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MARCH - STU SPENCER

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Campaign '76
Media Communications, Inc.

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

March 5, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: ILLINOIS MEDIA PLAN

Please find the Illinois Media plan attached with minor revisions.

c.c. Bo Callaway
Peter Dailey
Dawn Sibley
Skip Watts

Attachment (1)



MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

ADI/MEDIUM	2/17	2/24	3/2	3/9	Grand
	(\$)	(\$)	(\$)	(\$)	Total
<u>CHICAGO</u>					
TV			11,162	28,239	49,580
Radio		10,890	10,492	10,492	31,874
Newsp.		-	-	38,892	38,892
Total		21,069	21,654	77,623	120,346
<u>Springfield/Dec/Champ</u>					
TV		1,148	1,516	1,590	4,254
*Radio		5,146	5,146	5,146	15,438
Newsp.		-	-	4,133	4,133
Total		6,294	6,602	10,869	23,825
<u>St. Louis, MO</u>					
TV			8,100	8,100	16,200
Radio			3,400	3,400	6,800
Newsp.			-	8,756	8,756
Total			11,500	20,256	31,756
<u>Peoria</u>					
TV		914	1,067	1,411	3,392
Radio		2,462	2,462	2,462	7,386
Newsp.		-	-	2,591	2,591
Total		3,376	3,529	6,464	13,369
<u>Davenport/Rock Island/ Moline</u>					
TV		1,156	2,125	2,597	5,878
Radio		2,213	2,213	2,213	6,639
Newsp.		-	-	1,661	1,661
Total		3,369	4,338	6,471	14,178

* Includes Keystone \$'s - will be redistributed throughout state



3/3/76

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

ADI/MEDIUM	ADVERTISING WEEKS (Tues-Mon)				Grand Total
	2/17 (\$)	2/24 (\$)	3/2 (\$)	3/9 (\$)	
<u>Rockford, IL</u>	TV	1,024	1,267	1,373	3,664
	Radio	1,270	1,270	1,270	3,810
	Newsp.	-	-	1,675	1,675
	Total	2,294	2,537	4,318	9,149
<u>Paducah/Cape Gir/Har.</u>	TV		1,700	1,700	3,400
	Radio		Covered by St. Louis Radio		
	Newsp.		-	753	753
	Total		1,700	2,453	4,153
<u>Quincy/Hannibal</u>	TV		890	890	1,780
	Radio		425	425	850
	Newsp.		-	281	281
	Total		1,315	1,596	2,911
<u>Evansville</u>	TV			-	-
	Radio			-	-
	Newsp.			715	715
	Total			715	715
<u>TOTAL STATE</u>	TV	14,421	27,827	45,900	88,148
	Radio	21,981	25,408	25,408	72,797
	Newsp.	-	-	59,457	59,457
	Total	36,402	53,235	130,765	220,402



3/3/76

MEDIA ADVERTISING FLOW CHART

rev. 2/25/76

ADI / MEDIUM	Week of 2/17	Week of 2/24	Week of 3/2	Week of 3/9
<u>Chicago</u>				
TV (2/3 -:30's / 1/3 -:60's)		150 GRP's WK	200 GRP's WK	350 GRP's WK
Radio (60 sec)		(30-36 SPOTS WK - 17 STATIONS)		
Newspapers (pg. B/W) Sunday and Suburban papers				Fri. pg B/W Sun. pg B/W
<u>Springfield/Decatur/Champaign</u>				
TV (2/3 - :30's/ 1/3 - :60's)		150 GRP's WK	200 GRP's WK	200 GRP's WK
Radio (60 sec)		(24-30 SPOTS WK - 9 STATIONS)		
Newspapers (pg. B/W)				Fri. pg B/W Sun. pg B/W
<u>St. Louis, MO</u>				
TV (2/3 -:30's/ 1/3 -:60's)			200 GRP's WK	200 GRP's WK
Radio (60 sec)			(24-28 SPOTS - 3 STATIONS)	
Newspapers (pg. B/W)				Fri. & Sun. pg. B/W
<u>Peoria</u>				
TV (2/3 -:30's/ 1/3 - :60's)		150 GRP's WK	200 GRP's WK	200 GRP's WK
Radio (60 sec)		(24-30 SPOTS WK - 11 STATIONS)		
Newspapers (pg. B/W)				Fri. pg B/W Sun. pg B/W



MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 2/17	Week of 2/24	Week of 3/2	Week of 3/9
<u>Davenport/Rock Island/Moline</u>				
TV (2/3 -:30's / 1/3 - :60's)		150 GRP's WK	200 GRP's WK	200 GRP's
Radio (60 sec)		(24-30 SPOTS WK - 7 STATIONS)		
Newspapers (pg. B/W)				Sun. pg B/W
<u>Rockford, IL</u>				
TV (2/3 -:30's / 1/3 -:60's)		150 GRP's WK	200 GRP's WK	200 GRP's WK
Radio (60 sec)		(24-30 SPOTS WK - 6 STATIONS)		
Newspapers (pg B/W)				Sun. pg B/W
<u>Paducah/Cape Girardeau/Har.</u>				
TV (2/3 - :30's / 1/3 - :60's)			200 GRP's	200 GRP's
Radio (60 sec)			(24 SPOTS WK)	
Newspapers (pg. B/W)				Fri. pg B/W Sun. pg B/W
<u>Quincy/Hannibal</u>				
Newspapers (pg. B/W)				Fri. pg B/W
<u>Evansville</u>				
No Local Media Activity Scheduled				



ILLINOIS
PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED</u>	<u>CIRC</u> (N)	<u>COST</u> <u>PG P/W</u> (S)
<u>CHICAGO</u>			
Chicago Tribune	Sun.	1,112.0	12,475
Sun Times	Sun.	<u>700.9</u>	<u>3,427</u>
Total		1,812.9	15,902
<u>SPRINGFIELD/CHAMP/DECATUR</u>			
Champaign News Gaz.	Sun.	42.2	665
Champaign Courier	Sun.	21.3	493
Decatur Her. Rev	Sun.	61.2	1,075
Spring. Sta. Joun. Reg.	Sun.	<u>71.8</u>	<u>1,200</u>
Total		196.5	3,433
<u>PEORIA</u>			
Peoria Jrl. Star	Sun.	118.4	1,252
Bloomington Pancagraph	Sun.	<u>49.3</u>	<u>876</u>
Total		167.7	2,128
<u>DAVENPORT/ROCK ISLAND</u>			
Moline Disp. K.I. Argus	E	62.1	939
Galesburg Reg. Mail	E	21.9	470
Monmouth Rev. Atlas	E	<u>6.0</u>	<u>252</u>
Total		90.0	1,661
<u>ROCKFORD</u>			
Rockford Register Star	Sun.	78.6	1,261
Freeport Jrl. Star	E	<u>19.1</u>	<u>414</u>
Total		97.7	1,675
<u>TOTAL STATE</u>		<u>2,364.8</u>	<u>23,789</u>



ADDITIONAL ILLINOIS PAPERS

<u>ADI/PAPER</u>	<u>EDITION</u>	<u>CIRC. DAILY</u>	<u>NET COST - PG. B/W</u>
<u>CHICAGO</u>			
SUBURBAN PADDOCK NEWSPAPERS (9)	DAILY	47.6	997.82 NO CD
GREATER CHICAGO NEWSPAPERS		130.5	2,286.68
AURORA BEACON NEWS	E & S	40.4	
ELGIN COURIER NEWS	E & S	37.4	
JOLIET HERALD NEWS	E & S	46.3	
WHEATON JOURNAL	E	6.4	
KANKAKEE JOURNAL	E & S	38.8	.526.53
WAUKEGAN NEWS-SUN	E	40.8	785.09
<u>SPRINGFIELD</u>			
DANVILLE COMMERCIAL NEWS	E & S	32.3	700.13 NO CD
<u>PEORIA</u>			
PEKIN TIMES	E	22.3	462.86
<u>ST. LOUIS</u>			
<u>ST. LOUIS & ILLINOIS INTERURBIA GROUP</u>		142.1	2,984.27
ALTON-E. ALTON TELEGRAPH	E	37.8	
CARBONDALE-HERRIN-MURPHYSBORO	E & S	32.4	
SOUTHERN ILLINOISIAN			
E. ST. LOUIS METRO EAST JOURNAL	E & S	38.5	
QUINCY HERALD WHIG	E & S	33.4	
BELLEVILLE NEWS-DEMOCRAT	E	31.6	692.57
CENTRALIA-CENTRAL CITY			
WAMAC SENTINEL	E & S	16.8	327.67
<u>QUINCY/HANNIBAL</u>			
QUINCY-SEE ST. LOUIS & ILL. INTERURBIA GROUP			
MACOMB JOURNAL	E	12.2	280.82
<u>TERRE HAUTE</u>			
PARIS BEACON-NEWS	E	7.3	254.70
EFFINGHAM NEWS	E	11.9	215.51



<u>ADI/PAPER</u>	<u>EDITION</u>	<u>CIRC. DAILY</u>	<u>COST - PG. 3/W</u>
ROBINSON NEWS	E	7.5	244.90
<u>HARRISBURG-PADUCAH</u>			
HARRISBURG REGISTER	E	7.5	274.29
CAIRO CITIZEN	E	N.A.	260.76
MARION REPUBLICAN	E	5.1	217.41



Campaign '76

Media Communications, Inc.

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

March 1, 1976

MEMORANDUM TO: ART FALLS
FROM: CLAYT WILHITE
SUBJECT: ILLINOIS MEDIA PLAN

First of all, thank you for both your written and oral comments on the draft of the Illinois media plan. We have since had an opportunity to synthesize these with our original recommendation and below are the major points of our current planning:

1. The major objective for our plan remains reaching the Republican voter in Illinois by the most cost efficient and frequent media available. This means targeting a program to those ADI's that have the greatest numbers of Republican voters. (This selection is based on the percentage of 1968 and 1972 Nixon Republican vote by county and assumes that your statement about the unavailability of current Republican registrant data will not change.) Given that objective, we believe that the cost efficiencies of television make that the fulcrum for our plan. The current plan will reach over 85% of Republican voters in Illinois.
2. We also recognize the importance of focusing on specific suburban and rural pockets of potential Ford votes through the use of newspaper and radio. Your comments reinforce the merits of that strategy. As a result, we are going to recommend the following additions to the plan:
 - a) Over 50 suburban and rural newspapers in the Chicago, St. Louis and Quincy/Hannibal ADI's.
 - b) A full three week radio schedule in the Quincy, St. Louis, Paducah and Terre Haute ADI's (Please note that the indicated number of spots per week will run on each of the stations listed in the plan.).



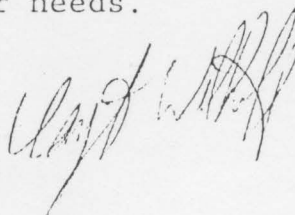
3. Total television, radio and newspaper advertising units will be increased in all previously planned markets as a means of strengthening total reinforcement of the Ford platform against our target audience in metro, suburban and rural areas. This is particularly important given the anticipated heavy levels of Reagan spending.
4. Television advertising will be utilized in the St. Louis cluster, reflecting (as you indicated) that southern Illinois is the third largest source of Republican votes in the state.

We believe the revised plan will continue to emphasize major population centers while simultaneously acknowledging that critical blocs of Ford votes lie outside those areas. The plan itself will be forwarded to you within the next few days.

Thank you again for your help and if you have any questions, please let us know.

P.S. Please give me a call regarding "identifier logos" and radio/TV tapes you mention in your memo. Both these topics need further discussion before it can be determined if we can supply your needs.

cc: Skip Watts
Bruce Wagner
John Vinson
George Karalekas
Dawn Sibley ✓



Campaign '76
Media Communications, Inc.

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

March 11, 1976

TO: Stu Spencer
FROM: Clayton Wilhite
SUBJECT: Last Week of North Carolina Media Schedule

Attached is a complete update on the North Carolina Media Plan. During the final week of the campaign, our media schedule will be at its heaviest levels:

- 1) 350 GRP's of television (50% "Future" and 50% "Accomplishments").
- 2) A mix of general issue and advocate radio commercials at a rate of 24 per station per market (3 "Facts" commercials, 3 Governor Holshouser commercials and one Congressman Martin spot. A rotation schedule is attached.)
- 3) A B/W full page newspaper ad on the Sunday before the primary in all major markets plus selected rural areas.

This schedule is competitive with that of Ronald Reagan although there are reports he may be reducing his media pressure.

