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**Summary of Major Issues  
and Accomplishments  
of the Reagan Administration**

**September 1982**

THE REAGAN RECORD IN BRIEF  
(10 Major Accomplishments)

1. Inflation cut by more than half  
-- The CPI rose 12.4% in 1980, Carter's last year. It is down to 5.4% in the first seven months of 1982.
2. Interest rate down a third  
-- The prime stood at 21.5% just before President Reagan took office. By August of 1982, it had dropped to 13.5%.
3. Federal spending growth rate down a third  
-- Federal spending grew by over 17% in 1980; this year, growth rate is down to 11 percent and will be under 6% next year.
4. Taxes cut substantially  
-- Even with 1982 tax bill, Americans will pay \$335 billion less in taxes through 1985 than if 1980 tax rates still stood.
5. Regulation growth also cut back  
-- Federal Register exploded with new regulations in 1980 -- 87,012 pages were added; only two-thirds that -- 57,908 pages -- were added in 1981.
6. Help for truly needy being maintained  
-- Federal medical, nutrition and housing assistance to the poor will be one-third higher in FY85 than it was in FY80.
7. U.S. more energy independent  
-- After President Reagan's oil decontrol, number of new oil wells drilled in the U.S. increased by 10,000 in 1981. Reliance on OPEC oil dropped to 20 percent of American needs from 35 percent in 1977. Gasoline prices no higher than before decontrol.
8. Foundation laid for stronger defense  
-- Soviets outspent U.S. substantially in 5 years of neglect before President Reagan took office. He has put America on a firm, new course of rebuilding -- with 7 percent real annual growth in the defense budget.
9. Most comprehensive arms control program of any President  
-- A strengthened defense posture has allowed President Reagan to offer major proposals to cut strategic nuclear weapons by one-third, cut intermediate range nuclear weapons in Europe to zero, cut conventional forces there to mutual levels, and improve early warning.
10. Prospects for Mid-East peace advanced  
-- The President's Middle East initiative proposed a fresh start toward a settlement of conflict there which would ensure Israel's security and the legitimate rights of the Palestinians.

## THE CARTER LEGACY

### The Carter economy

- o When Jimmy Carter went home, he left Ronald Reagan with the highest combination of inflation, interest rates and unemployment in history.
  - inflation was 12.4 percent in 1980; up from less than 5 percent at the end of 1976.
  - interest rates were at record levels. The prime hit 21.5 just before the Reagan inaugural -- a 100 year peak -- up from a 6.8 percent average during 1976.
  - unemployment was over 7 percent in Carter's last year when more than 7.6 million people were out of work.
- o By the end of the 70's, failed policy had brought economic growth to a halt. GNP at the start of 1982 was virtually the same as at the start of 1979. (Signs of growth appeared by mid-1982, as the Reagan program started to take effect.)

### Gargantuan government -- the Democratic Legacy

- o From 1961 to 1980, Democrats had uninterrupted control of the Congress, and they occupied the White House 12 of those 20 years. During that time:
  - Federal spending grew six-fold from \$92 to \$577 billion.
  - Federal regulation exploded (the Federal Register grew to 87,000 pages in 1980) costing business an estimated \$100 billion a year and taking up 800 million manhours in paperwork.
  - Federal debt grew from \$293 billion to near \$1 trillion.
  - Federal taxes grew from \$94.4 billion to \$517 billion.

### National Security

- o Over the same 20 years, national defense spending fell from 48 percent of federal outlays in President Kennedy's first budget to less than 24 percent in President Carter's last.
- o This de-emphasis came despite the biggest arms build-up in history by the Soviets. In the last 5 years alone, they have outspent us substantially on defense.

## AMERICANS ARE BETTER OFF TODAY

- o The foundation for economic recovery is in place and the President's program is beginning to show results.

### More purchasing power

- o Lower inflation makes all Americans better off; their dollars can buy more when inflation isn't cutting their value 12-13 cents each year, as it did in 1979 and 1980.
- o A typical family (\$24,000 median income) of four has over \$1500 more in purchasing power than it would have had if inflation had stayed at double-digit 1980 rates. (Even a family making \$15,000 is about \$1000 better off.)
- o Lower taxes add more purchasing power. The same typical (median income) family will pay about \$400 less in federal income taxes this year -- and \$788 less next year -- because of the tax cuts enacted in 1981.
- o The combined effect of lower inflation and lower taxes gives the typical family about \$2000 more in purchasing power this year than it would have had at 1980 tax and inflation rates.
- o Personal income and personal savings are also up and persistent signs of economic growth are appearing for the first time since the late 70's.

### Peace and freedom

- o The American people can also rest assured that steps are being taken to restore U.S. national defenses. President Reagan's budget plans real increases of 7 percent a year in the defense budget. And he has proposed the first comprehensive strategic modernization plan in 20 years.
- o At the same time, talks have been started with the Soviets to try to negotiate reductions in nuclear weapons to lower the risks of all-out war.

## FAIRNESS

- o Democrats have offered few ideas of their own -- only complaints. And their biggest complaint is about the alleged unfairness of the Reagan program.
- o Under President Reagan, the federal government maintains a continuing, massive effort to meet human needs that aren't being -- or can't be -- met from other sources:
  - medical, nutrition and housing assistance for the poor will be a third higher in 1985 than it was in 1980.
  - federal health services spending in 1980 was under \$60 billion; by 1985, it will be more than \$80 billion.
  - the budget for fiscal 1983 funds:
    - o 95 million meals a day;
    - o food stamps for almost 19 million needy people;
    - o housing assistance for 10 million Americans;
  - spending for human needs, just by the Department of Health and Human Services alone, tops Pentagon spending by more than \$50 billion in President Reagan's budget for fiscal 1983.
- o What's fair about inflation? With Democrats controlling Congress, years of tax and spend sent inflation soaring in the '70s; arguably, for many Americans, inflation hurt far more than the federal government's social spending helped.
  - Inflation particularly hurts the poor -- and many of the elderly on fixed incomes -- by eroding the purchasing power of their dollars. Because of it, a 1970 dollar was worth only 47 cents by the end of 1980.
  - A family at the poverty threshold (about \$9,000/year) has \$600 more buying power now than if inflation were at 1980 rates.
- o What's fair about high taxes? Under Democrats taxes on the average family tripled from 1965 to 1980. Inflation pushed workers into higher and higher tax brackets, so that the median income family found itself being taxed in 1980 at rates reserved for the affluent back in 1965.
- o What's fair about slow growth? Because the economy was so sluggish in the '70s, unemployment has been chronically high. On average, 7.2 million people a year have been out of work in the last seven years.
  - In relatively high growth '60s, almost 50 percent of poor families escaped poverty; in lower growth '70s, 5 percent did.

## THE REAGAN PROGRAM

- o President Reagan set out to undo the legacy of failed policies of the past and -- after 19 months in office -- a new beginning has been made.

