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REAGAN-BUSH '84

The President's Authorized Campaign Committee

4/17 4:00 PM
MDT

RR agrees
re both.

JAB III

MEMORANDUM FOR JAMES A. BAKER, III

FROM: Ed Rollins

DATE: April 17, 1984

RE: North Carolina and Alabama political situations

1. North Carolina

Senator Helms insists that the attached telephone script be used as part of the North Carolina voter registration effort.

I believe it is highly inappropriate for the President, or Reagan-Bush '84, to be associated with this heavy-handed attempt ("block voters") to stir up racial tensions. With your approval, I will not permit this script to be used.

Senator Helms has indicated that he will call the President directly. I hope that the President will choose not to involve himself in this matter.

2. Alabama

Alabama will send 38 delegates to the Dallas convention.

28 delegates were elected in the March 13 primary. Of these, 7 (25%) were women.

The remaining 10 Alabama delegates are appointed by the President. Senator Denton insists that 8 of these 10 delegates be male.

This would leave the Alabama delegation with just 9 (23%) women. This percentage represents a decline from the 28% level achieved in the 1980 delegation. Alabama would be the only state with a lower percentage of women in 1984 than four years earlier.

I have asked Lou Kitchin, our Southern Regional Campaign Director, and Jack Edwards, our Alabama Chairman, to work with Senator Denton to make sure at least 6 of the 10 presidentially-appointed delegates are women.

Senator Denton has indicated that he may call the President on this matter.

Page Two

I have talked to Ed Allison and Drew Lewis about both of these matters and they are in full accord with my decisions.

I hope that I have your support as well.

#2

HELLO, THIS IS RICHARD PETTY. I'M HELPING CONDUCT A PUBLIC
OPINION POLL THRU THIS RECORDED MESSAGE. PLEASE RESPOND AT
THE SOUND OF THE TONE.

IF THE ELECTION FOR PRESIDENT WERE HELD TODAY, WOULD YOU
VOTE FOR WALTER MONDALE, OR RONALD REAGAN?

IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, WOULD YOU
VOTE FOR JIM HUNT, OR JESSE HELMS?

NOW THE LAST QUESTION: DO YOU APPROVE OF JESSE JACKSON
REGISTERING 200,000 NEW BLOCK VOTERS IN NORTH CAROLINA?
THANK YOU!

26 Seconds

REAGAN-BUSH '84

The President's Authorized Campaign Committee

REAGAN-BUSH '84 INITIAL MEDIA FLIGHT

OBJECTIVES

- Establish an umbrella theme to carry the campaign through the convention
- Revitalize the President's perceptual standing with voters following the vigorous anti-Reagan onslaught of the Democratic primaries
- Project the reality of strong, confident, successful leadership that assures hope for the future as a contrast to the Democratic debate
- Generate initial awareness of the campaign

THEMES

- Leadership. Reagan is a highly trusted, strong leader. His leadership has induced considerable positive change.
- Competence. Reagan gets things done, as evidenced by the economic recovery and control of inflation.
- Future Vision. Reagan's changes have given rise to a new era of opportunity for America's future. Administration accomplishments in quality education, expanding economy, controlling inflation, space and stimulation of high technology are issues which bridge the past and the future.
- Traditional Values. Reagan has re-established and reinforced traditional values which offer stability and security, and are a sound basis on which to build on the future.
- Caring. Reagan is caring and concerned about people and has drawn strength from his populist appeal.

TONE

- Focus attention on the past to anchor the scope and benefit of the changes Reagan has made and project that change into the future, essentially answering the question "are you better off today than you were four years ago?", while postulating, "things can get even better with continued Reagan leadership."
- The spots should be generally positive in tone, drawing upon some of the first term's accomplishments and emphasizing that the President's leadership has made, and will continue to make,

REAGAN-BUSH '84

The President's Authorized Campaign Committee

Media Flight, p. 2

a vital difference.

-The tone should also build on the feelings of optimism and confidence in ourselves, our leaders, and our country.

TIMING

The emphasis on leadership will work best in the period between the President's China trip in late April and his June summit meeting in Europe. Therefore, the optimum time for a first flight is the ten-day period just before the Memorial Day weekend. The period has the advantages of:

- Intensity of audience interest in political messages is higher during this period than it will be in June or July because of the proximity to the attention given to the Democratic primary contest.
- A divided opposition still in contention for the nomination will provide us with a unique opportunity to present our positive message of presidential leadership in stark contrast to their bickering and pointless debate. This contrast can and should be achieved indirectly, with no specific reference to the Democratic contest.
- Media coverage in late April and early May will be dominated by the Normandy event and the June summit meeting in London. These events will generate substantial print and electronic media coverage fitting neatly under our umbrella theme of leadership, and thus reinforce our primary objective.

TARGETS

- In general, our target is the slightly upscale voter. (Give more weight to those with household incomes between \$18,000 and \$30,000; weight less heavily those who did not graduate from high school.)
- We need to softly target the blue collar, catholic and middle-aged voters (45-55).
- Radio spots aimed at hispanics in California and Texas and younger voters (under 35) should supplement the television effort.

440 First Street N.W., Washington, D.C. 20001 (202) 383-1984

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer

REAGAN-BUSH '84

The President's Authorized Campaign Committee

TO: James A. Baker III
Michael Deaver
Frank Fahrenkopf
Paul Laxalt
Drew Lewis
Ed Rollins
Stuart Spencer

FROM: Richard B. Wirthlin

DATE: March 23, 1984

SUBJECT: Additional Tables

Attached are two additional tables relevant to the memo I sent you on the results of the March survey. They show the President's job approval and reelect results broken down longitudinally by key constituencies.

Reagan Job Rating -- General
(Approve)

"Do you approve or disapprove of the way Ronald Reagan is handling his job as President? Would that be strongly (approve/disapprove) or just somewhat (approve/disapprove)?"

	May 27-30 1983	Jul 30-31 1983	Aug 17-22 1983	Sep 6-9 1983	Sep 23-25 1983	Oct 18-21 1983
Aggregate	56	52	50	50	54	58
Base Republicans	85	88	82	80	80	89
Small business	59	*	58	55	*	68
Farm Belt states	57	54	52	53	63	56
Blue-collar workers	58	56	51	45	56	61
Senior citizens	44	54	48	44	47	52
Women	49	49	44	47	46	52
Catholics	57	51	52	51	58	64
Independents/Leaners	60	61	57	51	55	58
White Baptists	58	57	54	53	55	62
18-24 year olds	57	53	55	64	50	61
Professionals	54	60	64	63	60	70
Veterans	*	*	56	*	*	*
Irish	*	*	*	*	*	*

	Oct 26-28 1983	Nov 25-29 1983	Dec 14-17 1983	Jan 18-21 1983	Feb 2-4 1984	Mar 7-11 1984
Aggregate	55	62	64	62	58	59
Base Republicans	81	87	93	90	89	88
Small business	*	69	74	67	70	66
Farm Belt states	51	60	55	65	71	60
Blue-collar workers	57	62	71	66	59	60
Senior citizens	50	57	60	61	47	50
Women	50	58	59	56	53	56
Catholics	58	61	58	61	54	61
Independents/Leaners	57	66	65	62	61	63
White Baptists	55	70	78	70	62	68
18-24 year olds	66	56	62	65	66	68
Professionals	57	68	61	69	64	56
Veterans	*	69	*	66	63	58
Irish	*	*	*	*	*	61

2123
10:00a.m

THE WHITE HOUSE

WASHINGTON

February 10, 1984

MEMORANDUM TO MIKE DEEVER
MIKE McMANUS

FROM: PAM BAILEY *PAB*

SUBJECT: ~~Follow-up to Wirthlin Meeting~~

The attached is an attempt to organize last Saturday's Wirthlin data into communications goals with supporting strategies. (Because the actual handouts have yet to be received, this is a draft based on notes and may be off in some areas.)

If the goals and strategies have some logic, then action steps to carry out each strategy can be determined next. They would be, according to the particular item, allocated among RR, campaign, RNC, surrogates, Cabinet, White House Staff and "special spokesmen."

