

**The original documents are located in Box 5, folder “Sibley, Dawn” of the Bruce S. Wagner Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Bruce S. Wagner donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

February 6, 1976

MEMORANDUM FOR:       DAWN SIBLEY  
FROM:                   BRUCE WAGNER  
SUBJECT :               REAGAN MEDIA SPENDING

As soon as possible, we need a firm fix on Reagan's spending in New Hampshire, Maine and Florida.

This data is particularly important as we move towards execution of our recommended media plans.

Thanks very much.

c.c. Peter Dailey  
George Karalekas



Campaign '76  
Media Communications, Inc.

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

February 18, 1976

Mr. Bob Frank  
SFM Media Service Corporation  
6 East 43rd Street  
New York, New York 10017

Subject: Spanish Cost Modules

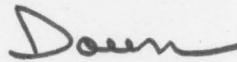
Dear Bob:

This is to confirm that we have asked Mike Moore and Liz Neal to provide us with cost modules for Spanish Advertising in Florida.

We would like this information by Friday, February 20th.

Thank you.

Sincerely,



Dawn Sibley  
Media Director

DS/dm

cc: G. Karalekas  
J. Vinson  
M. Moore  
L. Neal



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: DAWN SIBLEY  
FROM: BRUCE WAGNER  
SUBJECT: COMMERCIAL ROTATION

Effective immediately, please adjust our television schedules to reflect a 67% weight for the "Accomplishment" advertising.

cc: J. Vinson  
C. Wilhite  
M. Pattison  
P. Dailey





Campaign '76  
Media Communications, Inc.

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

FEBRUARY 16, 1976

TO: DAWN SIBLEY  
FROM: HARRY KETTNER  
SUBJECT: FLORIDA ADVOCATE RADIO SCHEDULE

The following outlines a Florida advocate radio schedule based upon current information and discussion with Skip Watts.

Frey is scheduled for a taping on 2/17 at 3:45; duplicates will be shipped as quickly as possible to all 87 approved radio stations.

Young is returning tomorrow 2/17; his secretary will confirm a tentative taping for the afternoon. Again, these will be shipped as quickly as possible to the stations in the Tampa/St. Petersburg ADI; these stations should rotate the Frey and Young spots.

Burke is still unavailable; it is questionable whether we will produce a spot with him.

Bafalis recorded his spot last week; today we will duplicate and send this to the 15 stations in Pensacola, Panama City and Fort Myers ADIs. These stations should rotate the Frey and Bafalis spots.

Please issue appropriate traffic instructions for the above. Skip and Bruce will pursue the possible use of Tom Gallagher or Mrs. Jack Eckerd; we would then consider which stations should be used if we produce a spot.

cc: Pete Dailey  
John Vinson  
Bruce Wagner  
Skip Watts



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: DAWN SIBLEY  
FROM: BRUCE WAGNER  
SUBJECT: COMMERCIAL ROTATION

Effective immediately, please adjust our television schedules to reflect a 67% weight for the "Accomplishment" advertising.

cc: J. Vinson  
C. Wilhite  
M. Pattison  
P. Dailey



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 24, 1976

TO: DAWN SIBLEY  
FROM: HARRY KETTNER HK  
SUBJECT: FLORIDA RADIO - STATUS REPORT

As agreed, traffic instructions for all remaining Florida activity will be directly sent to the radio stations by Winkler. Consequently, this status report will serve to update you on pending spots and alert you to possible traffic instructions.

Yesterday, all three Gallagher spots were sent to the Miami ADI stations and the Bafalis spot was sent to the West Palm Beach/Boca Raton ADI stations.

Bruce is to pass along recommendations from Bill Roberts for any further advocates and their locations of influence. In addition, a decision will be made whether to send the Lou Frey spot to the White House for approval and consequent usage in Orlando and Gainesville; this situation has not been resolved because Frey significantly altered the approved script.

Today, Roy Hughes in Rogers Morton's office will call Bill Young to encourage him to record the spot because he had previously been noncommittal to our solicitation.

