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Campaign '76

Media Communications, Inc.

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

April 2, 1976

MEMO TO: STU SPENCER

FROM: PEGGY PILAS *P.*

SUBJECT: CORRECTION: 4/2/76 MEMO, "ALTERNATE TEXAS MEDIA PLANS"

Please note that item #1 under Plan B on page two of the above memo should read:

1. Three weeks of advertising in same ADI's as above plan, also including Abilene.

cc: Peter Dailey
Rog Morton
Dawn Sibley
Clayton Wilhite
Bruce Wagner
Roy Hughes

MASTER



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 ~~3~~
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
master



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 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.

THE PRECEEDING ANNOUNCEMENT HAS BEEN PAID FOR BY THE WISCONSIN CITIZENS FOR REAGAN. DON L. 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.



WISCONSIN PRIMARYREAGAN ACTIVITY

Spot television: (as of 4/2- 3 p.m.)

MARKET	STATION	ACTIVITY LENGTH	DETAILS	COST
Milwaukee	WISN	$\frac{1}{2}$ hr. program	4/4 Sun 1:30-2p	\$ 420
		$\frac{1}{2}$ hr. program	4/3 Sat 7-8p	900
	WITI	$\frac{1}{2}$ hr. program	4/2 Fri 11:05-11:35p	1,000
	WIMJ	Nothing Ordered		
	WVTV	Nothing Ordered		
Green Bay	WBAY	$\frac{1}{2}$ hr. program	4/3 Sat 8:30-9p	\$ 560
	WFRV	$\frac{1}{2}$ hr. program	4/3 Sat 6:30-7p	450
	WLUK	$\frac{1}{2}$ hr. program	4/5 Mon 6:30-7p	500
Madison	WISC	Nothing Ordered		
	WKOW	Nothing Ordered		
	WMTV	$\frac{1}{2}$ hr. program	4/2 Fri 8:30-9p	350
Wausau	WSAU	$\frac{1}{2}$ hr. program	4/3 Sat 8-8:30p	225
	WAOW	Nothing Ordered		
La Crosse- Eau Claire	WEAU	$\frac{1}{2}$ hr. program	4/2 Fri 6:30-7p	265
	WKBT	$\frac{1}{2}$ hr. program	4/3 Sat 7:30-8p	530
	WXOW	Nothing Ordered		

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



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 ~~X~~
SUBJECT: REAGAN WISCONSIN

As of mid-afternoon Friday, Citizens for Reagan is "blitzing" in Wisconsin television over the weekend.

Evidently, they're buying more 30 minute programming... at least double what was reported yesterday.

Also, he's reported to have a 5 minute radio commercial prepared--we're trying to locate it.


c.c. Peter Dailey
Roy Hughes
Rog Morton
Clayton Wilhite



Campaign '76
Media Communications, Inc.

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

April 2, 1976

MEMO TO: STU SPENCER
FROM: BRUCE WAGNER 
SUBJECT: REAGAN - WISCONSIN

The attached American Conservative Union sponsored radio advertising for Reagan has been running for the past five days throughout Wisconsin (45 stations) at the rate of six announcements per day.

Further, Citizens for Reagan has bought some radio time - we're trying to get the copy.

cc: Rogers Morton
Roy Hughes
Clayt Wilhite
Peggy Pilas
Dawn Sibley
MASTER



~~TO: ROGER WHITMAN~~
From: Dan Sibley

^R
Gerald ~~Ford~~ appointed Nelson Rockefeller Vice President of the United States. He retained Henry Kissinger as Secretary of State, and Kissinger's righthand man says we should abandon the people of Poland and East Germany to Communist enslavement.

Gerald Ford has spoken approvingly of massive bussing in Detroit. He refuses to back a constitutional amendment to bring the bussing to a halt. He has presided over \$100 billion in deficits for two short years.

Ronald Reagan, by way of contrast, says he would fire Henry Kissinger and support our anti-Communist allies around the world. Ronald Reagan's opposed to massive bussing and backs the constitutional amendment that would stop the busses in their tracks. The choice for Wisconsin voters is clear. Continued drift with bussing and detente or Ronald Reagan's new initiatives for freedom.

This message sponsored by the American Conservative Union. Not authorized by Ronald Reagan or his committee.



Campaign '76

Media Communications, Inc.

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

April 9, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: REAGAN ADVERTISING IN INDIANA

We have just received very sketchy information pertaining to Reagan seeking availabilities for :60 and :30 television spots in major Indiana markets.

We'll pass the details on to you as soon as we receive them.

cc: Rogers Morton
Roy Hughes
Skip Watts



master

Campaign '76

Media Communications, Inc.

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

April 9, 1976

CONFIDENTIAL

MEMORANDUM TO: STU SPENCER

FROM: CLAYT WILHITE

SUBJECT: REVISED TEXAS MEDIA PLAN

Following your conversation with Pete Dailey and Bruce Wagner, we have reduced the Texas Media Plan to 16 days of advertising beginning on April 15. (See attachment)

The total cost of the revised plan is \$341,617. Highlights of that plan are as follows:

- a) Advertising in all 18 major media markets (ADI'S) across the state (adding McAllen/Brownsville, Wichita Falls, San Angelo and Laredo for the first time).
- b) Coverage of all 96 individual convention delegate elections (up from 88 in previous plan).
- c) Increasingly heavy television coverage peaking during the last two days before the primary:

April 15-21	250 GRPs
April 22-28	300-350 GRPs (depending on the market)
April 29-30	100-150 GRPs (depending on the market)

For evaluation purposes we have broken down media cost in further detail:

- a) The original coverage plan including 14 major media markets (ADI's) and 88 delegate candidates on the same 16 day coverage basis would cost \$316,843.
- b) Starting the media schedule on April 17 rather than April 15 would save \$33,507 in the 96 Delegate Coverage Plan and \$31,122 in the 88 Delegate Coverage Plan.



STU SPENCER
TEXAS MEDIA
APRIL 9, 1976

Page two

Finally, should a 5 minute Presidential television message be aired in Texas, it would cost an additional \$25-45,000 to blanket the state on all major stations. This estimate is necessarily broad, since the confidential nature of this contingency has prevented direct contact with the TV stations.

Let's discuss the above at your earliest convenience as we should have budget authorizations on Monday in order to commence advertising on April 15.

cc: Rogers Morton
Roy Hughes
Pete Dailey
Bruce Wagner



TEXAS PRIMARY

BUDGET SUMMARY

ADVERTISING DATES: 4/15 - 4/30 16 days

96 DELEGATE COVERAGE PLAN (1)

BUDGET: \$ 341,617

TV	123,352
RADIO	126,968
1ST NEWSPAPER	50,357
2ND NEWSPAPER	40,940

88 DELEGATE COVERAGE PLAN (2)

BUDGET: \$ 316,843

TV	113,838
RADIO	118,768
1ST NEWSPAPER	46,827
2ND NEWSPAPER	37,410

SAVINGS IF 14 DAY PLAN 4/17 - 4/30

\$ 33,507

TV	17,621
RADIO	15,886

\$ 31,122

TV	16,262
RADIO	14,860

(1) - Covers all 18 ADI's in Texas.