~~In developing a communications plan from this perspective, RR's schedule and communications can be measured against its contribution to the plan.~~ For instance, in the weeks ahead, there are few opportunities for RR to emphasize inflation achievements or to demonstrate that his policies have resulted in jobs. Government waste accomplishments are missing, too. Should they be added or should surrogates take on those issues? World leadership in light of recent events may be issues we'll address as well.

Finally, below is a ~~list of possible strong spokesmen.~~ Perhaps no one person can serve the purpose. If we go with a core group, each person could be assigned an area or constituency of expertise and utilized when that area becomes a priority. The list could include:

- | | |
|------------------------|------------------|
| <i>Gerald Ford</i> | Jack Kemp |
| <i>Maureen Reagan</i> | Paul Laxalt |
| <i>Elizabeth Dole</i> | Trent Lott |
| <i>Henry Kissinger</i> | Bob Michel |
| | John Connolly |
| | Frank Fahrenkopf |
| | Guy Vander Jagt |
| | Drew Lewis |
| | Bob Dole |

GOAL I

Maintain and solidify RR's issue and image strengths considered most important to voters, especially blue collar workers. RR's image is a strong, positive one. It should be maintained and protected. He is seen as a strong leader who is intelligent, courageous, tough, trustworthy and effective in getting things done. He is recognized for his inflation accomplishments, being a respected world leader and producing economic growth.

GOAL II

Improve voter perception of RR in several key issue and image areas.

GOAL III

Maintain and reinforce RR's wide advantages over Mondale in certain key issue and image categories - i.e., inflation, government waste, strong leader, strengthening America's defenses and growth in the future. These same points are Mondale's major weaknesses on issues of importance to voters.

GOAL IV

Decrease voter recognition of Mondale's current issue and image strengths - i.e., jobs, cares about people, education, preserve world peace.

GOAL V

Be prepared to rebut Mondale's fairness attack on RR and on RR's "safe course of action" image.

GOAL VI

Improve RR standing among women in key issue and image areas, closing gap with Mondale.

GOAL I

Maintain and solidify RR's issue and image strengths considered most important to voters, especially blue collar workers. RR's image is a strong, positive one. It should be maintained and protected. He is seen as a strong leader who is intelligent, courageous, tough, trustworthy and effective in getting things done. He is recognized for his inflation accomplishments, being a respected world leader and producing economic growth.

Strategy 1

Include in virtually every RR communication action step, points on RR's accomplishments in reducing inflation, attacking government waste, and stimulating economic growth.

*Employee
Bonus
(title)*

*(Fuller) Review Group / looking at J. Paul Commission
recommendations.*

Strategy 2

Position RR in visible Presidential settings avoiding, where possible, partisan rhetoric. (FR)

Strategy 3

Fully utilize available opportunities to emphasize RR's image as a respected world leader.

Strategy 4

Emphasize RR's vision for the future and policy agenda, especially his four great goals.

Strategy 5

Emphasize RR's accomplishments as RR's delivering on his promises and his effectiveness in getting things done.

Strategy 6

Maintain RR's position on education vis-a-vis Mondale by emphasizing RR's leadership and accomplishments.

(FR/C7)

GOAL II

Improve voter perception of RR in several key issue and image areas:

- Preserve World Peace (2)
- Reduce Government Waste
- Crime
- Reduce Government Spending } 3
- Environment
- Jobs *and growth (1)*
- Cares and Concerns about People */scheduling/*

Strategy 1

Present RR's foreign policy initiatives in terms of his overall policies for maintaining world peace.

Strategy 2

Initiate in a visible and dramatic way new RR proposals for attacking government waste. Avoid letting the Democrats make DOD waste a campaign issue. Turn the "waste" debate away from the controversial Grace Commission toward positive initiatives the public can identify with.

Strategy 3

Demonstrate RR leadership on crime and relate it to daily concerns of Americans and the strengthening of traditional values -- i.e., victims of crime, family violence, pornography, crime bill

Strategy 4 *need to get Ruckelshaus more.*

Utilize the new leadership at Interior to favorably position the Administration on environmental issues.

Strategy 5

Translate economic growth and other RR policy successes into jobs for people.

Strategy 6

Through presentation of certain policy issues and scheduling opportunities demonstrate that RR cares and is concerned about people.

Strategy 7

Position RR as a leader who understands the deficit and its causes and has a solution.

GOAL III

Campaign and RNC objective.

Maintain and reinforce RR's wide advantages over Mondale in certain key issue and image categories - i.e., inflation, government waste, strong leader, strengthening America's defenses and growth in the future. These same points are Mondale's major weaknesses on issues of importance to voters.

Strategy 1

Present RR's inflation successes in contrast to poor record of Carter/Mondale.

Strategy 2

Emphasize RR's government waste record as contrasted with the non-record of Carter/Mondale.

Strategy 3

Position RR as a strong leader while presenting Mondale as a weak leader who was a participant in Carter Administration failed policies. Tie Mondale to Carter V.P. wherever possible.

Strategy 4

Remind voters, where appropriate, that RR has strengthened America's defenses.

Strategy 5

(Growth in the future.)

GOAL IV

Decrease voter recognition of Mondale's current issue and image strengths - i.e., jobs, cares about people, education, preserve world peace.

Strategy 1

Demonstrate that Mondale's policies don't result in more jobs, as contrasted with RR's policies which have.

Strategy 2

Present the facts on the basic unfairness to people of Carter/Mondale policies.

Strategy 3

Maintain focus on the negatives of Mondale's education policies.

Strategy 4

Relate problems with Mondale's policies and proposals to prospects for world peace.

GOAL V

me / R-B objectives

Be prepared to rebut Mondale's fairness attack on RR and on RR's "safe course of action" image.

Strategy 1

Relate economic good news to fairness, as well as regulation and government waste successes.

Strategy 2

Emphasize accomplishments and programs with more \$ or improvements (CSE).

Strategy 3

Point out unfairness of inflationary Carter/Mondale policies.

GOAL VI

Improve RR standing among women in key issue and image areas, closing gap with Mondale.

Strategy 1

Develop and implement a communications plan to articulate meaning to women of RR's economic policy successes.

Strategy 2

Initiate one or two policy measures -- such as equal pay study -- which would demonstrate RR's concern for women.

THE WHITE HOUSE
WASHINGTON

Date: March 2

TO: Mike Deaver
FROM: **Michael A. McManus, Jr.** *M.A.M.*
for
Assistant to the President
and Deputy to Deputy Chief of Staff

- Information
- Action
- Let's Discuss

This is the cable
information you requested.



March 2, 1984

Mr. Michael McManus
Assistant to the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D. C. 20500

Dear Mike:

I am enclosing the background information on cable penetration and usage of television in CATV homes, which was referenced in David Caldwell's February 16 letter to you. Also enclosed are recent articles from Multichannel News and CableVision magazine regarding: coverage by C-SPAN and CNN of the Iowa Caucus; coverage of the March 13 Primaries by the Southern Regional Council; and some additional information regarding cable viewing habits.


The source of the basic information on cable penetration and viewing habits is A. C. Nielson Co. which yesterday provided me with the attached information on an informal basis prior to an expected release in mid-April. Nielson's estimate of 34,740,330 CATV homes is substantially larger than the number which we had used in attempting to quantify our potential viewing audience.

The articles regarding coverage of the Iowa Caucus are interesting because they indicate a broadening use of cable for campaign coverage and significant viewing audience interest, particularly in unedited or extended coverage formats. I thought the article concerning the March 13 Primaries demonstrated a significant interest among the major multiple cable system operators, such as Cox, Storer, ATC and Group W, in carrying extended campaign coverage.

I am very pleased to hear that our project is beginning to take shape.

Best regards.

Sincerely,


George Y. Wheeler

TELEVISION VIEWING DATA

OBTAINED FROM

A. C. NIELSON COMPANY
1290 AVENUE OF THE AMERICAS
NEW YORK, NEW YORK 10104

Part of 1984 Annual Television
Viewing Report to be Released Approximately

April 15, 1984

Reflects Survey Results as of

November 1983

1. Average Hours of Television Usage Per Television Household - Monday through Sunday - All Hours

	<u>Cable Household^{*/} (Hours)</u>	<u>Non-Cable Household (Hours)</u>
Total (All Services)	57.80	48.23
Network Affiliated Stations	34.86	39.11
Independent Commercial Stations	12.35	9.35
Public/Educational Stations	1.56	1.73
Other Non-Broadcast Cable Services	12.72	---
<u>Sum of Foregoing Stations and Services</u>	<u>61.49^{**/}</u>	<u>50.19^{**/}</u>

*/ Total CATV Homes:
34,740,330

**/ These sums exceed the "Total (All Services)" because of simultaneous multi-set usage in approximately 6% of cable households and approximately 4% of non-cable households.