### The economy

- o A program for economic growth is finally in place and the economy is beginning to move toward recovery. Since taking office, the President has shown great leadership and persistence in seeking:
  - lower spending growth to reduce government's size;
  - lower tax rates to restore incentive;
  - less regulation to end needless government intrusions;
  - monetary stability to help ease inflation.

### Size of government

- o To further reduce the federal government, the President has also:
  - outlined his Federalism initiative to turn back more responsibility to the states -- along with the revenue sources to pay for them;
  - proposed the elimination of two Cabinet Departments, Energy and Education;
  - reduced the number of non-defense federal employees by 68,300.

### National security

- o President Reagan has sought to restore America's defense capabilities with:
  - a strategic modernization plan -- first in twenty years;
  - a real defense spending increase of 7 percent a year;
  - improved pay and standards of living for our military personnel.

### Leadership for peace and freedom

- o The President has reasserted American leadership in the world by firm, consistent efforts to:
  - slow down the nuclear arms race by starting negotiations with the Soviets on reduction of nuclear weapons;
  - bring peace to the Middle East by urging a "fresh start" by both Arabs and Israelis after the Lebanon crisis;
  - enhance the economic, military and political security of Central America through his Caribbean Basin Initiative.

## LESS INFLATION

- o Inflation was 12.4% in 1980, 13.3% in 1979. Polls found it was the major concern of most Americans in 1980.
- o Inflation has been cut more than in half, to 5.4 percent for the first seven months of 1982. (Virtually back to what it was in 1976 [4.8%] before the Democrats regained the White House and returned to tax and spend policies.)
- o By January 1981, many economists thought inflation had been so high for so long it had become a structural problem -- and might take as long as a decade to dampen.
- o Lower spending and monetary stability have eased the problem much faster than many thought possible.
- o Inflation is not cured yet, but it can be if Congress sticks to the economic course set by President Reagan.
- o The fact that interest rates are coming down is a sign that the markets believe inflation may be down to stay.
- o If inflation was expected to jump back into double-digits, interest rates would not now be trending toward single-digit territory. (Some short-term rates, 8.6 percent for 90 day Treasury notes, for example, are already there.)
- o Sound fiscal and monetary policy -- not recession -- cures inflation.

### Lower inflation helps all -- especially the poor

- o Average family AFDC benefits went up well over a third in the '70s, but inflation eroded purchasing power so that family could buy almost a third less even with more money.
- o Family at poverty threshold (about \$9000/year) almost \$600 more buying power now than if inflation were at 1980 rate.
- o Elderly, on fixed incomes, badly hurt by inflation; much better off when dollar not eroded 10-12 cents every year.

### Stable, steady monetary growth an important factor

- o Can't fine-tune money supply, but Fed has tried to avoid wild fluctuations, too rapid growth as in the late '70s.
- o From 1960-65, monetary growth averaged 3.6% a year and inflation only 1.3% -- but from 1975-80, when money supply grew twice as fast (7.3% average), inflation exploded, averaging 9.3% and hitting double-digits by '79.

## LOWER TAXES FOR ALL AMERICANS

- o President Reagan secured the largest tax cut in history from Congress in 1981.
- o Because of that tax cut, the American people will pay \$335 billion less through 1985 than if 1980 tax rates were still in effect. (This is so even when the '82 tax reforms, which raised some taxes, are taken into account.)
- o Tax indexing -- which starts in 1985 -- will save Americans another \$89 billion through 1987.
- o For a typical (median income of about \$24,000) family of four, the tax savings this year alone amounts to \$400 and is almost twice that -- \$788 -- next year.

### President had to fight to get essential tax cuts passed

- o The liberal Democratic leadership in Congress consistently resisted the President's supply-side plan for cutting marginal income tax rates.
- o Even after the '81 tax bill was passed, many sought repeal of indexing and the 3rd year installment on the individual rate cuts.
- o Even now, some persist in calling for repeal of indexing and the 3rd year, which would add \$82 billion to individual Americans tax bill through '85 and \$236 billion through '87.

### '82 Tax Reform Bill protected supply-side essentials

- o Most of the new revenues in the bill come from closing loopholes and tougher tax collection. The President is against high taxes but he's for making sure people pay what they owe. It's the only way to keep the system fair.
- o Not much impact on individual taxes in the bill. For example, the increase in the telephone tax means only 54 cents a month more for the average household, but it will contribute \$1.6 billion toward a lower deficit in FY85.
- o The bill will raise \$99 billion in new revenues in 1983-85. The President doesn't favor raising taxes but said this bill was the price he had to pay to get \$280 billion in spending cuts from Congress over the same 3 years -- as called for in 1983 budget resolution which cuts the deficit \$380 billion.

## CUTTING SPENDING GROWTH

### Substantial progress so far

- o Federal spending since 1981 is \$30 billion less than it would have been without the President's budget cuts.
- o Federal spending growth averaged more than 14 percent a year in the Carter Administration. By 1980, it hit a peace-time record of 17.4 percent. But this year, it is down to 11 percent -- and the congressional budget resolution for FY83 shrinks it to about 6 percent.
- o After Congress initially balked at passing a budget early this year, President Reagan insisted they reduce the deficit and finally got a resolution from Congress promising to cut the red-ink by \$380 billion in the next 3 years.

### President will continue to lead -- with veto if necessary

- o The President has vetoed three budget-busting supplemental appropriations bills. He prevailed on two, saving the taxpayers more than \$3.6 billion.
- o He pledged to veto any bill Congress sends him that won't further his goal of getting spending under control.
- o Despite many victories, the September override of the President's third supplemental veto shows he needs more help in the Congress. Just a few more votes (1 more in the Senate) would have changed the outcome and saved taxpayers almost \$1 billion in excessive domestic spending.
- o President Reagan's goal is a balanced budget. He is determined to achieve it with or without a constitutional amendment. He favors the amendment to ensure that once the budget is balanced, it stays balanced.
- o The federal budget has been balanced only once in the last two decades. With a Congress fully behind the President's policies of spending restraint, we can see another in this decade -- and it won't be just an isolated oddity, but the first in a long series of balanced budgets.

## CUTTING REGULATION

- o During the '70s, federal regulations increased in number and cost.
- o The number of pages in the Federal Register (where new regs are published) nearly tripled and the annual cost of compliance with the regs jumped to \$100 billion -- equal to about \$2000 for every family in America.
- o The total number of hours needed just to fill out the paperwork required by the regs was estimated at 800 million in 1979.

### President Reagan moved fast to find relief

- o In one of his first official acts, President Reagan appointed a task force under the Vice-President to find ways to cut down on regulations. The task force was created two days after the inauguration.
- o A week later, the President ordered a 120 day freeze on all pending new regulations and directed OMB to review all proposed regs -- creating a central reviewing agency for the first time.