I will keep you informed of future activity in order to expedite Winkler's preparation of traffic instructions for these stations.

cc: Peter H. Dailey  
John Vinson  
Bruce Wagner



Campaign '76  
Media Communications, Inc.

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

CLAYTON / Dawn

I'm not sure I  
agree with all of  
this.

Let's discuss.

Bruce  
3/3



# Campaign '76

Media Communications, Inc.

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

March 3, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: HARRY KETTMER *HK*  
SUBJECT: NORTH CAROLINA MEDIA

Brad Hays and I have discussed the North Carolina situation in order to finalize our media plan for the primary March 23. This memorandum summarizes our conversation.

## NEWSPAPER

7  
Hays recommends that we almost exclusively purchase only those newspapers which are located west of a straight line connecting Raleigh and Durham. I will organize these data by county and transmit it to you in a form to assist your budgeting and buying process.

Although he recommends against purchase of the major daily newspapers in Charlotte, Winston-Salem, and Greensboro Hays suggests that the Raleigh Times would be an appropriate selection.

## RADIO

Hays further recommends that the radio coverage follow the same geographic considerations as employed in selecting newspaper. Since there is significant joint ownership of broadcast and print media, he recommends that we buy radio stations which are affiliated with the designated newspapers.

## OTHER

He also reinforced Gene Anderson and his belief that we should not concentrate our media budget in the Greenville/New-Bern/Washington ADI because this exposure would stimulate a high voter turnout for Reagan.

c.c. Peter Dailey  
George Karalekas  
✓ Bruce Wagner  
Clayton Wilhite





Campaign '76  
Media Communications, Inc.

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

MARCH 4, 1976

TO: DAWN SIBLEY  
FROM: BRUCE WAGNER  
SUBJECT: RONALD REAGAN SPENDING

We need a quick estimate of Ronald Reagan spending in Illinois, North Carolina and Wisconsin.

cc: C. Wilhite



Campaign '76  
Media Communications, Inc.

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

MARCH 4, 1976

TO: DAWN SIBLEY  
FROM: BRUCE WAGNER  
SUBJECT: FREE MEDIA TIME

Bo Callaway has responded to our recent point of view on free media time in the affirmative.

His specific comments were: "I have no problem with this position --- but if we begin to get more offers we should rethink. One free alternative is to get the state PFC chairman and two or three of his guys to do a President Ford discussion which we could orchestrate for them."

Let's keep this in mind for the future.

cc. P. Dailey  
C. Wilhite



Campaign '76  
Media Communications, Inc.

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

March 4, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: BRUCE WAGNER ~~SP~~  
SUBJECT: NORTH CAROLINA MEDIA

Effective today we are reducing approved North Carolina media budget by \$10,000.

This has been executed in discussion with Ed Terrill.


cc: S. Spencer  
B. Lafer  
C. Wilhite  
J. Vinson  
B. Moot  
B. Marik  
P. Dailey



Campaign '76  
Media Communications, Inc.

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

March 5, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: BRUCE WAGNER   
SUBJECT: ILLINOIS

Effective immediately, Illinois advertising appropriation is reduced by \$10,000.

This has been agreed with Skip Watts and myself.

c.c. Peter Dailey  
Barry Lafer  
Bob Marik  
Bob Moot  
Stu Spencer  
Clayton Wilhite



Campaign '76  
Media Communications, Inc.

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

March 8, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: BRUCE WAGNER  
SUBJECT: REAGAN COPY

Mark Ball of Reagan's advertising agency has announced new commercials which focus more specifically on the Ford Administration policies.

Let's get 'ahold of these just as soon as possible.

c.c. Bo Callaway  
Peter Dailey  
George Karalekas  
Stu Spencer  
Clayton Wilhite






Campaign '76  
Media Communications, Inc.

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

March 10, 1976

TO: DAWN SIBLEY  
FROM: BRUCE WAGNER   
SUBJECT: REAGAN: NORTH CAROLINA

The New York Times reports today that Reagan has cancelled television spots in North Carolina.

Let's confirm the situation.