2. Average Hours of Television Usage Per Television Household - Monday through Sunday - Prime Time

	<u>Cable Household^{*/} (Hours)</u>	<u>Non-Cable Household (Hours)</u>
Total (All Services)	14.33	12.71
Network Affiliated Stations	10.13	11.30
Independent Commercial Stations	2.11	1.61
Public/Educational Stations	.42	.55
Other Non-Broadcast Cable Services	3.03	---
<u>Sum of Foregoing Stations and Services</u>	<u>15.69^{**/}</u>	<u>13.46^{**/}</u>

*/ Total CATV Homes:
34,740,330

**/ These sums exceed the "Total (All Services)" because of simultaneous multi-set usage in approximately 9% of cable households and approximately 6% of non-cable households.

3. Distribution of Television Viewing in Cable Households -
By Source-Composite of All CATV Homes - Monday through Sunday.

	<u>All Hours</u> ^{*/}	<u>Prime Time</u> ^{*/}
Network Affiliated Stations	71	80
Independent Commercial Stations	20	14
Public/Educational Stations	3	4
Pay Television	5	6
Local Origination/ Ad Supported Cable Services	5	4
Total	<u>104</u> ^{**/}	<u>108</u> ^{**/}

*/ Percent of total viewing in All CATV homes by source.

**/ These figures exceed 100% because of multi-set usage
in a number of CATV homes.

4. Distribution of Television Viewing in Cable Households -
By Source - Cable Homes Taking Pay Television - Monday
through Sunday

	<u>All Hours</u> ^{*/}	<u>Prime Time</u> ^{*/}
Network Affiliated Stations	55	67
Independent Commercial Stations	21	13
Public/Educational Stations	2	3
Pay Television	17	19
Local Origination/ Ad Supported Cable Services	<u>12</u>	<u>9</u>
Total	107 ^{**/}	111 ^{**/}

*/ Percent of total viewing in CATV homes taking at least one pay television service by source.

**/ These figures exceed 100% because of multi-set usage in a number of CATV homes.

Multichannel News

A Fairchild Business Publication

The Newspaper for the New Electronic Media

Vol. 5 No. 8 — February 27, 1984 — 51.00

Analyst Sees Pay Service Pricing War

By Joe Boyle
New York Bureau Chief

NEW YORK CITY—The competition between Home Box Office and Showtime/The Movie Channel continues to heat up, and a number of industry experts expect both services will now begin a series of price-cutting measures to increase market share.

One Wall Street analyst said such cost-cutting moves involve a logical progression that began with decisions by both companies to become more involved with exclusive product as a way of differentiating their services.

In a recent report on Time Inc., Richard MacDonald, an analyst with the First Boston Corp., reported that since HBO and Showtime/TMC have already begun taking measures to secure exclusive product, it is now likely they will begin cutting wholesale

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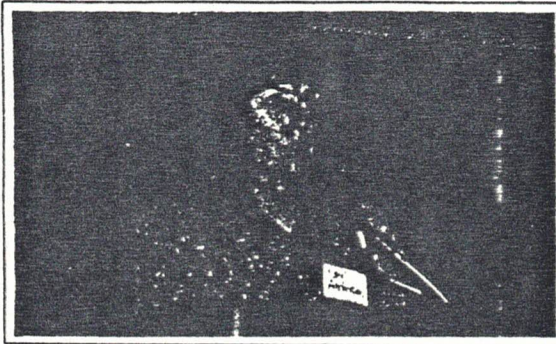
Wheeler Ponders New Job Offers

By Paul McCloskey
Washington Bureau Chief

WASHINGTON, D.C.—National Cable Television Association president Tom Wheeler said last week he has entertained a number of job proposals from the cable industry in the past several months, but emphasized his chief current priority was seeing through passage of H.R. 4103, the cable

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Pacific Bell Courts Cable



Pacific Bell district manager, Cable/Wideband Services, Kare Anderson courts the southern California cable TV industry with a number of proposals combining cable and telephone technologies, outlining a "confluence of opportunities" for the two businesses and reviewing the telco's cable franchise application in Palo Alto, CA. Ms. Anderson spoke in Los Angeles last week before the Southern California Cable Association (see story, p. 8).

Baseball Adopts Pay TV 'Pool'

By Alan Breznick
New York Correspondent

NEW YORK CITY—Major league baseball teams will be able to bring games from other cities into their markets for pay TV showing, under a "pool" program developed by the commissioner's office for the upcoming season.

Directing the pay TV pool project will be David Alworth, as manager of broadcast operations for the commissioner's office. Mr. Alworth took the position Feb. 21, having served the commission as director of operations for Major League Baseball Productions since May, 1983. Prior to joining

the baseball organization, Mr. Alworth had worked for both NBC and Home Box Office.

Unanimously approved by the 26 baseball owners at their winter meetings in Dec., the pool is designed to help teams strengthen their cable and subscription TV packages. Baseball officials said it should also help many of the pay regional sports networks, some of which are fully or partly owned by baseball teams.

In addition, the program is designed to eliminate the confusion and inconsistencies that have plagued earlier attempts by teams to acquire the telecast

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Canadian DBS Company Buys First Decoders From Oak Industries

By Kimberley Noble
Toronto Correspondent

TORONTO (FNS)—Oak Industries Inc. of San Diego last week announced that it has developed and will soon market the first personal decoder for direct broadcast satellite TV application.

The first 5,000 of Oak Industries' new "PD" will be shipped in June to Canadian Satellite Communications Inc. (Cancom) of Toronto for \$1.2 million. Oak chairman Everitt Carter said last Monday.

Cancom will retail these addressable decoders, which will descramble the package of TV and radio signals that the company relays to customers via Canada's Anik D-1 satellite, through selected dealers at about \$300 each.

Oak, which also created the Orion satellite scrambling system, first started to develop a personal decoder about a year-and-a-half ago, Mr. Carter said. The company shelved the project when it looked as if "the technology was going to hop over us," Mr. Carter said.

"Everybody wanted to go digital, but they have not been able to deliver or to bring the price down," he said in an interview. "When the economics obviously became a major factor, we came back into it," reviving plans for the PD about five months ago.

"In this business, you have to strike while the iron is hot—or

else the technology passes you by," Mr. Carter said.

Although Oak put up the \$5.4 million needed to develop the decoder, which offers analog video scrambling and digital audio scrambling, Oak worked closely with Cancom to design the product to the Canadian company's specifications. Mr. Carter described the two companies' efforts as a "free flow of technical and business information," made possible by Cancom's position as

Please turn to page 28

Gen'l Instrument Names Chang President, COO

NEW YORK CITY—General Instrument Corp. last week named C.M. Morris Chang, a Texas Instruments executive of 25 years, as president and chief operating officer.

Mr. Chang was also elected as a member of the company's board of directors.

Mr. Chang, 52, will report to Frank Hickey, chairman and chief executive of the New York-based company, which is involved in the pay television industry primarily through its Jerrold Division.

GI has not had a president or chief operating officer since Mr.

Please turn to page 28

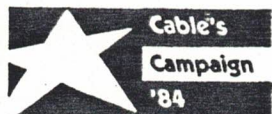
Cable Nets Off to Fast Start With Coverage of Iowa Caucus

By Susan Cobb
News Editor

DES MOINES—The cable industry's first crack at large-scale coverage of Iowa's first-in-the-nation presidential election caucuses last week seemed to be a whopping success, with both C-SPAN and Cable News Network reporting favorable responses of an unprecedented nature from both viewers and media colleagues.

C-SPAN scored a particular coup over cable and broadcast

media alike with a live, uninterrupted presentation of a large caucus here, followed by a taped



showing of a caucus on a hog farm 50 miles away, attended by 19 people.

