

The original documents are located in Box 27, folder “State of the Union - 1976: Public Reaction” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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January 20, 1976

PHONE CALLS, TELEGRAMS ON STATE OF THE UNION MESSAGE

AS OF 11:00 a.m. January 20:

	<u>PRO</u>	<u>CON</u>	<u>COMMENT</u>
TELEGRAMS.....	115	35	8
PHONE CALLS.....	89	25	0
<hr/>			
TOTALS.....	204	60	8



January 21, 1976

AS OF 11:00 a.m.

UPDATED REACTION TO STATE OF THE UNION

	<u>PRO</u>	<u>CON</u>	<u>COMBWT</u>
TELEGRAMS.....	137	45	9
TELEPHONES.....	89	25	0
LETTERS.....	0	0	0
TOTALS.....	226	70	9



THE WHITE HOUSE
WASHINGTON

January 22, 1976

MAIL AND TELEGRAM UPDATE FOR SOTU:

PRO - 241

CON - 66

COMMENT - 36

As of 11:43 a.m. this morning

THE WHITE HOUSE

WASHINGTON

January 23, 1976

MAIL AND TELEGRAM TALLY OF SOTU REACTION
AS OF 10:22 a. m. :

PRO - 528

CON - 122

COMMENT - 96

This is a significant increase over yesterday, and reflects the beginning of the mail reaction, prior to this, it was mainly telegrams.

THE WHITE HOUSE
WASHINGTON

Janaury 26, 1976

MAIL AND TELEGRAM UPDATE ON SOTU AS OF
11:30 AM:

PRO - 935

CON - 193

COMMENT - 209

CM

ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

January 26, 1976

MEMORANDUM FOR:

DICK CHENEY
RON NESSEN ✓
JERRY JONES
TERRY O'DONNELL

FROM:

BOB MEAD 

SUBJECT:

State of the Union Message

Although the national ratings will not be out for another two weeks, we have obtained what are known as the overnight ratings: the ratings from Los Angeles and New York City. It clearly shows that a higher percentage watched the President's message than those who watched Senator Muskie's message. The ratings below are listed in shares -- that's the percentage of those watching television at the time of the message.

LOS ANGELES

President Ford's Message

NBC 13.6
CBS 6.9
ABC 9.1

Senator Muskie's Message

NBC 11.2
CBS 6.7
ABC 5.9

29.6% of people watching tv in L. A.
were watching the President.

23.8% of people watching tv in L. A.
were watching Muskie.

NEW YORK

President Ford's Message

NBC 8.8
CBS 18.7
ABC 14.5

Senator Muskie's Message

NBC 5.3
CBS 9.8
ABC 10.4

42.1% of people watching tv in NYC
were watching the President.

25.5% of people watching tv in NYC
were watching Muskie.

The low figures for the L. A. area are indicative of the early hour of both broadcasts on the West Coast, when viewing is normally down.