### Substantial progress has been made

- o President Reagan decontrolled oil prices and -- despite predictions of \$2/gallon gasoline from many Democrats -- prices went down, production increased and U.S. imports of foreign oil dropped to their lowest level in 5 years.
- o The Administration also made bilingual education rules more flexible; schools still must meet the special needs of students with limited English but are freer to do so in ways best suited to local requirements. This one change alone can save the nation's schools \$1 billion in 5 years.
- o Overall, in just the last 18 months, efforts by the Reagan Administration to reduce regulatory burdens have saved business and consumers about \$10 billion in one-time capital costs and \$6 billion a year in operating costs.
- o The number of pages in the Federal Register has been cut by one-third and 200 million manhours of paperwork preparation were saved in 1982.

# From the Hill

Steve Symms

Last week, when the September unemployment figure was released, the national news media treated the story as if it were the biggest and worst economic development since the Crash of 1929. Once again, the prophets of gloom and doom declared that "Reaganomics" isn't working. In most of the media, it was a sad and solemn story without a silver lining.

I am as troubled as anyone by the fact that so many people — 10.1 percent — are out of work. Unemployment is a tragedy for every individual who wants a job and can't find one. But the problem won't be solved by exaggerating it, or by ignoring the many positive steps that have been taken to cushion the blow and to cure its basic causes: inflation, high interest rates and other long-standing economic ills.

Unfortunately, the public has been getting a biased, unbalanced report from much of the media — a report that focuses almost exclusively on the bad news. I challenge the media to give equal time and space to the other side of the story: the good news that we are doing something about unemployment and that we've made very significant progress toward solving most of our economic problems.

What are we doing about unemployment? Congress recently enacted legislation, proposed by President Reagan, to provide job training for a million young and poor people, so that they can acquire the skills they need for real jobs in the private sector, not temporary make-work chores. Congress also passed and the president signed the Export Trading Company Act, that will help small business prosper and create thousands of new jobs.

Sen. Steven Symms is a Republican from Idaho.

And recent legislation extends unemployment insurance benefits for up to 49 weeks — almost a full year — in some cases.

What progress have we been making on other economic fronts? Here are some of the good news items that rarely make the headlines:

**Inflation** — dramatically down from 12.4 percent to 3.3 percent in just 20 months.

**Interest rates** — down from 21 percent to 12 percent since January 1981.

**The dollar** — compared to the Japanese yen, the German mark and other currencies, it has increased in value by about a third in less than two years, which means that much more purchasing power for American consumers.

**The stock market** — in less than two months, the Dow Jones Average has climbed almost 200 points, a record-setting comeback.

**Personal savings** — up from 5.5 percent to 6.9 percent under the Reagan administration.

**Productivity, housing starts and personal income** are also up. Taxes, the rate of federal spending growth and the burden of government regulations are down.

All of these encouraging signs point in the direction of economic recovery, which is the solution to our unemployment problem. If the media gave the American people a more balanced report — instead of focusing on just one economic indicator — we might be a lot better off, because patience and persistence are awfully important ingredients in the effort to get the economy moving in all the right directions.

RADIO TALK/NEWS SHOWS

OCTOBER 25 - NOVEMBER 1, 1982

<u>STATE/CITY/STATION/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
PENNSYLVANIA			
WILKES BARRE			
WBAX-AM Paul Ciotta (news)	10/26/82	Dr. Robert Ortner/ Commerce	Economy
ERIE			
WCKK-FM Gary Loncke 50,000 watts	10/26/82	Ed Dale/OMB	Economy
TEXAS			
DALLAS			
WFAA Mel Bailey Show	10/27/82	Dr. Robert Ortner/ Commerce	Economy
ILLINOIS			
CHICAGO			
WSLU	10/27/82	Dave Gergen/WHS	Economy/ elections
MASSACHUSETTS			
NEW BEDFORD WSMB	10/27/82	Joe Lehman/State	Nuclear free
MICHIGAN			
SAULT STE. MARIE			
WSOO Paul Ganz (news)	10/28/82	Dr. Bob Diedrick/ Commerce	Economy
VIRGINIA			
ROANOKE			
WVWR-FM Ralph Johnson Show	10/29/82	Dr. Manuel Johnson Treasury	Economy

STATE/CITY/STATION/HOST

DATE

INTERVIEWED

SUBJECT

MASSACHUSETTS

BOSTON

WBUR  
News

10/29/82

John Trattner/State

Nuclear freez

VIRGINIA

NORFOLK

WNIS  
Chuck Faulkner Show

11/1/82

Marlin Fitzwater/  
Treasury

Economy

ARIZONA

TUSCON

KFLT-AM  
Kay Lindley

11/1/82

Ed Dale/OMB

Economy

RADIO NEWS/TALK SHOWS

October 16-22, 1982

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
CALIFORNIA:			
LOS ANGELES:			
KABC Bill Pearl Show	10/16/82	Lowell Jensen/Justice	crime/drugs
NORTH CAROLINA			
RALEIGH:			
WPTF Dave Bishop Show	10/19/82	Ralph Stanley/WHS	Economy/housing starts
TEXAS			
DALLAS:			
KRLD Tony DeHaro	10/19/82	Robert Ortner/Commerce	Economy/housing starts
OREGON:			
PORTLAND:			
KYXI News	10/20/82	Robert Ortner/Commerce	Economy/housing starts
ARIZONA			
TUSCON:			
KNST Toni Stanton(news)	10/20/82	Ed Dale/OMB	Economy/housing starts
NEBRASKA			
OMAHA:			
KFAB-AM 50,000 watts Diane Saggau (news)	10/20/82	Mike Brunner/Agriculture	FHA loan rates
LINCOLN:			
KLMS-AM Don Miles	10/20/82	Alan Tracy/Agriculture	Exports/blended credit

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
NEBRASKA (Continued)			
COLUMBUS:			
KITT Ralph Wayne (News)	10/20/82	Alan Tracy/Agriculture	Exports/blended credit
SCOTTSBLUFF:			
KJEB-AM and FM Chuck Warren News	10/20/82	Alan Tracy/Agriculture	Exports/blended credit
GRAND ISLAND:			
KRGI-AM/FM Tracy Gringer	10/20/82	Mike Brunner/Agriculture	FHA loan rates
NORTH PLATTE:			
KAHL-AM/KELN-FM Linda Adams	10/20/82	Alan Tracy/Agriculture	Exports/blended credit
MICHIGAN			
DETROIT:			
WXYZ Kevin Joyce Show	10/21/82	Dave Gergen/WHS	Economy/election
WEST VIRGINIA			
HUNTINGTON:			
WGNT-AM Greg Elliott Show	10/21/82	Ralph Stanley/WHS	Economy
OHIO:			
YOUNGSTOWN:			
WBBW-AM David Gray	10/21/82	Lionel Olmer/Commerce	Steel agreement
INDIANA:			
GARY			
WWCA-AM Pam Good	10/21/82	Lionel Olmer/Commerce	Steel agreement