(2) - Covers 14 ADI's; excludes McAllen/Brownsville, Laredo, San Angelo, Wichita Falls.

TEXAS
MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 4/15	Week of 4/22	Week of 4/29
<u>DALLAS/FT. WORTH</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT./WK
NEWSPAPERS (2 PG. B&W)			
<u>HOUSTON</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT./WK
NEWSPAPERS (2 PG. B&W)			
<u>SAN ANTONIO</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT./WK
NEWSPAPERS (2 PG. B&W)			
<u>WACO/TEMPLE</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT./WK
NEWSPAPERS (2 PG. B&W)			
<u>AUSTIN</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT./WK
NEWSPAPERS (PG. B&W)			
<u>TEXARKANA</u>			
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT./WK
NEWSPAPERS (2 PG. B&W)			

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

TEXAS

MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 4/10	Week of 4/17	Week of 4/24
<u>CORPUS CHRISTI</u>			
TV (1/3 :60's, 2/3 30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>BEAUMONT/PORT ARTHUR</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>LUBBOCK</u>			
TV (1/3 :60's, 2/3 30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>EL PASO</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>AMARILLO</u>			
TV (1/3 :60's, 2/3 30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>McALLEN/BROWNSVILLE</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			

TEXAS

MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 4/10	Week of 4/17	Week of 4/24
<u>ABILENE/SWEETWATER</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>ODESSA/MIDLAND</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>TYLER</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>WICHITA FALLS/LAWTON</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>LAREDO</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			
<u>SAN ANGELO</u>			
TV (1/3 :60's, 2/3 :30's)	250 GRP'S	350 GRP'S	100 GRP'S
RADIO (:60 ANNCT.)	24 ANNCT. PER	STATION/PER WEEK	7 ANNCT. STAT/WK
NEWSPAPERS (2 PG. B&W)			



MEDIA ADVERTISING BUDGET SUMMARY

ADI/MEDIUM		ADVERTISING WEEKS (TUES-MON)			GRAND TOTAL
		4/15	4/22	4/29	
DALLAS/FT. WORTH		\$	\$	\$	\$
	TV	13,930	19,502	5,572	39,004
	RADIO	19,200	19,200	5,491	43,891
	NEWSP.	-----	-----	20,327	20,327
	TOTAL	33,130	38,702	31,390	103,222
HOUSTON	TV	11,803	16,524	4,721	33,048
	RADIO	9,888	9,888	2,828	22,604
	NEWSP.	-----	-----	20,792	20,792
	TOTAL	21,691	26,412	28,341	76,444
SAN ANTONIO	TV	2,880	4,032	1,152	8,064
	RADIO	5,360	5,360	1,533	12,253
	NEWSP.	-----	-----	8,144	8,144
	TOTAL	8,240	9,392	10,829	28,461
AUSTIN	TV	1,775	2,485	710	4,970
	RADIO	1,608	1,608	460	3,676
	NEWSP.	-----	-----	2,626	2,626
	TOTAL	3,383	4,093	3,796	11,272
LUBBOCK	TV	1,115	1,561	446	3,122
	RADIO	1,600	1,600	458	3,658
	NEWSP.	-----	-----	2,728	2,728
	TOTAL	2,715	3,161	3,632	9,508
ODESSA/MIDLAND	TV	853	1,194	341	2,388
	RADIO	1,840	1,840	526	4,206
	NEWSP.	-----	-----	2,906	2,906
	TOTAL	2,693	3,034	3,773	9,500
CORPUS CHRISTI	TV	1,038	1,453	415	2,906
	RADIO	2,320	2,320	664	5,304
	NEWSP.	-----	-----	3,152	3,152
	TOTAL	3,358	3,773	4,231	11,362



CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

MEDIA ADVERTISING BUDGET SUMMARY

ADI/MEDIUM		ADVERTISING WEEKS (TUES-MON)			GRAND TOTAL
		4/15	4/22	4/29	
		\$	\$	\$	\$
SUB TOTAL	TV	40,657	56,919	16,262	113,838
	RADIO	51,954	51,954	14,860	118,768
	NEWSP.	-----	-----	84,237	84,237
	TOTAL	92,611	108,873	115,359	316,843
MCALLEN/BROWNSVILLE	TV	995	1,393	398	2,786
	RADIO	1,536	1,536	439	3,511
	NEWSP.	-----	-----	2,072	2,072
	TOTAL	2,531	2,929	2,909	8,369
WICHITA FALLS	TV	978	1,369	391	2,738
	RADIO	1,360	1,360	389	3,109
	NEWSP.	-----	-----	2,006	2,006
	TOTAL	2,338	2,729	2,786	7,853
SAN ANGELO	TV	490	686	196	1,372
	RADIO	461	461	132	1,054
	NEWSP.	-----	-----	1,924	1,924
	TOTAL	951	1,147	2,252	4,350
LAREDO	TV	935	1,309	374	2,618
	RADIO	230	230	66	526
	NEWSP.	-----	-----	1,058	1,058
	TOTAL	1,165	1,539	1,498	4,202
GRAND TOTAL	TV	44,055	61,676	17,621	123,352
	RADIO	55,541	55,541	15,886	126,968
	NEWSP.	-----	-----	91,297	91,297
	TOTAL	99,596	117,217	124,804	341,617
	TV				
	RADIO				
	NEWSP.				
	TOTAL				



CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

MEDIA ADVERTISING BUDGET SUMMARY

ADI/MEDIUM		ADVERTISING WEEKS (TUES-MON)			GRAND TOTAL
		4/15	4/22	4/29	
ABILENE		\$	\$	\$	\$
	TV	488	683	195	1,366
	RADIO	1,280	1,280	366	2,926
	NEWSP.	-----	-----	3,104	3,104
	TOTAL	1,768	1,963	3,665	7,396
WACO/TEMPLE	TV	1,005	1,407	402	2,814
	RADIO	1,440	1,440	412	3,292
	NEWSP.	-----	-----	4,500	4,500
	TOTAL	2,445	2,847	5,314	10,606
TYLER	TV	1,440	2,016	576	4,032
	RADIO	691	691	198	1,580
	NEWSP.	-----	-----	2,434	2,434
	TOTAL	2,131	2,707	3,208	8,046
BEAUMONT/PORT ARTHUR	TV	1,420	1,988	568	3,976
	RADIO	2,592	2,592	741	5,925
	NEWSP.	-----	-----	4,742	4,742
	TOTAL	4,012	4,580	6,051	14,643
EL PASO	TV	1,865	2,611	746	5,222
	RADIO	2,320	2,320	664	5,304
	NEWSP.	-----	-----	2,478	2,478
	TOTAL	4,185	4,931	3,888	13,004
AMARILLO	TV	1,045	1,463	418	2,926
	RADIO	1,440	1,446	412	3,292
	NEWSP.	-----	-----	3,290	3,290
	TOTAL	2,485	2,903	4,120	9,508
TEXARKANA	TV	-----	-----	-----	-----
	RADIO	375	375	107	857
	NEWSP.	-----	-----	3,014	3,014
	TOTAL	375	375	3,121	3,871



CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

Campaign '76
Media Communications, Inc.

