BE PURCHASED IN: INDIANAPOLIS
FT. WAYNE
SOUTH BEND
EVANSVILLE
TERRE HAUTE
LAFAYETTE

RADIO ALSO INCLUDES GARY/HAMMOND

SO FAR 1/2 HOUR HAS BEEN PURCHASED ON WSBT SOUTH BEND - \$450
ON MAY 3 7-7:30 PM

WIII - TERRE HAUTE - MON. 5/3 7-7:30 260

WTWO - TERRE HAUTE - SUN. 5/2 10:30-11 335
\$1,045

NOTHING HAS BEEN PICKED UP TO DATE ON CHICAGO TV

AGENCY CARLSON & CO.

FOR CITIZENS FOR REAGAN

II. AMERICAN CONSERVATIVE UNION

SO FAR NOTHING HAS BEEN PLACED



WISCONSIN

ESTIMATED REAGAN EXPENDITURES

I. CITIZENS FOR REAGAN

TV: 1/2 HOURS ONLY -

WEEKEND PRIOR TO PRIMARY

EST. EXPENDITURES: \$6,000

5 MARKETS: MILWAUKEE
GREEN BAY
MADISON
WAUSAU
LA CROSSE/EAU CLAIRE

RADIO: :60 ANNC.

EST. EXPENDITURES: \$11,000

TOTAL EXPENDITURES: \$17,000

II. AMERICAN CONSERVATIVE UNION

RADIO: :60 ANNC.

EST. EXPENDITURES: \$ 5,500



GEORGIA

RONALD REAGAN COMPETITIVE

1/2 HOURS PLACED IN:

ALBANY - WALB 4/19 7:30 - 8 \$400

ATLANTA - WAGA 4/27 8 - 8:30 \$2,400



Campaign '76
Media Communications, Inc.

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

April 21, 1976

MEMORANDUM TO: BRUCE WAGNER

FROM: DAWN SIBLEY *DS*

SUBJECT: UDALL

Udall has purchased a 5 minute time slot to run on CBS at 10:55 - 11:00PM, April 29th.

As a reminder - Reagan is scheduled by the same network for the same time period on the 28th.

cc: Stu Spencer
Roy Hughes
Peter Kaye
Peter Dailey
Clayt Wilhite ✓
Peggy Pilas
Carol Karasick

DAWN
Are we tagging?

DAWN
no
we rarely
bother with
those democrats.
D.
do you want?
no.



Campaign '76
Media Communications, Inc.

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

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As a reminder - Reagan is scheduled by the same network for
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cc: Stu Spencer
Roy Hughes
Peter Kaye
Peter Dailey
Clayt Wilhite
Peggy Pilas
Carol Karasick



WTSongson
Region 1/2 hours

Green Bay

ESTATg

30
(both)

< CBS
NBC

Sat 8:30-9:00

Sat 6:30-7:00

Milwaukee

10 ~~#10~~

WITI

Fri 10:05-11:35

WTMI

WTV

> not ordered yet
possible

Madison

WISC

No order

WKOW

No order

18 WMTV

Fri 8:30-9:00

Wausau

WPOW

No order

27 WSAU

Sat 8-8:30

Lafayette Eau Claire

WPAU

Fri 6:30-7:00

37

WKBT

Sat 7:30-8:00



Campaign '76

Media Communications, Inc.

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

April 26, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: GEORGIA AND ALABAMA REAGAN ADVERTISING

As of today, it appears that Reagan is only using half-hour television programming in both Georgia and Alabama.

The schedule purchased to date in each state follows:

	<u>MARKET</u>	<u>STATION</u>	<u>DATE - TIME</u>
Georgia	Albany	WALB	Mon 4/19 - 7:30 pm
	Columbus	WRBL	Tues 4/20 - 8:30 pm
	Atlanta	WXIA	Mon 4/26 - 8:00 pm
		WAGA	Tues 4/27 - 8:00 pm
Alabama	Birmingham	WAPI	Tues 4/20 - 7:30 pm (included five 10" ID's to promote program.)