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
PENNSYLVANIA			
PITTSBURGH:			
KQV News	10/21/82	Lionel Olmer/Commerce	Steel agreement
NEW YORK			
NEW YORK CITY:			
WABC News	10/21/82	Carlton Turner/WHS	Drugs/crime
CALIFORNIA			
LOS ANGELES:			
KABC Michael Jackson (syndicated to 41 stations around the country)	10/22/82	Roger Porter/WHS	Prime rate/ economy
MINNESOTA			
MINNEAPOLIS:			
WCCO-AM 50,000 watts Rich Horter (News)	10/22/82	Roger Porter/WHS	Prime rate/ economy
MASSACHUSETTS			
ATTLEBORO:			
WARA Frank Titus (News)	10/22/82	Marlin Fitzwater/ Treasury	Prime rate/ economy
CONNECTICUT			
HARTFORD:			
WTIC 50,000 watts (News)	10/22/82	Ed Dale/OMB	Prime rate/ economy

## RADIO TALK/NEWS SHOWS

OCTOBER 11-15, 1982

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
MISSISSIPPI			
GREENVILLE:			
WGVM-AM Chuck Early (news)	10/11/82	Beryl Sprinkle/Treasury	Economy
COLORADO			
COLORADO SPRINGS:			
KRDO-AM and FM Lisa Lancaster (news)	10/11/82	Ann McLaughlin/Treasury	Economy
MICHIGAN			
MARQUETTE:			
WDMJ-AM Eric Scott (news)	10/11/82	Perry Pendley/Interior	Mining/jobs
ILLINOIS			
CHICAGO:			
WIND Lee Rogers Show	10/11/82	Marlin Fitzwater/Treasury	Economy
MASSACHUSETTS			
BOSTON:			
WBZ David Finnegan Show	10/12/82	Ed Dale/OMB	Economy
OREGON			
PORTLAND:			
KYXI Von Summers News	10/12/82	Ralph Stanley/WHS	Economy

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
MISSOURI:			
ST. LOUIS			
KMOX Bob Hardy Show (45 minutes)	10/12/82	Ralph Stanley/WHS	Economy
OHIO			
CLEVELAND			
WWWE Larry Wright (news)	10/13/82	Beryl Sprinkle/ Treasury	Economy
TENNESSEE			
JACKSON			
WDXI-AM Paula Day (News)	10/13/82	Bob Diederick/ Commerce	Economy
WASHINGTON			
SPOKANE:			
KEZE-FM Gary Darigol	10/13/82	Roger Porter/WHS	Economy
NEW YORK:			
SYRACUSE:			
WIXT (TV) Jean Kessner News (phone interview)	10/13/82	Ralph Stanley/WHS	Economy
LARRY KING SHOW (Syndicated - Mutual)	10/13/82	Carlton Turner/WHS	Drug program
IDAHO			
LEWISTON			
KOZE-AM Chris Smith	10/13/82	Denis Karnosky/ Treasury	Economy

<u>DATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
GEORGIA			
ATLANTA:			
WGST Mary Hylback	10/13/82	Virginia Knauer/WHS	Consumer issues
WAOK Ben Dudley	10/13/82	Virginia Knauer/WHS	Consumer issues
MASSACHUSETTS:			
FALL RIVER:			
WSAR Dave Andrews Show	10/14/82	Bob Bonitati/WHS	Economy
CALIFORNIA:			
SAN DIEGO:			
KSDO Laurence Gross Show	10/14/82	Dr. Robert Ortner/ Commerce	Economy
NEVADA			
LAS VEGAS:			
KDWN-AM Ken Stahl	10/14/82	Denis Karnosky/ Treasury	Economy
CALIFORNIA:			
EUREKA			
KNCR Pat McConnell	10/14/82	Ralph Stanley/WHS	Economy
NORTH CAROLINA			
ASHVILLE			
WWNC Dave Clements	10/14/82	Ed Dale/OMB	Economy
MISSOURI:			
CAPE GIRARDEAU:			
KFMP-FM	10/14/82	Bill Morris/Commerce	Economy

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
SOUTH CAROLINA			
FLORENCE			
WOLS-AM John Fitz	10/14/82	Ed Dale/OMB	Economy
CALIFORNIA			
SANTA ROSA:			
WZST-FM Dave Page	10/14/82	Bill Sloane/HUD	Housing construction/timber
COLORADO			
DENVER			
KNUS Mark Elliott (news)	10/15/82	Jeffrey Harris/ Justice	Crime/drugs
MISSOURI			
KANSAS CITY			
KLJC-FM Don Hawkins	10/15/82	Ed Dale/OMB	Economy
NEW JERSEY			
ASBURY PARK			
WJLK-AM and FM Ken Miller	10/15/82	Ralph Stanley/WHS	Economy
NEW YORK			
ROCHESTER			
WHAM-AM Paul Baker	10/15/82	Marlin Fitzwater/ Treasury	Economy
NATIONAL PUBLIC RADIO	10/15/82	Dave Gergen/WHS	Politics/election
RADIO	10/15/82	Albert Angrisani/ Labor	Job training bill

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
MASSACHUSETTS			
BOSTON:			
WBZ David Finnegan Show	10/15/82	Lowell Jensen/ Justice	Drugs/Crime
NEW JERSEY			
ATLANTIC CITY:			
WIIN Stefan Haray	10/15/82	Ralph Stanley/WHS	Economy
WEST VIRGINIA			
CHARLESTON:			
WCAW Bill Curtis	10/15/82	Ed Dale/OMB	Economy
PENNSYLVANIA			
PITTSBURGH:			
WQV Mark Schreiber	10/15/82	Richard McElheny/ Commerce	Export Trading bill

NOTES:

CHATTANOGA, TENNESSE - radio stations report wide coverage of press conference by Chattanooga Republican Central Committee in support of the President's speech - 10/14/82

BINGHAMPTON, NEW YORK - radio stations report coverage and interviews with Vice President Bush - 10/14/82

SPRINGFIELD, ILLINOIS - radio stations covered both pro and con reactions to the President's speech by Congressional candidates and challengers - 10/14/82

RADIO TALK/NEWS SHOWS

OCTOBER 4-8, 1982

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
FLORIDA:			
MIAMI:			
WINZ 50,000 watts	10/5/82	Dr. Carlton Turner	Drug abuse program
LOUISIANA:			
NEW ORLEANS:			
-WSBM Andre LeBoarde (15 minutes)	10/5/82	Dr. Carlton Turner	Drug abuse program
CALIFORNIA:			
SAN DIEGO:			
KSDO News	10/5/82	Dr. Carlton Turner	Drug abuse program
LINOIS:			
CHICAGO:			
WGN Bob Collins Show (15 minutes)	10/5/82	Dr. Carlton Turner	Drug abuse program
MISSISSIPPI:			
HATTIESBURG:			
WHSY	10/7/82	Dr. Carlton Turner	Drug abuse program
ALABAMA:			
DOTHAN:			
WOOF	10/7/82	Dr. Carlton Turner	Drug abuse program
NATIONAL PUBLIC RADIO (covers 250 stations)	10/7/82	Albert Angrisani/ Labor	Unemployment/jobs
NATIONAL PUBLIC RADIO RADIO, AP RADIO, SHERIDAN BROADCASTING	10/7/82	Secretary Schweiker	Teenage alcohol abuse