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

April 13, 1976

TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: REAGAN ACTIVITY IN INDIANA AND TEXAS

Evidence of heavy Ronald Reagan media activity in Texas and Indiana continues to mount:

1. He will begin his half hour TV programming on April 19 in Houston. This is almost two weeks before the primary and far earlier than any in any other state.
2. He has purchased :60's and :30's in two major Indiana markets (Indianapolis and Ft. Wayne) to begin running this coming Friday, April 16th.

If this pattern continues, it seems obvious Reagan plans to make a stand against the President in a major Mid-Western state... hoping to follow Texas, Alabama and Georgia victories with one in the President's backyard. (Incidentally, we have received no news of Reagan media purchases in Alabama or Georgia.)

Our two week Indiana media plan is scheduled to commence on Tuesday, April 20th. To make necessary arrangements for that start date, we should have your approval of the plan by Thursday, April 15th.

As agreed earlier today, the Texas media plan will begin on April 15th.

The revised Texas plan and the recommended Indiana, Georgia and Alabama plans will be forwarded to you tomorrow.

cc: Rogers Morton
Roy Hughes
Bruce Wagner
Pete Dailey
Ed Terrill
Skip Watts



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



COMPETITIVE ACTIVITY

RONALD REAGAN

INDIANA

DATE REC'D AT CMCI

MARKET

STATION

DATES

COST

SCHEDULE

4/13

INDIANAPOLIS

WISH

4/16-5/2

\$7,900

60's
10 Spots
mostly prime

FORT WAYNE

WTPA

4/26-5/3

30's
20 spots
60% prime
40% fringe



Campaign '76
Media Communications, Inc.

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

April 13, 1976

TO: STU SPENCER
FROM: PEGGY PILAS
SUBJECT: TEXAS RADIO

Attached for your records is the radio copy schedule for Texas. Execution of this schedule will begin on Thursday, April 15.

Please call if you have any questions.

cc: Clayt Wilhite
Bruce Wagner
Roger Wallace



TEXAS RADIO ROTATION SCHEDULE

STRONG FORD AREAS
25% MIX

Facts - General
Facts - Defense
Tower - Endorsement
Older Americans

DEFENSE AREAS
25% MIX

Facts - General
Tower - Defense
Facts - Defense
Older Americans

FARM AREAS

Facts - General
Tower - Defense
Facts - Farmers (50%)

ADI'S

WACO/TEMPLE
AUSTIN
BEAUMONT/PT. ARTHUR
MCALLEN/BROWNSVILLE
LAREDO

COMPETITIVE AREAS
ADI's

DALLAS/FT. WORTH
HOUSTON
TEXARKANA
CORPUS CHRISTI
LUBBOCK
AMARILLO
ABILENE/SWEETWATER
ODESSA/MIDLAND
TYLER
SAN ANGELO

MILITARY INSTALLATIONS
ADI's

SAN ANTONIO
EL PASO
WICHITA FALLS

ADI'S

STATION IN RURAL
AREAS WITHIN
APPROPRIATE ADI'S



Campaign '76

Media Communications, Inc.

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

April 16, 1976

MEMORANDUM FOR: STU SPENCER
FROM: CLAYTON WILHITE
SUBJECT: IN COMPETITIVE ACTIVITY

As of 5pm today, we have the following information on Ronald Reagan media activity in Indiana:

1. Reagan has purchased spots in Indianapolis, Ft. Wayne and South Bend markets. These consist of :60 and :30 television and :60 radio.
2. He has purchased one 30 minute program to date. This program will run May 3rd between 7-7:30pm on WSB-TV in South Bend.
3. Based on the schedules we have obtained in the above mentioned markets (and assuming this schedule will also run in Evansville, Terre Haute and Lafayette, plus that it will run April 15 - May 3 at the same level) Reagan will be buying the equivalent of 350 TV GRP's per week and 36 radio commercials per station per week. This corresponds to our heaviest advertising levels in any primary state. The estimated total cost of this plan is \$133,000.

Based on the above, it appears that Reagan will mount an extensive multi-media campaign for eighteen days in Indiana. If our estimates of his expenditures hold, he will also be outspending us almost 2 to 1 in the state.

We will continue to inform you of additional developments as they are made available to us.

c.c. Peter Dailey
Roy Hughes
Rogers Morton
Bruce Wagner

C.

Campaign'76
Media Communications, Inc.

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

April 19, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: COMPETITIVE TELEVISION ADVERTISING

Attached are locations and times for Reagan ½ hour broadcasts in Georgia and Indiana.

The Georgia programming is the first that we have picked up in that state. We have not yet seen any evidence of other media activity which could mean that he is going to follow his Wisconsin strategy in Georgia.

This Indiana programming scheduled for Terre Haute is in addition to that already purchased in South Bend.

We will continue to inform you of additional developments as they are made available to us.

cc: Rogers Morton
Roy Hughes
Peter Dailey
Bruce Wagner
Skip Watts

m



REAGAN $\frac{1}{2}$ HOUR PROGRAMMING

GEORGIA

Albany (NBC)	WALB	Mon. 4/9	7:30-8	\$400
Atlanta (CBS)	WAGA	Tue. 4/27	8-8:30	\$2400

INDIANA

Terre Haute (UHF-ABC)	WIIL	Mon. 5/3	7-7:30	\$260
Terre Haute (NBC)	WTWO	Sun. 5/2	10:30-11	\$335



Campaign '76
Media Communications, Inc.

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

April 19, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: TEXAS NEWSPAPER ADVERTISING

Attached is the Texas delegate newspaper schedule that was developed by Roger Wallace and the agency following a review of Texas voter research data by Congressional District.

Per our discussion, we will purchase full-page insertions for the "President Ford, His Opponent and You" ad localizing each to visually reference the names of the four delegates from the appropriate Congressional District. The ad will run on Thursday, April 29.

As we agreed, the total budget for this purchase is \$22,900.

Please sign the attached budget authorization and return it to me.