Since Reagan tends to purchase these programs just prior to air dates, it is expected that additional half-hour spots will air the end of this week.

As mentioned in previous memos, Reagan has requested available times for :30 and :60 commercials in Georgia but has not purchased any time to date.

cc: Rogers Morton
Roy Hughes
Peter Dailey
Bruce Wagner
Ed Terrill
Peter Kaye

bcc Pitas
- Karakelas
Sibley
Karasick



Campaign '76

Media Communications, Inc.

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

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cc: Rogers Morton
Roy Hughes
Peter Dailey
Bruce Wagner
Ed Terrill
Peter Kaye

bcc Pilas
Kara Kelas
Sibley
KarasiK



Campaign '76
Media Communications, Inc.

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

April 27, 1976

MEMO TO: DAWN SIBLEY
FROM: CLAYT WILHITE
SUBJECT: REAGAN COMPETITIVE ADVERTISING COPY

Skip Watts reports that Reagan is running particularly strident advertising in certain Texas markets. He specifically mentioned Texarkana although I have not yet confirmed that as one location.

When I pass the specific information on to you please try to obtain transcripts, kinoscopes, etc. of the material, as Skip wants to make it available to other PFC offices.

P.S. Roger Wallace just called with the following information: the radio advertising is running across the State and the television advertising is airing in Austin and Texarkana.

cc: Carol Karasick
Denise Considine
Bruce Wagner
Peggy Pilas

C.



Campaign '76
Media Communications, Inc.

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

April 28, 1976

MEMORANDUM TO: STU SPENCER
FROM: DAWN SIBLEY *DS*
SUBJECT: REAGAN COMPETITIVE ACTIVITY

Attached is an updated report of Reagan's media activity in the upcoming primary states.

We will be forwarding this report to you on a regular basis, or whenever new information is available.

If you have any questions, please contact me.

cc: Mr. Morton
Mr. Hughes
Mr. Kaye
Mr. Slight
Mr. DeBolt
Mr. Visser
Mr. Ryan



Campaign '76
Media Communications, Inc.

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

April 27, 1976

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

Attached please find competitive reports updated for Reagan.

Does this format fulfill your requirements?

We will update this constantly and circulate. Please advise to whom we should be sending this to at the PFC.

CC: Clayt Wilhite
Peggy Pilas
Carol Karasick
Denise Considine



4/27/76

COMPETITIVE REPORT

STATE: ALABAMA
CANDIDATE: REAGAN

CITIZENS FOR REAGAN

<u>MEDIUM</u>	<u>COMMERCIAL LENGTH</u>	<u>START DATE</u>	<u>ESTIMATED TOTALS</u>			
			<u>#WEEKS</u>	<u>#MARKETS</u>	<u>PRESSURE</u>	<u>EXPEDITURE</u>
TELEVISION	1/2 HOUR	4/20	1	BIRMINGHAM	1 TIME + 5 :10 ID'S TO PROMOTE PROGRAM	-

UPDATE:

If Reagan adheres to his pattern of placing last minute activity just prior to primary date, an additional burst of half hour shows can be anticipated for the weekend of May 1st.



4/27/76

COMPETITIVE REPORT

STATE: TEXAS
CANDIDATE: REAGAN

I. CITIZENS FOR REAGAN

<u>MEDIUM</u>	<u>COMMERCIAL LENGTH</u>	<u>START DATE</u>	<u>ESTIMATED TOTALS</u>			
			<u>#WEEK</u>	<u>#MARKETS</u>	<u>PRESSURE</u>	<u>EXPENDITURE</u>
TELEVISION	:30	4/17	2	18	350-400 GRP'S	80,000
	1/2 HOUR	4/20	2	18	-	EST. 20,000
RADIO	:60	4/17	2	STATEWIDE	36/STA/WK	<u>85,000</u>
TOTAL EST:						\$185,000

UPDATE:

- 1) Reagan is trying to increase pressure as much as possible for the last week of the campaign, however, station's political limitation of availabilities are making it tough for him to get more time.
- 2) Other groups for Reagan such as the American Conservative Union and Delegates for Reagan have been turned down when they have requested time because Citizens for Reagan has already bought up the maximum time available.
- 3) Reagan has asked for availabilities on Spanish radio stations in Texas.