Also, as previously discussed, let's try to get ahold of his newly-announced commercials just as soon as humanly possible. There will be important strategic implications.

cc: G. Karalekas  
P. Dailey  
C. Wilhite



Campaign '76  
Media Communications, Inc.

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

March 15, 1976

MEMORANDUM TO: DAWN SIBLEY  
FROM: CLAYTON WILHITE  
SUBJECT: MEDIA PLANNING PRIORITIES

Here's a confirmation of our media planning priorities  
for the foreseeable future:

1. Texas May 1
2. Indiana May 4
3. Georgia May 4
4. Alabama May 4
5. D.C. May 4

With regard to voter analysis, let me know what needs to  
be done and we will make certain Peggy and/or myself  
get going immediately.

c.c.: George Karalekas  
Bruce Wagner  
Peggy Pilas  
Marcy Taylor Pattinson  
Denise Considine

*Master*



Campaign '76  
Media Communications, Inc.

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

March 16, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: NORTH CAROLINA MEDIA BUDGET SURPLUS

Just a brief note to confirm that the additional \$7,559 surplus obtained from the North Carolina media budget will be returned to the PFC treasury for other uses.

As agreed, we will provide a detailed summary of the sources of the saving later today.

cc: Stu Spencer  
Bruce Wagner  
Jim Cochran  
Barry Lafer  
Bob Moot


*Master*



Campaign '76  
Media Communications, Inc.

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

March 24, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: BRUCE WAGNER   
SUBJECT: NORTH CAROLINA

Everybody is talking about a "Reagan media blitz" in North Carolina.

Specifically, 30 minute program buys the last week of the campaign which were built around a tough foreign policy speech he made in Florida.

We need to know the facts very quickly, i.e., the media specifics and hopefully, video tape cassetts of the copy.

I want to compare what we did with Reagan's effort in very specific terms.

c.c. Peter Dailey  
George Karalekas  
Peggy Pilas  
Clayton Wilhite





Campaign '76  
Media Communications, Inc.

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

April 1, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: SECOND WISCONSIN FULL-PAGE NEWSPAPER AD

This memo will confirm that we will repeat the standard full-page generic ad for Wisconsin on Monday in all the newspapers. The "Leadership" ad will be held for possible use in Texas.

cc: John Overaker  
Jack Frost  
Phelps Johnston  
Marcy Pattinson  
Peggy Pilas  
MASTER





# Campaign '76

Media Communications, Inc.

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

April 6, 1976

MEMO TO: DAWN SIBLEY  
PEGGY PILAS

FROM: CLAYT WILHITE

SUBJECT: PRIMARY STATES STRATEGY AFTER TEXAS

The following points came from a discussion with Stu Spencer on primary state campaign strategy:

1. Contrary to previous information, the Tennessee Primary will be held on May 25, not May 6.
2. Unless otherwise advised, we are to assume that there will be no activity on the part of the PFC in the District of Columbia Primary on May 4.
3. While this is subject to change, we should begin addressing ourselves to the Georgia, Alabama and Indiana Primaries, followed by West Virginia and Nebraska. Our first major step will be the gathering of quantitative research and qualitative comments pertaining to the first three states mentioned above.

Let's discuss at our earliest mutual convenience.

cc: Bruce Wagner  
Phelps Johnston  
John Overaker  
Jack Frost



# Campaign '76

Media Communications, Inc.

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

April 6, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: TEXAS COMMERCIAL ROTATION

cc: Bruce Wagner  
Marcy Pattinson  
Peggy Pilas

This memo outlines the broadcast materials rotation for Texas during the Week One media schedule.

## I. Television

A. :60 commercials - 53%

Equal rotation between:

- "Accomplishment" :60
- "Future" :60

B. :30 commercials - 67%

Equal rotation between:

- "Future" :30
- "Accomplishment" :30
- "Trust" :30

## II. Radio

Equal rotation between:

- "Facts - Revised" :60
- "Facts - Recovery" :60
- "Facts - Older Americans" :60

If you have any questions, please let me know. C.

# Campaign '76

Media Communications, Inc.