Taking into account the \$10,000 budget reduction of this past week, the North Carolina totals are as follows:

Approved	\$109,192
Extended	<u>105,135</u>
Surplus	\$ 4,057



Based on prior discussions with the North Carolina PFC and Ed Terrill, there appear to be three options for the surplus:

- 1) Return the funds to campaign treasury for alternative uses.

Stu Spencer
N. C. Media Schedule
March 11, 1976
Page two

- 2) To the extent the surplus allows, purchase additional rural newspapers from a list of 21 recommended by the North Carolina PFC (see Exhibit II). We have no readership data available on these papers, but the field people believe they are very valuable in reaching rural North Carolinians who aren't heavily exposed to broadcast media.

It should be noted that the media plan already calls for use of 20 rural papers (see Exhibit III). In addition, we will be sending the North Carolina PFC copies of two separate newspaper ads (one on estate taxes and a second featuring a cross-section of issues) for their discretionary use in rural papers.

- 3) Run a half-page Older Americans newspaper ad in Greensboro, Winston-Salem, Charlotte and Ashville. These markets account for approximately 60% of 60+ eligible voters. In addition, the PFC field personnel indicate this to be the area of greatest concentration for older Americans in a state where this demographic group is rather evenly dispersed. This step would also help replace the lost impact resulting from the cancelled Older Americans direct mail piece.

We recommend this last alternative due to the President's known strength among older voters.

If you have any questions, please let us know.

Attachments

Clint

cc: Bo Callaway
Ed Terrill
Peter Dailey
Ed DeBolt
Barry Lafer
Robert Moot
Dawn Sibley
Bruce Wagner
Bob Marik

Master



NORTH CAROLINA MEDIA PLAN



NORTH CAROLINA

SUMMARY OF MEDIA EXPENDITURES

TOTAL:

TV: \$40,645

RADIO: 41,859

NEWSPAPERS: 22,631
\$105,135

BUDGET: \$109,192

UNDERAGE: 4,057



MEDIA ADVERTISING FLOW CHART
NORTH CAROLINA

ADI / MEDIUM	Week of 3/2	Week of 3/9	Week of 3/16	Week of
<u>CHARLOTTE</u>				
TV (1/3 60's, 2/3 30's)	150 GRP'S	200 GRP'S	300 GRP'S	
RADIO (60: ANNC.)	24 ANNC. PER STATION/PER WEEK			
NEWSPAPERS (PG. B&W)				
<u>RALEIGH/DURHAM</u>				
TV (1/3 60's; 2/3 30's)	150 GRP'S	200 GRP'S	300 GRP'S	
RADIO (60: ANNC.)	24 ANNC. PER STATION/PER WEEK			
NEWSPAPERS (PG. B&W)				
<u>GREENSBORO/WINSTON-SALEM/HIGH POINT</u>				
TV (1/3 60's; 2/3 30's)	150 GRP'S	200 GRP'S	300 GRP'S	
RADIO (60: ANNC.)	24 ANNC. PER STATION/PER WEEK			
NEWSPAPERS (PG. B&W)				
<u>GREENVILLE/ASHEVILLE-SPARTANBURG</u>				
TV (1/3 60's; 2/3 30's)	100 GRP'S	150 GRP'S	150 GRP'S	
RADIO (60: ANNC.)	24 ANNC. PER STATION/PER WEEK			
NEWSPAPERS (PG. B&W)				
<u>WILMINGTON, NC</u>				
TV (1/3 60's; 2/3 30's)	100 GRP'S	150 GRP'S	150 GRP'S	
RADIO (60: ANNC.)	24 ANNC. PER STATION/PER WEEK			
NEWSPAPERS (PG. B&W)				
<u>GREENVILLE/WASHINGTON/NEW BERN</u>				
NO LOCAL MEDIA ACTIVITY SCHEDULED				
<u>NORFOLK/PORTSMOUTH/N.H./HAMP.</u>				
NO LOCAL MEDIA ACTIVITY SCHEDULED				



MARCH 23 PRIMARY

MEDIA ADVERTISING FLOW CHART

NORTH CAROLINA

ADI / MEDIUM	Week of 3/2	Week of 3/9	Week of 3/16	Week of
<u>FLORENCE, S.C.</u>				
NO MEDIA ACTIVITY SCHEDULED				
<u>BRISTOL, TENN</u>				
NO MEDIA ACTIVITY SCHEDULED				
<u>CHATTANOOGA, TENN.</u>				
NO MEDIA ACTIVITY SCHEDULED				
<u>ATLANTA, GA.</u>				
NO MEDIA ACTIVITY SCHEDULED				
<u>KNOXVILLE, TENN.</u>				
NO MEDIA ACTIVITY SCHEDULED				



NORTH CAROLINA NEWSPAPERS

3/8/76

<u>ADI/NEWSPAPER</u>	<u>EDITION</u>	<u>NET COST</u>		<u>LINES</u>		<u>OPEN LINE RATE</u>	<u>COUNTY</u>
		<u>CIRC.</u>	<u>PAGE</u>	<u>1/4P</u>	<u>PAGE</u>		
CHARLOTTE							
CHARLOTTE OBSERVER NEWS	M/E(S)	223.6(215.5)	3022.79(2928.33)	473	1890	1.92	MECKLENBURG
HICKORY RECORD	E	24.9	528.99	588	2352	.27	CATAUBA
STATESVILLE RECORD & LANDMARK	E	16.4	401.17	602	2408	.20	IREDELL
MORGANTON NEW-HERALD	E	9.7	293.88	588	2352	.15	BURKE
CONCORD TRIBUNE	E(S)	11.3(11.7)	341.00	602	2408	.17	CABANUS
KANNAPOLIS INDEPENDENT	E(S)	13.7(13.8)	361.06	602	2408	.18	CABANUS
SALISBURY-SPENCER POST	E(S)	22.7(22.5)	441.29	602	2408	.22	ROWAN
LENOIR NEWS TOPIC	E	11.3	341.00	602	2408	.17	CALDWELL
NEWTON OBSERVER-NEWS-ENTERPRISE	E	4.6	293.88	588	2352	.15	CATAUBA
ASTONIA GAZETTE	E(S)	31.8	692.72	462	1848	.45	GASTAN
HELBY STAR	E	15.9	401.17	602	2408	.20	CLEVELAND
OCKINGHAM RICHMOND CO. JOURNAL	E	6.1	367.35	441	1764	.16	RICHMOND
LBEMARLE) STANLY NEWS & PRESS	(W)TU.&F	11.0	320.94	602	2408	.22	STANLY
CKORY NEWS	(W)TH	N.A.	184.73	252	1008	.06	BURKE/CATAUBA
IGS MOUNTAIN HERALD	(W)TH	N.A.	117.55	588	2352	.16	CLEVELAND
NCOLNTON) LINCOLN TIMES NEWS	(W)M-W-F	8.6	328.40	616	2464	.10	LINCOLN
RESBORO) ANCON RECORD	(W)TU-TH	3.8	195.92	588	2352		ANSAN
TOTAL -INC. SUN WHERE AVAIL		407.9	8539.38				
LESS CHARLOTTE		192.4	5611.05				



NORTH CAROLINA NEWSPAPERS

3/8/76

NET COST

<u>ADI/NEWSPAPER</u>	<u>EDITION</u>	<u>CIRC.</u>	<u>PAGE</u>	<u>1/4P</u>	<u>PAGE</u>	<u>OPEN LINE RATE</u>	<u>COUNTY</u>
RALIEGH-DURHAM							
RALEIGH NEWS/OBSERVER TIMES	M/E(S)	162.0(157.2)	1994.20(2931.63)	630	2520	.95)1.41(1.36)	WAKE
DURHAM HERALD/SUN	M/E(S)	70.0(55.4)	1081.17(935.63) (2827.67)	624	2496	.52 (.45)	DURHAM
FAYETTEVILLE OBSERVER/TIMES	M/E(S)	55.3(50.3)	842.46	602	2408	.42	CUMBERLAND
SANFORD HERALD	E	11.3	280.82	602	2408	.14	LEE
GOLDSBORO NEWS-ARGUS	E(S)	18.3(19.7)	361.06	602	2408	.18	WAYNE
ROCKY MOUNT TELEGRAM	E(S)	15.4(15.8)	401.17	602	2408	.20	NASH/EDGE- COMBE
CHAPEL HILL NEWSPAPER	E(S)	N.A.	293.38	440	1761	.20	ORANGE
HENDERSON DISPATCH	E	6.8	200.59	602	2408	.10	VANCE
DUNN RECORD	E	5.5	272.89	546	2184	.15	HARNETT
DUNN DISPATCH	E	N.A.	176.33	588	2352	.09	HARNETT
OXFORD PUBLIC LODGER	(W)TU&F	4.6	240.70	602	2408	.12	GRANVILLE
ROXBORO COURIER TIMES	(W)M&TH	5.8	215.51	588	2352	.11	PERSON
(SILER CITY)CHATHAM NEWS	(W)TH	N.A.	200.00	600	2401	.10	CHATHAM
SMITHFIELD HERALD	(W)TU&F	10.9	300.88	602	2408	.15	JOHNSTON
NORTH CAROLINA ANVIL	(W)F	N.A.	179.59		660 PG.	215.60	R/O METRO AREA
(HILLSBORO)NEWS OF ORANGE CO.	(W)TH	3.8	174.83	583	2332	.09	ORANGE (METRO)
TOTAL INC. SUN WHERE AVAIL.		347.1	6967.88				
LESS RALEIGH & DURHAM		134.5	4140.21				



NORTH CAROLINA NEWSPAPERS

NET COST

<u>GREENSBORO/WINSTON SALEM</u>	<u>EDITION</u>	<u>CIRC.</u>	<u>PAGE</u>	<u>1/4 P</u>	<u>PAGE</u>	<u>OPEN</u> <u>LINE RATE</u>	<u>COUNTY</u>
GREENSBORO NEWS RECORD	M/E(S)	108.7(103.0)	1564.57(1604.69)	602	2408	.78(.80)	GUILFORD
BURLINGTON TIMES NEWS	E(S)	26.2(25.6)	441.29)	602	2408	.22)	ALAMANCE
R HIGH POINT ENTERPRISE THOMASVILLE TIMES	M/E(S)	36.9(30.4)	661.94)	602	2408	.33)	GUILFORD DAVIDSON
WINSTON SALEM JOURNAL/SENTINEL	M/E(S)	106.2(89.7)	1829.67	624	2496	.88	FORSYTH
R LEXINGTON DISPATCH	E	12.3	401.17	602	2408	.20	DAVIDSON
R (GRAHAM) ALAMANCE NEWS	(W)TH	7.9	250.73	602	2408	.125	ALAMANCE
EDEN NEWS	(W)TU._TH	5.0(7.1)	240.70	602	2408	.12	ROCKINGHAM
R ELKIN TRIBUNE	(W)M-W-F	4.3	374.70	602	2646	.17	SUNY/WILKES
TOTAL INC. SUN WHER AVAIL		280.3	5704.59				
LESS GREENSB. & WINS. SALEM		87.6	2270.23				



<u>ADI/NEWSPAPER</u>	<u>EDITION</u>	<u>CIRC.</u>	<u>PAGE</u>	<u>1/4P</u>	<u>PAGE</u>	<u>OPEN LINE RATE</u>	<u>COUNTY</u>
<u>GREENVILLE-ASHEVILLE-SPARTANBURG</u>							
ASHEVILLE CITIZEN TIMES	M/E(S)	64.1(69.4)	1110.56	696	2424	.55	BURCOMBE
HENDERSONVILLE TIMES NEWS	E	<u>11.0</u>	<u>308.58</u>	441	1764	.21	HENDERSON
		80.4	1419.14				



