

# **PRESIDENT FORD COMMITTEE RECORDS. CAMPAIGN '76 MEDIA COMMUNICATIONS, INC., OFFICE FILES, (1968, 1972) 1975-77**

## **Collection Type**

Personal Papers

## **Extent**

.

## **Record Type**

Textual

## **Scope and Content Note**

The President Ford Committee's in-house advertising agency, Campaign '76 Media Communications, Inc., incorporated in December 1975. The agency's records document the creative inception, production, and placement of advertising on behalf of President Ford, from the design of a campaign logo in September 1975 until agency staff filed final reports with the Federal Election Commission in March 1977.

Peter Dailey, an advertising consultant to President Nixon's re-election committee in 1972, served as the first chairman of Campaign '76. He was assisted by vice president Bruce Wagner and a large and experienced staff, many of whom were on extended leave from positions in major advertising agencies across the country. (See Attachment A) Both Dailey and Wagner resigned because of strategy disputes with PFC officials and the Campaign '76 Advisory Board before the state primary elections were completed. Acting chairman Clayton Wilhite presided over a skeleton staff until the PFC hired John Deardourff as chief operations officer and

Malcolm MacDougall as creative director immediately after Ford's nomination. Deardourff, an experienced political campaign consultant, appointed Phil Angell from his firm, Bailey, Deardourff & Eyre, to serve as executive vice president.

The chairman of Campaign '76 created and executed the advertising plan and budget, reported to the PFC chairman, and routinely attended weekly strategy sessions with top PFC and White House officials and occasionally the President. The agency's executive director oversaw the daily operations and monitored cash flow and budgeting. Media director Dawn Sibley and finance director Barry Lafer served as department heads and liaisons to President Ford Committee officials for both primary and general election campaigns, and remained on the staff during the interim.

The records of Campaign '76 provide technical, quantitative documentation of media placement planning, media buying, account reconciliation, and financial reporting required by federal law. The documentation is particularly extensive as it concerns the agency's expenditure of public funds, limited by the 1974 Amendments to the Federal Election Campaign Act to approximate totals of \$10.9 million for the primary campaign and \$25 million during the general election campaign. The major impact these new limitations had on candidates' spending patterns is reflected in these records. The PFC and the campaign committees organized on behalf of other candidates channeled a large proportion of their funds into mass-media advertising, perceived to be the most cost-effective way to reach large audiences. As a result, campaign spending on various types of mass-media advertising during the 1976 campaign was proportionally larger than it had been during previous presidential campaigns.

Concern for cost-effectiveness is repeatedly documented in staff memoranda, and especially around the subject of campaign materials. Equally well-documented is the media buying system which expedited the campaign's record high broadcast expenditures. Media director Dawn Sibley purchased network availabilities for mass media advertising, but SFM Media Services, Inc., the contracted buying agency, bought time for spot television advertisements directed at local special interests. Important procedural guides in both primary and general election files describe the intricate logistics and various buying forms involved in

this complex system created to meet the speed, flexibility, and legal requirements of political advertising. (See Attachment B)

There is substantial technical and quantitative material in many of the staff files concerning the production and approval of media plans, drafted by director of planning Carol Karasick, for states and various special voter groups. These plans determined the media mix and advertising costs for particular markets. Karasick developed plans based on state and market demographic studies and Republican voting data from elections in 1968 and 1972. Each plan and its accompanying budget had to be approved by media director Dawn Sibley, the chairman of Campaign '76, and the PFC chairman, in consultation with state PFC chairmen. Plans were modified frequently in response to Reagan or Carter advertising activity, polling results, budget and cash flow requirements, and White house directives.

The files of director of finance and administration Barry Lafer provide a complete record of Campaign '76's fiscal systems and cash disbursements. Lafer forecasted cash requirements to receive PFC funds, paid media charges on a weekly basis, accumulated costs, and reported expenditures to the PFC treasurer for inclusion in FEC reports.

The collection is divided chronologically into state primary and general election sections, with the most substantial, and less technical, files arranged toward the front of each division. As an exception, the primary and general election financial and accounting records in Barry Lafer's files are arranged adjacent to each other in a separate section at the end of the collection.

With the exception of Dodie Kazanjian's campaign materials files, and a small production accounts file, staff files from account and creative departments are not included in the collection. Nevertheless, copied PFC and inter-departmental memoranda are sometimes present in chronological files throughout.

The collection is limited in material for researchers interested in the more creative aspects of the advertising effort. While the files include scattered and interesting documentation of the campaign's creative mission, strategy evolution, and product conceptualization, the record is far from complete. For example, files generated by Malcolm MacDougall in his position as the chief creative strategist in the post-

convention period are not a part of the files of Campaign '76. And while the files of the Campaign '76 chairmen and executive vice presidents are extant here, they only occasionally reflect either the creative genesis of ideas or their conceptual development.

Perhaps the most important aspect of the collection is the product record Campaign '76 left behind. Brochures and other campaign materials appear throughout the collection. The Ford Library's audiovisual collection is the custodial unit for tapes of more than one hundred television commercials produced by the office, as well as numerous radio advertisements created on President Ford's behalf. Not only are these video and audio tapes available to researchers, but many times Campaign '76's written records include the working, edited, and in some cases, rejected, scripts, as well.

**Related Materials** (as of October 1991):

Material related to campaign advertising on behalf of President Ford is scattered throughout many of the Library's most significant collections. Relevant documents appear in White House staff files and the records of other divisions within the President Ford Committee. The researcher should request a PRESNET search for specific citations.

Videotapes of television commercials and audiotapes of radio commercials produced by Campaign '76 are available in the Ford Library's audiovisual collection.

**Last Modified Date**

2024-05-17

**Campaign '76 Office: Primary Elections - Bruce Wagner Files, 1975-1976.**

(Boxes E1-E2, 0.8 linear feet)

Correspondence, memoranda, strategy papers, state media plans\*, reports, and advertising copy. Topics include organization, creative direction, advertising planning and strategy, budgeting, cash flow, and the production of campaign materials. Much of the documentation relates to the early primary contests. Also present are scripts and drafts of television and radio commercials, newspaper ads and campaign brochures, and market test results for several television commercials. Wagner was executive vice president for the state primaries.

Arranged alphabetically by subject and chronologically thereunder. \*◆State media plans, in the form of packets of standardized tables, charts, and a map, are found throughout the state primary files. They include state voting and demographic analyses, advertising flow charts, budget summaries, and local newspaper lists. Analyses provide state population breakdowns by age, ethnic background, and income; and the record of voters for Nixon in 1968 and 1972 within each ADI (Area of Dominant Influence). Also included are projected schedules and costs for television, radio, and newspaper advertising.

**Box E1 - Campaign '76 Office: Primary Elections - Bruce Wagner Files**

Status	Title
OPEN	Advertising Copy - Print and Broadcast Media (1)-(5)
OPEN	Alpha File, A - Z
OPEN	Campaign Commercials - Market Tests

**Box E2 - Campaign '76 Office: Primary Elections - Bruce Wagner Files**

Status	Title
OPEN	Chron File, 11/75 - 2/76
OPEN	Media Strategy Books (1)-(2)

**Campaign '76 Office: Primary Elections - Dawn Sibley Files, 1976.**

(Boxes E3-E9, 2.6 linear feet)

Memoranda, handwritten notes, state media plans, reports, advertising copy, and media buying forms. Topics include media strategy, PFC and White House directives, state media plan revisions, Reagan media buying, state issues and demographics, and media budgets. Also present are advertising scripts and charts related to media costs. A local broadcast operating guide defines procedures and the function of various media buying forms found here and extensively throughout the collection. Sibley was media director for the state primaries and the general election.