LATEST

Reagan cancelled radio activity on radio station in Ft. Worth - reason: not enough money. Tracking this right now.

Station & Amount

San Antonio 1/2 hour - who paid!

WKJIM



COMPETITIVE REPORT

4/27/76

STATE: INDIANA
CANDIDATE: REAGAN

I. CITIZENS FOR REAGAN - AGENCY: CARLSON & CO.

ESTIMATED TOTALS

<u>MEDIUM</u>	<u>COMMERCIAL LENGTH</u>	<u>START DATE</u>	<u>#WEEKS</u>	<u>#MARKETS</u>	<u>PRESSURE</u>	<u>EXPENDITURE</u>
TELEVISION	:30 & :60	4/16	2 1/2	6 (TOTAL STATE)	350 GRP's	65,000
	1/2 HOUR	5/3	1	2	LIGHT SO FAR	-
RADIO	:60	4/16	2 1/2	STATEWIDE	36/STA/WK	<u>68,000</u>
						133,000

UPDATE:

Reagan bought this market early; there have been no recent changes.

Like Ford, he is not utilizing the Chicago ADI TV stations to cover the state of Indiana.



COMPETITIVE REPORT

4/27/76

STATE: GEORGIA
CANDIDATE: REAGAN

I. CITIZENS FOR REAGAN

<u>MEDIUM</u>	<u>COMMERCIAL LENGTH</u>	<u>START DATE</u>	<u>ESTIMATED TOTALS</u>			
			<u>#WEEKS</u>	<u>#MARKETS</u>	<u>PRESSURE</u>	<u>EXPENDITURE</u>
TELEVISION	1/2 HOUR	4/19	2	3	1-2 PER MKT.	-
				(ALBANY) (COLUMBUS) (ATLANTA)		

UPDATE:

If Reagan adheres to his pattern of placing last minute activity just prior to primary date, an additional burst of half hour shows can be anticipated for the weekend of May 1st.

Avails were requested by Christiansfor Reagan in Atlanta, however, nothing was purchased.



Campaign '76
Media Communications, Inc.

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

April 30, 1976

MEMORANDUM TO: CLAYT WILHITE
FROM: DENISE CONSIDINE
SUBJECT: COMPETITIVE REPORT-NEWSPAPERS

CANDIDATE: REAGAN
STATE: TEXAS

The following report shows Reagan newspaper activity in 15 of 18 ADI's. The insertion sizes vary from 4" to full pages with most of them scheduled from 4/27 to 4/30. The units were placed by several different groups including Citizens for Reagan, Delegates for Reagan and Texas Friends for Reagan. Other insertions were placed by local committees for Reagan, Houston advertising agencies and individuals.

The estimated cost for all activity reported to date is \$26,502.

Please let me know if there are any questions.

Denise

cc: Dawn Sibley
Carol Karasick
Peggy Pilas
George Karalekas
Bruce Wagner



COMPETITIVE REPORT

TEXAS NEWSPAPERS

CANDIDATE: REAGAN



ADI/PUBLICATION

DALLAS/FT. WORTH

DALLAS TIMES-HERALD

<u>INSERTION SIZE</u>	<u>INSERTION DATE</u>
1 PAGE	4/30
6 COL. X 12"	4/29
1 COL. X 20"	4/30
1 COL. X 18"	4/30

PLACED BY:

TEXAS FRIENDS FOR REAGAN
DELEGATES FOR REAGAN
"
"