cc: Rogers Morton
Roy Hughes
Skip Watts
Roger Wallace- TX PFC
Peter Dailey
Bruce Wagner

m



PROPOSED TEXAS NEWSPAPERS

<u>CD</u>	<u>COUNTY</u>	<u>CIRC (M)</u>	<u>NEWSPAPER</u>	<u>NET COST</u>
1ST	BOWIE	33	TEXARKANA GAZETTE NEWS	\$ 602
	HARRISON	10	MARSHALL NEWS MESSENGER	389
	LAMAR	14	PARIS NEWS	389
	RUSK	5	HENDERSON NEWS	241
				<u>1,621</u>
2ND	ANGELINE	13	LUFKIN NEWS	461
	LIBERTY	5	LIBERTY VINDICATOR +WEEKLY (THURS)	224
	NACOGDOCHES	8	NACOGDOCHES SENTINEL	274
	ORANGE	12	ORANGE LEADER	463
				<u>1,422</u>
4TH	SIMTH	41	TYLER COURIER TIMES	496
	GREGG	33	LONGVIEW JOURNAL NEWS	562
	GRAYSON	17	SHERMAN DEMOCRAT	313
		13	DENISON HERALD	396
				<u>1,767</u>
6TH	BRAZOS	15	BRYAN COLLEGE STATION EAGLE	450
		10	CORSICANA SUN	368
				<u>818</u>
9TH	JEFFERSON	77	BEAUMONT ENTERPRISE JOURNAL	1,143
	GLAVESTON	27	GALVESTON NEWS	542
		NA	TEXAS CITY SUN	301
				<u>1,986</u>
11TH	BELL	23	TEMPLE TELEGRAM	397
	McLENNAN	45	WACO TRIBUNE HERALD	1,128
	BROWN	11	BROWNWOOD BULLETIN	294
				<u>1,819</u>
13TH	GRAY	7	PAMPA NEWS	281
	HUTCHINSON	7	BORGER NEWS HERALD	281
	POTTER	73	AMARILLO GLOBE-TIMES, NEWS	1,083
	WICHITA	52	WICHITA FALLS RECORD-NEWS, TIMES	1,003
				<u>2,648</u>
14TH	NUECES	85	CORPUS CHRISTI CALLER TIMES	1,576
	VICTORIA	27	VICTORIA ADVOCATE	401
				<u>1,977</u>
15TH	CAMERON	12	BROWNSVILLE HERALD)	
		18	HARLINGEN VALLEY MORNING STAR)	1,036
	HIDALGO	17	McALLEN MONITOR)	
16TH	EL PASO	92	EL PASO HERALD-POST, TIMES	1,343
	ECTOR	35	ODESSA AMERICAN	633
				<u>1,976</u>



(2)

<u>CD</u>	<u>COUNTY</u>	<u>CIRC (M)</u>	<u>NEWSPAPER</u>	<u>NET COST</u>
17TH	HOWARD	10	BIG SPRING HERALD	368
	PALO PINTO	4	MINERAL WELLS INDEX	274
	PARKER	5	WEATHERFORD DEMOCRAT	221
	TAYLER	56	ABILENE REPORTER NEWS	<u>1,023</u>
				1,886
19TH	HALE	9	PLAINVIEW HERALD	281
	LUBBOCK	70	LUBBOCK AVALANCHE JOURNAL	1,083
	MIDLAND	20	MIDLAND REPORTER-TELEGRAM	<u>451</u>
				1,815
21TH	KERR	5	KERRVILLE TIMES	196
	TOM GREEN	51	SAN ANGELO STANDARD TIMES	<u>962</u>
				1,158
23	WEBB	18	LAREDO TIMES	529
	GUADALUPE	4	SEQUIN ENTERPRISE +WEEKLY (THURS)	200
		6	SEQUIN GAZETTE +WEEKLY (THURS)	<u>220</u>
				949
TOTAL COST			(estimated cost)	\$ 22,984



Campaign '76

Media Communications, Inc.

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

April 21, 1976

TO: STU SPENCER
FROM: PEGGY PILAS
SUBJECT: APPROVED INDIANA MEDIA PLAN

Below is a summary of the approved Indiana Media Plan, which includes 10 days of advertising commencing on April 24.

The total cost of the plan is \$75,000. Highlights of that plan are as follows:

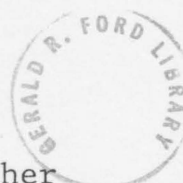
1. All broadcast plan utilizing television and radio. Newspapers are not included.
2. Only :30 units are planned for television. All radio spots are :60 units.
3. Increasingly heavy television coverage peaking during the last three days before the primary:

April 24-30	350 GRP's/50 per day
May 1-3	200 GRP's/70 per day
4. Television activity scheduled in all major ADI's with the exception of Chicago (because of it's high cost and spillout to Illinois):

Indianapolis
Fort Wayne
Terre Haute
Lafayette
South Bend/Elkhart
Evansville

Radio activity in all the above ADI's plus other selected cities recommended by the Indiana PFC:

Michigan City
Valparaiso
Gary/Hammond
New Albany
Jeffersonville
Clarksville
Richmond (IN)



STU SPENCER
INDIANA MEDIA
PAGE TWO

APRIL 21, 1976

Please call if you have any questions.

cc: Rogers Morton
Roy Hughes
Bruce Wagner
Clayt Wilhite
Pete Dailey



Campaign '76

Media Communications, Inc.

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

April 21, 1976

MEMO TO: STU SPENCER

FROM: CLAYT WILHITE

SUBJECT: PRIMARY STATES ADVERTISING STRATEGY

Listed below are immediately upcoming primaries with appropriate two week advertising start dates, budgets and current status.

For our planning purposes, we need your current thoughts on media advertising in these states with priorities and budget parameters where appropriate.

<u>State</u>	<u>Two Week Advertising Start Dates</u>	<u>Two Week Budget</u>	<u>Current Status</u>
Georgia	April 20	\$ 0	No Advertising
Alabama	April 20	0	No Advertising
D. C.	April 20	0	No Advertising
Indiana	April 24*	75,000*	10 Days of Advertising*
West Virginia	April 27	50,000	Preliminary Estimate Only
Nebraska	April 27	40,000	Preliminary Estimate Only
Maryland	May 4	80,000	Preliminary Estimate Only
Michigan	May 4	145,000	Preliminary Estimate Only
Oregon	May 11	55,000	Preliminary Estimate Only
Arkansas	May 11	30,000	Preliminary Estimate Only
Idaho	May 11	18,000	Preliminary Estimate Only
Kentucky	May 11	54,000	Preliminary Estimate Only
Tennessee	May 11	108,000	Preliminary Estimate Only
Nevada	May 11	22,000	Preliminary Estimate Only

* Previously approved.

I'll set up an appointment through Nancy for a discussion on the above.

cc: Bruce Wagner
Peter Dailey

Master

C.



Campaign '76
Media Communications, Inc.

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

master
File

April 21, 1976

MEMO TO: STU SPENCER

FROM: CLAYT WILHITE

SUBJECT: TEXAS MEDIA BUDGET

Because a substantial number of local and state candidates are seeking television advertising time in Texas, stations have been forced to provide them with spots that had originally been planned for the Presidential candidates. While this action will not reduce the total effect of our television schedule, it has cut the total cost. As a result, approximately \$15,000 is available for use in other media.

After discussion with Roger Wallace, Skip Watts and Fred Slight, we recommend the following alteration to the Texas plan:

1. Purchase 30 spots on all major Spanish radio stations in Texas during the last week of the campaign. This will include San Antonio, Brownsville, Harlingen, Corpus Christi, El Paso and Laredo.

Total Cost: \$ 1,127

2. Purchase one page B/W insertion to run the "President Ford, His Opponent and You" ad in the following markets:

San Antonio
Dallas
Ft. Worth

Total Cost: \$12,706

In order of priority, these markets represent areas where research indicates voter turnout will be high and the swing vote critical.

Let's discuss at your convenience.

cc: Skip Watts
Rogers Morton
Bruce Wagner

Peter Dailey
Roy Hughes

bcc: Dawn Sibley
Denise Considine
Carol Karasick
Peggy Pilas
George Karalekas



Campaign '76
Media Communications, Inc.