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
MICHIGAN:			
DETROIT:			
WXYZ Mike Miller Show Average listeners: 367,000	10/8/82	Dr. Carlton Turner	Drug abuse progr
ALABAMA:			
BIRMINGHAM:			
WYDE 50,000 wats Pat Dougherty - news	10/8/82	Ralph Stanley/WHS	Unemployment/jobs
INDIANA:			
INDIANAPOLIS			
WIFE news Cheryl Boone	10/8/82	Ralph Stanley/WHS	Unemployment/jobs
OHIO:			
DATON:			
WAVI-AM Tod Refner/news	10/8/82	Bob Bonitati/WHS	Unemployment/jobs
COLUMBUS:			
WOSU Howard Ornstein News	10/8/82	Ed Dale/OMB	Unemployment/jobs
CLEVELAND:			
WWWE 50,000 watts	10/8/82	Ray Waldmann/ Commerce	Unemployment/jobs
PENNSYLVANIA:			
PHILADELPHIA:			
WWDB 50,000 watts Frank Ford Show	10/8/82	Roger Porter/WHS	Unemployment/jobs

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
PENNSYLVANIA:			
PHILADELPHIA:			
WCAU Eileen Shaw News	10/8/82	Ralph Stanley/WHS	Unemployment/jobs
ERIE:			
WQLN Jim Van Dongen News	10/8/82	Larry Kudlow/WHS	Unemployment/jobs
PITTSBURGH:			
KQV-AM Larry Brot News	10/8/82	Carlos Campbell/ Commerce	Unemployment/jobs
RHODE ISLAND:			
PROVIDENCE:			
WEAN-AM Tom O'Grady News	10/8/82	Roger Porter/WHS	Unemployment/jobs
TENNESSEE:			
MEMPHIS:			
WREC Dave Gilton News	10/8/82	Ralph Stanley/WHS	Unemployment/jobs
NASHVILLE:			
WLAC 50,000 Watts Les Maneson Show	10/8/82	Ed Dale/OMB	Unemployment/jobs
MISSISSIPPI:			
JACKSON:			
WCCL John Friskillo News	10/8/82	Bob Bonitati/WHS	Unemployment/jobs

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
NEW YORK:			
NEW YORK CITY:			
WABC 50,000 Watts	10/8/82	Ralph Stanley/WHS	Unemployment/jobs
SYRACUSE:			
WYSR-AM&FM Karen Franklin Live Q&A	10/8/82	Elizabeth Dole/WHS	Unemployment/jobs
MAINE:			
PORTLAND:			
WGAN-AM/FM Don Huff News	10/8/82	Paul O'Day/Commerce	Unemployment/jobs
SOUTH CAROLINA:			
COLUMBIA:			
WNOK-AM&FM Tom Anderson News	10/8/82	Lee Atwater/WHS	Unemployment/jobs
CALIFORNIA:			
LOS ANGELES:			
KNX-AM 50,000 watts News	10/8/82	Carlos Campbell/ Commerce	Unemployment/jobs

RADIO TALK/NEWS SHOWS

SEPTEMBER 27-OCTOBER 1, 1982

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
<b>MICHIGAN:</b>			
Grand Rapids:			
WTWN John Boserman	9/27/82	Albert Angrisani/Labor	Jobs Bill
<b>ILLINOIS:</b>			
Champaign/Urbana:			
WDWS Dave Talbert (News)	9/27/82	Albert Angrisani/Labor	Jobs Bill
<b>OREGON:</b>			
Portland:			
KXL-AM Jeff Grimes - (News) (News has approx. 347,200 weekly listeners)	9/28/82	Albert Angrisani/Labor	Jobs Bill
<b>NEW JERSEY:</b>			
Atlantic City:			
WIIN Stefan Harary	9/28/82	Paul Vander Myde/ Commerce	Export Trading Bill
NOTE: During his interview Vander Myde asked listeners to call Chairman Rodino and ask that bill be released from committee. Rodino did release the bill later in the day and Commerce believes interview had some impact on the decision.			
<b>CALIFORNIA:</b>			
Los Angeles:			
KGO-AM Owen Spann Show (50,000 watt station/ syndicated show)	9/28/82	Jeffrey Harris/ Justice (45 minutes with call-ins)	Crime Bill

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
MASSACHUSETTS:			
New Bedford:			
WBSM Rob Michaels Show	9/28/82	Donald Earnshaw/ Commerce	Export Trading Companies bill
CALIFORNIA:			
Sacramento:			
California Farm Bureau Show (Syndicated) Gary Sach	9/29/82	Jim Sanders/SBA	Export Trading Companies Bill
NEW MEXICO:			
Albuquerque			
KOB Larry Ahrens Show (100,000 average listeners)	9/29/82	Steve Entin/ Treasury	Economy/President' Press Conf. follow up
MISSOURI:			
St. Louis			
KMOX-AM "At Your Service" Bob Hardy (50,000 watt station)	9/30/82	Ed Harper/WHS (45-minutes with call-ins)	Economy/Leading indicators
CALIFORNIA:			
Sacramento:			
KFBK Eric St. John Show (50,000 watt station)	9/30/82	Roger Porter/WHS (1/2 hour with call-ins)	Economy/Leading indicators
NEW YORK CITY:			
WCBS (News) (News has average weekly listeners of 3 million)	9/29/82	Amb. James Goodby State	Nuclear Freeze/ START

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
MASSACHUSETTS:			
Boston:			
WBZ The David Finnegan Show (50,000 watts - covers New England and beyond)	9/29/82	Amb. James Goodby/	Nuclear Freeze/ START
FLORIDA:			
Miami:			
WINZ (News) (Average listeners: 340,000)	9/29/82	Amb. James Goodby/ State	Nuclear Freeze/ START
PENNSYLVANIA:			
Philadelphia:			
KYW (News) (50,000 watts)	9/29/82	Amb. James Goodby/ State	Nuclear Freeze/ START
CALIFORNIA:			
Los Angeles:			
KABC Michael Jackson	10/1/82	Tim McNamar/ Treasury	Economy/Leading Indicators

NOTE: SECRETARY BALDRIDGE'S STATEMENT ON LEADING INDICATORS  
CARRIED ON RADIO STATIONS THROUGHOUT THE COUNTRY - 9/30/82

RADIO TALK/NEWS SHOWS

SEPTEMBER 20-24, 1982

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
<u>FLORIDA</u>			
Tampa:			
WPLT David Gold Show	9/20/82	Ed Dale/OMB	Congress/ Appropriations bil
<u>ILLINOIS</u>			
Chicago:			
WBBM WLS WGN	9/21/82	Used tape of Drew Lewis statement	Railroad strike
<u>MASSACHUSETTS</u>			
Boston:			
WBZ David Finnegan	9/21/82	John Winston/ Railroad Admin.	Railroad strike
<u>HIO</u>			
Toledo:			
WSTV-AM "Evening Edition"	9/21/82	Gary Bauer/ Education	Tuition tax credits
<u>CALIFORNIA</u>			
Los Angeles:			
KABC Michael Jackson	9/21/82	Dick Fairbanks State	Lebanon situation
<u>TEXAS</u>			
Port Arthur:			
KOLE Dick Bruce	9/21/82	Karna Small/WH	The President/ General information
<u>COLORADO</u>			
Denver:			
KNUS Mark Elliot	9/22/82	Ed Dale/OMB	Congress/ Appropriations bills