NORTH CAROLINA
RECOMMENDED NEWSPAPER LIST

SUMMARY

CHARLOTTE

17 PAPERS	METRO PLUS RURAL:	\$8,539.38
16 PAPERS	RURAL ONLY:	5,611.05

RALEIGH/DURHAM

16 PAPERS	METRO PLUS RURAL:	6,967.88
14 PAPERS	RURAL ONLY:	4,140.21

GREENSBORO/WINSTON-SALEM/
HIGH POINT

8 PAPERS	METRO PLUS RURAL:	5,704.59
6 PAPERS	RURAL ONLY:	2,270.23

GREENVILLE/ASHEVILLE/
SPARTANBURG

2 PAPERS		1,419.14
----------	--	----------



<u>ADI/NEWSPAPER</u>	<u>EDITION</u>	<u>COST</u> <u>PG. B/W</u> \$
<u>CHARLOTTE</u>		
SPRUCE PINE TRI-COUNTY NEWS	(W)TH	271
BOONE WATAUGA DEMOCRAT	(W)M-TH	235
BELMONT BANNER	(W)W	306
<u>RALEIGH-DURHAM</u>		
SOUTHERN PINES PILOT	(W)W	235
CLINTON(SAMPSON INDEPENDENT OR THE SAMPSONIAN)		---
<u>GREENSBORO/WINSTON-SALEM</u>		
MOCKSVILLE ENTERPRISE RECORD	(W)TH	289
TROY MONTGOMERY HERALD	(W)TH	212
ASHBORO COURIER TRIBUNE	E	---
KING TIMES-NEWS	(W)TH	212
NO. WILKESBORO JOURNAL PATRIOT	(W)M-TH	235
YADKINVILLE (YADKIN RIPPLE)	(W)TH	212
MT. AIRY NEWS	(W)TU-F	289
<u>GREENVILLE-ASHEVILLE-SPARTANBURG</u>		
SYLVA HERALD RURALITE	(W)TH	271
MARION-MCDOWELL NEWS	(W)M-W-F	325
FRANKLIN PRESS	(W)W	298
MARSHALL NEWS RECORD	(W)TH	217
RUTHERFORD COUNTY NEWS & ENTERPRISE	(W)TU	343
BRYSON SMOKEY MOUNTAIN TIMES	(W)TH	271
BREVARD TRANSYLVANIA TIMES	(W)TH	193
<u>GREENVILLE-WASHINGTON-NEW BERN</u>		
MOORHEAD CITY CARTERET NEWS-TIMES	(W)M-TH	337
<u>CHATTANOOGA</u>		
MURPHY CHEROKEE SCOUT AND CLAY COUNTY PROGRESS		---
TOTAL COST		\$4,751



ADDITIONAL PUBLICATIONS OF CAMPAIGN '76

EXHIBIT III

<u>ADI/NEWSPAPER</u>	<u>EDITION</u>	<u>COST</u> <u>PG. B/W</u> \$
<u>CHARLOTTE</u>		
STATESVILLE RECORD & LANDMARK	E	401
NEWTON OBSERVER-NEWS-ENTERPRISE	E	294
ROCKINGHAM RICHMOND CO. JOURNAL	E	367
HICKORY NEWS	(W)TH	185
KINGS MOUNTAIN HERALD	(W)TH	118
(LINCOLNTON) LINCOLN TIMES NEWS	(W)M-W-F	328
(WAKESBORO) ANCON RECORD	(W)TU-TH	196
<u>RALEIGH-DURHAM</u>		
SANFORD HERALD	E	281
GOLDSBORO NEWS ARGUS	E(S)	361
ROCKY MOUNT TELEGRAM	E(S)	401
HENDERSON DISPATCH	E	201
DUNN RECORD	E	273
DUNN DISPATCH	E	176
OXFORD PUBLIC LODGER	(W)TU-F	241
ROXBORO COURIER TIMES	(W)M-TH	216
SMITHFIELD HERALD	(W)TU-F	301
NORTH CAROLINA ANVIL	(W)F	180
(HILLSBORO) NEWS OF ORANGE CO.	(W)TH	175
<u>GREENSBORO/WINSTON-SALEM</u>		
EDEN NEWS	(W)TU-TH	241
ELKIN TRIBUNE	(W)M-W-F	375
TOTAL COST		<u>\$5,311</u>



NORTH CAROLINA
RADIO COMMERCIAL ROTATION SCHEDULE



NORTH CAROLINA

RADIO COMMERCIAL ROTATION SCHEDULE

<u>MARKET(S)</u>	<u>COMMERICAL</u>			<u>ROTATION</u>
(beginning 3/2)				
ALL	Facts Older Americans	PFUS	1466	equal
	Facts Recovery	PFUS	1566	
	Facts I Rev. II	PFUS	1666	
(beginning 3/9)				
ALL	Holshouser I	PFNC	2666	25%
	Holshouser II	PFNC	2766	
	Holshouser III	PFNC	2866	
	Facts Older Americans	PFUS	1466	25%
	Facts Recovery	PFUS	1566	25%
	Facts I Rev. II	PFUS	1666	25%
(beginning 3/11)				
In Charlotte only. (all others remain the same.)	Holshouser I	PFNC	2666	20%
	Holshouser II	PFNC	2766	
	Holshouser III	PFNC	2866	
	Martin	PFNC	3966	20%
	Facts Older Americans	PFUS	1466	20%
	Facts Recovery	PFUS	1566	20%
	Facts I Rev. II	PFUS	1666	20%



Campaign '76
Media Communications, Inc.

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

March 13, 1976

MEMORANDUM TO: STU SPENCER
FROM: BRUCE WAGNER 
SUBJECT: NORTH CAROLINA

I'm told that PFC personnel in North Carolina do not want any of our new brochures, i.e., economy, jobs, crime, federal spending, energy.

I think we should ship 3,000 of each into selected areas of North Carolina.

I've got to believe that these materials will be useful just before the election.

Please let me know what you think.

cc: Ed Terrill
Peter Dailey




Campaign '76

Media Communications, Inc.

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

March 15, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER 
SUBJECT: RESEARCH: "FUTURE" COMMERCIAL

This forwards a report from the research firm of Lieberman Research, Inc. on the subject of the "Future" commercial.

Background - Field experience and copy research (February 14th) indicated that the documentary approach of the "Accomplishment" commercial represented a productive area for the development of additional television spots for use in the Primaries. This "Accomplishment" commercial was designed to communicate the President's leadership with reference to the restoration of trust and economic improvement.

Further, research results from a post-election survey of New Hampshire indicated that substantial numbers of undecided voters had cast their votes for President Ford due to his image of personal integrity in office.

Building on this experience, the "Future" commercial was designed to emphasize the integrity of the Ford Administration in addition to presenting the philosophy of the President's program for the 1970's in terms of the fulfillment of reduced expectations.

The research was executed with personal interviews among 100 registered Republicans between March 5th and 8th, 1976 in Chicago, Illinois.

Summary of Findings

1.) The "Future" commercial appears to be communicating its intended message with particular strength--71% of the respondents recalled that the President is "open/honest."

This is unusually good playback and is probably helped by the fact that the President is already perceived to be sincere and honest; the copy reinforced a previously developed perception.



Research "Future" commercial
Page Two

2.) 27% of the respondents mentioned that the President "promises only what he can deliver." Since this is a focal point of the commercial, this very specific response is satisfactory and indeed, heartening.

3.) An additional strong area of playback centered around the idea of "experience." Almost 50% of the respondents played back a thought about President Ford's experience: further there was significant mention (27%) of the President's efforts to improve the economy.

Conclusion - Based on the research results and general field comments, we believe "Future" is effective, particularly when viewed in concert with "Accomplishment". While the "Accomplishment" commercial communicates a positive copy story regarding the President's performance in difficult circumstances, the "Future" commercial appears to be strongly emphasizing the honest and open approach that President Ford has brought to the leadership of the nation.

Based on the importance of this attribute of honesty, we believe that this is a particularly useful element of our communication program.

Further, both commercials appear to be communicating the experience aspect of President Ford's leadership. This, as we know, is important to the image development for President Ford.

Indicated Action

1.) We plan to continue this advertising ("Future" and "Accomplishment") on a 50%/50% scheduling basis in North Carolina, Wisconsin and as needed, in future Primaries. This advertising will continue to form the basis for all other supportive radio and newspaper advertising in the Campaign.

2.) We are proceeding with completion of a third television commercial "Trust," which continues the current documentary style of advertising. This advertising mentions both the President's leadership with regard to the improving economy and further, increases the emphasis of the trustful nature of his character.

3.) Pending review of this new film, the "Trust" copy may be intergrated into the Primaries effort. Alternatively, this advertising maybe held in abeyance for use in the the General Election.

c.c. Tim Austin
Peter Dailey
Ed DeBolt
Roy Hughes
Peter Kaye
Bob Marik
Rogers Morton
Fred Slight
Bob Teeter



Campaign '76
Media Communications, Inc.

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

March 16, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: ADVERTISING SEMINAR

I anticipate your attendance at the March 31st political advertising seminar in New York would guarantee the success of the event.

On the other hand, I see no advantage in PFC participation... quite the contrary, the Democratic-types would hang on your every word attempting to anticipate our communication strategies in the General Election.

I suggest you regret the invitation.

c.c. Peter Dailey



re, Huntley, Schmidt, Plapler and Beaver, Inc.

Advertising

10 East 53rd Street, New York, New York 10022

(212) 371-7575

March 4, 1976

RECEIVED MAR 8 1976

Mr. Howard Calloway
President Ford Committee
1828 L Street N. W.
Washington, D. C. 20036

Dear Mr. Calloway:

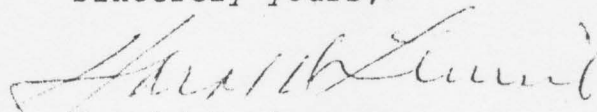
Four years ago the late Chet Huntley and I formed this advertising agency. Because of Chet's close relationship to communications, politics and advertising, we are sponsoring a breakfast seminar in this presidential year on "Advertising and the Political Process." It will be held at 8:30 a.m., Wednesday, March 31st at the Plaza Hotel in New York City.

We expect to have with us campaign managers representing the major candidates in both parties for an exchange of views on advertising strategy and its importance to winning an election. Following the discussion, we look forward to a question and answer session among our guests, who will include business executives, advertising agency principals and members of the press.

Because of Chet's position on political advertising, I believe this is a program he would have liked to moderate. I hope you will agree that the subject deserves your attention and participation, and that we can look forward to having you with us.

I'd like to call your office within the next week to confirm your availability. Your presence would greatly enhance the substance of the program and I'm hopeful that you can make arrangements to join our discussion.

Sincerely yours,


Harold Levine

HL:tc



Campaign '76
Media Communications, Inc.

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

March 16, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BARRY LAFER *BSL*
SUBJECT: CAMPAIGN MATERIALS TO WISCONSIN

Campaign materials shipped into Wisconsin to date
total \$6,204.

A detail is attached.

c.c. Jim Cochran
Peter Dailey
Dodie Kazanjian
Bruce Wagner
Skip Watts

Attachment



		1	2	3	4
		cost	shipping		Total
1	101 National Brochures	40.24	6.69		
2	104 Issue Bulletins	36.72	6.84		
3	105 Buttons	615.15	20.87		
4	106 Bumper stickers	973.25	70 (approx.)		
5	107 Color Posters	85.84	1.43		
6	108 Wall Banners	414.00			
7	109 Lawn Cards	432.15			
8	111 Lifetime Brochures	393.75	56.60		
9	112 Campaign Kits	139.75			
10	113 Small color Posters	17.20			
11	114 Lapel Stickers	49.50			
12	116 New National Brochures	776.76	184.25		
13	120 Revised Issue Bulletins	39.85	37.00		
14	122 Older Voters Brochure	558.33	97.15		
15	126 Job Brochure	127.80	46.65		
16	127 Energy Brochure	107.40			
17	128 Economy Brochure	107.40			
18	129 Window Posters	114.75			
19	130 Crime Brochure	107.40			
20	133 Federal Spending	107.40			
21		<u>5244.64 =</u>	<u>527.48</u>		\$ <u>5772.12</u>
22					
23					
24					
25					
26					
27					
28					
29					
30					
31	* Additional shipping cost forthcoming				
32					
33					
34					
35					
36					
37					
38					
39					
40					



Campaign '76
Media Communications, Inc.

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

March 16, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: ILLINOIS AGRICULTURE ADS

During our blitz of last week to get the agriculture advertising into Northwestern Illinois, three PFC people made extraordinary contributions to help in that effort. In all three cases, the individuals picked up materials at an airport late Friday night and delivered them during the remainder of the evening and early morning to thirteen Illinois cities.

Without their assistance, the agriculture newspaper ads simply would not have appeared in print.

If you have a moment, I think a short thank you note to each of them (with a carbon to Art Falls) would be greatly appreciated.

Their names and addresses are:

Mike Alongi
Flagg Construction Company
P.O. Box 459
Rochelle, Illinois 61068

Herb Higgs
3180 Adloff Lane
Suite 103
Springfield, Illinois 62707

Jay Stevens
% State Attorney General's Office
Springfield, Illinois 62702

cc: Bruce Wagner
Peter Dailey

MAXER

*Thanks
Clayt*



X: Pete Daniey
Benny Hofer

March 17, 1976
25

TO: STU SPENCER
FROM: JIM COCHRAN *Jim*
RE: APRIL BUDGET PROJECTION

Aggregate April budget projections are listed below. See attachments for detailed breakouts by cost centers and states.