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

April 22, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: TEXAS RADIO COMPETITIVE

The American Conservative Union has asked for time on the Texas State Network. However, an order has not yet been placed.

cc: Roy Hughes
Rogers Morton
Skip Watts
Bruce Wagner
Peter Dailey



Master

Campaign '76

Media Communications, Inc.

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

April 22, 1976

MEMO TO: STU SPENCER

FROM: CLAYT WILHITE

SUBJECT: RONALD REAGAN HALF-HOUR TV PROGRAM IN TEXAS

Attached is new introductory and closing copy to the Ronald Reagan national half-hour television address which is being re-run in Texas. The first airing was Monday, April 19, on KTRK-TV in Houston.

The additional copy focuses on three specific points:

1. The voting mechanics for the Texas Primary.
2. Ronald Reagan's conservative appeal which cuts across party lines.
3. Ronald Reagan as the only conservative who can win in November.

We have a video tape of the program in our files should you wish to see it.

cc: Rogers Morton
Roy Hughes
Fred Slight
Peter Kaye
Bob Visser
Tim Austin
Bruce Wagner
Peter Dailey

bcc: Phelps Johnston
Peggy Pilas
Jack Frost
Bruce Bendinger



NEW INTRODUCTION FOR REAGAN 5 MINUTE

(TEXAS)

Saturday, May 1, is the Texas Primary and in each Congressional District there are four delegates committed to Ronald Reagan. Committed to making him the Republican candidate for President in November. By voting for each of them you vote for Ronald Reagan. The May 1 Republican Primary is an important election for all Conservatives; the Republicans as well as Democrats and Independents. For everyone who wants to break the bond of Federal bureaucracy in Washington. Listen to the only candidate who can win...Ronald Reagan.

NEW ENDING

Now you know why Ronald Reagan is the candidate for all Conservatives. Remember, he is represented on your ballot by four committed delegates. You should vote for all four in the May 1 Republican Primary to vote for Ronald Reagan. If you would also like to support the only Conservative candidate who can win now and in November send your contributions to.....(Address follows, then note on dollar limit per person, followed by repeat of address). Voice-over address...The only way to make Governor Reagan President is to vote in the Republican Primary on Saturday, May 1. For Texas the differences are clear. The choice is clear. Ronald Reagan--the Conservative who can win.



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 programing 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	Tues4/20 - 8:30 pm
	Atlanta	WXIA	Mon 4/26 - 8:00 pm
		WAGA	Tues4/27 - 8:00 pm
Alabama	Birmingham	WAPI	Tues4/20 - 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
Master

*b.c. Pilas
Karalekas
Sibley
Karasick*



Campaign'76

Media Communications, Inc.

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

April 26, 1976

MEMORANDUM TO: STU SPENCER

FROM: CLAYT WILHITE

SUBJECT: MEDIA SCHEDULE FOR 5-MINUTE
TEXAS PROGRAMING

The preliminary Texas 5-minute media schedule is attached (subject to minor changes due to availability of more appropriate time periods). Some highlights follow:

1. The plan includes all major stations in all major Texas markets. At the date of this memo, all times have been purchased with the exception of Harlingen which will be finalized today.
2. Because the media schedule was purchased late last week to maintain confidentiality, optimum times were not always available. However, wherever possible, the program will air 5:00pm - 11:00pm when both adult male and female viewership is at its peak. (Throughout the week, we will be attempting to re-negotiate the less desirable times into the 5:00-11:00pm period.)
3. When combined with our previously planned schedule of :60 and :30 television commercials, the week of April 26 will represent the heaviest television advertising schedule yet run for the President's Primary Campaign: ranging from a total of 400 to 450 GRP's, depending on the market.
4. We have been able to purchase some time periods immediately following Reagan half-hour telecasts. These occur in the following markets (assuming Reagan does not get advance notice and re-schedule his program):

<u>Market</u>	<u>Station</u>	<u>Date</u>	<u>Time</u>
Dallas/Ft. Worth	KXAS	Wed - 4/28	8:30 pm
San Antonio	KMOL	Mon - 4/26	10:30 pm
		Fri - 4/30	4:55 pm
	KSAT	Wed - 4/28	12:05 am
		Thur - 4/29	12:50 am
		Fri - 4/30	12:10 am

STU SPENCER
TEXAS MEDIA
APRIL 26, 1976

PAGE TWO

We are telecopying the complete schedule to Roger Wallace for forwarding to local PFC offices. This list can also be used to provide the news media with advance air dates for publicity purposes.

If you have any questions, please let me know.

cc: Rogers Morton
Roy Hughes
Skip Watts
Peter Kaye
Bruce Wagner
Peter Dailey
Tim Austin

bcc Pilas
Karalekar
Sibley
master



EL PASO:	KDBC	MON WED FRI	10:25 PM 10:55 PM 1:55-2:05 PM
HOUSTON	KHOU	TUES WED THURS FRI	3:55 PM 6:55 PM 12:30AM 12:25 PM
	KHTV	TUES FRI	10:30 PM 11:55 AM
	KPRC	FRI	10:30 PM
	KTRK	MON TUES FRI	5:25 PM 7:30 AM 10:35 PM
	KDOG	MON	10:00 PM
LAREDO	KGNS	MON WED	10:30 PM 10:30 PM
	KVTV	MON FRI MON TUES	5:25 PM 5:25 PM 10:25 PM 10:25 PM
LUBBOCK	KMCC	MON	10:40 PM
	KCBD	MON-WED-FRI	5:25 PM
WICHITA FALLS:	KSWO	FRI	11:35 PM
	KFDX	MON & FRI MON-TUES-FRI	3:30 PM 5:25 PM
MIDLAND/ODESSA:	KMID	MON & THURS MON & TUES MON & WED	5:25 PM 10:30 PM 6:30 PM
	KOSA	MON & FRI MON & WED FRI	6:00 PM 6:50 PM 10:40 PM
TYLER/LUFKIN	KTRE KLTV	TUES-WED-THURS-FRI TUES-WED-THURS-FRI	8:25 AM 8:25 AM
WACO:	KWTX	MON & TUES	3:55 PM
SAN ANGELO:	KCTV	TUES & FRI THURS TUES & THURS MON & FRI FRI	12:25 PM 5:25 PM 6:25 PM 10:25 PM 4:55 PM



SAN ANTONIO:	KMOL	MON	10:30 PM *
		FRI	4:55 PM *
	KSAT	MON	12:00 MIDNIGHT
		TUES	12:00 MIDNIGHT
		WED	12:05 AM*
		THURS	9:00 AM. 4:55PM,
			12:50 AM*
		FRI	12:10 AM*
	KENS	TBD	
HARLINGEN:		TBD	