SHERMAN DEMOCRAT

3 COL. X 18"	4/25
2 COL. X 1½"	4/28

DR. HARRY SHYTLEN
"

WEATHERFORD DEMOCRAT

1 PAGE	4/28
--------	------

DRAKE AGENCY, HOUSTON
(PAID FOR BY HENRY C.
GROVER)

MINERAL WELLS INDEX

1 PAGE	4/28
--------	------

HENRY C. GROVER

PARIS NEWS

1 PAGE	4/27
--------	------

DRAKE AGENCY, HOUSTON

HOUSTON

GAI.VESTON NEWS

1 PAGE	4/30
--------	------

HENRY C. GROVER

HOUSTON CHRONICLE

1 PAGE	4/30
--------	------

TEXAS FRIENDS FOR REAGAN

HOUSTON POST

1 PAGE	4/29
--------	------

"

SAN ANTONIO

SAN ANTONIO EXPRESS-NEWS

3 COL. X 5"	---
-------------	-----

DELEGATES FOR REAGAN

KERRVILLE TIMES

5 COL. X 7"	4/28
5 COL. X 14"	4/30

KERRVILLE MOUNTAIN SUN

1 PAGE	4/22
--------	------

KERR COUNTY COMM. FOR
REAGAN

½ PAGE	4/22
1 PAGE	4/29
½ PAGE	4/29

"
"
"

VICTORIA ADVOCATE

1 PAGE	4/28
1 PAGE	4/30 OR 5/1

DRAKE AGENCY, HOUSTON
DELEGATES FOR REAGAN

WACO/TEMPLE

TEMPLE TELEGRAM

1 PAGE	4/28
--------	------

DRAKE AGENCY, HOUSTON

TEXARKANA

HELDERSON NEWS

4 COL. X 5"	4/11-29(6X)
-------------	-------------

CITIZENS FOR REAGAN

TEXARKANA GAZETTE NEWS

1 PAGE	4/29
--------	------

DRAKE AGENCY, HOUSTON

ADI/PUBLICATION

<u>TEXARKANA</u>	<u>INSERTION SIZE</u>	<u>INSERTION DATE</u>	<u>PLACED BY:</u>
<u>LOGVIEW JOURNAL NEWS</u>	2 COL. X 2"	4/21	SONNY UTSLON
	2 COL. X 2"	4/22	"
	2 COL. X 2"	4/23	"
	2 COL. X 2"	4/25	"
<u>MARSHALL NEWS MESSENGER</u>	1 PAGE	4/27	DRAKE AGENCY, HOUSTON
<u>CORPUS CHRISTI</u>			
NO COMPETITIVE ACTIVITY REPORTED			
<u>BEAUMONT/PORT ARTHUR</u>			
BEAUMONT ENTERPRISE JOURNAL	1 PAGE	4/29	BEAUMONT COMM. FOR REAGAN
<u>LUBBOCK</u>			
LUBBOCK AVALANCHE JOURNAL	20"	4/4	-----
	4"	4/19	-----
<u>EL PASO</u>			
EL PASO HERALD-POST, TIMES	1 PAGE	4/30	AMERICAN CONSERVATIVE UNION
	1 PAGE	5/1	-----
<u>AMARILLO</u>			
PAMPA NEWS	3 COL. 6"	4/29	13TH DISTRICT FOR REAGAN
AMARILLO GLOBE-TIMES, NEWS	1 PAGE	4/29	CITIZENS FOR REAGAN
<u>McALLEN/BROWNSVILLE</u>			
BROWNSVILLE HERALD	1 PAGE	4/28	HENRY C. GROVER
McALLEN MONITOR	1 PAGE	4/28	"
HARLINGEN VALLEY MORNING STAR	1 PAGE	4/28	"
<u>ABILENE</u>			
BROWNWOOD BULLETIN	1 PAGE	4/28	DRAKE AGENCY, HOUSTON
	5 COL. X 14"	4/30	"
<u>ODESSA/MIDLAND</u>			
MIDLAND REPORTER TELEGRAM	5 COL. 8"	4/27	19TH CONGRESSIONAL DISTRICT FOR REAGAN
ODESSA AMERICAN	½ PAGE	4/27	DELEGATES FOR REAGAN