"The reaction was thrilling," said Brian Lamb, president of the public affairs network

"Without question, it was the most reaction we've ever received out of anything we've ever done."

He cited "gushing comments" from callers thanking the network for its presentation of the caucuses in particular, as well as for its weeklong package of caucus-related coverage.

As a further compliment, the Iowa Democratic party has asked C-SPAN for copies of the caucus tapes to use as a training

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Iowa

Continued from page one
tool.

Iowa cable operators echoed C-SPAN enthusiasts. Karen Kalergis, director of community programming for Hawkeye CableVision, an American Television & Communications unit in Iowa City, said the reaction in her community to C-SPAN's coverage "was very, very favorable." C-SPAN "showed the difference an aggressive public affairs stance can make," Ms. Kalergis said, adding the network "did [the caucuses] justice by explaining the whole grassroots process."

"The coverage overall did what C-SPAN wanted it to do," said Rich Gilman, director of advertising & studio operations for Heritage Cablevision of Des Moines. "Every major network... was here in town and the only people who really covered the caucuses were C-SPAN."

Mr. Gilman was equally as pleased with the performance of his own staff, which was "at the 24-hour beck and call of C-SPAN" for the week preceding the caucuses. The Heritage crews filmed the rural caucus and assisted in filming the caucus here as well as a caucus-day visit by President Reagan and various other events throughout the week.

"In a selfish way, we felt a lot

of it was our production," Mr. Gilman said. "The rest of the world may never know it, but we do."

Indeed, Brian Lockman, executive producer of election coverage for C-SPAN, said the network's effort "wouldn't have worked at all if it hadn't been for the people at Heritage."

Also basking in post-caucus kudos is Cable News Network, which for all appearances seemed to match the three, more-amply-staffed, better-financed broadcast networks. And by some accounts, CNN bested the nets, peppering its all-news format with a sophisticated blend of packaged and live reports.

CNN executive producer Bob Furnad said he was "pleased as punch" with CNN's show from Iowa.

"The people who watched CNN got a better picture—a clearer picture" of the caucuses, he said, handing much of the credit to special events director Jane Maxwell and colleague Guy Pepper for advancing the effort. "I would hope [CNN's performance from Iowa] draws more attention to us as a source of information," Mr. Furnad said.

Mr. Furnad said CNN's reports, which included everything from live, candidate interviews to a piece on the impact of the caucuses on Iowa's economy, drew the first, direct, viewer congratulation he'd received. Also, he said his former col-

leagues at ABC's political election unit "were gaga over our set," at the Savery Hotel here, and added NBC staffers commented they didn't understand how CNN could achieve what it did with so few people.

Both CNN and C-SPAN said they plan no significant changes as they move on to New Hampshire's primary this week. C-SPAN viewers won't enjoy as close a look at New Hampshire's voting process as they did in Iowa because New Hampshire residents vote by secret ballot. However, C-SPAN's Mr. Lockman said "more concentrated candidate activity" in New Hampshire will help compensate for the difference.

Although from a news angle, cable seems to have started the ball rolling in the arena of presidential campaign politics, political advertising on cable seems to be an idea whose time has not quite arrived.

Heritage Cablevision's Mr. Gilman said his staff approached candidates' local and national staffs, the day each stepped into Iowa, with offers of cut-rate political ads; the only taker was George McGovern, who bought time on one half-hour program.

Mr. Gilman attributed the slow start to a number of reasons, one of which is that with cable offering candidates so much free time, the question is begged "why buy time?"

Secondly, he said, there's a lack of understanding among candidates and their staffs of what cable can do for them. "The national staff often influences media buys," he noted, adding that for those staffs, cable is often "a big, nebulous medium to which they may not enjoy exposure where they live."

"The diversity of cable is something they need to become more familiar with," he said. "Cable does more for them for nothing, but is less understood in terms of its impact."

But Mr. Gilman said the participation of C-SPAN and CNN will help, perhaps by pointing out for campaign organizers in the next states what cable can do. "There's a better chance they'll buy time in New Hampshire" and other states as the campaign heats up, he said. "But I don't think they're ever going to buy a lot of it—that may be a campaign away." □

Oak

Continued from page one
the only licensed DBS service available at this time in Canada.

Because Cancom can market the new decoder to potential customers without competition from similar services, "it is more logical for them to experiment" with the new product, Mr. Carter said. Once Oak satisfies Cancom's re-

quirements, probably by late this summer, the product will be made available to U.S. and European customers.

The Orion system is now used by Biznet (the U.S. Chamber of Commerce service), the Catholic Telecommunications Network of America and Chrysler Corp. in the U.S., Mr. Carter said. U.S. organizations showing interest in buying the personal decoder include the Southern Baptist Convention and United Satellite Communications Inc., he said.

Cancom intends to enter the Canadian market with the decoder gradually, offering it first in Ontario and Alberta, Cancom president Pierre Morrissette said.

Federal government statistics show that there are 1.2 million Canadian households that are out of reach of broadcasters and cable operators. Of this potential DBS market, now that an affordable decoder will bring the cost of a receiving system down to about \$3,200, even a one percent share would add approximately \$160,000 to Cancom's annual pre-tax earnings, Mr. Morrissette said.

Cancom expects the new decoder will add 100 subscribers to its service (sold here for about \$20 monthly) by the end of this year, another 2,475 in 1985 and 10,000 in 1986, the company said in a recent prospectus announcing its first sale of public shares. The service now has 300,000 potential subs through licensed community cable operators and 85,000 paying customers.

Oak Industries will fill the initial orders with decoders made entirely in the U.S., Mr. Carter said. "After that, we will make provisions to have Canadian content" in the product, he said. He said the company will recoup its cost with the sale of 100,000 units.

The Oak decoder can be fitted onto an existing DBS system with a slight modification by a Cancom or dealer technician, said John Underhill, Cancom vice president of operations. □

Baseball

Continued from page one
rights to each other's games. In recent seasons, some teams have simply traded games while others have charged widely varying fees.

Under the pool arrangement, all televised baseball games in the country will be available. Any of the 19 teams engaged in cable or STV operations could acquire the rights to show another team's games in its market by paying a flat fee of approximately \$5,000 per game. That money would cover the cost to the commissioner's office of getting the transmission to the team placing the order.

Once it purchased the rights, a team could then provide the games to its pay TV outlet to fill

in programming gaps. Either the team or the outlet could also sell commercial time to local advertisers.

The commissioner's office will act as a clearinghouse, keeping track of all televised games with its computer. Officials said teams will be able to contact the office, find out what games are available and then order them.

The pool will not apply to pay-per-view operations because of pricing difficulties. It will be tried on an experimental basis for the 1984 season, which begins in early Apr.

Officials at two leading pay regional sports networks, SportsChannel and Sports Time, agreed that the pool should come in handy. SportsChannel may make use of it in Chicago, where it already owns the rights to the White Sox games, while Sports Time sees possibilities throughout the 15-state region that it plans to cover upon launch in Apr.

"There'll be a lot of good games in the pool," said Tom Smith, director of planning and development for Sports Time. He said the new network does not have its eyes on any particular team. □

GI

Continued from page one

Hickey was named chairman and chief executive in Nov., 1975.

Mr. Chang started at Texas Instruments in 1958. In 1972, he was named group vice president of the semiconductor group, and six years later, he was named group vice president of the consumer products group.

Mr. Chang was born in China and came to the U.S. in 1949. □

CCI Taps PR Firm: Manning, Selvage

NEW YORK CITY — The Council for Cable Information has recommended Manning, Selvage & Lee to handle CCI's public relations once its national cable promotional campaign gets underway.

Jim Mills, CCI director of communications, said Manning was chosen from a field of 16 because it had strong trade association experience, came highly recommended, charged reasonable fees and presented many creative ideas to CCI officials. Manning's better-known clients include New York City (for its "I Love New York" campaign), Emery Air Express and Steinway Piano.