*TIME PERIODS WHICH IMMEDIATELY FOLLOW REAGAN HALF-HOUR BROADCASTS



TV

TEXAS 5-MINUTE PROGRAMING SCHEDULE

<u>LOCATION/STATION</u>	<u>DATE</u>	<u>TIME</u>
ABILENE:	KRBC	MON 5:20 PM WED 5:20 PM THURS 5:20 PM
	KTXS	MON THRU FRI 6:51 PM
AMARILLO:	KFDA	WED 12:25 PM FRI 12:25 PM
BEAUMONT:	KFDM	MON 5:25 PM
	KJAG	TUES 8:25 AM WED 12:15 PM THURS 8:25 AM FRI 12:15 PM
	KBMT	MON 10:25 PM TUES 4:55 PM WED 10:25 PM THURS 4:55 PM FRI 10:25 PM
AUSTIN:	KTBS	MON 5:25 PM TUES 5:25 PM TUES 10:55 AM WED 6:55 PM WED 5:25 PM THURS 10:35 PM FRI 10:55 AM FRI 10:35 PM
	KTVV	MON 5:24 PM TUES 8:25 AM FRI 12:24 PM FRI 5:24 PM
CORPUS CHRISTI:	KRIS	TUES 5:25 PM THURS 5:25 PM
	KIII	TUES 7-9AM FRI 7-9AM
DALLAS/FT. WORTH:	KXTX	MON 11:00 PM WED 11:00 PM FRI 11:00 PM
	KDFW	TUES 6:30 AM WED 6:30 AM FRI 6:30 AM
	KXAS	WED 8:30 PM *



MASTER

Campaign '76

Media Communications, Inc.

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

April 28, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: PRIMARY STATES ADVERTISING BUDGETS

As you requested, attached are estimated media budgets for upcoming primary states. They include two totals... the Optimum Expenditure based on our recommended mix of :60 and :30 television, :60 radio and newspaper advertising... and a Minimum Expenditure that includes only :30 television and :60 radio. Both totals include provision for the use of the 5-minute documentary. Given the importance of the major primaries, we recommend submission of the Optimum Expenditure for Nebraska, Michigan, Kentucky, Tennessee, California and Ohio... with the implicit understanding that these figures may be reduced prior to advertising start dates.

We have now finalized the planned Texas media expenditures at \$275,341. This is \$2,335 over the \$273,006 estimate which you previously approved. If it is necessary to reduce this total, we need a decision today. Although we would not recommend it, some television could be cancelled since the plan calls for over 400 GRP's in major markets.

Finally, we should have approval of Nebraska and Michigan budgets today, since advertising is scheduled to start next Tuesday.

Let's discuss as soon as possible.

cc: Bruce Wagner
Peter Dailey
George Karalekas
Peggy Pilas
Dawn Sibley

cc: Denise Conzidine
Carol Karassick



PRIMARY STATES MEDIA PLANS

COST ESTIMATES

<u>STATE</u>	<u># WEEKS</u>	<u>OPTIMUM EXPENDITURE (1)</u>	<u>MINIMUM EXPENDITURE (2)</u>	<u>5-MINUTE COST (Included in other totals)</u>
NEBRASKA	1	\$ 28,197	\$ 15,882	\$ 2,700
MICHIGAN	2	167,126	116,859	15,000
OREGON	2	58,500	44,130	3,500
KENTUCKY	2	56,800	47,400	2,500
TENNESSEE	2	116,968	86,900	9,000
CALIFORNIA	2	387,300	306,500	32,300
IDAHO	2	16,700	12,900	1,200
NEVADA	2	23,400	18,600	1,700
ARKANSAS	1	19,400	13,400	2,000
NEW JERSEY	2	\$ 106,400 (radio & 5-minute TV only)		28,000

(1) :60 and :30 television, :60 radio, newspaper.

(2) :30 television, :60 radio.



Master

Campaign '76
Media Communications, Inc.

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

April 29, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: REAGAN RADIO - TEXAS

Attached for your information are transcripts of five Reagan :60 radio commercials being used in Texas.

Also attached is a comment by Reagan on the Merv Griffin Show in Dallas/Ft. Worth on Tuesday, April 27.

cc: Roy Hughes
Rogers Morton
Bob Visser
Fred Slight
Tim Ryan
Bruce Wagner
Peter Dailey



RONALD REAGAN
:60 RADIO

No other candidate in this year's Presidential Primary, Democrat or Republican, has ever won an election with as many votes as Ronald Reagan did when he was elected Governor of California. And he did it in a Democratic state. He received almost 3,000,000 votes, nearly a million more than his Democratic opponent. He repeated his victory four years later. Reagan, a proven winner. A proven leader.

REAGAN: "I believe that something has to be done to reverse the course this nation has been on. I believe that maybe it's time for people from outside of Washington, who are not a part of the family there, to go in, who are not bound by old friendships and old ties and who can go to work to reverse this course. And set us on the right course. I'd like very much to have your help in doing it. (applause)"

In Texas, the differences are clear, the choice is clear.
Ronald Reagan.



Paid for by Citizens for Reagan. Senator Paul Laxall, Chairman

REAGAN RADIO COMMERCIAL
:60

"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 are 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 will be no future opportunities, no time, to correct their error."

ANNOUNCER: For Texas the differences are clear. The choice is clear.
Ronald Reagan.

Paid for by Citizens for Reagan, Senator Paul Laxall, Chairman.



RONALD REAGAN
:60 Radio Texas

(Texas accent)

My name is Robert Milan, and I'm a Democrat. In the past I've supported for George Wallace. This year, for the first time in my life, I'm going to cross over and vote in the May 1 Republican Primary. It's now clear that George Wallace can't win his party's nomination. Ronald Reagan can. I want my vote to count this time around. Like Wallace, Reagan wants to give government back to the people, to cut our military spending and taxes, de-centralize welfare. He knows. that forced busing doesn't work. Reagan pleads that excessive government controls are weakening us in energy and agriculture. We're losing our position as the number one military power in the world. And Reagan can do something about it. But only if all conservatives, regardless of Party get behind him in the May 1 Republican Primary.

ANNOUNCER: The only way to make Governor Ronald Reagan President is to vote in the Republican Primary on Saturday May 1. For Texas the choice is clear. Ronald Reagan.

Paid for by Citizens for Reagan. Senator Paul Laxall, Chairman.



REAGAN RADIO COMMERCIAL :60
Texas

Saturday, May 1, is the Texas Republican Primary. For Texas the choice is clear. Ronald Reagan.

Reagan: "Mr. Ford's energy policy is a disaster. Prior to the Arab oil embargo, we imported only a fraction of our oil needs and yet, that embargo cost half a million Americans their job. Now, we import more than half of the energy supply we consume. Imagine how many Texans will lose jobs, how many industries will be forced to cut production or even shut down completely if there is another embargo. Where is the leadership we so desperately need? The energy bill Mr. Ford supported and signed into law, discourages exploration and cripples our nation's drive for energy self-sufficiency. Texas and the nation need energy independence and the leadership to get it.

The only way to make Governor Ronald Reagan is to vote in the Republican Primary on Saturday, May 1. For Texas, the differences are clear - the choice is clear. Ronald Reagan.

Paid for by Citizens for Reagan. Senator Paul Laxal, Chairman.