ODESSA/MIDLAND

BIG SPRING HERALD 1 PAGE 4/27 DRAKE AGENCY, HOUSTON

TYLER

TYLER COURIER TIMES 4 COL. X 15" --- DELEGATES FOR REAGAN
1 PAGE 4/28 "
1 PAGE 4/29 OR 4/30 "

NACOGDOCHES SENTINEL 4 COL. X 10½" 4/28 -----
4 COL. X 10½" 4/29 -----
4 COL. X 10½" 4/30 -----

WICHITA FALLS

NO COMPETITIVE ACTIVITY REPORTED

SAN ANGELO

NO COMPETITIVE ACTIVITY REPORTED

LAREDO

LAREDO TIMES 5 COL. X 14" 4/30 GOODWIN & DAWINSON
AGENCY, HOUSTON



Campaign '76
Media Communications, Inc.

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

May 3, 1976

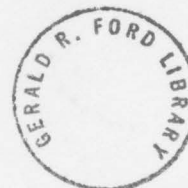
MEMORANDUM FOR: CLAYTON WILHITE
FROM: BRUCE WAGNER *B*
SUBJECT: REAGAN IN TEXAS

We've got to try and get as much of the Reagan advertising copy from Texas as possible.

No doubt, it will give us some clues and perspective for California.

Let's work quickly with Roger Wallace to get the Coors ad, et al.

c.c. Peter Dailey
Roy Hughes
Peter Kaye
— Dawn Sibley
Stu Spencer



Campaign '76
Media Communications, Inc.

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

Dawn
*Let's see how
get the Coors spot
from radio-TV Reports
and the newspaper from
the various papers. Howard*

May 3, 1976

MEMORANDUM FOR: CLAYTON WILHITE
FROM: BRUCE WAGNER *B*
SUBJECT: REAGAN IN TEXAS

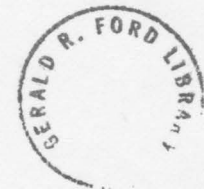
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c.c. Peter Dailey
Roy Hughes
Peter Kaye
Dawn Sibley
Stu Spencer

*Called B. Frank
5/3 - 2:30*



Campaign '76
Media Communications, Inc.

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

May 6, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: CAROL KARASICK *CK*
SUBJECT: REAGAN COMPETITIVE

Attached please find competitive report for Reagan in Nebraska. An update including newspapers will be issued tomorrow.

cc: Clayt Wilhite
Peggy Pilas
Dawn Sibley
Denise Considine



COMPETITIVE REPORT

STATE: NEBRASKA

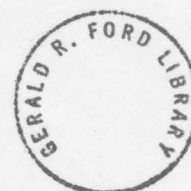
CANDIDATE: REAGAN

<u>CITIZENS FOR REAGAN</u>	<u>START DATE</u>	<u>#WKS</u>	<u>#MARKETS</u>	<u>PRESSURE</u>	<u>EXPENDITURE</u>
TELEVISION:					
1/2 HOUR			LINCOLN OMAHA	1X 2X))
:10 ID'S	4/26-28		OMAHA	5 SPOTS) \$7,000
:30 ANNCT.	5/5-10	1 WK	LINCOLN OMAHA	250 GRP'S) 250 GRP'S)	

NOTE: :10 ID'S WERE PROMOS FOR 1/2 HOUR IN OMAHA

RADIO:

RADIO IS BEING PURCHASED BY CITIZENS FOR REAGAN TO START 5/6 & 5/7.
DETAILS WILL BE PROVIDED ON 5/7.