Arranged alphabetically by subject and/or state and chronologically thereunder.

**Box E3 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

Status	Title
OPEN	Campaign '76 Copy Book - Brochures
OPEN	Campaign '76 Copy Book - Newspaper Ads

<b>Status</b>	<b>Title</b>
OPEN	Campaign '76 Copy Book - Radio Spots (1)-(3)
OPEN	Campaign '76 Copy Book - Television Spots
OPEN	Commercial Identification and Traffic Book (1)-(7)

**Box E4 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	Grey Advertising
OPEN	Local Broadcast Operating Procedures with SFM (Media Buying Guide)
OPEN	Miscellaneous Correspondence
OPEN	Payee Lists
OPEN	Primary States - Florida
OPEN	Primary States - Illinois
OPEN	Primary States - Indiana
OPEN	Primary States - New Hampshire
OPEN	Primary States - North Carolina
OPEN	Primary States - Texas (George's File)
OPEN	Primary States - Wisconsin
OPEN	Reagan Competitive Activity (1)-(3)
OPEN	State Media Plans, Vol. I
OPEN	State Media Plans, Vol. I - New Hampshire
OPEN	State Media Plans, Vol. I - Massachusetts
OPEN	State Media Plans, Vol. I - Florida (1)-(2)

**Box E5 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	State Media Plans, Vol. I - Illinois (1)-(4)
OPEN	State Media Plans, Vol. II - North Carolina (1)-(3)
OPEN	State Media Plans, Vol. II - Wisconsin (1)-(2)
OPEN	State Media Plans, Vol. III - Texas (1)-(3)

**Box E6 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	State Media Plans, Vol. III - Texas (4)

<b>Status</b>	<b>Title</b>
OPEN	State Media Plans, Vol. III - Indiana
OPEN	State Media Plans, Vol. III - Alabama
OPEN	State Media Plans, Vol. III - Georgia
OPEN	State Media Plans, Vol. IV (1)-(2)
OPEN	State Media Plans, Vol. IV - Nebraska
OPEN	State Media Plans, Vol. IV - Michigan
OPEN	State Media Plans, Vol. IV - Maryland, Arkansas, West Virginia
OPEN	State Media Plans, Vol. IV - Kentucky
OPEN	State Media Plans, Vol. IV - Tennessee
OPEN	State Media Plans, Vol. IV - Nevada, Oregon

**Box E7 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	State Media Plans, Vol. V - Ohio, New Jersey, Idaho
OPEN	State Media Plans, Vol. V - California
OPEN	State Media Plans, Vol. V - South Dakota
OPEN	State Media Recap Book, Vol. I - Vol. II (2)

**Box E8 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	State Media Recap Book, Vol. II(3) - Vol. IV (1)

**Box E9 - Campaign '76 Office: Primary Elections - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	State Media Recap Book, Vol. IV(2)-(6)
OPEN	State Primary Expenditures Book

**Campaign '76 Office: Primary Elections - Carol Karasick Files, (1968, 1972) 1975-1976.**

(Boxes E9-E14, 2.0 linear feet)

Memoranda, draft and final state media plans, worksheets, Nielsen rating reports and media buying forms. Much of the series concerns strategic and budget revisions to state media plans with memoranda duplicated in Wagner and Sibley state primary files. Also included are handwritten quantitative planning papers on such

topics as media coverage, availability and costs, and effective and spill-over dollars. Also present are detailed demographic data, various state buying guidelines, and authorizations for political broadcast (APB's). Karasick was director of media planning for the state primaries and the general election.

Arranged alphabetically and chronologically thereunder.

**Box E9 (Continued) - Campaign '76 Office: Primary Elections - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning
OPEN	Advertising Brochures - "Campaigning on Cable Television"
OPEN	Advertising Brochures - Mutual Broadcasting System
OPEN	Advertising Rates
OPEN	Ethnic Newspapers (1)-(2)
OPEN	Media Plan Book, May 1-18 Primaries (1)-(3)

**Box E10 - Campaign '76 Office: Primary Elections - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning
OPEN	Media Plan Book, May 1-18 Primaries (4)-(5)
OPEN	Media Plan Book, May 25 Primaries (1)-(4)
OPEN	Media Plan Book, June 1-8 Primaries (1)-(5)

**Box E11 - Campaign '76 Office: Primary Elections - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning
OPEN	Media Plan Book, June 1-8 Primaries (6)-(8)
OPEN	Media Plan Master Copy Book - Illinois, North Carolina
OPEN	Media Plan Master Copy Book - Wisconsin, Indiana
OPEN	Media Plan Master Copy Book - Texas
OPEN	Media Plan Master Copy Book - Pennsylvania, Alabama
OPEN	Media Plan Master Copy Book - Georgia, Michigan, Tennessee
OPEN	Nielsen Ratings - Secondary Market Trends (1)-(2)

<b>Status</b>	<b>Title</b>
OPEN	Nielsen Ratings - Top 50 Market Trends (1)-(2)
OPEN	State Demographics - Alabama

**Box E12 - Campaign '76 Office: Primary Elections - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning
OPEN	State Demographics - Arkansas
OPEN	State Demographics - California (1)-(2)
OPEN	State Demographics - Georgia
OPEN	State Demographics - Indiana
OPEN	State Demographics - Nebraska
OPEN	State Demographics - South Dakota
OPEN	State Demographics - Tennessee
OPEN	State Demographics - West Virginia
OPEN	Media Buying
OPEN	APB's - Florida Radio and Television (1)-(7)

**Box E13 - Campaign '76 Office: Primary Elections - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying
OPEN	APB's - Illinois Radio (1)-(3)
OPEN	APB's - Massachusetts Radio
OPEN	APB's - New Hampshire Radio and Television (1)-(3)
OPEN	APB's - Prepayments, 3/4/76
OPEN	Spot Radio and Television Buying Authorizations - May and June Primaries
OPEN	Spot Radio and Television Buying Authorizations, Vol. I (1)-(3)
OPEN	Spot Radio and Television Buying Authorizations, Vol. II (1)-(2)

**Box E14 - Campaign '76 Office: Primary Elections - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying

<b>Status</b>	<b>Title</b>
OPEN	Spot Radio and Television Buying Authorizations, Vol. II (3)
OPEN	Spot Television Schedules Book
OPEN	Traffic Lists

**Campaign '76 Office: Primary Elections - Denise Considine Files, 1976**

(Boxes E14-E16, 1.0 linear feet)

Memoranda, correspondence, lists, newspaper contracts and tear sheets, invoices, and publications. A small chronological file and the "Pilas Plan Book" provide unique documentation of meetings and strategic planning. Other topics include creative decision-making, Illinois and North Carolina political issues, project assignments and schedules, procedures, Reagan media buying in Texas, and Republican convention plans. Also included are master newspaper lists, insertion orders detailing publication date, size, and position of ad, and copies and samples of tearsheets submitted as proof of publication. Duplicate tearsheets were attached to each insertion order, but disposed of during processing because of their redundancy. Also present are payee lists, invoices, and routine billing correspondence. Considine was media planning supervisor for the state primaries.

Arranged alphabetically and chronologically thereunder.