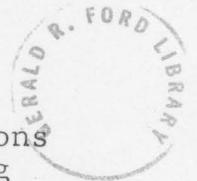
	<u>April</u>
PFC National Headquarters Staff (non-fund raising)	\$ 463,782
State Campaign Budgets	<u>1,114,300</u>
Sub-total Campaign	1,578,082
PFC National Headquarters Staff (fund raising)	\$ 337,932
State Finance Committees (projected by Tom Moran)	\$ <u>79,500</u>
Sub-total, Fund Raising	\$ 417,432
TOTALS	<u><u>1,995,514</u></u>

I recommend that Stu Spencer and Bob Moot review contributions on at least a weekly basis to verify that the above spending plan can be supported.

cc: Ed DeBolt
Mimi Austin
Bob Moot
Bob Marik
Tom Moran
Bob Odell
Bob Mosbacher
~~Bruce Wagner~~
Skip Watts
Ed Terrill

8/26/76 Approved: *Stu Spencer*

(Revised 3/24)



ATTACHMENT A



SUBJECT: PFC HEADQUARTERS STAFF BUDGET PROJECTIONS

Following are projected PFC headquarters staff campaign budgets for the primary campaign.

Cost Centers	C-T-D through 2/76	March	April	May	June	July	August	Total
000/Chairman's Office	559,452*	23,181	23,181	23,181	23,181	23,181	12,000	687,357
001/Dep. Chm. Admin.	13,152	5,289	5,289	5,289	5,289	5,289	2,800	21,241
002/Dep. Chm. Pol.	76,799	24,255	28,960	29,296	29,923	29,923	16,000	235,156
004/Treasurer	13,022	11,978	10,478	7,178	9,427	6,922	3,500	62,505
005/Gen. Counsel	16,055	11,335	7,885	10,335	10,335	10,335	5,500	71,780
006/Press	30,889	22,241	26,892	27,692	27,692	24,692	7,300	167,398
010/Special Groups	20,000	33,112	39,700	39,700	39,700	39,700	25,000	236,912
013/Admin. Div.	18,427	18,544	19,866	19,866	21,866	20,866	11,750	131,185
014/Office Manager	74,700	49,274	44,774	41,150	41,050	38,571	26,397	315,916
015/Supply	26,850	15,849	16,849	16,849	16,849	14,849	7,500	115,595
016/Schedules**	25,900	87,560	87,560	87,560	87,560	52,560	28,000	456,700
017/Research	28,800	18,124	37,284	36,684	36,684	11,484	3,850	172,910
018/Volunteers	2,200	2,800	2,584	2,584	2,584	2,584	1,291	16,627
019/Convention	3,534	5,935	15,644	77,408	94,241	66,564	247,574	510,900
020/Skip Watts	10,000	5,202	4,702	4,702	4,502	4,002	2,351	35,461
021/Ed Terrill	10,826	5,159	5,159	5,159	5,159	4,559	2,580	38,601
022/Jack Stiles	6,956	4,160	4,160	4,160	4,160	3,660	2,080	29,336
023/Rick Ahearn	7,320	3,360	3,460	3,460	3,160	2,960	1,900	25,620
024/Brad Hayes	17,960	12,737	12,737	12,737	12,737	12,737	7,000	88,645
025/John Holt	6,479	3,760	3,760	3,760	3,760	3,760	1,439	26,718
026/Dave Owen	15,712	8,262	6,862	6,862	6,862	6,862	3,500	54,922
027/Al Zapanta	9,695	5,150	5,450	5,450	5,450	5,450	2,675	39,320
028/Nola Haerle	11,980	6,590	6,590	7,250	6,250	4,850	2,925	46,435
029/Bob Flanigan	5,008	2,115	2,456	2,456	2,456	2,115	1,058	17,664
030/Campaign '76***	87,318	25,961	37,450	64,750	68,250	68,250	55,050	423,829
038/B. Oglesby	5,947	4,050	4,050	4,050	4,050	4,050	2,700	28,897
TOTALS	1,104,981	415,983	463,782	549,568	573,177	470,775	483,720	4,078,786

*Includes all CY '75 national headquarters expenses.

**Few bills received for White House travel.

***Operations only. April production reduced to \$10,000 and April Campaign Materials reduced to \$100,000.

ATTACHMENT B

Below are monthly budget projections for the Finance Committee and for the fund-raising part of the Treasurer's Office (75% of that budget).

	<u>C-T-D through 2/76</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>Total</u>
103/Finance Comm.	989,936#	396,860*	306,500	231,000	231,000	-	-	
104/Treasurer's Off.	<u>39,065</u>	<u>35,932</u>	<u>31,432</u>	<u>21,532</u>	<u>28,283</u>	<u>20,768</u>	<u>11,000</u>	<u>188,012</u>
TOTALS	1,029,001	432,792	337,932	252,532	259,283	20,768	11,000	2,343,308

*\$291,000 for Finance Committee; includes \$60,000 in bills not received in February and \$105,860 for State Finance Committee in March.

#Includes all fund-raising expenditures, both national and state.



ATTACHMENT C

PLANNED STATE CAMPAIGN BUDGETS

<u>State</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Total</u>
Alabama	1.6	5.0	5.0	-	-	14,000
Alaska	10.0	4.9	5.0	-	-	30,000
Arizona	*5.0	4.4	-	-	-	15,197
Arkansas	2.0	4.0	6.0	-	-	18,200
California	85.0	170.0	340.0	170.0	-	890,900
Colorado	*6.5	5.0	3.0	3.0	2.0	28,500
Connecticut	3.0	3.5	4.0	5.1	4.5	17,000
Delaware	1.0	3.0	3.0	1.0	1.0	9,000
Florida	*139.2	2.0				858,000
Georgia	6.0	9.0	5.0			28,200
Hawaii	1.8	2.1	2.1			12,600
Idaho	*4.1	3.9	5.0			17,500
Illinois	*352.3	5.0				813,000
Indiana	*19.2	19.2	3.0			58,800
Iowa	3.0	5.0	10.0	3.0		36,400
Kansas	3.0	3.0	3.0	3.0		16,900
Kentucky	4.0	14.0	15.0			34,000
Louisiana	0.0	1.0				1,000
Maine	3.0	6.1	2.0			17,600
Maryland	6.0	10.0	20.0			42,000
Massachusetts	10.0	-	-			160,000
Michigan	25.4	28.8	26.8			92,203
Minnesota	3.5	4.0	4.0	4.0		22,000
Mississippi	3.5	3.5				9,500
Missouri	2.5	5.0	6.0	3.0	2.4	24,400
Montana	*3.5	3.0	2.5	2.5		19,200
Nebraska	12.0	24.0	15.0			56,800
Nevada	*6.0	8.5	7.5			30,500
New Hampshire						206,000
New Jersey	15.0	15.0	30.0	20.0		92,000
New Mexico	*4.5	3.5	3.0	3.0		26,000
New York		10.0				10,000
North Carolina	215.0	20.0				325,000
North Dakota	3.0	3.0	3.0	3.0	1.0	13,000
Ohio	40.0	40.0	70.0	7.6		188,000
Oklahoma	2.2	4.0	4.0			13,800
Oregon	30.0	30.0	40.0	4.3		122,100
Pennsylvania	8.0	6.6	6.6			34,500
Rhode Island	4.0	5.0	6.0	5.0		20,000
South Carolina	2.0	3.0				6,000
South Dakota	4.0	4.0	20.0	0.8		34,400
Tennessee	10.0	20.0	15.0			47,000
Texas	*106.0	433.8	34.7			655,800



<u>State</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Total</u>
Utah	*4.0	2.5	2.0	1.0	1.0	10,500
Vermont	1.0	1.0	1.0			5,000
Virginia		4.0	5.0	4.0		13,000
Washington	*6.5	4.5	4.0	4.0		24,600
West Virginia	3.0	7.0	2.0			12,000
Wisconsin	*255.6	31.5				334,500
Wyoming	*6.0	5.0				15,000
D. C.		1.0				1,000
Puerto Rico		1.0				1,000
Guam		1.0				1,000
Virgin Islands		1.0				1,000
	1,441.9	1,014.3	739.2	247.3	11.9	
Reserve		100.0				
		<u>1,114.3</u>				5,586,700

*Revised figures for March.



Campaign '76

Media Communications, Inc.

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

March 17, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: TEXAS

Monday, March 29th, will be the decision date to initiate a four week media effort in Texas.

We're putting the plan together. Who's our best bet for local perspectives?

c.c. Peter Dailey
Barry Lafer
Bob Marik
Bob Moot
Peggy Pilas
Dawn Sibley
Clayton Wilhite



Campaign '76
Media Communications, Inc.

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

March 17, 1976

TO: STU SPENCER
FROM: BRUCE WAGNER *W*
SUBJECT: TEXAS MEDIA

The estimated cost of a four week Texas effort is \$441,000.

The cost of a three and a half week effort commencing Monday, April 5, is \$383,000.

These cost will be refined a bit in the next few days when the political rates are published in the Texas media markets.

cc: Pete Dailey
Clayt Wilhite
Dawn Sibley
Barry Lafer



Campaign '76
Media Communications, Inc.

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

March 17, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: WISCONSIN ADVOCATES

After a series of discussions with Wisconsin PFC representatives, we recommend the following advocates for selected use in Wisconsin:

1. Ex-Governor Warren Knowles
2. Melvin Laird
3. Bart Starr
4. Ex-Congressman John R. Byrnes
5. Congressman William Steiger

We are reasonably certain that Knowles, Byrnes, and Steiger will record the radio commercial. If it is agreed that Laird and Starr should be used, we may need your assistance in gaining their approval.

Look forward to your comments.

cc: Bruce Wagner
Tim Austin
Skip Watts

MASTER

clayt



Master

Campaign '76

Media Communications, Inc.

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

March 24, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: WISCONSIN COMMUNICATIONS PLAN

Attached for your review is the Wisconsin Communications Plan as developed by Campaign '76 in consultation with the following individuals/sources:

1. Marketing Opinion Research and historical polling data provided by Fred Slight.
2. Qualitative data from various PFC Wisconsin field personnel:
 - Charles Davis - Wisconsin PFC Chairman
 - Ody J. Fish - Wisconsin National Committeeman, Director of 1976 National Convention
 - Kiernan Powers - Chairman of Wisconsin Agriculture Stabilization and Conservation Service
 - Jerry Whitburn - Former aide to Governor Knowles, recommended by Skip Watts

HIGHLIGHTS OF THE PLAN

1. The President's strength seems to be widespread across the state according to both PFC field personnel and newspaper polls. There is reportedly a pocket of undecided voters in the Oshkosh/Green Bay/Fondulac area (Fox River Valley), but this is still viewed as a source of Ford strength albeit less so than in other parts of the state.



2. The Plan reflects a continuation of the strategy employed in previous primary states. The President's character and experience form the basis for the Communication Plan. This is supported by communication of his accomplishments in office and his stand on the issues (inflation, jobs, federal spending, etc.).
3. Our media plan will continue to rely on television as the primary communication vehicle with radio and newspaper as supplemental mediums, the latter serving as a summary of our communication, and running just prior to Election Day.

A summary of our creative planning is below:

<u>Medium</u>	<u>Material</u>	<u>Quantity</u>
Television	Accomplishment :60&:30	150 GRP's - Week #1
	Future :60&:30	200 GRP's - Week #2
	(50%/50%)	250 GRP's - Week #3
Radio	4 Facts Commercials	30 per station per week (Total of all commercials)
	4 Advocate Commercials	
	- Knowles	
	- Laird	
	- Byrnes	
	- Steiger	
Newspaper	Full-page Omnibus Ad	One

The media weight is generally consistent with previous primary states. However, the relative impact may be somewhat greater because Reagan to date has not purchased any media time in the state.

4. Advertising is currently running in all major markets across the state. Using the 1968 Nixon vote as a guide, media is reaching 85% of all Republican voters. The remainder are scattered across five other regions which border adjacent states and each includes less than 4% of total Republican voters. These realities make the cost of media coverage expensive and inefficient.

* See attachment for rotation schedule



Stu Spencer
March 24, 1976

5. The status of the Wisconsin media budget is as follows:

Original Budget	\$ 73,458
Committed to Date	<u>66,213</u>

Surplus \$ 7,245

The surplus results from a reconciliation between original estimates and actual costs of radio and television purchases.