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

April 8, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: PURCHASE OF ADDITIONAL BROADCAST MEDIA - TEXAS

This memo will confirm that Stu Spencer has given you authorization to purchase broadcast media in the Dallas and Houston ADI's on an "as needed" basis. This will be done to ensure that we obtain desirable placement and prevent Reagan from preempting us.

The upward limit on the authorization will be the equivalent of 250 and 350 GRP's per week of television and 24 radio spots per week for the same period.

If you have any questions, please let me know.

cc: Bruce Wagner  
Peggy Pilas  
Peter Dailey  
Carol Karasick  
Denise Considine  
Barry Lafer  
MASTER



Campaign '76  
Media Communications, Inc.

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

April 13, 1976

MEMORANDUM TO: DAWN SIBLEY

FROM: CAROL KARASICK *CK*

We have contacted ARB to get a cost for obtaining a complete set of radio rating books. For a total cost of \$800.00 we can buy both April/May, 1976 and April/May, 1975. I would recommend purchasing, as it would give us a valuable tool by which to evaluate all radio buys.

Let's discuss.

cc: Bruce Wagner  
Clayt Wilhite  
Barry Lafer  
Denise Considine  
*Masden*





# Campaign '76

Media Communications, Inc.

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

April 14, 1976

MEMORANDUM FOR:       DAWN SIBLEY  
FROM:                    BRUCE WAGNER *B*  
SUBJECT:                 TEXAS MEDIA

Just to summarize the results of my conversation with Stu on Tuesday, we'll be operating with a \$250,000 Texas-controlled reserve for newspaper. We'll develop the newspaper mats and then, provide them to the Texas PFC for their execution as necessary.

We'll advertise in all the markets to go after every delegate, and the advertising will be Thursday, April 16<sup>th</sup>, as planned.

The key media goal, as far as Stu is concerned, is to use the "building" crescendo technique so that the last week is a constant barrage of increasing communication effect.

As we revise our scheduling, let's keep in mind that we will most likely have an important five minute commercial commencing Monday, April 26<sup>th</sup>. Further, this message will perhaps be in :60 and :30 form--right now, I just don't know.

Let's try to get a final plan down to Stu as soon as possible. Please discuss the plan with me before it gets released into Texas, assuming that we will be doing that.

c.c. Peter Dailey  
Peggy Pilas  
Clayton Wilhite





# Campaign '76

Media Communications, Inc.

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

April 14, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: CLAYTON WILHITE  
SUBJECT: TEXAS OLDER AMERICANS NEWSPAPER AD

This memo will confirm that we have purchased a full page ad in The Voice, a Texas newspaper that has a sixty thousand state wide circulation to Older Ameicans.

We will run a Texas version of the Older Americans full page that ran in Illinois.

The total cost is \$912.00 which will be paid by the Agency... and then rebated to us by either the Texas PFC or downstairs.

If you have any questions please let me know.


c.c. Denise Considine  
Jack Frost  
Carol Karasick  
Peggy Pilas  
Bruce Wagner



Campaign '76  
Media Communications, Inc.

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

April 15, 1976

MEMORANDUM FOR: DAWN SIBLEY  
FROM: BRUCE WAGNER   
SUBJECT: 5 MINUTE BUY

Would it be wiser to buy 5 minutes nationally on  
the 26th...as compared to buying locally?

c.c. Peter Dailey  
Peggy Pilas  
Clayton Wilhite



Campaign '76  
Media Communications, Inc.

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

April 16, 1976

MEMO TO: DAWN SIBLEY  
FROM: PEGGY PILAS  
SUBJECT: REGISTRATION DATA - MARYLAND

Attached for your planning purposes is Republican registration data for the state of Maryland.