REAGAN :60 RADIO
TEXAS

My name is R. Miller Hicks and I am a Reagan delegate candidate for the Republican National Convention.

Governor Ronald Reagan is a winner. He is the only Republican conservative candidate that can win in November over any opponent. Governor Reagan won the governorship of California by over 1 million votes in a state where his Party was outnumbered 2 to 1. Let's face the facts: only Ronald Reagan

(TAPE INCOMPLETE)



RADIO TV REPORTS, INC.

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

TAPE #F-3

RONALD REAGAN FOR PRESIDENT

TRANS: 4/29/76

HERV GRIFFIN

F765077 30 Dallas/Fort Worth 4/27/76 KDFW 4:25PM

RONALD REAGAN: One of the biggest failures the Washington establishment has forced on us is forced busing. The people of Corpus Christi can testify that it's failed to achieve its goal. Instead, it has increased the bitterness and animosity it was supposed to reduce. Forced busing should be ended by legislation if possible. If not, then by Constitutional amendment. Control of education should be returned to local school districts.



Campaign '76

Media Communications, Inc.

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

April 30, 1976

MEMORANDUM FOR: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: INDIANA BUDGET RECAP

Attached is a recap of budget vs. commitment for the Indiana May 4 primary.

As of today, 4/30, we have spent \$68,535 of the \$75,000 approved budget, leaving \$6,465 unspent.

However, we have achieved our scheduled goals in television and radio. The underage is due to limited availabilities for the five minute TV documentary. This resulted because stations had to accommodate greater than anticipated requests for similar time by state and local candidates.

In summary, we have bought up to the maximum media time available to us in all markets, including five minute availabilities; and we know we are running as much as or more than other candidates.

Per your instructions the surplus is being returned to the PFC treasury for alternative purposes.

c.c. Peter Dailey
Roy Hughes
Bob Moot
Rogers Morton
Bruce Wagner

bcc Lafer
Sibley
Karasick
Considine
master



BUDGET VS. COMMITMENT REPORT

Campaign '76

Media Budget for INDIANA AS OF 4/30

	<u>T.V.</u>	<u>Radio</u>	<u>5 Min. TV Program</u>	<u>Other</u>	<u>Total</u>
Week of: 4/24	17,485	20,549	10,283	-----	48,317
5/1	<u>10,563</u>	<u>11,713</u>	<u>4,407</u>	-----	<u>26,683</u>
TOTAL	28,048	32,262	14,690	-----	75,000
	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____

Cash Commitment Report:

Committed for:

WEEK OF 4/24	17,485	19,439			36,924
WEEK OF 5/1	11,712	11,783			23,495
5 MINUTE			8,116		
	_____	_____	_____	_____	_____
	29,197	31,222	8,116		68,535
	_____	_____	_____	_____	_____

Uncommitted Budget	<u>1,149</u>	<u>1,040</u>	<u>6,574</u>	=====	<u>6,465</u>
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Campaign '76

Media Communications, Inc.

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

April 30, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER ~~X~~
SUBJECT: NATIONAL 5 MINUTE

The media cost of airing a cut-down version of our 5 minute documentary in prime time is approximately \$15,000 per network--we could try to 'roadblock' two networks for \$30,000.

To accomodate network clearances and a :15 fundraising tag, the program must be cut to 4 :15; revised copy is attached.

Since we have edited on videotape, the production cost of continuing to work on tape and complete this revision is approximately \$4500.

c.c. Peter Dailey
Roy Hughes
Rogers Morton

Attachments (4)

master



"FACES" DOCUMENTARY PROGRAM
(TV FIVE MINUTES)

2"

Pullup - music

NARRATOR:

In December of 1968, three American astronauts first saw the world at a glance. The distance obscured

4.5"

the diversity, the different faces of mankind. The view from space only magnified the peaceful sense that earth was mankind's common ground. We could forget that it was also fragmented, complex and difficult -- a divided world in need of reasonable men.

5"

MUSIC

Entering its third century, America is the strongest nation on earth. We have remained free because we have resolutely defended our right of choice -- the right to choose our way of life, our religion, and

1"

the right to choose our leaders.

SENATOR TOWER
VOICE OVER:

In the upcoming primaries, the voters of America will make an historic choice of leader. In choosing, each American shares the burden of leadership. As their patriotic duty, they will reflect carefully and then, vote.

SENATOR TOWER: I'm Senator John Tower and I would like to share with my fellow Americans the reasons that led to my choice for President and the compelling reasons I would urge all Americans to choose as I have.



13"

This country has faced and survived many difficult times in our two hundred year history. Always, we have survived them best when we have met doubt with resolution, fought panic with reason, and overcome frustration with patience.

SENATOR TOWER
VOICE-OVER:

When President Ford took office, the institutions of government were under challenge. He began to restore trust in government with an open administration, and his own frankness with the American people.

8"

He acknowledged he had not been elected by the ballot and asked for confirmation in our prayers.

He reminded us of our strength, that this was a government of laws, not of men. He moved quietly and firmly, out of his own abiding faith in our system.

He developed a leadership of responsibility, a leadership that did not panic into foolish action, that had the wisdom to wait, that had the courage to say "no" to the free spenders.



VOICE-OFF:

The President of the United States.

NARRATOR:

The proof of his leadership is in the results.

Under President Ford, the partnership of government and the American people has turned the economy around. More and more Americans are working. Inflation has been beaten back. Recovery is underway.

5"

Under President Ford, America is firmly committed to a policy of peace through strength.

Under President Ford, the lines of communication are kept open to all. The message is loud and clear. Our resolve has not slackened, our strength is second to none.

President Ford's steady, calm leadership has been acknowledged by the American voter. He has been confirmed by primary ballot throughout the nation.

However, some who seek the Presidency have not fared as well. In losing, they have fallen back on an ill-considered and perilously superficial message. They have made pronouncements about national defense that are both shallow and misinformed.

4"

It is false to say that we are second to the Soviets in military strength. The truth is that we are secure in our ability to defend the nation. The sophistication, the superior quality of our weapons, makes this so.

It is also true that though we are strong, we can never relax our guard. That is why President Ford has advocated the strongest possible defense throughout his lifetime in government.



As President, he has consistently fought for the largest defense budgets in history. For the first time in ten years, President Ford is reversing the trend of Congress and leading them to a record budget for national defense.

Those who would seek the presidency must not confuse political rhetoric with reality. Those who would seek the presidency must be equal to its burdens. They must not use words bristling with impatience or indulge in careless sabre-rattling. They must not forget that confrontation between nuclear giants can mean the extermination of mankind.

PRESIDENT
FORD:

"Americans will not long heed the counsels of fear. Our confidence in ourselves is too deep, rooted in two centuries of trial and triumph. Never fear, America and Americans will prevail."

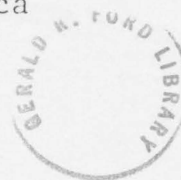
NARRATOR:

America needs responsible leadership. President Ford has demonstrated the calm judgment to cope with a complex, difficult and divided world.

His steady, reasoned course will meet the challenge of what lies ahead.

President Ford is your President. Keep him.

