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DECEMBER 1975 - BRUCE WAGNER

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December 15, 1975

MEMORANDUM FOR: Bruce Wagner  
FROM: ~~Bob Marik~~  
SUBJECT: Peggy McClung

I may have sent a copy of this to you earlier. I interviewed Peggy with regard to the scheduling office but did not hire her for the staff.

She does have some background in public relations, and asked that her resume also be sent to you for consideration.

Jobs:  
Many thanks!  
We'll look at  
Ms. McClung after we  
hire a Media Director.

Bruce  
12/15



December 18, 1975

MEMORANDUM TO: BRUCE WAGNER  
FROM: MARGARET PREECE *M*  
SUBJECT: CURRENT INVOICES - PAID & UNPAID  
(Update from December 12)

From the information supplied to me, the following is the status of our cash position with regard to funds advanced and to be requested from the PFC.

Beginning Balance 12-12-75 \$20,000.00

Invoices paid:

Rodriguez	\$ 25.00
Andy Nelson & Associates	1,330.62
Jack Frost	6,800.76
Finley C. Hunt, Jr.	510.00
Design Associates	283.00
Procll Adstat	169.30
Alfred Avison	65.00
Frederic J. Becker	621.63
Keuffel & Esser	460.95
Medina Studios	440.00
Michael Clancy	91.24
Grey Advertising	<u>5,749.00</u>

Total 16,546.50

Invoices to be paid:

The Company	1,150.00
Geo. Stringer & Associates	3,106.15
Peter H. Dailey	1,780.99
John Dundas	<u>74.19</u>

Total 6,111.33

\$22,657.83



December 19, 1975

MEMORANDUM FOR: BRUCE S. WAGNER  
FROM: MICHAEL CLANCY  
SUBJECT: COLLATERAL MATERIAL

Per last Saturday's meeting, here are my thoughts regarding the execution of your collateral material effort:

OBJECTIVES

Collateral materials should be an intrinsic part of the total communications plan and therefore, have the same objectives as all media communications, i.e., to assist in getting President Ford elected in 1976. This will be done by encouraging those already committed to do more for President Ford's election by securing the commitment of the undecided and by winning over as many of the opposition supporters as possible. In addition, collateral materials play a major internal role with the thousands of people working at the local level.

The objectives in this Collateral Material Plan are:

1. Support the media communications effort, thereby increasing the reach, frequency and effectiveness of the total communications effort.
2. Develop and maintain a support with those working at local levels.
3. Motivate these people to try harder, to do more, to give an all-out effort.
4. Motivate and encourage voters to commit themselves to President Ford's election.
5. Generate more volunteer help.



STRATEGY

1. The collateral materials will support the media communications effort by having unity of graphics and purpose with the media communications.
2. They will develop and maintain a rapport with those working at local level and motivate them by demonstrating this unity and a responsiveness to their needs.
3. By exhibiting an uplifting tonality that gives hope so the future voters will be encouraged to commit themselves to President Ford by using the materials, i.e., wearing the buttons, displaying the bumper stickers and even volunteering their help. As more materials are distributed and those yet uncommitted see the commitment of others, they will be encouraged to do so themselves.

EXECUTION

1. The materials will carry out this strategy in many ways beginning with the way they look - assumptive, strong, appealing, confident copy will have an uplifting tonality offer hope for the future by restoring people's trust in the Presidency.
2. The materials will be responsive to the needs of the workers at the local level as well as the overall objectives and strategy of the President Ford Committee.
3. Flexibility to respond to changing issues and priorities will be a key factor in development of the materials. Flexibility will also be a key factor in establishing the system by which these materials get into the hands of the workers.

THE MATERIALS

Materials will be needed for the Primary phase of the campaign and the General Election phase. Several items have already been produced and others are in the works for the Primary effort, they are:

1. Bumper stickers (4) - red and white rectangular and square, blue and white rectangular and square.
2. Issues pamphlet - black and white.
3. Wall posters (4) - large black and white, small black and white with state identification, large four color process, small four color process.
4. Window posters - approximately 48" by 76", two colors.
5. Indoor/outdoor banner - approximately 12' by 3'.



Collateral Material  
page three

6. Buttons - blue and white, 1 and 1/2 inches in diameter.
7. Pencils (2) - red and white and blue and white

The above materials have been produced or will be in production by the week of January 5.

cc. Michael Clancy  
bcc Peter Daily



LETTER TO SUPPLIERS TO SEE IF THEY ARE INTERESTED IN COMPETITIVELY  
BIDDING.