**Box E14 (Continued) - Campaign '76 Office: Primary Elections - Denise Considine Files**

<b>Status</b>	<b>Title</b>
OPEN	Census Figures
OPEN	Chron File, 3/76-6/76
OPEN	Criterion Advertising Company
OPEN	Draft Florida Ad, 8/76
OPEN	Farm Publications (1)

**Box E15 - Campaign '76 Office: Primary Elections - Denise Considine Files**

<b>Status</b>	<b>Title</b>
OPEN	Farm Publications (2)
OPEN	Forms
OPEN	Illinois and North Carolina Plan Book - Peggy Pilas
OPEN	Insurance

<b>Status</b>	<b>Title</b>
OPEN	MNI Magazine Network (1)-(2)
OPEN	Newspaper Advertising - Correspondence
OPEN	Newspaper Advertising - Production Guide Spreadsheets

**Box E16 - Campaign '76 Office: Primary Elections - Denise Considine Files**

<b>Status</b>	<b>Title</b>
OPEN	Newspaper Insertion Orders and Tear Sheets - Florida Primary
OPEN	Newspaper Insertion Orders and Tear Sheets - Illinois Primary (1)-(2)
OPEN	Newspaper Insertion Orders and Tear Sheets - New Hampshire, Massachusetts Primaries
OPEN	Newspaper Insertion Orders and Tear Sheets - North Carolina Primary
OPEN	Newspaper Insertion Orders and Tear Sheets - Texas Primary
OPEN	Newspaper Insertion Orders and Tear Sheets - Wisconsin Primary
OPEN	Newspaper Invoices
OPEN	Newspaper Payment Adjustments
OPEN	Payee Lists (1)-(2)
OPEN	PFC Staff Telephone Lists
OPEN	Radio Advertising Rates and Brochures

**Campaign '76 Office: Primary Elections - Production Accounts File, 1976.**

(Box E17, 0.4 linear feet)

Logs, invoices and purchase orders. This control file, presumably kept by Marcy Pattinson in the Accounts Department, accumulated charges and invoices for the production of all television, radio and newspaper ads produced in the primary campaign. Also present are job number logs and purchase orders for print and campaign material production, but the job jackets for nonbroadcast advertising are filed in Dodie Kazanjian Primary Campaign Files. Pattinson was account executive assistant for the state primaries.

Arranged chronologically by job number.

**Box E17 - Campaign '76 Office: Primary Elections - Production Accounts File**

<b>Status</b>	<b>Title</b>
OPEN	Job Jackets - Broadcast and Print Production (1)-(6)
OPEN	Job Numbers/Purchase Orders - Print Production and Campaign Material

**Campaign '76 Office: Primary Elections - Dodie Kazanjian Files, 1976**

(Boxes E18-E22, 2.0 linear feet)

Memoranda, correspondence, worksheets, lists, proofs, samples, invoices and order forms related to the production, cost, and distribution of campaign materials to state PFC committees. Included are unique handwritten notes of Bruce Wagner and staff memoranda on topics including efficient ordering and distribution systems, production and shipping costs, and unit prices required for FEC reports. Also included are vendor correspondence, state allocation tables, inventory control reports, sample buttons, stickers, posters and signs, and brochure proofs. Kazanjian was campaign material administrator for the state primaries and the general election.

Arranged alphabetically and chronologically thereunder.

**Box E18 - Campaign '76 Office: Primary Elections - Dodie Kazanjian Files**

<b>Status</b>	<b>Title</b>
OPEN	Bidding - Buttons and Bumper Stickers
OPEN	Bidding - Supplier Brochures (1)-(3)
OPEN	Bidding - Supplier Correspondence
OPEN	Campaign '76 Media Strategy Book, 2/1/76
OPEN	Campaign Materials - Allocation Lists
OPEN	Campaign Materials - Allocation and Shipping - John Whittaker and Convention Office
OPEN	Campaign Materials - Allocation and Shipping - States (1)-(4)

**Box E19 - Campaign '76 Office: Primary Elections - Dodie Kazanjian Files**

<b>Status</b>	<b>Title</b>
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OPEN	Campaign Materials - Allocation and Shipping - States (5)-(9)
OPEN	Campaign Materials - Distribution, 12/75
OPEN	Campaign Materials - Initially Sent
OPEN	Campaign Materials - Order Forms
OPEN	Chron File (1)-(3)

**Box E20 - Campaign '76 Office: Primary Elections - Dodie Kazanjian Files**

<b>Status</b>	<b>Title</b>
OPEN	Chron File (4)-(7)
OPEN	Clancy Plan, Bid Requests and Specs
OPEN	Convention Plans
OPEN	Daily Reports (1)-(2)
OPEN	Forms
OPEN	Helm, Inc. - Correspondence
OPEN	Helm, Inc. - Packing Slips

**Box E21 - Campaign '76 Office: Primary Elections - Dodie Kazanjian Files**

<b>Status</b>	<b>Title</b>
OPEN	Job Jackets (1)-(26)

**Box E22 - Campaign '76 Office: Primary Elections - Dodie Kazanjian Files**

<b>Status</b>	<b>Title</b>
OPEN	Job Jackets (27)-(50)
OPEN	Job Number Control File
OPEN	Milkin Expediting, Inc.
OPEN	Miller-Zell Proposal
OPEN	State Organization Lists
OPEN	Telephone Interviews - Convention States
OPEN	Telephone Interviews - State Primaries
OPEN	Theme Song Correspondence

**Campaign '76 Office: Primary Elections - SFM Media, Inc. Files, 1976.**

(Boxes E23-E37, 6.0 linear feet)

Lists and media buying forms related to payment and reconciliation of

discrepancies between billings and charges for actual broadcast of campaign commercials. Included are spot television and radio buysheets, invoices, weekly media expenditure summaries, and political broadcast agreements. Also filed here are budget recaps of total effective dollars spent by locality for newspaper advertising. SFM Media, Inc. was the media buying service contracted to place spot television and radio ads for the state primaries and general election.

Arranged alphabetically by state and thereunder by media.

**Box E23 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Adjustments and Rebates
OPEN	APB's - Arkansas - Wisconsin (1)-(17)

**Box E24 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	APB's - Arkansas - Wisconsin (18)-(23)
OPEN	Budget Recaps - By State
OPEN	Completed Buysheets - Arkansas Radio to California Radio (2)

**Box E25 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - California Radio (3) to California Television

**Box E26 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Florida Radio (1)-(6)

**Box E27 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Florida Radio(Pending Discrepancies) to Illinois Radio (4)

**Box E28 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Illinois Radio (5) - Indiana Radio (3)

**Box E29 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Indiana Radio (4) to Kentucky Radio (1)
<b>Box E30 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Kentucky Radio (2) to Michigan Radio (2)
<b>Box E31 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Michigan Radio (3) to Nevada Television
<b>Box E32 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - New Hampshire Radio to North Carolina Television (1)
<b>Box E33 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - North Carolina Television (2) to Oregon Television
<b>Box E34 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - South Dakota Radio to Texas Radio (2)
<b>Box E35 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Texas Radio (3) to Texas Television (1)
<b>Box E36 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>
OPEN	Completed Buysheets - Texas Television (2)-(6)
<b>Box E37 - Campaign '76 Office: Primary Elections - SFM Media, Inc. Files</b>	
<b>Status</b>	<b>Title</b>

OPEN Completed Buysheets - Texas Television (7) to Wisconsin Television

**Campaign '76 Office: General Election - John Deardourff Files, (1968)1976**

(Boxes E38-E42, 1.7 linear feet)

Notes, memoranda, drafts of scripts, interview transcripts, speeches, reports, press releases, brochures, and clippings related to the development of advertising strategy for President Ford's campaign. Included are Deardourff's notes from early executive committee meetings with the President and organizational memoranda. Also filed here are working papers and background material used in conceptualizing strategies and specific commercials, annotated transcripts of interviews with Ford, final television and radio spot scripts, and polling information. Portions of this file are related to other campaigns Deardourff worked on contemporaneously with Ford's: Otis Brown (Indiana), Kit Bond (Missouri), Jim Thompson (Illinois), John Chafee (Rhode Island), and an advertising campaign sponsored by pro-ERA groups. Deardourff was chief operations officer for the general election.