6. As in the past, the surplus can be returned to the PFC Treasury, but we realize that Reagan's performance in North Carolina places greater importance on Wisconsin. This, in turn, may dictate the re-investment of those dollars in additional Wisconsin media. Our recommendations for that course of action would be to increase our total media weight in the ADI's that a) contain heavy concentrations of Republican voters and/or b) have been identified as pockets of undecided, conservative voters. As the plan indicates, the ADI's which meet these criteria are:

- Milwaukee
- Green Bay
- Madison

The following increases could be made to the media plan during the final week of the campaign in each ADI:

- a) Increase Television GRP's from 300 to 350.
- b) Increase Radio from 30 to 36 spots per station.
- c) Add one additional full-page newspaper ad in key markets.

The total cost of the above increases would be \$8,168.

Let's discuss at your convenience.

cc: Bruce Wagner
Dawn Sibley
Peggy Pilas
Skip Watts
Fred Slight
Bo Callaway



WISCONSIN

VOTING/DEMOGRAPHIC ANALYSIS

PRIMARY MEDIA PLAN



Prepared By: Campaign '76 Media
Communications, Inc.

Date: March 24, 1976

WISCONSIN

1968/1972 REPUBLICAN VOTE BY ADI

<u>ADI</u>	<u>TV Households</u>		<u>1968 Nixon Vote</u>		<u>1972 Nixon Vote</u>	
	<u>% Within State</u>	<u>% Within ADI</u>	<u>% of State Contribution</u>	<u>% of ADI Vote</u>	<u>% of State Contribution</u>	<u>% of ADI Vote</u>
	(%)	(%)	(%)	(%)	(%)	(%)
MILWAUKEE, WISC.	41.7	100.0	41.3		39.5	51.7
GREEN BAY, WISC.	17.8	90.2	21.5		19.7	58.5
MADISON, WISC.	10.7	100.0	9.3		10.0	47.9
WAUSAU-RHINELANDER, WISC.	8.6	100.0	7.6		8.6	52.8
LACROSSE-EAUCLAIRE	8.2	86.2	8.3		8.9	61.2
MINNEAPOLIS-ST. PAUL	3.9	6.5	3.7		4.1	53.8
ROCKFORD	2.9	26.7	3.1		3.1	58.1
CHICAGO (KENOSHA), ILL.	2.6	1.5	2.1		2.4	54.0
DULUTH-SUPERIOR	2.5	24.1	1.7		2.4	58.2
CEDAR RAPIDS-WATERLOO, IOWA	1.0	5.3	1.3		1.2	62.3
MARQUETTE	<u>.1</u>	1.9	<u>.1</u>		<u>.1</u>	<u>55.5</u>
TOTAL STATE	100.0	----	100.0		100.0	53.7

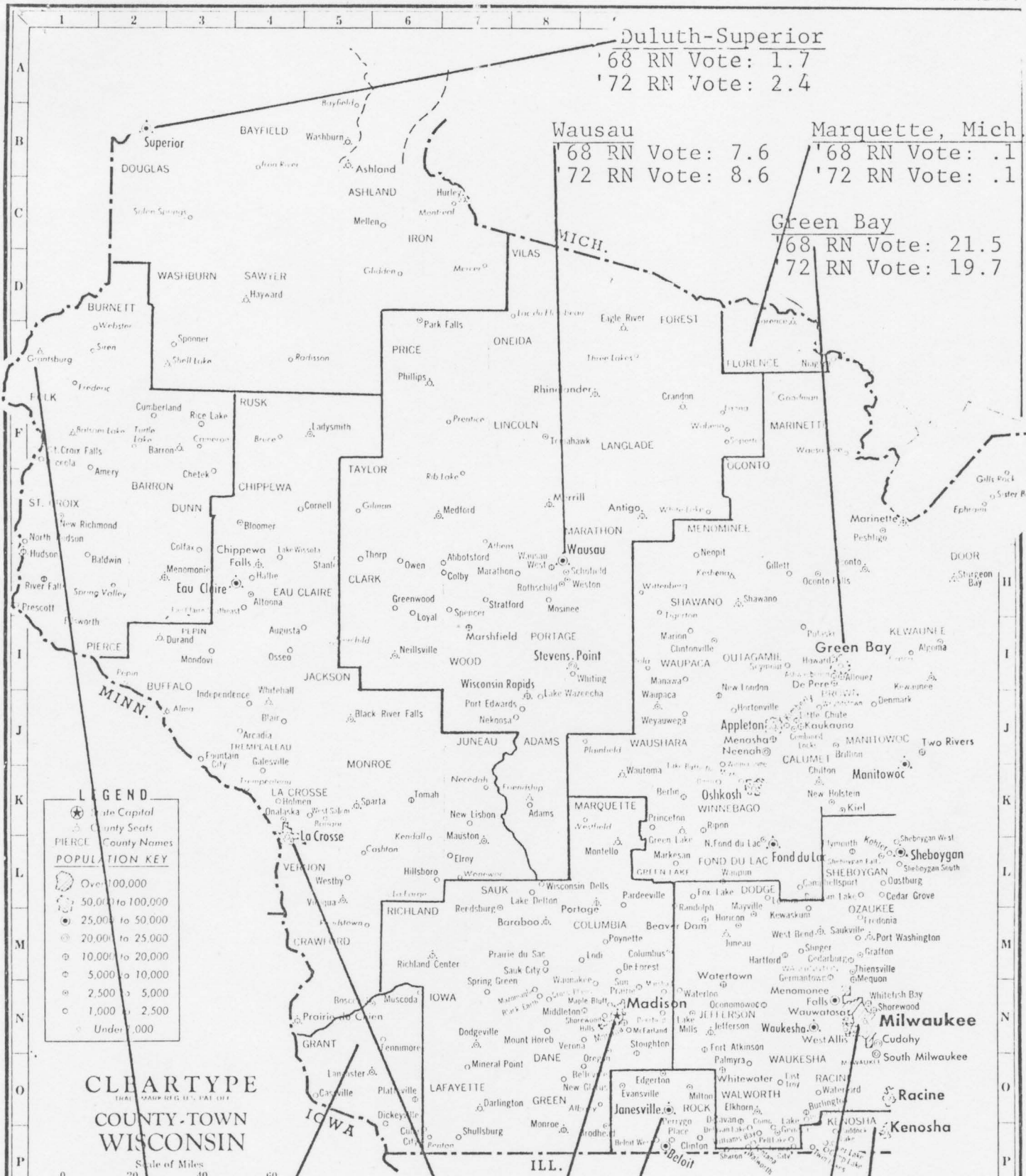


WISCONSIN

DEMOGRAPHIC ANALYSIS OF ELIGIBLE VOTERS BY ADI

<u>STATE/ADI</u>	<u>% of Total Within State (%)</u>	<u>Eligible Voters By ADI</u>			
		<u>18-24 (%)</u>	<u>25-44 (%)</u>	<u>45-59 (%)</u>	<u>60+ (%)</u>
MILWAUKEE, WISC.	42.4	16.8	36.2	24.9	22.1
GREEN BAY, WISC.	17.9	17.4	33.8	24.4	24.4
MADISON, WISC.	10.6	23.0	35.5	21.4	20.1
WAUSAU-RHINELANDER, WISC.	8.2	16.3	32.1	25.6	26.0
LACROSSE-EAUCLAIR, WISC.	8.2	18.5	30.6	25.0	25.9
MINNEAPOLIS-ST. PAUL, MINN.	3.7	18.0	29.7	24.3	28.0
ROCKFORD, ILL.	2.9	17.1	38.3	23.1	21.5
CHICAGO (KENOSHA), ILL.	2.6	17.1	36.5	25.2	21.2
DULUTH-SUPERIOR	2.4	16.7	26.4	23.0	31.9
GRAND RAPIDS-WATERLOO	1.1	13.1	30.2	21.5	25.2
MARQUETTE, WISC.	<u>.01</u>	<u>11.1</u>	<u>30.3</u>	<u>26.9</u>	<u>31.7</u>
	100.0	17.8	34.4	24.4	23.4





Duluth-Superior
 '68 RN Vote: 1.7
 '72 RN Vote: 2.4

Wausau
 '68 RN Vote: 7.6
 '72 RN Vote: 8.6

Marquette, Mich.
 '68 RN Vote: .1
 '72 RN Vote: .1

Green Bay
 '68 RN Vote: 21.5
 '72 RN Vote: 19.7

Wausau

Green Bay

Stevens Point

Fond du Lac

Madison

Milwaukee

Janesville

Racine

Minneapolis-St. Paul
 '68 RN Vote: 3.7
 '72 RN Vote: 4.1

Eau Claire-LaCrosse
 '68 RN Vote: 8.3
 '72 RN Vote: 8.9

Rockford
 '68 RN Vote: 3.1
 '72 RN Vote: 3.1

Chicago
 '68 RN Vote: 2.1
 '72 RN Vote: 2.4

Cedar Rapids
 '68 RN Vote: 1.3
 '72 RN Vote: 1.2

Madison
 '68 RN Vote: 9.3
 '72 RN Vote: 10.6

Milwaukee
 '68 RN Vote: 41.3
 '72 RN Vote: 39.4



MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 3/16	Week of 3/23	Week of 3/30
MILWAUKEE TV (2/3 30's; 1/3 60's) RADIO (60 SEC.) NEWSPAPERS (PG. B&W)	150 GRP'S WK. (24 SPOTS PER STATION - 18 STATIONS)	200 GRP'S WK.	250 GRP'S WK.
GREEN BAY TV (2/3 30's; 1/3 60's) RADIO (60 SEC.) NEWSPAPERS (PG. B&W)	150 GRP'S WK. (24 SPOTS PER STATION - 15 STATIONS)	200 GRP'S WK.	250 GRPS WK.
MADISON TV (2/3 30's; 1/3 60's) RADIO (60 SEC.) NEWSPAPERS (PG. B&W)	150 GRP'S WK. (24 SPOTS PER STATION - 10 STATIONS)	200 GRP'S WK.	250 GRP'S WK.
WAUSAU/RHINELANDER TV (2/3 30's; 1/3 60's) RADIO (60 SEC.) NEWSPAPERS (PG. B&W)	150 GRP'S WK. (24 SPOTS PER STATION - 7 STATIONS)	200 GRP'S WK.	250 GRP'S WK.
LA CROSSE/EAU CLAIRE TV (2/3 30's; 1/3 60's) RADIO (60 SEC.) NEWSPAPERS (PG. B&W)	150 GRP'S WK. (24 SPOTS PER STATION - 8 STATIONS)	200 GRP'S WK.	250 GRP'S WK.
DULUTH/SUPERIOR NO MEDIA ACTIVITY SCHEDULED			
ROCKFORD, ILL NO MEDIA ACTIVITY SCHEDULED			



WISCONSIN PRIMARY APRIL 6

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

ADI/MEDIUM		ADVERTISING WEEKS (Tues-Mon)				Grand Total
		3/16	3/23	3/30		
		(\$)	(\$)	(\$)	(\$)	(\$)
MILWAUKEE	TV	3,704	4,338	5,423		13,465
	Radio	5,348	5,348	5,348		16,044
	Newsp.			6,890		6,890
	Total	9,052	9,686	17,661		36,399
GREEN BAY	TV	1,040	1,570	1,963		4,573
	Radio	1,748	1,748	1,748		5,244
	Newsp.			3,383		3,383
	Total	2,788	3,318	7,094		13,200
MADISON	TV	888	1,188	1,485		3,557
	Radio	1,798	1,798	1,798		5,394
	Newsp.			1,503		1,503
	Total	2,682	2,986	4,786		10,454
WAUSAU/RHINELANDER	TV	343	465	581		1,389
	Radio	648	648	648		1,944
	Newsp.			1,914		1,914
	Total	991	1,113	3,143		5,247
EAU CLAIRE/LA CROSSE	TV	982	1,325	1,656		3,963
	Radio	898	898	898		2,694
	Newsp.			1,501		1,501
	Total	1,880	2,223	4,055		8,158
DULUTH/SUPERIOR	TV	-----	-----	-----		-----
	Radio	-----	-----	-----		-----
	Newsp.	-----	-----	-----		-----
	Total	-----	-----	-----		-----
ROCKFORD, ILL	TV	-----	-----	-----		-----
	Radio	-----	-----	-----		-----
	Newsp.	-----	-----	-----		-----
	Total	-----	-----	-----		-----



WISCONSIN (2)