The selection of Manning is contingent on approval of the CCI business plan by its board of directors next month. The firm would start work shortly thereafter. □



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C-SPAN's Iowa Caucus Coverage Offers Insight without Hoopla

By Peggy Ziegler
Entertainment Editor
LOS ANGELES—Every news organization in the country was in Iowa last week, serving up polls, projections and other political hors d'oeuvres while waiting for the results of the Iowa caucus-

es. But the meatiest appetizer was C-SPAN's unedited, gavel-to-gavel coverage of two caucus meetings.

On the networks, including Cable News Network making its first all-out effort in presidential campaign coverage, the horse

race was the thing in Iowa. In an afternoon segment from CNN's Election Watch headquarters, anchor Bernard Shaw interviewed Sen. Alan Cranston, whom a *Des Moines Register* poll named as the number two candidate on the morning of the cau-

ses, as though he were already a winner. (When the results were in, with Mondale and Hart in the lead, this poll faded from view, though reporters on the networks continued to refer to a companion poll which said former vice president Walter Mondale would beat Ronald Reagan in Iowa at least if the election were held that day.)

C-SPAN put the process in perspective, and it did so by the novel television device of not saying much, at least once its cameras started rolling at Technical

High School at the corner of Grand Ave. and 18th in Des Moines. Long miles carried by C-SPAN staffers picked up the political wrangling that went on when Gary Hart, Walter Mondale and George McGovern were found to be the only viable candidates at the 67th Precinct.

The smoke-filled room, it was not. One uncommitted voter asked a campaign worker what he'd get in exchange for his support. "Well," the worker replied. "You could go to the county convention." For the course of two hours, there was confusion over rules, problems with tallies and general mayhem, a panorama of the chaos and small passions of politics at the grassroots level. It was also enough to make you think. "This is what all the fuss is all about?"

But that was an urban caucus, where organization and personal political ambitions did play a part. So C-SPAN completed the picture by going out to Malaka Township, where 19 people caucused in Marge Tiedge's living room.

Mr. Mondale was the candidate and defeating Ronald Reagan was the issue, but politics in Malaka are apparently so personal the Tiedges' neighbors had a hard time discussing them at all. Once they warmed to the task, however, the issues were farm programs, nuclear proliferation and Reaganomics. The group also briefly debated a vote for Gary Hart as a way of sending a message to Mr. Mondale that his programs weren't clear cut enough.

C-SPAN resisted the temptation to overanalyze anything that turned up on the screen. As a viewer, you might have alternately been bored, impatient or confused during C-SPAN's caucus—just as if you were there.

That's supposed to be television's major charm: being there. C-SPAN was the only network that really took us to the Iowa caucuses, and not to some trapped-up studio, peopled by faces as remote as New York is to Des Moines. Cable viewers who watched C-SPAN Feb. 20 came away with more than exit polls and projections, with a real understanding of what the caucus system is and an inkling of what it isn't. □

With Vital Signs in Your Operation, You Spot Fatal Attacks Before They Happen!

No matter whose amplifiers or standby power supplies are in your cable operation, sooner or later they'll become just another statistic. When that happens, it'll take your entire team of emergency personnel to find the cure.

Of course, any status monitoring system in General Practice can tell you when your amp is already dead. But only Texscan's Vital Signs automatically looks for symptoms. Records system histories. And pinpoints any abnormalities. So when it comes to treatment, you'll know exactly where to go and what to do. Before the fatal attack occurs!

Texscan's Vital Signs. The specialist that makes regular checkups on your operation. Because an "ounce of prevention" is still "worth a pound of cure."

Texscan Has Offices Worldwide to Serve You.



By R. LaMarche
General Director, Cable
Atlantic Haskins & Sells
100 State Street
Boston, MA 02109

PROGRAM NOTE: USA

"Night Flight" features reggae artists Jimmy Cliff, Bob Marley, Peter Tosh, and Eddy Grant showing how they have influenced other groups such as UB 40 and the Police. The show will be telecast Mar. 2 on USA Network.

NIELSEN TO RELEASE SALES SURVEY

NEW YORK—The sales of a cable system's local avails is key to the success of ad supported cable services. But information about the number of systems actively engaged in sales activity, and the amount of revenue a system can expect to generate, is lacking and sometimes conflicting.

A.C. Nielsen Co., which has tracked affiliate sales efforts throughout this past year, is expected to complete a survey at the end of this month. Its current information, updated throughout the year from the 750 systems engaged in local sales efforts, differs in many cases from cable network reports. Most of the cable nets claim a greater number of affiliates selling local avails than Nielsen currently records.

According to Kip Vanderbilt, Nielsen director of research, some of the discrepancies will be resolved when the final results of the survey are tabulated at the end of February. But so far, with the survey about 10 percent complete, Vanderbilt said he sees little change in the number of operators selling local avails. Data does appear to indicate that systems are more likely to be using cable reps for ad sales.

Last year, \$70 million of the industry's total \$382 million in ad revenues came from local avails, according to the Cable-television Advertising Bureau. This year, that number is expected to grow to \$122.5 million; by 1993 it should exceed \$1 billion.

Ad-supported networks are developing methods to encourage affiliates to profit from their local avails.

Peter Mondics, Financial News Network east coast director of affiliate sales and marketing, estimated that about 25 percent of FNN affiliates were selling the four minutes per hour the business-oriented channel available to local systems. He said some systems have sold \$20,000 and \$30,000 contracts.

ESPN makes available about 50,000 commercial avails per year, according to Chris Peterson, ESPN cable advertising consultant for the eastern region. According to an ESPN spokesperson, the sports network has about 650 affiliates—representing 48 percent of its subscribers base—selling local spots.

Peterson cited problems that local operators encounter when trying to sell local avails. For example, it is often cost-prohibitive for smaller systems to lay out money for insertion equipment and qualified sales people.

"System operators are really in one business supported by revenue from selling basic cable," Peterson said. "With engineering catching up now, it's confusing. We try to convince them of the great revenue they can make from selling local avails."

Jayne Greenberg, CNN director of special projects, estimated that 450 CNN

affiliates sell the news service's two minutes of local ad time.

MTV, which claims success in encouraging operators to take advantage of its local avails, estimates that 25 percent of its affiliates—representing 40 percent of MTV's subscriber base—engage in local ad sales.

Tom Freston, vice president of marketing for MTV, said the rock video channel sold out 75 percent of its inventory in 1983 by the fourth quarter. "We've grown considerably in the past 18 months," Freston said. "Our major growth is coming from MSOs committing across the board to systems."

—Cecilia Capuzzi

STUDY SHOWS LO, SATELLITE VIEWING UP

SYRACUSE, N.Y.—A Rogers Cable system study conducted here last fall has found that subscribers are increasing their viewing of the system's satellite services and LO channel.

The survey of 630 randomly selected cable viewers was conducted to determine if subscribers were using the variety of programming available to them on the 36-channel system. It helped system officials decide if some services should be eliminated or replaced.

According to the study's creators, Vernone Sparkes and Edna Einsiedel of Syracuse University's Newhouse School of Public Communications, the survey also turned up network-specific demographic information, which the system has already provided to its sales force.

It also will be made available to Cable Services Inc., a rep firm jointly owned by Rogers Cable systems and new Channels. (CSI sells advertising for eight systems in New York.)

Sparkes said the survey studied 13 satellite services and calculated a "reach" figure for each by correlating the number of respondents with the frequency of their viewing of each satellite service. It found that the three top scores—CNN Headline News, with a 75 percent reach; ESPN, with 68 percent reach, and USA, with 64 percent reach—attracted the largest audiences. SPN had a 57 percent reach; Cable Health Network, 56 percent; and MTV, 50 percent.

Sparkes said the system had been considering dropping one of its distant signals to make up for hikes in carriage fees, but decided against it when WPIX, WTBS, WOR and WSBK all showed heavy viewership.

Sparkes said cross-tabulations of viewership with demographic information profiled each service's audience. For example, there was a definite association between CNN Headline News and household size—those homes with children tended to be heavy Headline News watchers. ESPN had 86

percent reach among males regardless of age or income; MTV was strongly associated with high income households with children.

At the other end of the spectrum, The Nashville Network, with 36 percent reach, did not fare as well and tended to be associated with low-income households. Both Sparkes and Sue Ellen Jackson, Roger Cable systems programming and alarms manager, respectively, said they believed TNN's performance was a reflection of the make-up of the Syracuse market, as opposed to the service itself.