Campaign '76

Media Communications, Inc.

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

May 7, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: DENISE CONSIDINE
SUBJECT: COMPETITIVE REPORTS
CANDIDATE: REAGAN
STATE: NEBRASKA

The following report shows Reagan newspaper activity in 7 of 8 ADI's. Unit sizes vary from 1 col. X 3" to full pages, with most of them scheduled to run from 5/3 to 5/10. The majority of insertions were placed by Citizens for Reagan and local committes for Reagan.

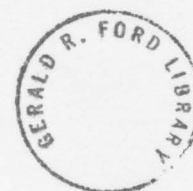
The estimated cost for all newspaper activity is \$7,206. This total should be fairly close to actual since all daily newspapers in the state were contacted.

Also attached is the updated competitive radio report for Nebraska.

Please let me know if there are any questions.

Denise

cc: Clayt Wilhite
Peggy Pilas
Dawn Sibley /
Carol Karasick



COMPETITIVE REPORT
NEBRASKA NEWSPAPERS
CANDIDATE: REAGAN

<u>ADI/PUBLICATION</u>	<u>INSERTION SIZE</u>	<u>INSERTION DATE</u>	<u>PLACED BY:</u>
<u>LINCOLN/HASTINGS/KEARNEY</u>			
BEATRICE SUN	4 X 11"	5/10	NEBRASKA CITIZENS FOR REAGAN
COLUMBUS TELEGRAM	4 X 11"	5/10	"
HASTINGS TRIBUNE	4 X 11"	5/10	DELEGATES FOR REAGAN
LINCOLN STAR JOURNAL	4 COL. X 4"	5/10	WINSLOW AGENCY OMAHA
	1 COL. X 3"	5/3	"
	1 COL. X 3"	5/4	"
	1 COL. X 3"	5/5	"
	1 COL. X 3"	5/6	"
	1 COL. X 3"	5/7	"
YORK NEWS TIMES	4 X 11"	5/7	DELEGATES FOR REAGAN
	4 X 11"	5/8	"
<u>OMAHA</u>			
FREEMONT TRIBUNE	40"	---	DODGE COUNTY REPUBLICAN COMMITTEE FOR REAGAN
OMAHA WORLD HERALD	1 PAGE	5/7	CITIZENS FOR REAGAN
	6 X 16"	5/9	"
	1 X 3"	4/29-5/8 (9X)	"
	1 X 4"	4/28	"
<u>NORTH PLATTE</u>			
NORTH PLATTE TELEGRAM	1 PAGE	5/3	NORTH PLATTE CITIZENS FOR REAGAN
	6 X 11"	5/4	"



<u>ADI/PUBLICATION</u>	<u>INSERTION SIZE</u>	<u>INSERTION DATE</u>	<u>PLACED BY:</u>
<u>RA D CITY</u>			
ALLIANCE TIMES HERALD	1/4 PAGE	5/10	NEBRASKA CITIZENS FOR REAGAN
<u>WICHITA/HUTCHINSON</u>			
McCOOK GAZETTE	4 X 11"	4/6	NEBRASKA CITIZENS FOR REAGAN
	4 X 11"	4/8	"
<u>SIOUX CITY</u>			
NORFOLK NEWS	1/4 PAGE	5/10	NEBRASKA PRESS AGENCY
<u>CHEYENNE</u>			
SCOTTSBLUFF STAR HERALD	4 X 11"	5/9	CITIZENS FOR REAGAN
	2 X 9 1/2"	5/5	"
	2 X 13"	5/1	"
<u>SIOUX FALLS/MITCHELL</u>			
NO COMPETITIVE ACTIVITY REPORTED			



COMPETITIVE REPORT

STATE: NEBRASKA

CANDIDATE: REAGAN

CITIZENS FOR REAGAN START DATE #WKS #MARKETS PRESSURE EXPENDITURE

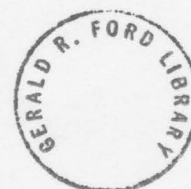
TELEVISION:

1/2 HOUR			LINCOLN OMAHA	1X) 2X)	
:10 ID'S	4/26-28		OMAHA	5 SPOTS)	\$7,000
:30 ANNCT.	5/5-10	1 WK	LINCOLN OMAHA	250 GRP'S) 250 GRP'S)	

NOTE: :10 ID'S WERE PROMOS FOR 1/2 HOUR IN OMAHA

RADIO:

:60's & :30's	5/6-11	1 WK	STATEWIDE	10-40 ANN/STA	\$7,000
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Campaign '76
Media Communications, Inc.

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

May 26, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: CAROL KARASICK
SUBJECT: OHIO - REAGAN ADVERTISING

This is to give you the current status of Reagan activity in Ohio.

TV

Avails are being requested for spot TV :30's and :60's the week of 6/1 by Ruth Jones and local agencies in Ohio. No orders have been placed as of this afternoon (Wed. 5/26).

Time is also being requested for 1/2 hours in prime time on June 5, 6, & 7. Again no orders have been placed.

Radio

A check of major radio stations across the state shows no activity nor requests. However, based on past activity we would expect the Reagan forces to be placing last minute weight - starting June 2 or 3.

cc: Clayt Wilhite
Dawn Sibley
Denise Considine
Peggy Pilas



Reason Competitive Expenditures

	PFC		
New Hampshire	46,456	171,662	
Massachusetts	32,503	—	Purchased for New Hampshire
Vermont	—	—	
Florida	224,682	293,410	
Illinois	210,800	271,342	272,292 281,206
North Carolina	97,576	127,575	
New York	—	—	
Wisconsin	87,167	17,000	
Pennsylvania	—	—	
Texas	\$273,000	185,000	211,502
Georgia	—	1/2 hours only	2,800
Indiana	\$68,535	14,500	142,000
Washington DC	—	—	
Alabama	—	1/2 hours only	
Nebraska	\$15,814	21,206	
West Virginia	1,308	DCU only	
Maryland	—	—	
Michigan	\$60,000	est. \$60,000	based on prelim. rpts.



Campaign '76

Media Communications, Inc.

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

June 2, 1976

MEMORANDUM TO: DAWN SIBLEY ✓
FROM: CLAYT WILHITE
SUBJECT: REAGAN COMPETITIVE

We received two urgent calls from Stu Spencer last night requesting the following information on Ronald Reagan competitive advertising:

1. California: By noon today, the California PFC requires the following:
 - A. Reagan radio and television schedules by market.
 - B. Reagan and Ford dollar expenditures in Los Angeles County.
 - C. Total Reagan California expenditures.
 - D. Total American Conservative Union California expenditures.
2. Ohio: Copy for Reagan television and radio advertising.

Obviously, some of this information is not available at present, and certainly cannot be obtained by noon today; however, we should endeavor to gather as much of the California data as possible by that time.

Let's discuss.

cc: Bruce Wagner
Carol Karasick
Denise Considine



Campaign '76

Media Communications, Inc.

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

June 2, 1976

MEMORANDUM TO: CLAYT WILHITE
FROM: CAROL KARASICK *CK*
SUBJECT: CALIFORNIA COMPETITIVE

This is to provide a competitive report on Ronald Reagan activity in California as requested in your memo of this morning.

Summary

Reagan is outspending President Ford by 66% statewide.

This is primarily due to two factors:

1. Reagan's use of :60 spot television
2. Reagan's beginning radio advertising 3-5 weeks before election day.

Despite Reagan's spending advantage during advertised weeks, he is running essentially the same number of announcements as President Ford; i.e. the Ford buy is more efficient.