TOTAL - APPROX 46.5"
cut



Campaign '76

Media Communications, Inc.

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

April 30, 1976

MEMO TO: STU SPENCER
FROM: CLAYT WILHITE
SUBJECT: REAGAN ADVERTISING IN TEXAS

The attached information details the cross-section of organizations who have been purchasing newspaper advertising on Reagan's behalf in Texas. Note that most appeared during the last few days of the campaign.

We have requested copies of all the advertising.

cc: Bob Visser
Tim Ryan
Roy Hughes
Bruce Wagner
Peter Dailey
Peter Kaye
Fred Slight
master



COMPETITIVE REPORTTEXAS NEWSPAPERSCANDIDATE: REAGANADI/PUBLICATIONDALLAS/FT. WORTH

DALLAS TIMES-HERALD

INSERTION
SIZEINSERTION
DATEPLACED BY:1 PAGE
6 COL. X 12"
1 COL. X 20"
1 COL. X 18"4/30
4/29
4/30
4/30TEXAS FRIENDS FOR REAGAN
DELEGATES FOR REAGAN
"
"

SHERMAN DEMOCRAT

3 COL. X 18"
2 COL. X 1½"4/25
4/28DR. 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

GALVESTON 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"
5 COL. X 14"4/28
4/30-----

KERRVILLE MOUNTAIN SUN

1 PAGE

4/22

KERR COUNTY COMM. FOR
REAGAN½ PAGE
1 PAGE
½ PAGE4/22
4/29
4/29"
"
"

VICTORIA ADVOCATE

1 PAGE
1 PAGE4/28
4/30 OR 5/1DRAKE AGENCY, HOUSTON
DELEGATES FOR REAGANWACO/TEMPLE

TEMPLE TELEGRAM

1 PAGE

4/28

DRAKE AGENCY, HOUSTON

TEXARKANA

HENDERSON NEWS

4 COL. X 5"

4/11-29(6X)

CITIZENS FOR REAGAN

TEXARKANA GAZETTE NEWS

1 PAGE

4/29

DRAKE AGENCY, HOUSTON

ADDITIONAL PUBLICATION

<u>TEXARKANA</u>	<u>INSERTION SIZE</u>	<u>INSERTION DATE</u>	<u>PLACED BY:</u>
LONGVIEW JOURNAL NEWS	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	"
MARSHALL NEWS MESSENGER	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	1/4 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

Master

Campaign '76

Media Communications, Inc.

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

April 30, 1976

MEMO TO: STU SPENCER
FROM: PEGGY PILAS
SUBJECT: REVISED NEBRASKA MEDIA PLAN

Attached for your review is the revised Nebraska Media Plan, which includes seven days of advertising commencing on May 4.

The total cost of this plan is \$17,000. This represents an increase over the planned budget (\$15,882) resulting from last minute availabilities of particularly good (and more costly) five-minute time periods.

We recommend the additional purchases to help offset the loss of the second week of the media schedule.

Highlights of the Plan are as follows:

1. A heavy-impact all-broadcast Plan:

5/4 - 5/10

Television (:30 only)	350 GRP's
Television (5 minute)	5-8 Showings/Station
Radio (:60 only)	36 Annct/Sta/Week

2. Television and radio activity scheduled in three major ADI's:

Omaha
Lincoln/Hastings/Kearny
North Platte

3. Additional radio activity in two ADI's which overlap into adjacent states:

Sioux City
Cheyenne

Television is not scheduled in these areas because of significant spill-out to Wyoming and Iowa.

STU SPENCER
APRIL 30, 1976
Page Two

Also attached for your information is the Nebraska radio commercial rotation schedule and a list of the proposed stations for airing of the 5-minute "Faces" commercial.

Please advise if you have any questions.

cc: Rogers Morton
Roy Hughes
Bruce Wagner
Clayt Wilhite
Peter Dailey



NEBRASKA

VOTING/DEMOGRAPHIC ANALYSIS

PRIMARY MEDIA PLAN



Prepared By: Campaign '76 Media
Communications, Inc.

Date: April 30, 1976

NEBRASKA

MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 5/4	Week of	Week of	Week of
<u>OMAHA</u>				
TV (:30 ANNCT.)	<u>350 GRP'S</u>			
TV (5 MIN)				
RADIO (:60 ANNCT.)	<u>36 ANN/STA/WK</u>			
<u>LINCOLN/HASTINGS/KEARNEY</u>				
TV (:30 ANNCT.)	<u>350 GRP'S</u>			
TV (5 MIN)				
RADIO (:60 ANNCT.)	<u>36 ANN/STA/WK</u>			
<u>NORTH PLATTE</u>				
TV (:30 ANNCT.)	<u>350 GRP'S</u>			
TV (5 MIN)				
RADIO (:60 ANNCT.)	<u>36 ANN/STA/WK</u>			
<u>SIOUX CITY</u>				
RADIO (:60 ANNCT.)	<u>36 ANN/STA/WK</u>			
<u>CHEYENNE</u>				
RADIO (:60 ANNCT.)	<u>36 ANN/STA/WK</u>			



MEDIA ADVERTISING BUDGET SUMMARY

<u>ADI/MEDIUM</u>		<u>ADVERTISING WEEKS (TUES-MON)</u>			<u>GRAND</u>
		<u>5/4</u>			<u>TOTAL</u>
		\$	\$	\$	\$
OMAHA	TV	5,321			
	RADIO	4,973			
	NEWSP.	----			
	TOTAL	10,294			
LINCOLN/HASTINGS/ KEARNEY	TV	2,592			
	RADIO	2,576			
	NEWSP.	----			
	TOTAL	5,168			
NORTH PLATTE	TV	587			
	RADIO	246			
	NEWSP.	---			
	TOTAL	833			
SIOUX CITY	TV	---			
	RADIO	204			
	NEWSP.	---			
	TOTAL	204			
CHEYENNE	TV	---			
	RADIO	501			
	NEWSP.	---			
	TOTAL	501			
GRAND TOTAL	TV	8,500			
	RADIO	8,500			
	NEWSP.	----			
	TOTAL	17,000			
	TV				
	RADIO				
	NEWSP.				
	TOTAL				



CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

NEBRASKA TELEVISION
PROPOSED STATION LIST
FOR 5-MINUTE COMMERCIAL

OMAHA

KMTV

KETV

WOWT

LINCOLN/HASTINGS/KEARNEY

KOLN

KHGI

NORTH PLATTE

KNOP



TYPE OF STATION

COMMERCIAL

ALL FARM STATIONS

(Primarily located in the
North Platte, Sioux City
and Cheyenne ADI's)

}

"FACTS GENERAL" - 20%
"FACTS FARMERS" - 30%
"RESPONSIBILITY" - 20%
BUTZ - ADVOCATE - 15%
HRUSKA - ADVOCATE - 15%

NON-FARM STATIONS

(Primarily located in the
Omaha and Lincoln/Hastings/
Kearny ADI's)

}

"FACTS GENERAL" - 30%
"FACTS OLDER AMERICANS" - 25%
HRUSKA - ADVOCATE - 15%
"RESPONSIBILITY" - 30%