The survey also measured program guide usage. It found what Sparkes called a "heavy preponderance of people using the cable company's electronic guide." Of the 630 surveyed, 88 percent said they used the electronic guide, which reports programming in two hour blocks; 75 percent said they use the Sunday newspaper guide supplement. Sparkes and Jackson both viewed this as a significant finding. They said it indicates subscribers do not plan their cable viewing. In the survey, 59 percent of the respondents said they do not plan their viewing at the beginning of the week; 26 percent said they "do somewhat;" and 16 percent said they "do a lot."

"This is important because it shows that people are not exploiting the (cable) medium," Sparkes said. "With all the choices, it is so easy to miss things. We really need to work to get people to plan their viewing. It may change their image of cable and affect churn."

Jackson said the system was developing in-house spots to encourage subscribers to plan viewing, and to make better use of guides.

—Cecilia Capuzzi

Notes

■ *Cultivating The Wasteland: Can Cable Put the Vision Back in TV?*, a comprehensive source book on cable television and the arts, is available from American Council for the Arts. The book written by Kirsten Beck, a communications consultant who writes extensively on cable and the arts, explains the technology of cable, reviews the franchising process and explores cable's implications for the arts. A special 50-page section, "Guide to Understanding Television Deals," was prepared by Volunteer Lawyers for the Arts (VAL) and provides practical advice to arts groups on deal making and negotiations. It is available for \$14.95 plus \$2 shipping from ACA, 570 Seventh Ave., New York, N.Y., 10018.

■ TVSM, publishers of cable program guides *Cable Today* and *The Cable Guide*, signed a five year contract with Group W Cable to publish *The Cable Guide* for 130 Group W systems serving a total 1.2 million subscribers. Under the new contract, TVSM will be the exclusive guide publisher for Group W distributing a full-color, system-specific guide for each Group W system. TVSM currently produces 150 different guides for more than 700 systems. □

Rainbow Gives Satcom Time For Mar. 13 Primary Shows

WOODBURY, NY—Rainbow Programming Services is donating \$10,000 worth of time on Satcom IV, transponder 12 to the Southern Regional Council for its coverage of the Mar. 13 "Super Tuesday" presidential primaries in Alabama, Florida and Georgia. The Southern Regional Council,

a non-profit, non-partisan organization, is offering daily updates on the primary campaigns up through the day of the primary, including coverage of speeches, forums, debates and other candidate presentations. SRC's aim is to educate the voters before they go to the polls to cast their votes

in the simultaneous primary races, according to Steve Suits, SRC regional director.

Major multiple systems operators which are participating in the public affairs programming, which has already started, are Cox Cable Communications, Storer Cable Communications, Group W and American Television & Communications Corp. In all, 38 systems have signed for the programming, offering access to over one million homes.

According to Gregg Burton,

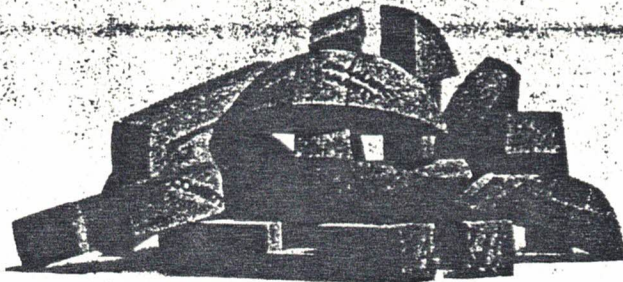
director of network operations for Rainbow, local cable operators will not be charged for the service, which is carried daily from 5 p.m. to 7 p.m.

Mr. Suits said this is the first time SRC has been able to offer public affairs programming via satellite. Cable systems can offer the programming on whatever channels they choose, he said, with some using local origination or leased access channels. Some systems are going even farther, he noted, such as the operator in

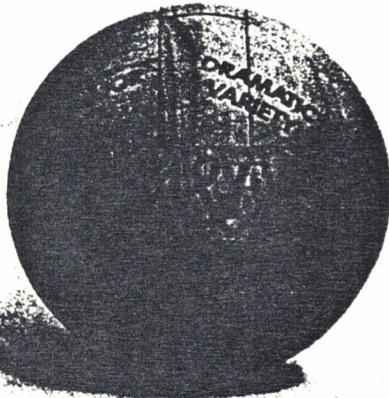
Clearwater, FL, who is supplementing the programming with local call-in shows, and some cable operations are contributing to the programming, using their production capabilities to tape speeches and other events.

Arthur H. Baer, president of Rainbow, said, "We are pleased to work with the Southern Regional Council to present this daily update of the primary campaign to the voters in three states . . . We anticipate future opportunities to work with civic groups through the donation of satellite and transponder time."

Rainbow Programming distributes the Playboy Channel, SportsChannel and Bravo. □



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The solution was in providing viewers with Differentiated Programming. The kind of programming other cable services claim to have, but don't deliver.

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ATC Grant To Fund National Mock Election

ENGLEWOOD, CO — American Television & Communications Corp. said it has provided a \$10,000 planning grant to a national citizenship education project designed to increase involvement of secondary school students and their parents in the 1984 political process.

The National Student/Parent Mock Election, run on a test basis in 1980 and 1982, will supply educators with ideas and materials intended to pique student interest in candidates and issues. Coordinators are being named in each of the 50 states, and the project has been endorsed by both national political parties and 44 educational and civic organizations.

The 1984 mock election project will culminate in a national straw vote Oct. 30. Project sponsors plan to analyze results of the straw vote against actual election results, ATC said.

"We appreciate the willingness of ATC to provide important seed money for a project which holds promise for increasing voter interest and participation in communities throughout the nation," said Carl Stover, president of the NS/PME. □

Heritage Adopts New Corp. Logo

DES MOINES — Heritage Communications has adopted a new corporate symbol, a stylized H for which the center bar is an

Voters groups

REAGAN-BUSH '84

The President's Authorized Campaign Committee

MEMORANDUM

TO: ✓ Lee Atwater *pu*

FROM: Ralph Whitworth *pu*

DATE: 3/1/84

RE: Telephone conversation with William W. Durney

file

Per your request, I talked with Mr. Durney this morning concerning his forming a Fishermen for Reagan-Bush committee.

I described our program to him and discussed how such a group could help The President. Mr. Durney also indicated that he thought he could probably help with the food industry. He said that he would try to work up a plan and call me back sometime next week.

I will keep you posted.

William W. Durney
Box 222016
Carmel, California 93922
408/625-1476

REAGAN-BUSH '84

The President's Authorized Campaign Committee

*Sevlee
WME
RD
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pls*

CONFIDENTIAL

TO: James A. Baker III
Michael Deaver
Frank Fahrenkopf
Paul Laxalt
Drew Lewis
Ed Rollins
Stuart Spencer

FROM: Richard B. Wirthlin

DATE: February 16, 1984

SUBJECT: MAJOR FINDINGS FROM FEBRUARY NATIONAL SURVEY
(Field dates: February 2 through February 4, 1984)

MAJOR FINDINGS

A week after the President's announcement to seek re-election (January 29, 1984), we find the campaign at a key juncture with political attitudes pulled strongly by two countervailing forces. On the one hand, economic expectations have never been so bouyant; on the other hand, worries over foreign policy generally and Lebanon specifically have never run so broad and deep. On the net, the President is less strong today politically than he was a month ago. Nevertheless, he still enjoys a good margin of support over Walter Mondale who now has the Democratic primary contest almost locked away.

OVERVIEW

Americans continue to exude confidence about the direction the country is going and express satisfaction with having President Reagan at the helm. He is given high marks in the way he is handling the economy. The President also retains the highest thermometer rating of all the political figures recently tested and runs 12 points ahead of Mondale and 23 ahead of Glenn.

There remains, however, lingering concern about the likelihood of his starting an unnecessary war and his or anyone's ability to balance the federal budget. Worry surfaces strongly about his handling of foreign affairs in general and the situation in Lebanon in particular.

FINDINGS

Political Climate

1984 may well portend a renewal of optimism. For the second consecutive month, a majority of the nation (50%) feels that the country is now moving in the right direction; identical to prevailing sentiment in mid-January, breaking almost a decade trend when majorities said "the country had seriously gotten off on the wrong track."