MORE

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
<u>CONNECTICUT</u>			
Hartford:			
WTIC News	9/23/82	Tim McNamar/Treasury	CPI/Inflation
<u>LOUISIANA</u>			
New Orleans:			
WGSO News	9/23/82	Robert Ortner/Commerce	CPI/Inflation
<u>CALIFORNIA</u>			
San Diego:			
KOGO News	9/23/82	Robert Ortner/Commerce	CPI/Inflation
<u>MASSACHUSETTS</u>			
New Bedford:			
WBSM Manny Simmons Show	9/23/82	Bob Dederick/Commerce	CPI/Inflation
<u>FLORIDA</u>			
Orlando:			
WKIS Larry Kahn Show	9/23/82	Manuel Johnson/Treasury	CPI/Inflation
<u>NEW JERSEY</u>			
Atlantic City:			
WIIN Stefan Harary	9/24/82	Tim McNamar/Treasury	CPI/Inflation
<u>MINNESOTA</u>			
Minneapolis:			
KSPT Dick Pomerantz Show	9/24/82	Donald Tice/ACDA START Delegation	Nuclear freeze

<u>STATE/CITY/SHOW/HOST</u>	<u>DATE</u>	<u>INTERVIEWED</u>	<u>SUBJECT</u>
<u>PENNSYLVANIA</u>			
Philadelphia:			
KYW-AM The Don Lancer Show	9/24/82	Albert Angrisani/ Labor	Jobs training bill
<u>IOWA</u>			
Davenport: (Covers Rock Island, Moline, Illinois and Davenport and Bentendorf, Iowa)			
WOC Bob Sidney Show	9/24/82	Albert Angrisani/ Labor	Jobs training bill
Cedar Rapids:			
KWLO Jeff Seeley (News)	9/24/82	Roger Porter/WH	Jobs Training bill
<u>ILLINOIS</u>			
<i>Springfield</i> WTAX Pat Gordon (News)	9/24/82	Albert Angrisani/ Labor	Jobs Training bill

RADIO TALK SHOW INTERVIEWS

RE APPROPRIATIONS/  
LAME DUCK SESSION

STATE/CITY/STATION

BOOKED

DATE/FORMAT

CALIFORNIA:

SAN FRANCISCO  
KFRC-AM (5,000 watts)

Ed Dale

9/17 - 5 min.  
for news

NEW MEXICO

ALBUQUERQUE  
KOB-AM (50,000 W covers  
most of the Southwest)

Ed Dale

9/20 - 5 min.  
for Larry Ahre  
Show (average  
listeners 100,

*Did  
not  
come off  
2 all time  
not  
available  
approved  
from*

RADIO TALK SHOW INTERVIEWS

TUITION TAX CREDITS

TEXAS:

BOOKED

SAN ANTONIO:

(ALL FROM DEPT. OF  
EDUCATION)

WOAI-AM

(50,000 Watt station covers 200 mile  
radius)

Gary Bauer - 9:55 am  
Thursday - NEWS

MASSACHUSETTS:

BOSTON:

WBZ (50,000 Watt - covers 38 States)  
David Finnegan Show  
(Talk show with call-ins)

Gary Jones - Wed.  
6:45 pm - 15 min.

PENNSYLVANIA:

ERIE:

WQLN-FM

35,000 Watts (70-mile radius)  
Jim Van Dongen (does morning news show)

Gary Bauer - Thurs  
8:30 am

PITTSBURGH:

WEPP-AM (50,00 Watts - covers 200 mile radius)  
Jeff Gilbert -- will do something after  
bill passes committee

Gary Bauer - Thur  
taped - 4 pm

NEW YORK:

ROCHESTER:

WHAM-AM

(50,000 watts - covers East and Midwest)

Chuck O'Malley  
Wed. 7 pm - 15 min  
taped for news

RADIO TALK SHOW INTERVIEWS  
ANTI-CRIME BILL

<u>CITY/STATION/SHOW</u>	<u>PARTICIPANT</u>	<u>DATE</u>
DALLAS, TEXAS WFAA Neil Bailey Show	Rudy Giuliani/ Justice	9/14 Live
LOS ANGELES, CALIFORNIA KABC Michael Jackson Show	Jeffrey Harris/ Justice	Taped for 9/15 airing
ST. PETERSBURG, FLORIDA WNSI John Eastman Show	Jeffrey Harris/ Justice	9/15 - 8:53 am Live
MIAMI, FLORIDA WNWS Barbara Studley Show	Dick Hauser/WH	9/16 - 7pm 1/2 hour live
DETROIT, MICHIGAN WXYZ Kevin Joyce Show	Jeffrey Harris/	9/23 - 8 pm Live - 55 min. with call-ins
NEW YORK CITY WMCA Bob Grant Show	Dick Hauser/WH	9/20 - 5:30 pm 15 min. - live
SAN FRANCISCO, CALIFORNIA KGO Owen Spann		Information on bill mailed 9/14 -- they will book when received.

RADIO INTERVIEWS

Thursday, September 9

(RE PRESIDENT'S SPEECH IN KANSAS)

KANSAS:

Wichita:

KSGL  
Contact: Steve Anderson  
Telephone: 316-942-3231

Topeka:

KSKX-AM  
Contact: rick Bailey  
Telephone: ~~913-272-2033~~  
*913-272-2122*

MISSOURI:

St. Louis:

KMOX  
Contact: Frank Abshire  
Telephone: 314-621-2345

IOWA:

Des Moines:

WHO-AM  
Contact: Paul Menzel  
Telephone: 515-283-1429

INTERVIEW WITH

~~Morton~~ Morton Blackwell  
15-minutes taped

Morton Blackwell  
5:00 News

Morton Blackwell  
3:15 - 4 pm  
Live talk show  
followed by call-i

Gary Bauer  
Education  
3:45-4:00 (their  
time) live

RADIO TALK SHOW  
INTERVIEWS

RE

TAX BILL

<u>CITY/SHOW</u>	<u>DATE</u>	<u>SPOKESPERSON</u>
DENVER:		
*KNUS Mike Rosen Show Contact: Mike Rosen Telephone: 303-934-5557	8/16/82 (PM)	Lyn Nofziger
LOS ANGELES:		
**KABC Michael Jackson 213-837-5948 Contact: Joyce Coleman	8/17/82 (AM)	Tim McNamar
SAN FRANCISCO:		
KGO Owen Spann Show Contact: Mike Cleland 415-863-0077	8/16/82 (afternoon)	Ed Dale
SAN DIEGO		
KSDO (News) Contact: Ken Yearwood Telephone: 714-283-7121	8/19/82 (7:30 am)	Ed Dale
MIAMI		
***WNWS Neil Rogers Show Contact: Larry Lerner Telephone: 305-665-4833	8/18/82 (8:05 pm)	Ed Dale
NEW ORLEANS		
WSMB Keith Rush Show Contact: Rosalie Lockhart Telephone: 504-523-5921	8/18/82 (AM)	Buck Chapoton

NOTES:

- \* Rosen is an active political conservative -- a good forum
- \*\* Jackson is liberal, polite to guests and most widely listened to talk show in LA area.
- \*\*\* Larry Lerner said show with Dale went very well and judging by calls

OKL.