Arranged alphabetically by campaign and subject.

**Box E38 - Campaign '76 Office: General Election - John Deardourff Files**

<b>Status</b>	<b>Title</b>
OPEN	Bond Campaign - Current
OPEN	Bowen Campaign - Bowen Biography
OPEN	Bowen Campaign - Bowen Speeches
OPEN	Bowen Campaign - Contract Draft
OPEN	Bowen Campaign - Indiana Party Platforms
OPEN	Bowen Campaign - Newsclippings
OPEN	Bowen Campaign - Planning
OPEN	Bowen Campaign - Poll, 2/76
OPEN	Bowen Campaign - Press Releases
OPEN	Bowen Campaign - Talent Releases
OPEN	Bowen Campaign - Television Spot
OPEN	Bowen Campaign - Tornado Disaster
OPEN	Chafee Campaign - Chafee Background

<b>Status</b>	<b>Title</b>
OPEN	Chafee Campaign - Delaware Republican Party Manual
OPEN	Chafee Campaign - Media Plan and Television Spots

**Box E39 - Campaign '76 Office: General Election - John Deardourff Files**

<b>Status</b>	<b>Title</b>
OPEN	ERA and Chafee (1968) Spot Scripts
OPEN	ERA Spot Filming
OPEN	ERA Spot Scripts
OPEN	Ford Campaign - Advertising: Plan, Budget, etc. (1)-(4)
OPEN	Ford Campaign - Advertising Strategy Recommendations
OPEN	Ford Campaign - Anti-Carter Information
OPEN	Ford Campaign - BDE Preliminary Media Plan
OPEN	Ford Campaign - Black, Catholic, Ethnic, Jewish and Spanish Advertising
OPEN	Ford Campaign - Cabinet Room Meeting Presentation Book, 2/4/76
OPEN	Ford Campaign - Campaign '76 Budget Memo
OPEN	Ford Campaign - Campaign '76 Discussion Book, 2/1/76

**Box E40 - Campaign '76 Office: General Election - John Deardourff Files**

<b>Status</b>	<b>Title</b>
OPEN	Ford Campaign - Campaign '76 Job Numbers
OPEN	Ford Campaign - Correspondence, Memoranda, Notes (Miscellaneous)
OPEN	Ford Campaign - Cue Sheets
OPEN	Ford Campaign - Ford in Texas
OPEN	Ford Campaign - Expense Reimbursements
OPEN	Ford Campaign - John Deardourff Personal
OPEN	Ford Campaign - John Deardourff Speech Material
OPEN	Ford Campaign - Lynn Oxendine - John Deardourff Originals (Broadcast Buying Guidelines)
OPEN	Ford Campaign - Lynn Oxendine - Staff Originals
OPEN	Ford Campaign - Magazine Articles

<b>Status</b>	<b>Title</b>
OPEN	Ford Campaign - Meeting Notes
OPEN	Ford Campaign - New York Office
OPEN	Ford Campaign - "Non-Voter Study 1976"
OPEN	Ford Campaign - Purchase Orders
OPEN	Ford Campaign - Reagan Media
OPEN	Ford Campaign - Scripts - As Produced
OPEN	Ford Campaign - Scripts - "I'm Feeling Good About America" Spots
OPEN	Ford Campaign - Scripts - Originals

**Box E41 - Campaign '76 Office: General Election - John Deardourff Files**

<b>Status</b>	<b>Title</b>
OPEN	Ford Campaign - Sound Roll Transcripts - Ford, Betty
OPEN	Ford Campaign - Sound Roll Transcripts - Ford, Jack
OPEN	Ford Campaign - Sound Roll Transcripts - Ford, Mike
OPEN	Ford Campaign - Sound Roll Transcripts - Ford, Steve
OPEN	Ford Campaign - Sound Roll Transcripts - Ford Family Luncheon
OPEN	Ford Campaign - Sound Roll Transcripts - Ford Convention Film Interview at Camp David
OPEN	Ford Campaign - Sound Roll Transcripts - Ford in Dallas
OPEN	Ford Campaign - Sound Roll Transcripts - Ford Talking with Factory Workers (1)-(2)
OPEN	Ford Campaign - Sound Roll Transcripts - Ford Talking with Farmers
OPEN	Ford Campaign - Sound Roll Transcripts - Ford Talking with Kids
OPEN	Ford Campaign - Sound Roll Transcripts - Ford Talking with the Elderly
OPEN	Ford Campaign - Sound Roll Transcripts - Ford's Southern Trip
OPEN	Ford Campaign - Sound Roll Transcripts - Grand Rapids Interviews (and Ford on Family)

<b>Status</b>	<b>Title</b>
OPEN	Ford Campaign - Sound Roll Transcripts - Kansas City Interviews
OPEN	Ford Campaign - Sound Roll Transcripts - Man in the Street Interviews - Chicago
OPEN	Ford Campaign - Sound Roll Transcripts - Man in the Street Interviews - Houston

**Box E42 - Campaign '76 Office: General Election - John Deardourff Files**

<b>Status</b>	<b>Title</b>
OPEN	Ford Campaign - Sound Roll Transcripts - Man in the Street Interviews - Los Angeles
OPEN	Ford Campaign - Sound Roll Transcripts - Man in the Street Interviews - Pittsburgh
OPEN	Ford Campaign - Sound Roll Transcripts - Priest
OPEN	Ford Campaign - Sound Roll Transcripts - Representative Edith Green
OPEN	Ford Campaign - Television Spot Possibilities, Scripts
OPEN	Thompson Campaign - Filming, 7/26-28/76

**Campaign '76 Office: General Election - Dawn Sibley Files, 1976.**

(Boxes E42-E43, 0.6 linear feet)

Memoranda, correspondence, notes, working papers, tables, charts, contracts, network program schedules and ratings, and ADP printouts of media expenditures. Topics include advertising strategy and tactics, media planning for prioritized states and special voter groups, budgets, Carter advertising activity, network buying and requirements, network political coverage, various legal matters, and FEC guidelines. Included are a media buying forms and procedures guide, demographic and market data, and pre-Convention media plans and RNC-CBS correspondence. Sibley was media director for the state primaries and the general election.

Arranged alphabetically by subject and chronologically thereunder.

**Box E42 (Continued) - Campaign '76 Office: General Election - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	ADP Media Payroll Printouts
OPEN	Budget Exhibits
OPEN	Chron File
OPEN	Competitive Activity
OPEN	Legal Requirements
OPEN	Media Payment (1)-(2)

**Box E43 - Campaign '76 Office: General Election - Dawn Sibley Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning
OPEN	Network Agreements - ABC
OPEN	Network Agreements - CBS
OPEN	Network Books (1)-(3)
OPEN	President Ford Live Half Hour
OPEN	Preconvention Media Strategy Plans
OPEN	Ratings Data
OPEN	Special Voter Groups
OPEN	Traffic (1)-(2)

**Campaign '76 Office: General Election - Carol Karasick Files, 1976**

(Boxes E44-E54, 4.4 linear feet)

Memoranda, media plans, charts, tables, lists, maps, newspaper advertisements, contracts and tear sheets, budgets, and media buying forms. Topics include media plans for selected states and special voter groups, analyses and recommendations of markets and expenditures, the Texas media budget, broadcast buying guidelines, and newspaper advertising. Included is detailed demographic and market data for locality and special voter groups. Also included are master newspaper lists, insertion orders detailing publication date, size and position of ad, and copies and samples of tearsheets submitted as proof of publication. Duplicate tearsheets were attached to each insertion order, but disposed of during processing because of their redundancy. Also filed here are invoices, payment correspondence, and broadcast authorizations. Karasick was director of media planning for the state primaries and the general election.