Upscale Americans remain the most sanguine -- those earning over \$30,000 a year, professional people, and those with at least a college degree.

Hispanics (45%), senior citizens (41%), and women (45%) are far less satisfied with the nation's direction than other key constituencies. Thirteen points separate men and women with non-married women expressing highest discontent (58% wrong track).

Presidential Performance and Perceptions

Reagan receives high marks for his handling of the Presidency generally and the economy. The rating on the economy is spectacular although general approval of his job as President fell over two consecutive months. Foreign affairs, particularly Lebanon, remain the major liabilities in the current political environment.

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>	<u>Gender Gap</u>
His job as President	58	39	3	11
The economy	65	34	1	11
Foreign Affairs	49	48	3	13
The situation in Lebanon	33	62	5	7

Major Findings
Page Three

President Reagan's overall approval, although high, has slipped 6 points since his two year high of 64% in December. Approval has declined most dramatically among blue-collar workers, senior citizens and White Baptists. This decline is partly linked to developments overseas. As in January, Americans split on evaluations of his handling of foreign affairs -- a bare plurality continue to approve. Specifically, approval of his handling of the Lebanon situation is unchanged; however, disapproval has risen sharply to the highest level (62%) since we began tracking public opinion on the issue. (The survey was conducted just as the situation in Lebanon began to deteriorate seriously, but before the President's announcement to reposition the Marines. In December, 33% wanted to withdraw all U.S. forces, 26% wanted to keep them at present levels and 36% of the nation preferred withdrawing the troops, but keeping the task force off the coast of Lebanon. Now, 59% want to withdraw the Marines while 35% want them to stay in Beirut.)

The vitality of the economy is a qualified success for the President. Americans overwhelmingly approve of his handling of the economy, but they remain concerned about budget deficits and the long term implications for the recovery.

More people are likely to mention economic issues as something they like most about Ronald Reagan than in previous months. Other prevalent mentions are that he is a strong leader and that he is doing a good job. Conversely, his biggest liabilities volunteered by the respondents are the fairness and peace/foreign affairs issues.

The President also enjoys the highest thermometer rating of any of the names tested (63) -- equivalent to a two year high recorded in December.

Presidential Characteristics

When choosing between the President and Walter Mondale, Americans perceive the President holding an edge on the dimensions of "effective," "a respected world leader," the one with "the strong leadership this country needs," the "most qualified and capable to serve as President," one who will "reduce inflation," will "deal effectively with future problems" and "consistently exercise good judgement". In short, Reagan now comes across as being very Presidential -- a leader effective at home and respected abroad.

He still, however, carries some worrisome preceptual baggage on the issues of peace and compassion. More Americans perceive Reagan as the one who would start an unnecessary war (28% say neither one) while they split on who to label safe with slightly more saying that Mondale will preserve world peace.

Although a plurality of Americans feel that "cares and is concerned about people" better describes Mondale, by the same plurality, they feel that the President offers the best solutions to the problems that will face American families in the future.

Additionally, the President is considered as more trustworthy than Mondale.

Making serious inroads into reducing the budget deficit would pleasantly surprise many Americans, not only because the deficit exists and is a serious concern, but, additionally, because 32% of the public do not believe that either the President or Mondale, can balance the budget within five years. More Americans, however, think Reagan (37%) could cut federal red ink than Mondale (25%). This margin is uncomfortably close, on what has been a strong Republican issue.

Walter Mondale

Walter Mondale's name is well recognized (95% total identification) but many American's (one-third) cannot articulate either what they like or what they dislike about him. And, the "like most" and "like least" responses do not focus on any specific issues with the exception of fairness. When asked what they most like about him, 33% could not give an answer; 21% gave a negative response. When asked what they least like about him, 45% could not give an answer; 16% gave a positive response. Americans do not like his over-promising and past association with the Carter Presidency.

Nevertheless, Mondale's thermometer rating has also soared 11 points over the last two months. His rating now stands second only to the President's and his total name identification is nearly as great.

Thermometer Ratings

Among members of the administration, David Stockman and Martin Feldstein are both rated an even 50 on the 0 to 100 scale. Stockman's name, however is more familiar (49%) to Americans than Feldstein's (29%). Bill Ruckelshaus receives a higher 53 rating, but he, like Feldstein is only familiar to about one-third of the country. Americans feel better about the way the President is handling the environment now with 52% approving and 39% disapproving, one year ago the numbers were 36% approve, 51% disapprove.

Other key Republican activists and Congressional leaders receive varying ratings and recognition. Howard Baker receives the highest (60 rating; 67% ID), rating followed by Robert Dole (56 rating; 63% ID), Gerald Ford (56 rating; 97% ID), Jack Kemp (55 rating; 29 ID), Barry Goldwater (50 rating; 85% ID), and John Connally (48 rating; 67% ID).

On the Democratic side, Tip O'Neil receives a rating of 57. The thermometer ratings of the two leading Democratic contenders for the nomination reflect the recent dynamics of the contest. Glenn's thermometer rating slipped from the 60 plateau and leveled off in the mid-fifty range. Mondale, conversely, enjoys a meteoric rise in his thermometer rating corresponding to his nearly insurmountable lead in the race for the Democratic nomination. Because of the major significance of the shift we tag its major constituent components below:

CHANGE IN MONDALE'S THERMOMETER RATING:
December 1983 through February 1984

	<u>Dec</u> <u>14-17</u> <u>1983</u>	<u>Jan</u> <u>18-21</u> <u>1984</u>	<u>Feb</u> <u>2-4</u> <u>1984</u>	<u>Change</u> <u>Dec-Feb</u> <u>1983-1984</u>
AGGREGATE	51	56	62	+11
Democrats	61	67	75	+14
Blacks	59	74	73	+14
Hispanics	56	60	73	+17
Liberals	57	60	67	+10
Under \$10,000	53	62	70	+17
Jewish	59	63	68	+ 9
Less than High School	52	60	67	+15
18-24	53	61	64	+11
Great Lakes	51	54	65	+14
Retired	50	57	64	+14
Young women	55	58	62	+ 7
Non-married women	53	57	63	+10
Deep south	59	59	64	+ 5

The November Outlook

A majority of the country continues to feel that the President has performed his duties well enough to deserve reelection. Specifically, if the election were held today, the President would pull 54% of the registered vote against Mondale.

The President garners 60% of the Independents/Leaners vote, 65% of the Farm Belt vote, and 53% of the blue-collar vote (48% of blue-collar union and 56% of blue-collar non-union). He also runs well among military veterans (61%)

The apparent erosion of support among senior citizens, Catholics, and Hispanics gives us some concern. The Reagan Black vote remains a minimal 7%.

The President continues to pull more support from across party lines (24%) than Mondale does among base Republicans (7%). This is particularly evident among southern Democrats (29%) and conservative Independents (71%).

Reelect Reagan

=====
 "Thinking ahead to the 1984 presidential election ... do you think Ronald Reagan has performed well enough as President to deserve reelection, or do you think it will be time to give a new person the chance to do better?"