Dear \_\_\_\_\_:

Campaign '76, Media Communications, Inc., is a newly incorporated, full-service advertising agency based in Washington, D.C. It has been formed to handle the communications effort for President Ford's 1976 election campaign. In addition to our full time staff, several other individuals will be assisting on a consulting basis, among them is Michael Clancy with expertise in the collateral material area.

As I'm sure you are aware, collateral materials play a major role in a campaign's total communications program. In addition to creating and producing them, a swift, comprehensive distribution system must be employed to insure fast reaction to the needs of the local campaign offices. Campaign '76 will be contracting with suppliers for these services.

The purpose of this letter is to determine whether your company would be interested in competitively bidding for the printing and/or distribution of these materials. While it is most likely that the creative development work for these materials will be done by our staff, any expertise you possess in this area should be mentioned in your reply. It is also likely that there will be more than one supplier chosen for various production, excluding the distribution.

Attached is an outline of the information we would like to have from you if you are interested. We would appreciate a prompt response so that qualified suppliers can be selected. Specifications for materials will be available for specific bidding in January.

Cordially,

Bruce S. Wagner  
Campaign '76  
Executive Vice President

c.c. Mr. Michael Clancy





COLLATERAL MATERIALS PRODUCTION AND DISTRIBUTION

1. Highlight firm's history and review of current clients.
2. Personnel/Credentials/Experience
3. Capabilities/Presses (description and numbers)
  - ..Lithography
  - ..four color process
  - ..silk screen
  - ..one or two color
  - ..web
  - ..
  - ..number of press shifts
  - ..dyecutting/binding
  - ..color separation
  - .. film and plate making
4. Brief summary of one or two case histories that demonstrate effective creativity, resourcefulness, flexibility and speed.
5. Financial responsibility/Liquidity.
6. Past political experience.
7. Proposal for handling billing of services.
8. Do you have fulfillment/distribution capability for a major program?
  - a) Personal experience
  - b) History/Clients (types of programs handled)
  - c) Computer capability
  - d) Briefly describe how you'd propose to handle distribution, inventory control and accountability



## SUGGESTED LIST OF COLLATERAL MATERIALS

What follows is a basic list in plan form of materials and their uses. This list will receive additions or subtractions as needs change, and new ideas come to surface.

### A. CAMPAIGN DISPLAY MATERIALS

1. Score front banner: two color, 12' to 18' wide by 3' to 4'. Keep the same format as the bumper sticker. Purpose is to immediately identify and communicate the Campaign theme.
2. Large wall posters: two-color approximately 38" by 50".
3. Small wall posters: approximately 22"x28". These are suitable for hand-out to voters as well as display in campaign offices.
4. Four-color wall posters: approximately 38"x50".
5. Lawn cards: two-color, approximately 15"x30"
6. Cartoppers: approximately 14"x22" to be displayed on roof of volunteer or campaign workers' cars.
7. Car decals: two-color, approximately 5"x18". These are to be used on the side of the car by volunteer and campaign workers.

### B. PASS OUR MATERIALS

1. Issue pamphlet: two-color, approximately 3 and 1/2"x8". A format should be established that allows efficient flexibility to change as issues change.
2. Bumper sticker: same as currently being used, but consider the economics of deciding either red or blue instead of both.
3. Buttons: blue and white, approximately 1 and 1/2" in diameter. Same as currently being used, but consider adding '76.
4. Pencil: - Same as current, but consider either blue and white or red and white instead of both.



5. Ballon: multi-colors.
6. Ford/Bicentennial postcards: either four-color or black and white. If black and white is used, then subject suitable for black and white should be selected.

7.

C. SUPPORT MATERIALS

1. Ordering kit - This kit would be sent to all campaign offices in order for them to order the above material. It would contain:
  - a) brochure showing and describing all of the materials available,
  - b) an order form, and
  - c) a pre-addressed, postpaid reply envelope.
2. Campaign plans book - A comprehensive guide to most effective use of the materials, plus promotion ideas that can be implemented at the local level.
3. Ideas pamphlet - This piece encourages campaign workers to send in their ideas for local promotions. Pamphlet tells them that the best will be passed along for suggested use nationally with credit for the sender.

D. DISTRIBUTION -

The distribution system obviously is of critical importance. The best planned and executed materials can be useless if received late, damaged, or not at all. Care must be taken in selecting a supplier with both the capability to handle the program and the record of competent performance. The distributor does not have to be the printer also, but great savings in time will be effected if both the major printing sources and the distributor are located in the same city or general area.

Care must be taken in setting up the distribution system to insure good inventory control and accountability.