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

<u>ADI/MEDIUM</u>		<u>ADVERTISING WEEKS (Tues-Mon)</u>				<u>Grand Total</u>
		<u>3/16</u>	<u>3/23</u>	<u>3/30</u>	<u>(S)</u>	
TOTAL STATE	TV	6,953	8,886	11,108		26,947
	Radio	10,440	10,440	10,440		31,320
	Newsp.			15,191		15,191
	Total	<u>17,393</u>	<u>19,326</u>	<u>36,739</u>		<u>73,458</u>



WISCONSIN

PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u> M	<u>COST</u> PG. B/W \$	<u>WNG*</u> (COST PG. B/W) \$
<u>MILWAUKEE</u>				
MILWAUKEE JOURNAL SENTINEL	SUN	537.6	4,058	
RAUNE JOURNAL TIMES	SUN	41.5	696	
FRATHINSON JEFFERSON CO. UNION	E	6.2	255	
JONESVILLE GAZETTE	E	28.0	481	
WEST BEND NEWS	E	9.1	327	
WAUKESHA FREEMAN	E	23.7	470	
SHEBOYGAN PRESS	E	32.1	602	
			<u>\$6,889</u>	
<u>GREEN BAY</u>				
GREEN BAY PRESS GAZETTE	SUN	65.0	842	
APPLETON POST CRESCENT	SUN	54.6	770	
OSHKOSH NORTHWESTERN	E	30.2	564	
FOND DU LAC REPORTER	E	24.1	541	
MARINETTE EAGLE STAR	E	11.1	341	
MANITOWAC/TWO RIVERS HERALD-TIMES REPORTER	E	20.3	416	
			<u>\$3,384</u>	
<u>MADISON</u>				
WISCONSIN STATE JOURNAL	SUN	119.9	1,249	
PORTAGE REGISTER	E	7.3	254	
			<u>\$1,503</u>	
<u>WAUSAU/RHINELANDER</u>				
MARSHFIELD NEWS HERALD	E	14.1	361	(331)
WAUSAU/MERRIL HERALD	E	27.7	573	(525)
STEVENS POINT JOURNAL	E	12.2	294	(269)
WISCONSIN RAPIDS TRIBUNE	E	12.0	372	(341)
RHINELANDER NEWS	E	7.1	313	
			<u>\$1,913</u>	



WISCONSIN (2)

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u>	<u>COST</u>	<u>WNG*</u>
		<u>M</u>	<u>PG. B/W</u>	<u>(COST PG. B/W)</u>
			<u>\$</u>	<u>\$</u>
<u>LA CROSSE/EAU CLAIRE</u>				
LA CROSSE TRIBUNE	SUN	34.8	649	(595)
EAU CLAIRE LEADER TELEGRAM	E	33.3	602	(551)
CHIPPEWA FALLS HERALD-TELEGRAM	E	9.4	251	
			<u>\$1,502</u>	<u>(\$2,612)</u>
STATE TOTAL			\$15,191	
*WISCONSIN NEWSPAPER GROUP COST PER INSERTION WITH DISCOUNT				(2,612)**
NEW STATE TOTAL (INCLUDING WNG DISCOUNT)			\$14,952	

**\$2,612 VS. INDEPENDENT COST OF \$2,851



RADIO COPY SCHEDULE

WISCONSIN

<u>ADI</u>	<u>Week of 3/16*</u>	<u>Week of 3/23*</u>	<u>Week of 3/30**</u>	<u>Monday, 4/5</u>
Milwaukee	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Green Bay	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer Melvin Laird John Byrnes	F-Recovery F-Older Americans F-Farmer Melvin Laird John Byrnes Wm. Steiger	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Madison	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Wausau	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
La Crosse	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)

*These spots will be rotated 33-1/3% except in Green Bay where F-Recovery, F-Older Americans, and F-Farmer will each air 25%. Advocate copy (Laird & Byrnes) will air the remaining 25%.

**Rotation schedule similar to Green Bay. F-Recovery, F-Older Americans, and F-Farmer will each air 25%. All advocate copy will air remaining 25%.



STATUS OF BUDGET

WEEK I: (3/16)

TV	\$6,953	\$6,216	
RADIO	<u>10,440</u>	<u>8,515</u>	
TOTAL	17,393	14,731	-\$2,662

WEEK II: (3/23)

TV	8,886	7,415	
RADIO	<u>10,440</u>	<u>10,196</u>	
TOTAL	19,326	17,611	-\$1,715

WEEK III:

TV	11,108	9,088	
RADIO	10,440	9,592	
NEWSPAPERS	<u>15,191</u>	<u>15,191</u>	
TOTAL	36,739	33,871	<u>-\$2,868</u>

TOTAL AVAILABLE DOLLARS	\$7,245
-------------------------	---------



Return Dailer

F Y I

3/25/76

BMM

Bauer
3/26

March 25, 1976

Wagner

X. Peter Dailer

TO: STU SPENCER
FROM: JIM COCHRAN *Jim*
RE: FISCAL PLANS FOR NATIONAL CAMPAIGN

It is going to be difficult to keep a firm fiscal hand on the national campaign, with \$20 million to spend in ten weeks. The computerized financial summary reports, which reflect history in that entries into the system are bills received by national headquarters either from vendors or the state PFC's, will not permit us to stay ahead of the game. The following thoughts are provided for your comments, changes and recommendations.

To maximize our fiscal controls for the national campaign, I recommend the following planning and procedures:

1. Commencing no later than May 15, develop detailed campaign budgets for both national headquarters and the states. These budgets would be prepared with bi-weekly program costs listed by expense category. These plans should be finalized and approved by the end of July.
2. The overall \$20 million plan campaign budget should include about \$2 to \$5 million in reserve for unplanned needs and/or the demands of changing campaign strategy.
3. To help preclude overspending, the Treasurer's Office will provide financing, to meet the states' local cash flow needs, in accordance with approved time-phased plans.
4. We will have to manually track campaign plans and expenditures, on a daily basis, for the ten to fifteen big-spending states throughout the campaign, much in the way New Hampshire and Florida were tracked in the primaries. Both national headquarters and states with lower-dollar-value budgets will be tracked on a twice-a-week basis, with priority to the larger spenders.



Memorandum to Stu Spencer
March 25, 1976
Page Two

5. At each state campaign headquarters, there should be either a national PFC staffer or a state campaign person designated to stay abreast of that state's campaign plans and the dollar value thereof. This person would be the point of contact for the national PFC's fiscal tracking team.

6. It is also essential that we get a handle on the White House advance people. They should be given hard ceilings for each event. Advance men should be told to MINIMIZE expenditures. They must also be instructed that any expenditures above the ceiling will have to have PRIOR approval by the State PFC Campaign Chairman. These advance men should be provided with a simple form (attached) that will detail all services which were contracted. These "service contract" forms would then be provided to the State PFC Chairman so that each state can accurately plan for and track their expenditures.

7. Detailed budget preparation worksheets would be provided to enable planners to attach accurate time-phased dollar figures to their campaign plans. For example:

MASS MAILINGS/NEWSLETTERS

Printing costs for _____ pieces	\$ _____
Postage for _____ pieces	\$ _____
Cost of address list	\$ _____
Cost of labels for _____ pieces	\$ _____
Cost of collating and stuffing	\$ _____
TOTAL COST PER MAILING	\$ _____

8. States must be required to pay bills promptly and to forward vouchers listing these payments (with receipts and check stubs attached) to the national PFC on a weekly basis. This procedure must be emphasized. It will be very easy, in the heat of a short campaign, for state campaign teams to ignore fiscal planning or tracking. We must hold their "feet to the fire" and insist on prompt, frequent expenditure reports. The Treasurer's Office will provide each state with sample vouchers and instructions on how to fill out vouchers and how to list receipts.



Memorandum to Stu Spencer
March 25, 1976
Page Three

9. A procedure which may be advantageous in helping us know the cost of an operation and in controlling spending is to require the states to pay in advance for services. There is no need to "shepherd" money or be stingy with payments; we can pay in advance, on receipt of service, or wait for bills and pay them in accordance with normal commercial terms. The clear advantage of prepayment or payment upon receipt of service is that the campaign manager knows what he is spending. In the case of telephone service, prepayment will substantially reduce or possibly eliminate the need for deposits.

cc: Bob Moot
Ed DeBolt
Mimi Austin
Tom Moran
Bob Marik
Skip Watts
Ed Terrill
Peter Kaye
Fred Slight
Bob Visser
Bruce Wagner
Barry Lafer
Dick Mastrangelo
Ginger Neussle



SAMPLE

PFC STATE BUDGET PLANNING FORM

PHONE BANK

<u>Item</u>	<u>8/23</u>	<u>9/1</u>	<u>9/15</u>	<u>10/1</u>	<u>10/15</u>	<u>11/1</u>	<u>Total</u>
No. of Phone Banks - <u>38</u>							
Total No. of Telephones - <u>380</u>							
Rent for <u>38</u> Locations		3,800		3,800		800	
Deposit for local ser- vice for <u>380</u> tele- phones (paid by National PFC)		11,400					
Installation for <u>380</u> telephones		7,600					
Local Service for <u>380</u> telephones		5,700		5,700		1,000	
Printing for <u>100,000</u> Undecided Letters		2,500	2,500				
Postage for <u>100,000</u> Undecided Letters		3,250	3,250	3,250	3,250		
Envelopes for <u>100,000</u> Letters		1,000	1,000	1,000	1,000		
Cost of Addressing Letters							
Office Equipment for <u>38</u> Locations		3,800		3,800			
Printing for <u>760</u> Instructions for Telephoners							
Printing for _____ Telephone Result Forms							



PFC State Budget Planning Form - Phone Bank
Page Two

<u>Item</u>	<u>8/23</u>	<u>9/1</u>	<u>9/15</u>	<u>10/1</u>	<u>10/15</u>	<u>11/1</u>
Printing costs for Telephone Summary Forms						
Cost of shipping forms to <u>38</u> phone banks						
Cost of brochures for committed voters						
Postage for brochures (<u>bulk rate</u>)						
TOTALS	_____	_____	_____	_____	_____	_____



SAMPLE

PFC STATE BUDGET PLANNING FORM

(State)

Mass Mailing to _____
(Group)

<u>Item</u>	<u>8/23</u>	<u>9/1</u>	<u>9/15</u>	<u>10/1</u>	<u>10/15</u>	<u>11/1</u>
-------------	-------------	------------	-------------	-------------	--------------	-------------

Cost of Address List

Printing Cost for _____
Pieces

Postage for _____
Pieces

Cost of _____ Labels

Cost of Collating and
Stuffing

TOTALS



DRAFT

PFC FORM

WHITE HOUSE ADVANCE
SERVICE CONTRACT FORM

The planned ceiling for the President's visit to _____
_____ is _____
(place, city, state) (dollars)

Do not exceed this ceiling unless you have PRIOR approval from

(State PFC Chairman)

I have contracted for the following services during the
President's visit to _____

<u>Date</u>	<u>Service Provided</u>	<u>Vendor</u>	<u>Cost</u>
-------------	-------------------------	---------------	-------------



(White House Advance)

Copy to:

_____ PFC Chairman
(State)

The President Ford Committee (ATTN: JIM COCHRAN)
1828 L St., N. W., Washington, D. C. 20036

Campaign '76

Media Communications, Inc.

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

March 25, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: NORTH CAROLINA

On an overall basis, there's not much evidence of substantially increased spending by Reagan in North Carolina.

However, he did "blitz" a bit over the weekend with \$4600 worth of 1/2 hour time in Charlotte, Raleigh and Asheville/Greenville.

Based on the ratings this effort covered an estimated 11% of North Carolina's households.

c. c. Peter Dailey
Peter Kaye
Dawn Sibley
Fred Slight
Clayton Wilhite



NORTH CAROLINA

REPORTED REAGAN HALF HOUR PROGRAMS

<u>MARKET</u>	<u>STATION</u>	<u>TIME</u>	<u>COST</u>	<u>EST. % COVERAGE</u>	<u>EST. HH IMPRESSIONS</u>
CHARLOTTE	WSOC	3/19	1,000	19	82.9
RALEIGH	WTVD	3/21 6-6:30 PM	2,000	25	95.1
ASHEVILLE/GREENVILLE	WLOS	3/20 8-9 PM	<u>1,640</u>	15	<u>21.8</u>
			4,640		178.0

ESTIMATED % COVERAGE OF HOUSEHOLDS IN NORTH CAROLINA: 10.6



NORTH CAROLINA

REPORTED MEDIA EXPENDITURES (\$)

	FORD			REAGAN		
	<u>TV</u>	<u>RADIO</u>	<u>TOTAL</u>	<u>TV</u>	<u>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	<u>34,790</u>	<u>39,686</u>	<u>74,476</u>	<u>79,575</u>	<u>48,000</u>	<u>127,575</u>

BILLBOARDS & LECTURE TOURS



Campaign '76
Media Communications, Inc.