KTOK

8/17/82

Ed Dale

PHILADELPHIA

KYW  
Don Lancer Show  
(taped)

8/18 (afternoon)

Ed Dale

NEW YORK

WMCA  
\*Bob Grant Show  
4-6 pm  
Contact: Mike Thompson  
Telephone: 212-586-5700

8/19/82 (afternoon)

Buck Chapoton

RADIO SYNDICATES

AP RADIO  
UPI RADIO  
MUTUAL RADIO  
SHERATON  
NATIONAL PUBLIC RADIO

8/18/82 (afternoon)

Lyn Nofziger

NOTES:

\*Bob Grant is a conversative -- should use again if all went well.

WABC/New York -- Called off hour interview noon 8/19. This is a call-in talk show -- we should do in future.

WQBK/Albany -- Called off 4:45 interview today -- promised to do something with them some time soon.

SPECIALIZED MAILINGS

<u>Mailing</u>	<u>Recipient</u>
Address By the President to the Nation (from KNBC Burbank, CA) September 1, 1982	Editortial Page Editors of Daily Newspapers and Columnists
Compilation of Editorials from 30 Major Newspapers in the U.S. and Roundup of Foreign Media Reaction, September 3, 1982	Editorial Page Editors of Daily Newspapers
Text of A Letter from the President to Selected Members of the Senate Re Abortion Amendment, September 8, 1982	Catholic Press and Selected Columnists
Secretary Shultz's Address to the United Jewish Appeal, September 12, 1982	Jewish Press
Remarks of the President at the Hispanic Heritage Week Ceremony (with Photograph), September 15, 1982	Hispanic Press
Remarks of the President at the National Black Republican Council Dinner (with Photograph), September 15, 1982	Black Press
National Disabled Veterans Week, 1982 Proclamation, September 15, 1982	Editors of Publications for Active and Retired Members of the Military
General Pulaski Memorial Day, 1982, Proclamation, September 15, 1982	Polish Press
Issue Update: Economic and Legal Equity for Black Americans, September 17, 1982	Black Press and Selected Columnists
Radio Address of the President to the Nation, Re School Prayer, September 18, 1982	Religious and Jewish Press
Statement By the President Re Lebanon, September 20, 1982	Editorial Page Editors of Daily Newspapers and Selected Columnists
Issue Update: Economic and Legal Equity for Women, September 17, 1982	Editorial Page Editors of Daily Newspapers
Cassette of President Reagan's Radio Broadcast on School Prayer, September 22, 1982	Religious Broadcasters
Release and Photograph of the President's Meeting with Lanette Butler, the 1982 National Poster Child for Sickle Cell Disease, September 20, 1982	Black Press

Remarks of the President at Meeting with Black College Presidents, September 22, 1982 (with Photograph)	Black Press
Release and Photograph of the President's Meeting with Reverend Leon Sullivan, September 22, 1982	Black Press
Remarks By the President At the Virginia Republican Rally, September 29, 1982	Editorial Page Editors of Daily Newspapers and Columnists
Release on the President's Announcement of A \$125,000 Grant from the Commerce Department's Economic Development Administration to Hampton Institute, September 29, 1982	Black Press
Remarks of the President At the Balanced Budget Reception, September 30, 1982	Editorial Page Editors of Daily Newspapers and Columnists
Remarks of the President to Ohio Veterans Organizations, October 4, 1982	Editors of Publications for Active and Retired Members of the Military
Release and Photograph of the President Being Presented with the Great Cross of the Holy Sepulchre	Greek Press
Release and Fact Sheet on President Reagan's Campaign Against Drug Abuse, October 5, 1982	Columnists
Secretary Shultz's Address to the 37th U.N. General Assembly, September 30, 1982	Jewish Press
Article By Secretary Regan on His Perceptions of the Current Unemployment Problem, October 7, 1982	Editorial Page Editors of Daily Newspapers
Address of the President to the Nation, Re the Economy, October 13, 1982	Editorial Page Editors of Daily Newspapers
Radio Address by the President to Farmers, October 15, 1982	Farm Editors of Daily Newspapers in the Farm Belt
Remarks of the President at the Signing Ceremony for the National Housing Week Proclamation, October 19, 1982	Real Estate Editors of Daily Newspapers
Release and Photograph of the President's Meeting with A Delegation of Lubavitch Orthodox Jewish Leaders, October 22, 1982	Jewish Press
Release and Photograph of the President's Meeting with Polish-American Leaders, October 25, 1982	Polish Press

# The Technology of Politics



Ronald Reagan made a 10-state campaign sweep last week, appearing at fund-raisers and rallies for 14 congressional candidates—all in the space of half an hour and without leaving Washington. In fact, the president's itinerary took him no farther than a television studio at the U.S. Chamber of Commerce headquarters, just across Lafayette Park from the White House. There, a one-day network of ground-to-satellite-to-ground transmissions had been organized by the Republican National Committee, and with it the president was able to talk to—and be questioned by—GOP faithful from Manchester, N.H., to Sacramento, Calif. At a cost of about \$36,000, it was probably the cheapest whistle-stop tour in modern political history.

It was also a foretaste of future campaigns. While campaigning by satellite is itself nothing new—Lyndon Johnson did it in 1966—the new and ever cheaper tools of “dishes” and “downlinks” could revolutionize the electioneer's art, bringing candidates directly into American living rooms in unforeseen ways. Yet few political professionals have grasped the full potential of advanced telecommunications technology. “Never have so many important people known so little about something so important,” says Brian Lamb, the head of C-SPAN, a cable-television service that beams proceedings of the House of Representatives into 11 million homes.

**‘Uplink’:** The components of the new technopolitics are simple. A campaign buys time on one of the 19 communications satellites now in fixed orbit over North America. It rents a studio and makes its pitch before the cameras. The picture and sound are sent to a dishlike “uplink” transmitter. The dish beams the signal to the satellite, which relays it to one or more “downlink” dishes at the destination points. In the Reagan telecast, dishes in 11 different cities formed a personal network. A signal might also be received by a broadcast outlet for showing on the airwaves, or by a cable operation. The House Republican Conference, for example, uses satellites to send taped statements by GOP congressmen to TV stations—instant video press releases.

But it is the link of microwave transmission to cable systems that holds the most promise for political campaigns. There are now 4,780 cable systems in the United States, and almost all of them have downlink dishes for receiving satellite transmissions. They reach one-third of all households containing TV sets, and that figure may well increase to 40 percent by 1984. And cable is cheap: 30 seconds of commercial time on a cable channel in New Orleans costs \$50 and reaches 70,000 households. The same amount of time on a network-

affiliated broadcast station goes for \$2,000, though it does get to many more people.