cc: Clayt Wilhite



Maryland

Co.	Reg	100% % Str Reg	107,513 1974 V	24.4% 1974 S%	100% 1974 T%	115,247 1972 Y	27.0% 1972 S%	100% 1972 T%	130.0% 1970 S%	90% 1970 T%	
Montgomery	90417	20.0	23242	21.6	253	24490	21.2	287	21.7	361	
Baltimore Co.	61086	14.4	15681	14.5	243	16051	13.9	250	13.4	279	
Prince Georges Co	57099	13.4	14102	13.1	249	16698	14.5	315	11.5	244	
Baltimore City	46510	11.0	8100	7.5	163	10801	9.4	164	9.7	176	
Anne Arundel	34319	6.9	8374	4.5	78	9611	6.7	321	6.2	421	
ALLEGHENY	18975	4.5	6912	6.4	342	5485	4.8	267	6.2	394	
WASHINGTON	17082	4.0	4931	4.6	282	7305	6.3	429	4.7	360	
FREDERICK	13922	3.3	4384	4.1	309	3653	3.2	274	3.8	377	
HARFORD	13867	3.3	3074	2.9	222	2878	2.5	239	3.3	392	
CARROLL	11447	(84.7) 17.8	3125	(85.4) 20.9	2.9	268	(86.5) 19.0	2.2	(86.9) 21.7	3.7	443





Campaign '76  
Media Communications, Inc.

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

April 21, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: INDIANA MEDIA PLAN

Stu Spencer has approved the \$75,000 broadcast only Indiana media plan. It will commence on Saturday, April 24.

If you have any questions, please let me know.

cc: George Karalekas  
Peter Dailey  
Bruce Wagner  
Peggy Pilas  
Carol Karasick  
Denise Considine  
*Master*



# Campaign '76

Media Communications, Inc.

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

April 27, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: UPCOMING MEDIA SCHEDULES

Below is a summary of the discussions and decisions emanating from our meeting with Stu Spencer:

1. By the end of the day, we should be ready to review estimated media budgets for the following states:

Texas (actual)	Indiana
Nebraska	Idaho
Michigan	Tennessee
Oregon	Nevada
Arkansas	California
Kentucky	Ohio
New Jersey (radio and 5-minute only)	

Nebraska and Arkansas are one-week plans, the remainder should be for two weeks. Two-week plans should include :30 television and :60 radio only.

2. We will estimate the cost of running the 5-minute documentary in the major markets of Georgia and Alabama... just in case the opportunity arises.
3. We will obtain the cost of a 5-minute 30 second network buy on a "road block" basis.

If you have any questions, please let me know.

cc: ✓ Bruce Wagner  
Carol Karasick  
Denise Considine  
Peggy Pilas  
Marcy Pattinson

C.



# Campaign '76

Media Communications, Inc.

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

April 27, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: REAGAN COMPETITIVE ADVERTISING COPY

Skip Watts reports that Reagan is running particularly strident advertising in certain Texas markets. He specifically mentioned Texarkana although I have not yet confirmed that as one location.

When I pass the specific information on to you please try to obtain transcripts, kinoscopes, etc. of the material, as Skip wants to make it available to other PFC offices.

P.S. Roger Wallace just called with the following information: the radio advertising is running across the State and the television advertising is airing in Austin and Texarkana.

cc: Carol Karasick  
Denise Considine  
Bruce Wagner  
Peggy Pilas

C.



# Campaign '76

Media Communications, Inc.

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

April 27, 1976

MEMO TO: DAWN SIBLEY  
FROM: CLAYT WILHITE  
SUBJECT: UPCOMING MEDIA SCHEDULES

Below is a summary of the discussions and decisions emanating from our meeting with Stu Spencer:

1. By the end of the day, we should be ready to review estimated media budgets for the following states:

Texas (actual)	Indiana
Nebraska	Idaho
Michigan	Tennessee
Oregon	Nevada
Arkansas	California
Kentucky	Ohio
New Jersey (radio and 5-minute only)	

Nebraska and Arkansas are one-week plans, the remainder should be for two weeks. Two-week plans should include :30 television and :60 radio only.

2. We will estimate the cost of running the 5-minute documentary in the major markets of Georgia and Alabama... just in case the opportunity arises.
3. We will obtain the cost of a 5-minute 30 second network buy on a "road block" basis.

If you have any questions, please let me know.

cc: Bruce Wagner  
Carol Karasick  
Denise Considine  
Peggy Pilas  
Marcy Pattinson

*Martin*