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

March 25, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: REAGAN ON NETWORK TELEVISION

The Reagan people have just contacted all three television networks in an effort to purchase 30 minutes of prime time on Wednesday, March 31.

CBS is reported to have turned down the request, which they have a right to do.

NBC has no time available on Wednesday but is looking for alternative dates.

ABC is also looking for alternative days.

Assuming Reagan manages to get a time slot in prime evening time, it should cost in the neighborhood of \$100,000.

We are being careful not to get in the way of the Reagan forces.

c.c. Peter Dailey
Roy Hughes
Peter Kaye



Campaign '76
Media Communications, Inc.

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

March 25, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: REAGAN TELEVISION COMMERCIAL COPY - "DEFENSE"

Attached are transcripts for two competitive Ronald Reagan commercials on "Defense".

The 30 second commercial ran in Rockford, Illinois, and the 60 second version was picked up from an NBC News Special. However, in both cases, we believe the spots ran in North Carolina.

We have a video cassette of the commercials in our office.

If you have any questions, please let me know.

cc: Roy Hughes
Peter Kaye
Fred Slight
Tim Austin
Bruce Wagner
Peter Dailey

Master

C.



Campaign '76

Media Communications, Inc.

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

RONALD REAGAN
60 SECOND TELEVISION COMMERCIAL
"DEFENSE"

"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 delusions of detente? I offer them what I believe to be the truth. That all our smiles and concessions have not brought genuine peace any closer. The truth is that this nation must trust less in the pre-emptive concessions we're granting the Soviet Union, and more in the re-establishment of American military superiority. If Mr. Ford and Dr. Kissinger are wrong in their belief that Soviet ambitions have moderated so much that we no longer need to maintain military superiority - if they're wrong - there'll be no future opportunity, no time, to correct their error."



Campaign '76

Media Communications, Inc.

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

RONALD REAGAN
30 SECOND TELEVISION COMMERCIAL
"DEFENSE"

"It's regrettable that we have to say this, but no nation in history that has ever placed its faith in treaties, while it let its hardware decline, has ever lived to write very many more pages of history. Appeasement and the lack of will, lead to war. Detente based on a quid pro quo, which is Latin for 'something for something', is worthwhile. It cannot be a one-way street."



Campaign '76

Media Communications, Inc.

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

March 25, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: TEXAS MEDIA SCHEDULE

cc: Bruce Wagner
Peggy Pilas
Dawn Sibley
Skip Watts
Master

Attached for your review is a first-cut Texas media plan and budget which includes both three and four week advertising schedules. These assume coverage of the entire state with TV, radio and newspaper advertising. The total budgets for these alternatives are \$383,000 and \$441,000 respectively.

Practically speaking, however, the geographical size of Texas, in combination with a relatively small number of Republican voters, makes blanket coverage of the state both expensive and questionable in value.

Therefore, we have prepared two alternatives which are more selective in their coverage and more consistent with our strategy in previous primary states.

- Option A - Includes ADI's that account for 77.6% of Republican voters.
- Option B - Includes ADI's that account for 92.4% of Republican voters.

The cost of these options is as follows:

	<u>3 Weeks</u>	<u>4 Weeks</u>
Option A -	\$266,049	\$332,516
Option B -	\$339,704	\$425,515



We are ready to discuss this issue along with general communication strategy at your convenience. In the interim, we will contact Roger Wallace, Texas PFC Campaign Manager, for his input.

P.S. Our decision date for a 4-week schedule remains March 29.



Campaign '76

Media Communications, Inc.

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

March 26, 1976

TO: STU SPENCER
FROM: PEGGY PILAS
SUBJECT: WISCONSIN MEDIA PLAN

Attached for your review is a final copy of the Wisconsin Media plan, revised to reflect the changes we agreed to:

1. Incremental media coverage in all ADI's during the final week of the campaign.

	<u>Original Plan</u>	<u>Revised Plan</u>
Television	250 GRP's	350 GRP's
Radio	30 spots/station	36 spots/station
Newspaper	1 full-page B/W	2 full page B/W

The total cost of the incremental weight is as follows:

Total Cost Incremental Weight: \$ 20,347
Available Underage from Original \$73,458 Budget: - 6,156
Additional Funds Necessary for Incremental Heavy-Up: \$ 13,786

2. Approximately 75% of our last week's advertising weight scheduled the five days immediately prior to the election (Thursday - Monday).
3. Heavy-up use during the final week of the :60 Melvin Laird radio commercial referencing President Ford's stand on defense.

Please call if you have any questions.

cc: Clayt Wilhite
Bruce Wagner
Dawn Sibley
Barry Lafer

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

MASTER



WISCONSIN
UPDATED MEDIA PLAN
VOTING/DEMOGRAPHIC ANALYSIS



PREPARED BY: Campaign '76 Media
Communications, Inc.

DATE: March 26, 1976

WISCONSIN

PLANNED MEDIA BUDGET SUMMARY

WEEK I (3/16)

TV	\$ 6,216
RADIO	<u>8,515</u>
TOTAL	\$14,731

WEEK II (3/23)

TV	\$ 7,415
RADIO	<u>10,196</u>
TOTAL	\$17,611

WEEK III (3/30)

TV	\$12,700
RADIO	11,013
NEWSPAPERS	<u>31,189</u>
TOTAL	\$54,902

GRAND TOTAL:

TV	\$26,331
RADIO	29,724
NEWSPAPERS	<u>31,189</u>
TOTAL	\$87,244



WISCONSIN PRIMARY 4/6

MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 3/16	Week of 3/23	Week of 3/30	Week of
<u>MILWAUKEE</u>				
TV (2/3 30's; 1/3 60's)	150 GRP'S/WK	200 GRP'S/WK	350 GRP'S/WK	
RADIO (60 SEC.)	<u>(30 SPOTS/STATION/18 STATIONS)</u>			<u>(36 SPOTS/STATION/18 STATIONS)</u>
NEWSPAPERS (PG. B&W)				
<u>GREEN BAY</u>				
TV (2/3 30's; 1/3 60's)	150 GRP'S/WK	200 GRP'S/WK	350 GRP'S/WK	
RADIO (60 SEC.)	<u>(30 SPOTS/STATION/15 STATIONS)</u>			<u>(36 SPOTS/STATION/15 STATIONS)</u>
NEWSPAPERS (PG. B&W)				
<u>MADISON</u>				
TV (2/3 30's; 1/3 60's)	150 GRP'S/WK	200 GRP'S/WK	350 GRP'S/WK	
RADIO (60 SEC.)	<u>(30 SPOTS/STATION/10 STATIONS)</u>			<u>(36 SPOTS/STATION/10 STATIONS)</u>
NEWSPAPERS (PG. B&W)				
<u>WAUSAU/RHINELANDER</u>				
TV (2/3 30's; 1/3 60's)	150 GRP'S/WK	200 GRP'S/WK	350 GRP'S/WK	
RADIO (60 SEC.)	<u>(30 SPOTS/STATION/7 STATIONS)</u>			<u>(36 SPOTS/STATION/7 STATIONS)</u>
NEWSPAPERS (PG. B&W)				
<u>LA CROSSE/EAU CLAIRE</u>				
TV (2/3 30's; 1/3 60's)	150 GRP'S/WK	200 GRP'S/WK	350 GRP'S/WK	
RADIO (60 SEC.)	<u>(30 SPOTS/STATION/8 STATIONS)</u>			<u>(36 SPOTS/STATION/8 STATIONS)</u>
NEWSPAPERS (PG. B&W)				
<u>DULUTH/SUPERIOR</u>				
NO MEDIA ACTIVITY SCHEDULED				
<u>ROCKFORD, ILL</u>				
NO MEDIA ACTIVITY SCHEDULED				



CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

REVISED 3/26/76

WISCONSIN

PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u>	<u>2 PG. B/W</u>
<u>MILWAUKEE</u>		<u>M</u>	<u>\$</u>
MILWAUKEE JOURNAL SENTINEL	SUN	537.6	8,617
RACINE JOURNAL TIMES	SUN	41.5	1,392
FORT ATKINSON JEFFERSON CO. UNION	E	6.2	571
JANESVILLE GAZETTE	E	28.0	1,053
WEST BEND NEWS	E	9.1	696
WAUKESHA FREEMAN	E	23.7	894
SHEBOYGAN PRESS	E	32.1	<u>1,204</u>
			14,427
<u>GREEN BAY</u>			
GREEN BAY PRESS GAZETTE	SUN	65.0	1,683
APPLETON POST CRESCENT	SUN	54.6	1,696
OSHKOSH NORTHWESTERN	E	30.2	1,248
FOND DU LAC REPORTER	E	24.1	940
MARINETTE EAGLE STAR	E	11.1	722
MANITOWAC/TWO RIVERS HERALD-TIMES REPORTER	E	20.3	<u>872</u>
			7,161
<u>MADISON</u>			
WISCONSIN STATE JOURNAL	SUN	119.9	2,738
PORTAGE REGISTER	E	7.3	<u>526</u>
			3,264
<u>WAUSAU/RHINELANDER</u>			
MARSHFIELD NEWS HERALD	E	14.1	550*
WAUSAU/MERRIL HERALD	E	27.7	1,082*
STEVENS POINT JOURNAL	E	12.2	470*
WISCONSIN RAPIDS TRIBUNE	E	12.0	470*
RHINELANDER NEWS	E	7.1	<u>550</u>
			3,122



WISCONSIN (2)

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u> M	<u>COST</u> 2 PG. B/W
<u>LA CROSSE/EAU CLAIRE</u>			
LA CROSSE TRIBUNE	SUN	34.8	1,358*
EAU CLAIRE LEADER TELEGRAM	E	33.3	1,296*
CHIPPEWA FALLS HERALD-TELEGRAM	E	9.4	<u>562</u>
			3,216

STATE TOTAL

\$31,190

*WISCONSIN NEWSPAPER GROUP COMBINATION RATE



RADIO COPY SCHEDULE

WISCONSIN

<u>ADI</u>	<u>Week of 3/16*</u>	<u>Week of 3/23*</u>	<u>Week of 3/30**</u>	<u>Monday, 4/5</u>
Milwaukee	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Green Bay	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer Melvin Laird John Byrnes	F-Recovery F-Older Americans F-Farmer Melvin Laird John Byrnes Wm. Steiger	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Madison	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
Wausau	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)
La Crosse	F-Recovery F-Revision F-Older Americans	F-Recovery F-Older Americans F-Farmer	F-Recovery F-Older Americans F-Farmer Warren Knowles Melvin Laird	Betty Ford Warren Knowles (Equal rotation-50%/50%)

*These spots will be rotated 33-1/3% except in Green Bay where F-Recovery, F-Older Americans, and F-Farmer will each air 25%. Advocate copy (Laird & Byrnes) will air the remaining 25%.