From a politician's point of view, however, the great virtue of cable television is its selectivity—in both geography and demography. A TV broadcast signal is indifferent to political boundaries; a candidate who buys advertising time in Cincinnati, Ohio, must pay for the station's viewers in Kentucky even though they cannot vote for him. But cable franchises are awarded usually at the local levels. “There's no spillage, no waste,” says Robert Pipkin, the communications director of the Republican Senatorial Campaign Committee. Even better, cable channels tend to specialize in programming—all sports, all rock music, all Spanish language—and, therefore, also in the audiences they attract. It is easy for a political advertiser to target a given group and to tailor the ads accordingly. In a Massachusetts congressional district reshaped by reapportionment, for example, Rep. Barney Frank is using the local Portuguese-language cable channel to reach the substantial Portuguese population in a section of the district that is new to him.

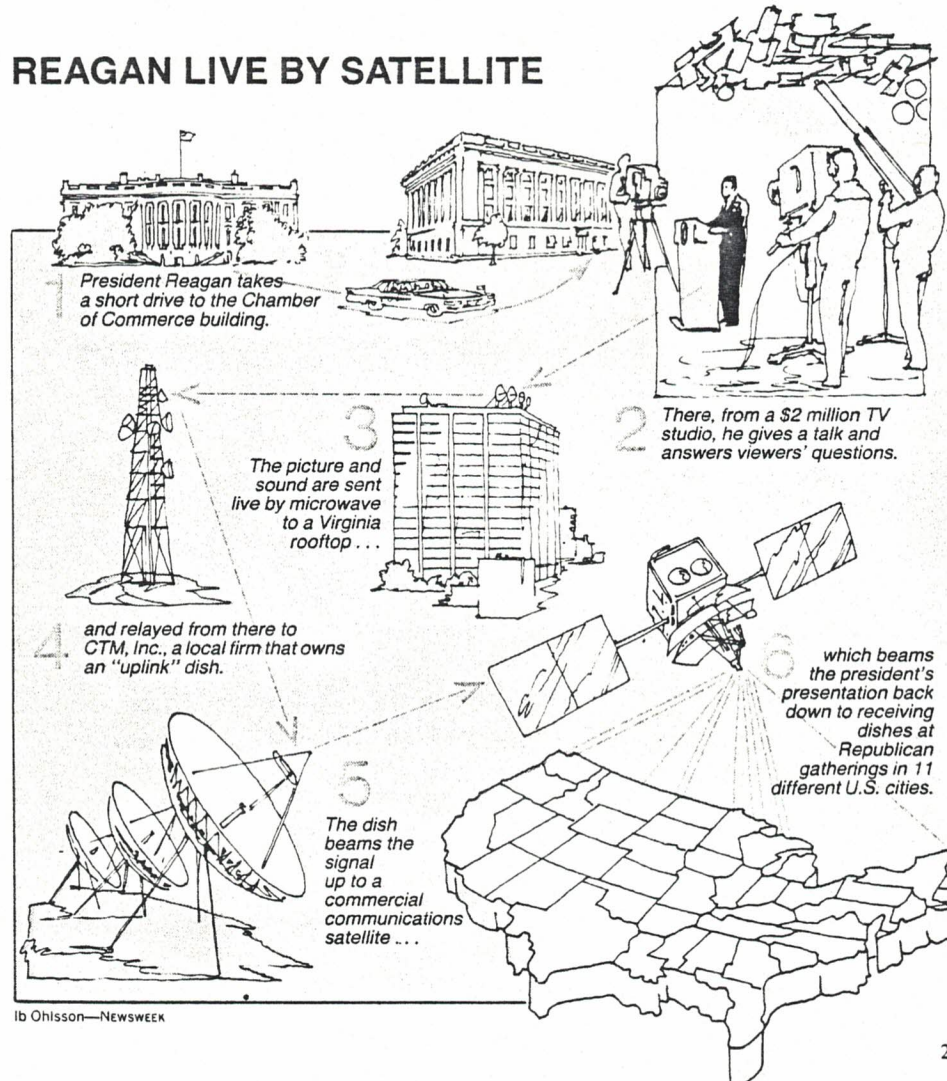
Put together, microwave transmission and cable relays will soon make possible what Robert Schmidt, head of the communi-

cations firm of CTM, Inc., calls “specialized networks” for a political party or candidate. A gubernatorial candidate could buy the same time slot on the “cultural” channels of all the cable systems in his state, then make live appeal to affluent, well-educated voters. A national candidate could send dozens of messages, each with a different emphasis depending on the cable channels used. “You can have the guy talking by satellite to steelworkers one minute and to the Ivy League Alumni Association the next,” says Dean Poppo, CTM's operations manager.

**Mastery:** If the future is not yet here, it's in part because the demographic research running behind the technological development. Arbitron, the television-viewer research company, has teamed up with a firm called Claritas Corp. on a formula for identifying TV viewers by both demographic characteristics and program preferences and has licensed the formula to two political consultants, Democrat Matt Reese and Republican Eddie Mahe. Such sophistication has yet to come to cable-viewer research but it's only a matter of time. And as Robert Neuman of the Democratic National Committee notes, “Each presidential year a new area emerges that no one had studied [such as direct-mail fund-raising]. The one who mastered it surprised everybody and won . . . Cable and satellite could be it for 1984.”

HOWARD FINEMAN in Washington

## REAGAN LIVE BY SATELLITE



GOP SPOKESMEN ON RADIO ACTUALITIES

Administration Spokesmen

Ronald Reagan (50 separate actualities)  
Vice President Bush  
Ed Meese -- WH  
James Baker -- WH  
President Ford  
Elizabeth Dole -- WH  
Secretary Baldrige  
Secretary Schweiker  
Secretary Lewis  
Secretary Pierce  
Administrator Ann Gorsuch  
Ambassador Brock  
Richard Richards  
John Connolly  
Fred Biebel -- RNC  
Carlos Campbell -- Commerce  
Robert Dederick -- Commerce  
Darrell Trent -- Transportation  
Betty Heitman -- RNC  
Tim McManus -- Treasury  
Gary Carruthers -- Interior  
Jim Sanders -- SBA  
Bill Greener -- RNC  
Dan Smith -- WH  
Al Angrisani -- Labor  
Henry Zuniga -- WH  
Tom Tauken -- ACTION

Senators and Congressmen

Senator John Warner  
Senator John East  
Senator Howard Baker  
Senator Strom Thurmond  
Senator Steve Symms  
Senator Paul Laxalt  
Senator Orrin Hatch  
Senator Bob Kasten  
Senator Bill Roth  
Senator Roger Jepsen  
Senator Pete Domenici  
Senator John Danforth  
Senator Dan Quayle  
Senator Bob Dole  
Congressman Clint Roberts  
Congressman Newt Gingrich  
Congressman Bob Michel