Arranged alphabetically by subject and alphabetically by state thereunder.

**Box E44 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning - Campaign '76 Fall Planning Guide (1)-(4)
OPEN	Media Planning - Fringe Television Plans
OPEN	Media Planning - Media Plan Book (1)-(4)

**Box E45 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning - Newspaper Price Lists (1)-(2)
OPEN	Media Planning - Special Voter Group Ads
OPEN	Media Planning - Task Force Book - Definition of Media Markets (1)-(4)
OPEN	Media Planning - Task Force Book - Newspaper Data, Special Voter Group Media (1)-(3)

**Box E46 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Planning - Task Force Book - Special Voter Group Demographics (1)-(2)
OPEN	Media Planning - Texas - Media (1)-(2)
OPEN	Media Planning - Voting History/Demographic Analysis by County by ADI
OPEN	Media Planning - Ad Receipts
OPEN	Media Planning - Affidavits and Invoices - Ethnic Radio (1)-(2)
OPEN	Media Planning - Campaign '76 Stationery
OPEN	Media Planning - Credits Due
OPEN	Media Planning - Directories
OPEN	Media Planning - Evangelist - Religious Buys

**Box E47 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Landon Newspapers
OPEN	Media Buying - National Newspapers

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - "A Frank Talk" Tune-In
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Anti-Carter Ad
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Follow Up
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Hafif Ad
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - New Jersey "Can You Afford Jimmy Carter?"
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - New Jersey Weeklies
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - "One Final Thought" (1)

**Box E48 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - "One Final Thought" (2)-(4)
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Playboy/Newsweek Ad (1)-(5)

**Box E49 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - President Ford Tune-In (1)-(3)
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Black Ads
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Catholic Ads
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Ethnic Ads (1)-(3)

**Box E50 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
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OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Ethnic Ads (4)-(5)
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Farm Ads (1)-(2)
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Jewish Ads (1)-(2)
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Medical Ad
OPEN	Media Buying - Newspaper Insertion Orders and Tear Sheets - Special Voter Groups - Spanish Ads
OPEN	Media Buying - Newspaper Lists
OPEN	Media Buying - Newspaper No Runs
OPEN	Media Buying - Newspaper Recap - General Election - Alabama to Florida

**Box E51 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Newspaper Recap - General Election - Illinois to Oklahoma

**Box E52 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Newspaper Recap - General Election - Pennsylvania to Wisconsin
OPEN	Media Buying - Newspaper Rep Book
OPEN	Media Buying - Newspaper Tear Sheets - State and Local PFC Ads
OPEN	Media Buying - Rebates and Returned Checks
OPEN	Media Buying - Spot Television and Radio Authorizations (1)-(4)

**Box E53 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Spot Television and Radio Authorizations (5)
OPEN	Media Buying - Spot Television Schedules (1)-(7)

**Box E54 - Campaign '76 Office: General Election - Carol Karasick Files**

<b>Status</b>	<b>Title</b>
OPEN	Media Buying - Spot Television Schedules (8)-(9)
OPEN	Media Buying - Television Makegoods

**Campaign '76 Office: General Election - Dodie Kazanjian Files, 1976.**

(Box E55, 0.4 linear feet)

Memoranda, notes, lists, charts, ledgers, and various campaign material allocation lists and order forms. Included are top level policy memoranda on such topics as financial constraints, budgets, procedures, efficiency, orders, and inventory control. Kazanjian was campaign materials administrator for the state primaries and the general election.

Arranged alphabetically by subject and chronologically thereunder.

**Box E55 - Campaign '76 Office: General Election - Dodie Kazanjian Files**

<b>Status</b>	<b>Title</b>
OPEN	Campaign Materials - Allocation by State (1)-(2)
OPEN	Campaign Materials Received Plus Inventory Sheets
OPEN	Chron File
OPEN	Daily Reports
OPEN	Discrepancy Reports (1)-(2)
OPEN	Miscellaneous Samples
OPEN	Shipping

**Campaign '76 Office: General Election - New York Office Files, 1976.**

(Boxes E56-E64, 3.6 linear feet)

Memoranda, correspondence, working papers, contracts, manuals, schedules, buying forms and invoices. Purchasing radio and television time for campaign advertisements forms the file's major focus. Included are departmental memoranda, budget summaries, network contracts and requirements, and traffic lists. The New York Office was established in the general election to expedite and coordinate all broadcast media activity. Its staff included media director Dawn Sibley, director of broadcast Peter Levins, and Barbara Guthy as broadcast traffic

manager.

Arranged alphabetically by subject and chronologically thereunder.

**Box E56 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Guthy - ABC Commercial Identification Procedures Manual - Daytime
OPEN	Guthy - ABC Commercial Identification Procedures Manual - Nighttime
OPEN	Guthy - Chron File
OPEN	Guthy - Mailgram Masters (1)-(3)
OPEN	Guthy - Job Numbers/Purchase Order System
OPEN	Guthy - Purchase Orders
OPEN	Guthy - Radio Schedules - Commercial Instructions (1)-(3)

**Box E57 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Guthy - Radio Traffic Lists (1)-(3)
OPEN	Guthy - Television Shipping Lists (1)-(4)

**Box E58 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Guthy - Television Traffic Lists and Schedules Book (1)-(4)
OPEN	Levins - APB's
OPEN	Levins - Contract
OPEN	Levins - Primary Scheduling Forms
OPEN	Levins - Radio: BSC Sports, Inc.
OPEN	Levins - Radio: Network Buying Chron File (1)-(2)
OPEN	Levins - Radio: Mutual Broadcasting System
OPEN	Levins - Radio: Payment (1)-(2)

**Box E59 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Levins - Radio: Payment (3)-(4)
OPEN	Levins - Radio: Payment - Black Ads
OPEN	Levins - Radio: Payment - Spanish Ads

<b>Status</b>	<b>Title</b>
OPEN	Levins - Radio: Spot Buysheets - Black
OPEN	Levins - Radio: Spot Buysheets - Spanish
OPEN	Levins - Radio: Spot Buysheets - States (1)-(9)

**Box E60 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Levins - Radio: Spot Buysheets - States (10)-(22)

**Box E61 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Levins - Radio: Spot Purchase Authorizations (1)-(4)
OPEN	Levins - Radio: Spot Weekly Media Expenditure Summaries - States (1)-(5)
OPEN	Levins - Radio: Spot Weekly Media Expenditure Summaries - Keystone (1)-(3)

**Box E62 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Levins - Television: Buys - "All Sports/All Day"
OPEN	Levins - Television: Buys - "Not For Women Only"
OPEN	Levins - Television: Buys - "Sammy and Company"
OPEN	Levins - Television: Network Schedules and Invoice Book (1)-(3)
OPEN	Levins - Television: Network Buying Chron File (1)-(2)
OPEN	Levins - Television: Network Clearance Reports

**Box E63 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Levins - Television: Payment - Group I "B"
OPEN	Levins - Television: Payment - Group II (1)-(2)
OPEN	Levins - Television: Payment - Half Hours
OPEN	Levins - Television: Spot Buysheets - States (1)-(8)

**Box E64 - Campaign '76 Office: General Election - New York Office Files**

<b>Status</b>	<b>Title</b>
OPEN	Levins - Television: Spot Make-Goods (1)-(3)

<b>Status</b>	<b>Title</b>
OPEN	Levins - Television: Spot Purchase Authorizations (1)-(4)
OPEN	Levins - Television: Spot Weekly Media Expenditure Summaries - States (1)-(3)

**Campaign '76 Office: General Election - SFM Media, Inc. Files, 1976-1977.**

(Boxes E65-E87, 9.2 linear feet)

Summary lists, television and radio buysheets, weekly media expenditure summaries, and invoices. The records document SFM's media payment function, and are divided into approved, completed, and incompletd accounts. SFM Media, Inc. was the media buying service contracted to place spot television and radio ads for the state primaries and general election.