**In all areas, Melvin Laird will air 33% of the time. Airtime for the remaining spots will be divided equally.

3/26/76



WISCONSIN

TOTAL STATE DEMOGRAPHIC ANALYSIS

<u>Demographic Group</u>	<u>Adults 18+</u>		<u>Index</u> <u>/Total U. S.</u> <u>(%)</u>
	<u>% of Total</u> <u>U. S.</u> <u>(%)</u>	<u>% of Total</u> <u>(%)</u>	
<u>AGE</u>			
18-24	19.0	17.8	94
25-34	19.6	34.4	176
35-49	24.5	24.4	100
50+	36.9	23.4	63
Total	100.0	100.00	100

ETHNIC BACKGROUND

Blacks	10.2	3.0	29
Spanish	4.2	0.9	21
Total	14.4	3.9	27

Family Income

Under \$5M	20.3		
\$5M-\$9,999	32.5		
\$10M-\$14,999	26.6		
\$15M+	20.6		
Total	100.0	_____	_____

Sources: Population: 1975 Estimates - U.S. Census Bureau
Voting Pop: RNC - 1970 Estimates
Income: IRS



WISCONSIN

1968/1972 REPUBLICAN VOTE BY ADI

ADI	TV Households		1968 Nixon Vote		1972 Nixon Vote	
	% Within State (%)	% Within ADI (%)	% of State Contribution (%)	% of ADI Vote (%)	% of State Contribution (%)	% of ADI Vote (%)
MILWAUKEE, WISC.	41.7	100.0	41.3		39.5	51.7
GREEN BAY, WISC.	17.8	90.2	21.5		19.7	58.5
MADISON, WISC.	10.7	100.0	9.3		10.0	47.9
WAUSAU-RHINELANDER, WISC.	8.6	100.0	7.6		8.6	52.8
LACROSSE-EAUCLAIRE	8.2	86.2	8.3		8.9	61.2
MINNEAPOLIS-ST. PAUL	3.9	6.5	3.7		4.1	53.8
ROCKFORD	2.9	26.7	3.1		3.1	58.1
CHICAGO (KENOSHA), ILL.	2.6	1.5	2.1		2.4	54.0
DULUTH-SUPERIOR	2.5	24.1	1.7		2.4	58.2
CEDAR RAPIDS-WATERLOO, IOWA	1.0	5.3	1.3		1.2	62.3
MARQUETTE	<u>.1</u>	1.9	<u>.1</u>		<u>.1</u>	<u>55.5</u>
TOTAL STATE	100.0	----	100.0		100.0	53.7

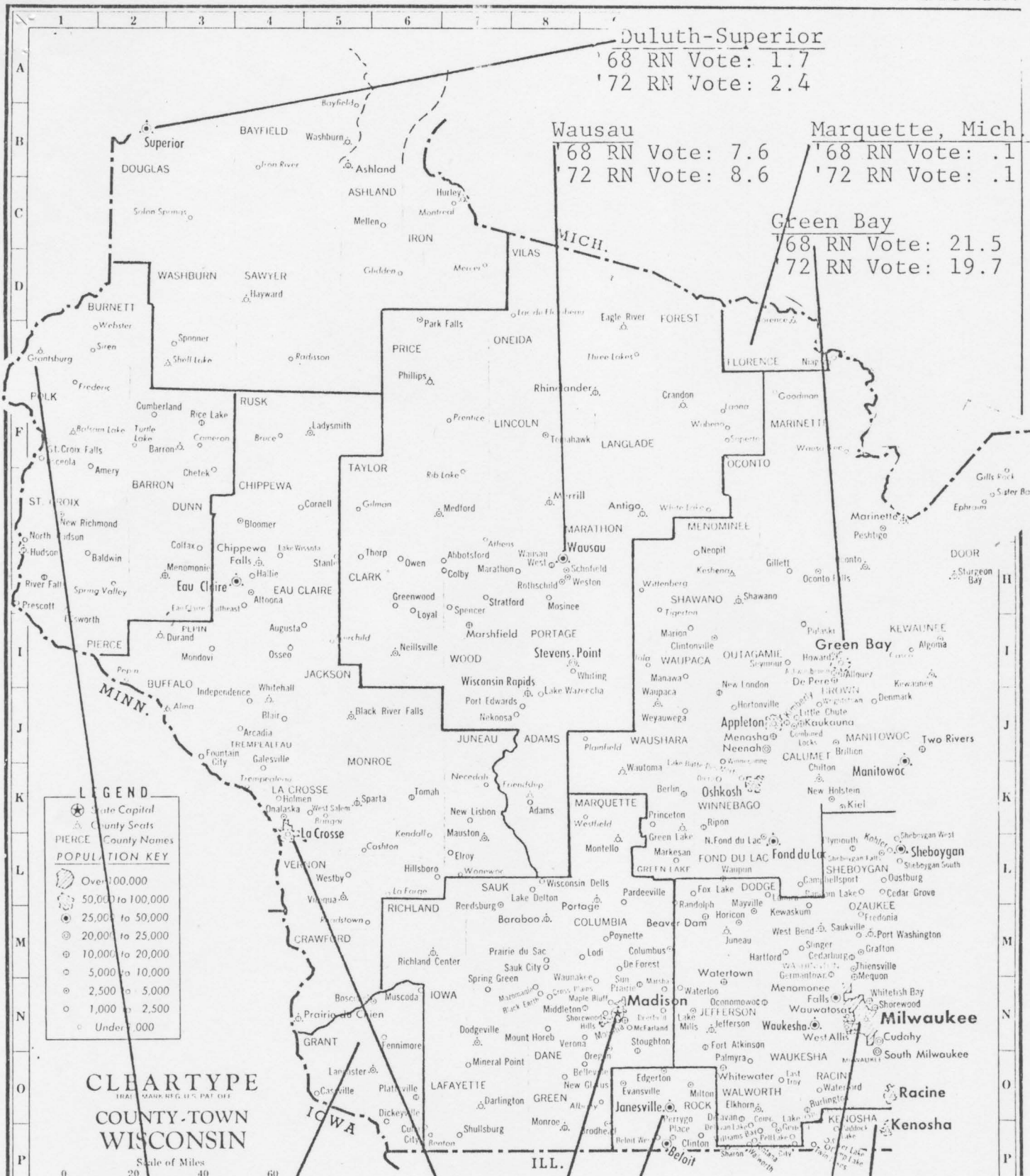


WISCONSIN

DEMOGRAPHIC ANALYSIS OF ELIGIBLE VOTERS BY ADI

<u>STATE/ADI</u>	<u>% of Total Within State (%)</u>	<u>Eligible Voters By ADI</u>			
		<u>18-24 (%)</u>	<u>25-44 (%)</u>	<u>45-59 (%)</u>	<u>60+ (%)</u>
MILWAUKEE, WISC.	42.4	16.8	36.2	24.9	22.1
GREEN BAY, WISC.	17.9	17.4	33.8	24.4	24.4
MADISON, WISC.	10.6	23.0	35.5	21.4	20.1
WAUSAU-RHINELANDER, WISC.	8.2	16.3	32.1	25.6	26.0
LACROSSE-EAUCLAIR, WISC.	8.2	18.5	30.6	25.0	25.9
MINNEAPOLIS-ST. PAUL, MINN.	3.7	18.0	29.7	24.3	28.0
ROCKFORD, ILL.	2.9	17.1	38.3	23.1	21.5
CHICAGO (KENOSHA), ILL.	2.6	17.1	36.5	25.2	21.2
LUTH-SUPERIOR	2.4	16.7	26.4	23.0	31.9
GRAND RAPIDS-WATERLOO	1.1	13.1	30.2	21.5	25.2
MARQUETTE, WISC.	<u>.01</u>	<u>11.1</u>	<u>30.3</u>	<u>26.9</u>	<u>31.7</u>
	100.0	17.8	34.4	24.4	23.4





Duluth-Superior
 '68 RN Vote: 1.7
 '72 RN Vote: 2.4

Wausau
 '68 RN Vote: 7.6
 '72 RN Vote: 8.6

Marquette, Mich.
 '68 RN Vote: .1
 '72 RN Vote: .1

Green Bay
 '68 RN Vote: 21.5
 '72 RN Vote: 19.7

LEGEND
 * State Capital
 Δ County Seats
 PIERCE County Names
POPULATION KEY
 (Large Ring) Over 100,000
 (Medium Ring) 50,000 to 100,000
 (Small Ring) 25,000 to 50,000
 (Very Small Ring) 20,000 to 25,000
 (Tiny Ring) 10,000 to 20,000
 (Smallest Ring) 5,000 to 10,000
 (Dot) 2,500 to 5,000
 (Smallest Dot) 1,000 to 2,500
 (Tiny Dot) Under 1,000

CLEARTYPE
 TRADE MARK REG. U.S. PAT. OFF.
COUNTY-TOWN
WISCONSIN
 Scale of Miles
 0 20 40 60

Mineapolis-St. Paul
 '68 RN Vote: 3.7
 '72 RN Vote: 4.1

Eau Claire-LaCrosse
 '68 RN Vote: 8.3
 '72 RN Vote: 8.9

Rockford
 '68 RN Vote: 3.1
 '72 RN Vote: 3.1

Chicago
 '68 RN Vote: 2.1
 '72 RN Vote: 2.4

Cedar Rapids
 '68 RN Vote: 1.3
 '72 RN Vote: 1.2

Madison
 '68 RN Vote: 9.3
 '72 RN Vote: 10.0

Milwaukee
 '68 RN Vote: 41.3
 '72 RN Vote: 39.4



Campaign '76
Media Communications, Inc.

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

March 29, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER *BW*
SUBJECT: OPERATING BUDGET FOR CAMPAIGN '76

As you might expect, I've noted the \$6,750 cut in the April cash allocation for Operating Expenses for Campaign '76 -- I assume this a cash deferral within existing total budgets.

I'm told by Barry Lafer that this will not casue inordinate difficulty due to his usual fast footwork regarding cast payment deferrals.

Nevertheless, it's important to point out that we have already stripped our costs to the bone in order to attempt to operate within our existing \$471,000 budget -- please see my attached 3/12 note to Bo.

If we're having cash flow problems, one suggestion would be a careful reevaluation of Campaign Material orders -- we may be able to exercise increased economy of cash flow in this area.

My purpose in mentioning all this to you is to keep you up to date on our financial situation.

c.c. Peter Dailey
Barry Lafer
Bob Marik
Bob Moot

Attachment



Campaign '76
Media Communications, Inc.

1234 STREET, N.W., WASHINGTON, D.C. 20036 (202) 433-2299

March 12, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: OPERATING COSTS

Effective this week, we've cut our Direct Salary costs on the assumption that the Agency's workload will decrease in the near future.

To illustrate, our payroll next week will be 19% below last week, which was particularly high due substantial work requirements.

The agony of success. This cutback includes termination of 2 copywriters, 1 art director and 1 account executive.

We hope to run a lean group over the next 60 days prior to adding staff for the Convention and General Election.

We continue to operate within our approved budget of \$471,000 for the Pre-Convention period.

c.c. Peter Dailey
Stu Spencer
Bob Marik
Bob Moot



Campaign '76
Media Communications, Inc.

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

March 30, 1976

TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: FREE OKLAHOMA RADIO ADVERTISING

Ron Horton, Oklahoma Campaign Manager, called yesterday to ask if we had radio advertising that could run free-of-charge on KEBC, a popular Oklahoma City station. They have offered thirty announcements that would run April 1st through the 5th, just prior to statewide precinct caucuses.

We have shipped three "Facts" commercials for the station's use on the assumption that the free air time and marginal impact on precinct delegates/voters justifies the few dollars spent on shipping charges.

If you have any comments, please let me know tomorrow.

cc: Ed Terrill
Bruce Wagner
Dawn Sibley
Marcy Pattinson
Peggy Pilas



Campaign '76
Media Communications, Inc.

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

March 31, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER *B*
SUBJECT: REAGAN MEDIA ACTIVITY

1.) Reliable reports indicate the Reagan campaign has severed their relationship with their media buying service, Ruth Jones, Ltd.

She say she "can't put up with their craziness anymore".

More to the point, they probably can't afford her services anymore. The Marc Ball agency (Trelavan's group) will handle spot placements as needed.

2.) Separately, Reagan has purchased the attached 30 minute television programming in Wisconsin. This is reasonably solid coverage on a one shot basis.

No :30 and :60 spots have been purchased as yet.

c.c. Peter Dailey
Peter Kaye
Bob Marik
Bob Moot
Rogers Morton
Fred Slight
Bob Visser

Attachment



WISCONSIN
REAGAN 1/2 HOURS

	<u>ESTIMATED RATING</u>		
<u>GREEN BAY</u>	30 (both)	CBS	SAT 8:30 - 9:00
		NBC	SAT 6:30 - 7:00
<u>MILWAUKEE</u>	10	WITI	FRI 10:05 - 10:35
		WTMJ	} NOT ORDERED YET - POSSIBLE
		WVTV	
<u>MADISON</u>		WISC	NO ORDER
		WKOW	NO ORDER
	18	WMTV	FRI 8:30 - 9:00
<u>WAUSAU</u>		WSOW	NO ORDER
	27	WSAU	SAT 8:00 - 8:30
<u>LA CROSSE/EAU CLAIRE</u>		WEAU	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

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

	<u>ESTIMATED RATING</u>		
<u>GREEN BAY</u>	30 (both)	CBS	SAT 8:30 - 9:00
		NBC	SAT 6:30 - 7:00
<u>MILWAUKEE</u>	10	WITI	FRI 10:05 - 10:35
		WTMJ	} NOT ORDERED YET - POSSIBLE
		WVTV	
<u>MADISON</u>		WISC	NO ORDER
		WKOW	NO ORDER
	18	WMTV	FRI 8:30 - 9:00
<u>WAUSAU</u>		WSOW	NO ORDER
	27	WSAU	SAT 8:00 - 8:30
<u>LA CROSSE/EAU CLAIRE</u>		WEAU	FRI 6:30 - 7:00
	37	WKBT	SAT 7:30 - 8:00