A. Reagan Schedules By Market

Stations, for reasons of confidentiality, are reluctant to release exact schedules. The available information is as follows:

TELEVISION

- ...Reagan began TV advertising at the same time as Ford; May 25 for two weeks.
- ...Schedules consist of 1/3 :60 and 2/3 :30 announcements.
- ...Reagan schedules are similar to Ford's in that they are dispersed through early and late fringe and prime time.
- ...Reagan is in 5 common markets with President Ford: Los Angeles, San Diego, San Francisco, Fresno, and Sacramento. Reagan has purchased no schedule in Monterey but has bought Eureka.



RADIO

- ...Reagan began radio advertising on May 15 in Los Angeles and between May 12 and May 17 in other major markets, giving him 3-5 weeks of activity.
- ...Reagan's schedules are similar to President Ford's due to the limitations placed on political advertising by most California radio stations.
- ...About 75% of radio weight was placed by Citizens for Reagan; the other 25% was placed by the "Young American Campaign Committee". However, the two groups did not place weight concurrently.

B. Reagan and Ford Dollar Expenditure in Los Angeles

TELEVISION

	<u>PRESIDENT FORD</u>	<u>REAGAN</u>
Expenditure	\$75,000	\$105,000
Commercial Length	:30's	2/3 :30's, 1/3 :60's
Duration of Schedule	2 weeks	2 weeks
GRP'S	Wk. of 5/25-350 Wk. of 6/1-450	Wk. of 5/25-375 Wk. of 6/1-475

Comment

Reagan is spending 40% more than President Ford in Los Angeles. This is almost exclusively due to the use of :60's in the commercial mix. Reagan has purchased more weight than Ford on KHJ, an independent station with no limit on political advertising.

RADIO

	<u>PRESIDENT FORD</u>	<u>REAGAN</u>
Expenditure	\$9,500	\$43,000
Commercial Length	:60's	mostly :60's; some :30's
Duration of Schedule	1 Week - start 6/1	4-5 weeks; start date varies between 5/5 and 5/12
Schedule:	12-36 ANN/STA/WK	12-36 ANN/STA/WK

Comment

Most major stations in L.A. have set a limit on political announcements. Both Reagan and President Ford have bought maximum available.



Spending Summary

<u>Ford</u>	<u>Reagan</u>
\$84,500	\$148,000 +75%

C. Total Reagan California Expenditure

	<u>President Ford</u>	<u>Reagan</u>	
Television:	\$158,600	\$198,500	+25%
Radio:	<u>34,400</u>	<u>122,000</u>	+225%
Total Broadcast:	\$193,000	\$320,500	+66%

Comments

Overall Reagan is at equal weight levels to President Ford in television with the use of :60 announcements being accountable for the 25% additional expenditure. Start dates in all markets were May 25.

Reagan has outspent President Ford by 2½:1 in radio by starting schedules 3-5 weeks before election day. However, during the week of June 1, both are running similar schedules.

cc: Bruce Wagner
Peggy Pilas
Dawn Sibley
Denise Considine



Campaign '76
Media Communications, Inc.

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

June 3, 1976

MEMORANDUM TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: FORD AND REAGAN CALIFORNIA
EXPENDITURES

The attached memo prepared by our media department details available competitive information on Ronald Reagan expenditures in California. Figures include independent expenditures for Reagan (estimated to be \$30,000), but not for Ford.

Highlights of that memo are as follows:

1. Reagan is estimated to be outspending the President by 66% in California...due to his use of :60 television commercials and 3-5 times more radio advertising.
2. Television for both candidates commenced on May 25.
3. To date, the American Conservative Union has not purchased advertising on Reagan's behalf. Independent expenditures have emanated from the Young American Campaign Committee which has financed about one-quarter of Reagan's \$120,000 radio campaign.

We have also attached the updated and final PFC California media plan budgeted at \$200,000.

If you have any questions, please let me know.

cc: Rogers Morton
Roy Hughes
Skip Watts
Bruce Wagner
bcc: Dawn Sibley ✓
Carol Karasick
Denise Considine
Peggy Pilas