Arranged alphabetically by subject and chronologically thereunder.

**Box E65 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	General Election Summary - Radio
OPEN	General Election Summary - Television
OPEN	Radio Buysheets: Black (1)-(2)
OPEN	Radio Buysheets: Spanish (1)-(3)
OPEN	Radio Buysheets: State - Alabama (1)

**Box E66 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Radio Buysheets: State - Alabama (2) - California (2)

**Box E67 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Radio Buysheets: State - California (3) - Florida (1)

**Box E68 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Radio Buysheets: State - Florida (2) - Illinois (3)

**Box E69 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

<b>Status</b>	<b>Title</b>
OPEN	Radio Buysheets: State - Illinois - Iowa

**Box E70 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Louisiana - Massachusetts

**Box E71 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Michigan (1) - Missouri (1)

**Box E72 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Missouri (2) - New York (1)

**Box E73 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - New York (2) - North Carolina

**Box E74 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - North Dakota - Oklahoma

**Box E75 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Oregon - Pennsylvania (3)

**Box E76 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Pennsylvania (4) - Tennessee (1)

**Box E77 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Tennessee (2) - Texas (4)

**Box E78 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Texas (5) - Washington

**Box E79 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Radio Buysheets: State - Wisconsin

OPEN Television Buysheets: One Half Hour Ad (1)-(2)

OPEN Television Buysheets: Tune-In, Spanish Ads

**Box E80 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: Keystone (1)-(4)

**Box E81 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - Alabama - California (4)

**Box E82 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - Connecticut - Iowa

**Box E83 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - Kentucky - Mississippi

**Box E84 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - Missouri - New York

**Box E85 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - North Carolina - Pennsylvania  
(1)

**Box E86 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - Pennsylvania (2) - Texas (2)

**Box E87 - Campaign '76 Office: General Election - SFM Media, Inc. Files**

**Status Title**

OPEN Television Buysheets: State - Texas (3) - Wisconsin

**Campaign '76 Office: Primary Elections - Barry Lafer General Subject File, 1975-1977.**

(Boxes E88-E91, 1.3 linear feet)

Memoranda, tables, charts, lists, worksheets, ledgers, FEC input reports, state media plans, correspondence, invoices, contracts, and photocopied checks. Topics include budgeting and cash flow, changes in state media plans, adherence to legal

spending limitations, personnel matters, and convention advertising. Also filed here are quantitative analyses of preconvention allocations and spending, PFC budget reports, and monthly itemized expenditure reports. Lafer was director of finance and administration for the state primaries and the general election. Arranged alphabetically by subject and chronologically thereunder.

**Box E88 - Campaign '76 Office: Primary Elections - Barry Lafer General Subject File**

Status	Title
OPEN	Analysis of Campaign Materials by Vendor
OPEN	Analysis of Cash Disbursements by Budget Category and Campaign '76 Termination Settlements
OPEN	Analysis of Media Funding and Disbursements
OPEN	Analysis of Production Budget Cash Disbursements
OPEN	Budget Reports to PFC
OPEN	Budget Reports - Weekly (1)-(3)
OPEN	FEC Report Inputs - Primaries

**Box E89 - Campaign '76 Office: Primary Elections - Barry Lafer General Subject File**

Status	Title
OPEN	Lafer Chron File - 9/75-8/76

**Box E90 - Campaign '76 Office: Primary Elections - Barry Lafer General Subject File**

Status	Title
OPEN	Ledger - Cash Disbursement
OPEN	Ledger - General
OPEN	Legal - 11/75-5/76
OPEN	National Convention Plans and Expenses
OPEN	Primary Spending, Effective Dollars (1)-(2)
OPEN	Primary States - Summary of Spending, Effective and Non-Effective Dollars
OPEN	State Primaries - Media Budgets and Cash Flow (1)-(6)

**Box E91 - Campaign '76 Office: Primary Elections - Barry Lafer General Subject File**

Status	Title
OPEN	State Primaries - Media Budgets and Cash Flow (7)-(9)
OPEN	Television and Radio Costs - Per Rating Point
<b>Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File, 1975-1977.</b>	

(Boxes E91-E97, 2.5 linear feet)

Memoranda, correspondence, invoices, job applications, staff resumes and contracts, work and purchase orders. The bulk of the file documents payments to vendors for costs incurred in the production and placement of advertising, and reimbursements to staff. The file also includes occasional material on personnel matters. Lafer was director of finance for the state primaries and the general election.

Arranged alphabetically by subject and alphabetically thereunder.

**Box E91 (Continued) - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File**

Status	Title
OPEN	State Primaries - Media Budgets and Cash Flow (7)-(9)
OPEN	Television and Radio Costs - Per Rating Point
OPEN	Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File
OPEN	Paid Invoices - Campaign Materials: A-H
OPEN	Paid Invoices - Campaign Materials: Andy Nelson and Associates
OPEN	Paid Invoices - Campaign Materials: Bill House Studio
OPEN	Paid Invoices - Campaign Materials: Design Associates (1)-(2)
OPEN	Paid Invoices - Campaign Materials: Don Howard Associates
OPEN	Paid Invoices - Campaign Materials: Fontana Lithographs
OPEN	Paid Invoices - Campaign Materials: Helm, Inc. (1)-(2)

**Box E92 - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Campaign Materials: Helm, Inc. (3)-(4)
OPEN	Paid Invoices - Campaign Materials: I-Z
OPEN	Paid Invoices - Campaign Materials: Kaiser Displays
OPEN	Paid Invoices - Campaign Materials: Petty Cash Profile
OPEN	Paid Invoices - Campaign Materials: Roadway Express Inc.
OPEN	Paid Invoices - Campaign Materials: Spiegel, Ed
OPEN	Paid Invoices - Campaign Materials: Western Publishing, Inc.
OPEN	Paid Invoices - Campaign Materials: Winkler - Current
OPEN	Paid Invoices - Campaign Materials: Winkler - Recap (1)-(3)

**Box E93 - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Campaign Materials: Winkler - Recap (4)-(5)
OPEN	Paid Invoices - Campaign Materials: Wolk Press
OPEN	Paid Invoices - Campaign Materials: WTL Air Freight
OPEN	Paid Invoices - Operations: A-E
OPEN	Paid Invoices - Operations: Beadles, Ken
OPEN	Paid Invoices - Operations: Bendinger, Bruce
OPEN	Paid Invoices - Operations: Bills Paid by PFC through December 1975
OPEN	Paid Invoices - Operations: Brown, Kaye
OPEN	Paid Invoices - Operations: Choice Air Courier
OPEN	Paid Invoices - Operations: Conn Camera and Hi Fi
OPEN	Paid Invoices - Operations: Considine, Denise
OPEN	Paid Invoices - Operations: Dailey, Peter
OPEN	Paid Invoices - Operations: F - J
OPEN	Paid Invoices - Operations: Frost, Jack (1)-(2)
OPEN	Paid Invoices - Operations: Hopewell, Carolyn
OPEN	Paid Invoices - Operations: Howard, Susanne
OPEN	Paid Invoices - Operations: Hunt, Finley

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Operations: Johnston, Phelps
<b>Box E94 - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File</b>	

