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Campaign '76
Media Communications, Inc.

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April 14, 1976

MEMO TO: ROGER WALLACE
FROM: PEGGY PILAS
SUBJECT: REAGAN ACTIVITY IN TEXAS

This is to inform you that evidence of Ronald Reagan media activity in Texas continues to mount.

It was confirmed yesterday, April 13, that Reagan will begin his half-hour TV programming on April 19 in Houston. This is almost two weeks before the primary and far earlier than in any other state.

We will continue to post you on any competitive activity as it is reported.

Please call if you have any questions.

cc: John Naggs, Texas PFC
Clayt Wilhite
Peter Dailey

MAST



COMPETITIVE ACTIVITY

RONALD REAGAN

TEXAS

<u>DATE REC'D AT CMCI</u>	<u>MARKET</u>	<u>STATION</u>	<u>DATES</u>	<u>COST</u>	<u>SCHEDULE</u>
4/13	HOUSTON	KTRK (ABC AFFILIATE)	4/19 MON	\$2,100	1/2 HOUR 7-7:30 PM