	Reelect/New Person					
	Apr	May	Jun	Aug	Sep	Sep
	7-11 1983 <u>(%)</u>	27-30 1983 <u>(%)</u>	25-27 1983 <u>(%)</u>	17-22 1983 <u>(%)</u>	6-9 1983 <u>(%)</u>	13-19 1983 <u>(%)</u>
Aggregate	39/53	45/48	40/53	43/50	36/56	38/53
Base Republican	75/20	80/16	76/22	78/16	64/28	64/31
Small business	49/40	52/41	44/50	49/43	42/29	*/*
Farm Belt states	50/45	57/37	39/56	43/49	36/52	40/53
Blue-collar workers	35/56	42/51	37/56	44/52	32/62	40/52
Senior citizens	43/49	37/57	49/44	46/47	29/58	36/53
Women	35/58	37/56	33/59	37/55	31/61	35/56
Catholics	40/54	40/53	37/57	44/48	33/58	39/53
Independents/Leaners	42/50	45/45	42/47	48/43	37/53	41/49
White Baptists	*/*	52/44	40/52	48/49	39/54	40/51
	Oct	Nov	Dec	Jan	Feb	
	18-21 1983 <u>(%)</u>	25-29 1983 <u>(%)</u>	14-17 1983 <u>(%)</u>	18-21 1984 <u>(%)</u>	2-4 1984 <u>(%)</u>	
Aggregate	46/47	49/44	52/43	53/42	53/43	
Base Republican	77/17	79/17	82/15	86/12	86/12	
Small business	52/40	58/36	59/37	59/36	62/36	
Farm Belt states	48/37	42/49	48/48	54/38	59/35	
Blue-collar workers	46/47	47/47	55/42	52/43	56/42	
Senior citizens	42/50	46/44	48/47	62/35	47/49	
Women	39/55	42/51	47/48	47/48	49/49	
Catholics	48/44	49/46	48/49	56/38	49/48	
Independents/Leaners	45/45	53/39	53/41	55/39	59/38	
White Baptists	44/46	57/35	66/23	59/38	61/36	

Registered Voters: Reagan versus Mondale

=====
 "Just suppose the election for President were held today, whom would you prefer as President of the United States if the candidates were ... Ronald Reagan, Republican ... and Walter Mondale, Democrat?"

Reagan/Mondale

	Apr 7-11 <u>1983</u> (%)	May 27-30 <u>1983</u> (%)	Jun 25-27 <u>1983</u> (%)	Aug 17-22 <u>1983</u> (%)	Sep 6-9 <u>1983</u> (%)	Sep 23-25 <u>1983</u> (%)
Aggregate	48/44	55/37	50/42	47/45	50/38	50/38
Base Republican	88/9	91/5	88/8	88/10	84/8	82/11
Small business	62/30	59/32	59/34	56/36	53/35	*/*
Farm Belt states	52/41	51/39	43/41	53/40	55/35	48/32
Blue-collar workers	47/47	60/35	53/41	48/45	43/45	54/36
Senior citizens	52/41	44/47	54/39	47/45	40/48	48/38
Women	45/47	47/44	44/48	41/50	41/46	46/41
Catholics	41/48	51/43	44/48	48/43	46/42	52/36
Independents/Leaners	56/35	57/31	52/35	54/35	49/36	57/27
White Baptists	*/*	54/39	56/35	50/44	49/40	54/39

	Sep 23-25 <u>1983</u> (%)	Oct 18-21 <u>1983</u> (%)	Oct 26-28 <u>1983</u> (%)	Nov 25-29 <u>1983</u> (%)	Dec 14-17 <u>1983</u> (%)	Jan 18-21 <u>1984</u> (%)
Aggregate	50/38	53/40	49/43	53/39	57/36	55/39
Base Republican	85/7	88/8	83/14	85/10	92/4	90/7
Small business	*/*	63/30	*/*	64/30	66/29	59/33
Farm Belt states	56/32	49/47	38/46	49/45	50/36	61/32
Blue collar workers	47/44	51/43	51/41	56/37	57/36	56/39
Senior citizens	46/30	52/42	37/54	49/41	48/45	60/36
Women	43/43	50/43	43/47	49/41	53/40	50/42
Catholics	51/32	58/35	51/42	53/37	53/39	54/40
Independents/Leaners	57/30	56/34	56/35	62/29	65/25	62/28
White Baptists	47/44	49/43	56/42	63/32	70/27	68/28

Registered Voters: Reagan versus Mondale

=====
"Just suppose the election for President were held today, whom would you prefer as President of the United States if the candidates were ... Ronald Reagan, Republican ... and Walter Mondale, Democrat?"

Reagan/Mondale

	Feb 2-4 1984 (%)
Aggregate	54/42
Base Republican	91/7
Small business	64/33
Farm Belt states	65/33
Blue collar workers	53/43
Senior citizens	48/50
Women	49/46
Catholics	49/46
Independents/Leaners	60/34
White Baptists	61/36

Registered Voters: Reagan versus Glenn

=====

"Whom would you prefer as President of the United States if the candidates were ... Ronald Reagan, Republican ... and ... John Glenn, Democrat?"

Reagan/Glenn

	Apr 7-11 1983 (%)	May 27-30 1983 (%)	Jun 25-27 1983 (%)	Aug 17-22 1983 (%)	Sep 6-9 1983 (%)	Sep 13-19 1983 (%)
Aggregate	46/44	51/41	46/45	46/42	43/45	46/42
Base Republicans	79/14	83/11	79/17	82/12	75/18	75/18
Small business	53/33	54/36	56/37	55/32	49/42	*/*
Farm Belt states	54/37	40/45	41/47	46/37	45/38	43/41
Blue-collar workers	43/47	55/39	46/47	46/43	41/48	51/40
Senior citizens	48/39	44/52	53/45	44/47	38/48	46/42
Women	43/48	42/50	40/49	39/50	37/50	41/46
Catholics	41/47	47/48	43/49	45/41	41/47	51/37
Independents/Leaners	53/34	52/36	48/41	51/33	44/40	48/38
White Baptists	*/*	57/30	42/38	47/42	44/45	51/42

	Sep 23-25 1983 (%)	Oct 18-21 1983 (%)	Oct 26-28 1983 (%)	Nov 25-29 1983 (%)	Dec 14-17 1983 (%)	Jan 18-21 1984 (%)
Aggregate	45/39	51/40	47/44	53/38	56/34	55/36
Base Republican	77/11	80/14	81/12	83/12	87/9	87/9
Small business	*/*	56/34	*/*	60/32	64/28	58/35
Farm Belt states	53/29	61/35	35/50	49/44	50/29	61/30
Blue-collar workers	42/46	48/44	51/40	53/38	54/36	55/37
Senior citizens	41/30	53/36	40/53	53/38	50/37	65/26
Women	37/44	45/46	44/46	48/41	52/36	51/40
Catholics	44/35	56/34	48/42	50/38	53/36	55/35
Independents/Leaners	48/36	50/34	52/38	59/30	60/27	59/30
White Baptists	43/44	46/45	54/44	63/30	67/31	62/34

Registered Voters: Reagan versus Glenn

=====
"Whom would you prefer as President of the United States if the candidates were ... Ronald Reagan, Republican ... and ... John Glenn, Democrat?"

Reagan/Glenn

	Feb 2-4 1984 <u>(%)</u>
Aggregate	58/35
Base Republican	91/6
Small business	67/27
Farm Belt states	71/28
Blue-collar workers	60/35
Senior citizens	53/39
Women	54/39
Catholics	54/39
Independents/Leaners	64/30
White Baptists	65/29

REAGAN-BUSH '84

The President's Authorized Campaign Committee

DB
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announcement
follow-up

M E M O R A N D U M

TO: Michael K. Deaver, Assistant to the President and
Deputy Chief of Staff

FROM: Jim Lake, Communications Director, Reagan-Bush '84

DATE: January 10, 1984

RE: Support for the President's Reelection

Yesterday we spoke about generating support for the President at the time he makes his announcement on the 29th, and below is a number of ideas I'd like to pass along.

As we discussed yesterday, there will be a concerted effort to maximize expressions of support for the President from a variety of organizations and constituent groups.

1. The RNC will produce the night of the announcement, as well as in the following week, phone calls, letters and telegrams of support from:
 - A. Each state's Republican chairman
 - B. Each of the county chairmen within the 50 states
 - C. The Young Republicans
 - D. The College Republicans
 - E. The Federation of Republican Women

In addition, the RNC finance phone bank will be used to produce thousands more letters of support, phone calls, and telegrams.

2. Prior to their coming to the announcement, each of the Reagan-Bush '84 State chairmen will receive:
 - A. A packet of information with instructions on how to produce letter-writing campaigns
 - B. Op-ed pieces for insertion in their state's principle newspaper the morning after the announcement
3. The NRSC will produce a letter of support for the President signed by the 55 U.S. Senators.

440 First Street N.W., Washington, D.C. 20001 (202) 383-1984

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer

4. The NRCC will produce letters of support from Members of the House.
5. In order to generate other expressions of support, the Campaign will soon meet with:
 - A. The Chamber of Commerce
 - B. 30 other trade organizations
 - C. Leaders of the Christian community

We will make every effort to make sure that everyone who can be of help in showing support for the President is plugged in.