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Operations: K - O
OPEN	Paid Invoices - Operations: Karalekas, George
OPEN	Paid Invoices - Operations: Kettmer, Henry
OPEN	Paid Invoices - Operations: Lafer, Barry
OPEN	Paid Invoices - Operations: Matthews, Leonard
OPEN	Paid Invoices - Operations: Maury, Dick
OPEN	Paid Invoices - Operations: McGee, Gerald
OPEN	Paid Invoices - Operations: Moreno, Helaine
OPEN	Paid Invoices - Operations: Murr, Dee
OPEN	Paid Invoices - Operations: Overaker, John
OPEN	Paid Invoices - Operations: P - S
OPEN	Paid Invoices - Operations: Pattinson, Marcy
OPEN	Paid Invoices - Operations: Pilas, Peggy
OPEN	Paid Invoices - Operations: Russo, Gene
OPEN	Paid Invoices - Operations: Shepard, Roy
OPEN	Paid Invoices - Operations: Sibley, Dawn
OPEN	Paid Invoices - Operations: T - Z
OPEN	Paid Invoices - Operations: Vinson, John

**Box E95 - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Operations: Wagner, Bruce
OPEN	Paid Invoices - Operations: Western Union
OPEN	Paid Invoices - Operations: Whitley, Al
OPEN	Paid Invoices - Operations: Wilhite, Clayton
OPEN	Paid Invoices - Production: A - Z
OPEN	Paid Invoices - Production: Ad Comp

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Production: Black Star
OPEN	Paid Invoices - Production: BTR (1)-(2)
OPEN	Paid Invoices - Production: Dailey and Associates
OPEN	Paid Invoices - Production: Design Associates
OPEN	Paid Invoices - Production: Director's Circle
OPEN	Paid Invoices - Production: Harbinger
OPEN	Paid Invoices - Production: Lion Recording
OPEN	Paid Invoices - Production: Phil's Photo
OPEN	Paid Invoices - Production: Sounds Reasonable
OPEN	Paid Invoices - Production: Southern and Lanman

**Box E96 - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Production: Trade Typographers
OPEN	Paid Invoices - Production: Winkler Video (1)-(2)
OPEN	Paid Invoices - Production: WTC Air Freight (1)-(2)
OPEN	State Media Payment - Arkansas to Illinois

**Box E97 - Campaign '76 Office: Primary Elections - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	State Media Payment - Indiana to Wisconsin

**Campaign '76 Office: Primary Elections - Barry Lafer Bank Reconciliation File, 1976-1977.**

(Boxes E97-E99, 1.1 linear feet)

Routine correspondence and memoranda, worksheets, media lists, receipts, tabulations, invoices, expense reimbursement forms, deposit slips, photocopied and canceled checks, bank statements, checkbook stubs, and carbons related to reconciliation of primary campaign bank accounts and the petty cash fund. Lafer was director of finance for the state primaries and the general election. Arranged alphabetically by subject and chronologically thereunder.

**Box E97 (Continued) - Campaign '76 Office: Primary Elections - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Media Discrepancies Pending
OPEN	New York Banker's Trust Account 056-420-54103
OPEN	New York Banker's Trust Account 056-420-54103 - Reconciliation
OPEN	Petty Cash Fund Close Out, 8/76
OPEN	Primary Account #1 - February to March 1976 Reconciliations (1)-(2)

**Box E98 - Campaign '76 Office: Primary Elections - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Primary Account #1 - April to December 1976 Reconciliations
OPEN	Primary Account #2 - January 1976 to January 1977 Reconciliations
OPEN	Statements, Cancelled Checks, Stubs (1)

**Box E99 - Campaign '76 Office: Primary Elections - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Statements, Cancelled Checks, Stubs (2)-(4)

**Campaign '76 Office: General Election - Barry Lafer General Subject File, 1975-1977.**

(Boxes E100-E107, 2.75 linear feet)

Memoranda, correspondence, worksheets, ledgers, computer printouts, lists, schedules, contracts, resumes, employment and tax forms. Topics include budget analysis, occasional meeting summaries, FEC regulations and other legal matters, fiscal systems and procedures, media buying, account reconciliation, personnel, and routine office administration. The file also includes some primary campaign material brought forward for use during the fall campaign period. Transferred documents from this earlier file include budget memoranda, staffing and

organization plans, and resumes. Also present are network television schedules, media payroll printouts, a cash disbursement ledger and recaps, monthly itemized expenditure FEC report inputs, Campaign '76 corporate income tax returns, and routine personnel forms. Lafer was director of finance for the state primaries and the general election.

Arranged alphabetically by subject and alphabetically thereunder.

**Box E100 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

Status	Title
OPEN	Accounting - Cash Receipts and Disbursements Ledger
OPEN	Accounting - Disbursement Recaps
OPEN	Accounting - General Ledger
OPEN	Accounting - Primary Campaign Trial Balance
OPEN	Administration - Campaign Materials
OPEN	Administration - Fixed Assets
OPEN	Administration - Forms
OPEN	Administration - General (1)-(2)
OPEN	Administration - Insurance
OPEN	Administration - PFC Staff Lists
OPEN	Administration - Riggs National Bank
OPEN	FEC Report Analysis
OPEN	FEC Report Input - Disbursements, 8/9/76 - 12/10/76 (1)-(4)

**Box E101 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

Status	Title
OPEN	FEC Report Input - Disbursements, 8/9/76 - 12/10/76 (5)-(8)
OPEN	FEC Report Input - Rebates, Adjustments and Disbursements, 12/20/76 - 3/25/77
OPEN	FEC Report Input - SFM Checks Reported (1)-(3)

**Box E102 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

<b>Status</b>	<b>Title</b>
OPEN	FEC Report Input - SFM Checks Reported (4)-(5)
OPEN	Financial - Budgets and Fiscal Procedures for General Election (1)-(2)
OPEN	Financial - Campaign Materials Budget
OPEN	Financial - Media Budget
OPEN	Financial - Production Budget
OPEN	Hold - Budget - General
OPEN	Hold - Budget - Media (Empty)
OPEN	Hold - Budget - Operations (1)-(2)
OPEN	Hold - General Ledger
OPEN	Hold - Legal
OPEN	Hold - Personnel Budgeting
OPEN	Hold - Primary Ads - Logs
OPEN	Hold - State Spending Limitations

**Box E103 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

<b>Status</b>	<b>Title</b>
OPEN	Lafer Chron, 8/76 - 3/77

**Box E104 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

<b>Status</b>	<b>Title</b>
OPEN	Legal - Arthur Anderson
OPEN	Legal - Claims
OPEN	Legal - General, March - August 1976 (1)-(2)
OPEN	Legal - General, September 1976 - March 1977 (1)-(2)
OPEN	Legal - Spiegel, Ed/Writer's Guild of America
OPEN	Legal - Talent Releases (1)-(2)
OPEN	Media - Authorizations
OPEN	Media - General (1)

**Box E105 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

<b>Status</b>	<b>Title</b>
OPEN	Media - General (2)-(3)
OPEN	Media - Network - ABC
OPEN	Media - Network - CBS
OPEN	Media - Network - General
OPEN	Media - Network - NBC
OPEN	Media - Payment (1)-(3)
OPEN	Media - Payment - Newspaper Payroll Additions
OPEN	Media - Springfield Rally
OPEN	Media - Traffic
OPEN	New York Office - ADP Media Payment System
OPEN	New York Office - Banker's Trust Account
OPEN	New York Office - General

**Box E106 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

<b>Status</b>	<b>Title</b>
OPEN	New York Office - Lease
OPEN	New York Office - Office Equipment
OPEN	New York Office - Telephone System
OPEN	Personnel - ADP Staff Payroll Printouts
OPEN	Personnel - FICA and FIT Withholding Information
OPEN	Personnel - Group Insurance
OPEN	Personnel - Staff Files (1)-(5)

**Box E107 - Campaign '76 Office: General Election - Barry Lafer General Subject File**

<b>Status</b>	<b>Title</b>
OPEN	Personnel - Staff Payroll - Confidential
OPEN	Personnel - Unemployment Applications
OPEN	Taxes - Campaign '76 Corporate Return, 1975
OPEN	Taxes - Campaign '76 Corporate Return, 1976
OPEN	Taxes - District of Columbia
OPEN	Taxes - Maryland - New Jersey

<b>Status</b>	<b>Title</b>
OPEN	Taxes - New York
OPEN	Taxes - Unemployment Claims, W-2's, Year End 1976
OPEN	Taxes - Virginia

**Campaign '76 Office: General Election - Barry Lafer Paid Invoice File, 1975-1976.**

(Boxes E107-E120, 5.0 linear feet)

Correspondence, memoranda, job applications, invoices, tabulations, and computer printouts related to vendor payment and staff reimbursements. The invoices, employment agreements, and reimbursement claims provide unique data related to specific staff and vendor activity. Also filed here are routine billing and payment correspondence, purchase and work orders, check requisitions, media buysheets, and photocopied checks. Lafer was director of finance for the state primaries and the general election.

Arranged alphabetically by subject and alphabetically thereunder.

**Box E107 (Continued) - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Job Jackets - Invoices to be Filed

**Box E108 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Job Jackets (1)-(8)

**Box E109 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Job Jackets (9)-(14)
OPEN	Media Payroll - ADP General
OPEN	Media Payroll - ADP Manual
OPEN	Media Payroll - ADP Printouts - ADI Reports
OPEN	Media Payroll - ADP Printouts - Input Sheets
OPEN	Media Payroll - ADP Printouts - Master Control Listing

<b>Status</b>	<b>Title</b>
OPEN	Media Payroll - ADP Printouts - Payroll Register by State/ADI

**Box E110 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Media Payroll - Buysheets (1)-(9)
OPEN	Paid Invoices - A (1)-(3)
OPEN	Paid Invoices - ABC
OPEN	Paid Invoices - Abel Motorized
OPEN	Paid Invoices - Altman, Dennis
OPEN	Paid Invoices - Angell, Phil

**Box E111 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Angell, Tom
OPEN	Paid Invoices - B (1)-(2)
OPEN	Paid Invoices - Bailey, Deardourff and Eyre
OPEN	Paid Invoices - Broadcast Talent and Residuals (1)-(4)
OPEN	Paid Invoices - C
OPEN	Paid Invoices - Campaign '76
OPEN	Paid Invoices - CBS

**Box E112 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Collins, Jack
OPEN	Paid Invoices - D
OPEN	Paid Invoices - Deardourff, John (Empty)
OPEN	Paid Invoices - Deitch, Edward, Inc.
OPEN	Paid Invoices - Design Associates
OPEN	Paid Invoices - Dimensions
OPEN	Paid Invoices - Dominion Express

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Don Howard Associates
OPEN	Paid Invoices - E
OPEN	Paid Invoices - F
OPEN	Paid Invoices - Fontana Lithographers
OPEN	Paid Invoices - Frost, Jack

**Box E113 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - G to J
OPEN	Paid Invoices - Gardner, Robert
OPEN	Paid Invoices - Ginn's
OPEN	Paid Invoices - Goldbaum, Michael Scott (1)-(2)
OPEN	Paid Invoices - Halstead, Dirck
OPEN	Paid Invoices - Harbinger (Empty)
OPEN	Paid Invoices - Helm, Inc.
OPEN	Paid Invoices - Humphrey, Browning, MacDougall
OPEN	Paid Invoices - Imero Fiorentino Associates
OPEN	Paid Invoices - K
OPEN	Paid Invoices - K (radio stations)
OPEN	Paid Invoices - L
OPEN	Paid Invoices - Lafer, Barry
OPEN	Paid Invoices - M

**Box E114 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - MacDougall, Mal
OPEN	Paid Invoices - Moore and Moore
OPEN	Paid Invoices - N to O
OPEN	Paid Invoices - NBC (1)-(4)
OPEN	Paid Invoices - P
OPEN	Paid Invoices - Pattinson, Marcy

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Petty Cash Profile

**Box E115 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Potomac Graphic Industries (1)-(4)
OPEN	Paid Invoices - Production Per Diem
OPEN	Paid Invoices - Q to R
OPEN	Paid Invoices - Roehl, Dennis
OPEN	Paid Invoices - Russo, Gene

**Box E116 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - S
OPEN	Paid Invoices - SFM (1)-(3)
OPEN	Paid Invoices - SFM - Pending and Follow-Up (1)-(2)
OPEN	Paid Invoices - Sibley, Dawn
OPEN	Paid Invoices - Special Production Account, A - K

**Box E117 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Special Production Account, L - Z
OPEN	Paid Invoices - Spiegel, Ed
OPEN	Paid Invoices - T to V
OPEN	Paid Invoices - Technicolor, Inc.
OPEN	Paid Invoices - Technicolor - Advance Payment (Empty)
OPEN	Paid Invoices - TVC Laboratories
OPEN	Paid Invoices - W
OPEN	Paid Invoices - W (Television Stations)
OPEN	Paid Invoices - Wagner, John
OPEN	Paid Invoices - Wilhite, Clayton
OPEN	Paid Invoices - Winkler Video (1)

**Box E118 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Winkler Video (2)-(9)

**Box E119 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - Winkler Video (10)-(13)
OPEN	Paid Invoices - Wolk Press
OPEN	Paid Invoices - WTC Air Freight (1)-(2)

**Box E120 - Campaign '76 Office: General Election - Barry Lafer Paid Invoice File**

<b>Status</b>	<b>Title</b>
OPEN	Paid Invoices - WTC Air Freight (3)-(4)
OPEN	Paid Invoices - X to Z
OPEN	New York Check Requisitions
OPEN	Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File
OPEN	FEC Report Disbursements, 10/25-31/76
OPEN	Media Cashiers Checks (1)-(2)

**Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File, 1976-1977.**

(Boxes E120-E126, 2.2 linear feet)

Routine correspondence and memoranda, media lists, tabulations, worksheets, photocopied and canceled checks, receipts, deposit slips, invoices, bank statements, and check stubs related to monthly reconciliation of bank accounts. Included are receipts for all television, radio, and newspaper media payments organized by week of payment. Lafer was director of finance for the state primaries and the general election.

Arranged alphabetically by subject. Arranged alphabetically by subject and chronologically thereunder.

**Box E120 (Continued) - Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	FEC Report Disbursements, 10/25-31/76
OPEN	Media Cashiers Checks (1)-(2)

**Box E121 - Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Media Cashiers Checks (3)-(4)
OPEN	Reconciliations - General Election Account #1 (1)-(8)

**Box E122 - Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Reconciliations - General Election Account #2 (1)-(5)
OPEN	Reconciliations - New York Bankers Trust Account (1)-(4)
OPEN	Reconciliations - Petty Cash
OPEN	Reconciliations - Special Production Account
OPEN	Reconciliations - SFM/Campaign '76 Escrow Account

**Box E123 - Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Statements, Stubs, Cancelled Checks - General Election Accounts #1 and #2
OPEN	Statements, Stubs, Cancelled Checks - Special Production Account

**Box E124 - Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Stub, Signed Receipts for All Media Payments (1)

**Box E125 - Campaign '76 Office: General Election - Barry Lafer Bank Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Stubs, Signed Receipts for All Media Payments (2)

**Box E126 - Campaign '76 Office: General Election - Barry Lafer Bank  
Reconciliation File**

<b>Status</b>	<b>Title</b>
OPEN	Stubs, Signed Receipts for All Media Payments (3)