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JANUARY 1976 - BRUCE WAGNER

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BARBARA
x: Dodie K.

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

File

January 14, 1976

Erner

MEMORANDUM FOR:

BRUCE S. WAGNER

FROM:

BARBARA MCCAFFREY *BM*

SUBJECT:

CAMPAIGN MATERIALS

In order for the materials requested by Nancy Thompson to be sent to Iowa and New Hampshire to reach their destination on schedule a check for air freight charges must be sent to Andy Nelson TODAY for estimated costs for air freight charges.

Listed below are destinations, date required and amounts requested:

1,000 buttons
1,000 bumper stickers

John Spooner
2400 Hickman Road Apt. 1
Des Moines, Iowa 50310

(To be delivered Saturday, January 17th)

4,000 buttons
4,000 bumper stickers

John Michels
PFC New Hampshire
150 North Main Street
Concord, New Hampshire 03301

(To be delivered Saturday, January 17th)

Additional arrangements are being confirmed for mailing of pamphlets.

c.c. Barry Lafer
Nancy Thompson





1/13/76

Margaret

Out of that special order to go early from Andy Nelson (5,000 buttons and stickers)

4,000 buttons and stickers should go straight from there to Mr. John Michels, PFC New Hampshire, 150 North Main Street, Concord, N. H. 03301.

Bruce said they would be ready to be sent from Chicago on Monday.

Margaret, this cannot fail to happen.

Also, I need 4,000 brochures Monday to send to N. H. can you get me in house by then?

Nancy

ow

1/13/72

attached is where 1,000 bumper stickers & buttons of the total 5,000 cars. I need 1,000 more holders for attached lower

20884
457-754
~~547~~-6455



Nancy

REQUEST FORM

BUMPER STICKERS AND BUTTONS

1. Name Ralph McCartney

2. Address 701 Blunt Parkway

Charles City, Iowa 50616

3. Shipped To Ralph McCartney *John Spooner*

~~701 Blunt Parkway~~ *2400 Hickman Rd Apt 1*

Charles City, Iowa 50616 *Des Moines* ~~50616~~ *50310*

4. Purpose *515-279-7571*

5. # Bumper Stickers 1,000

6. # Buttons 1,000

7. # Other Pamphlets - 2,000 Posters - 50

Approve *Edward A. Jewell*

Disapprove _____



President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

x: Bo Callaway
Sru Spencee
Peter Kaye
done
1/16/76

January 15, 1976

MEMORANDUM FOR: BRUCE S. WAGNER
FROM: GEORGE KARALEKAS *GAK*
SUBJECT: REAGAN'S RADIO SCHEDULE IN BOSTON

We have picked up information concerning the radio time that Ronald Reagan is expected to purchase in Boston.

It will be effective beginning Tuesday, January 20th, and extend over a five week period to February 24th, (primary day in New Hampshire).

It appears they will "specturm buy" (a strategy which reaches a broad audience via different kinds of programing) with 60 second spots. Weeks 1 and 2 will consist of 75 spots per week and weeks 3,4 and 5 will double, using 150 spots per week.

Also, the Reagan group is considering ordering "avails" in television, which means they may go into television.

We'll keep you posted.

c.c. Peter Dailey



President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

January 20, 1976

MEMORANDUM FOR: BRUCE S. WAGNER
FROM: DODIE KAZANJIAN
SUBJECT: ACADEMIC RECORD OF THE PRESIDENT

Leo Thorsness dropped by to raise the following points:

1. What is the biography used for?
2. Who is finding out factual data and academic background about the President?
3. With Lincoln Day speeches nearing (which are great in number)...would it be a good time to present academic record and image of the President?

In sum, who is gathering this material and how is it going to be presented. Is it the duty of this Agency.... if not, who is responsible?



January 20, 1976

MEMORANDUM TO: JERRY MEGEE
FROM: BRUCE WAGNER
SUBJECT: TAPES

I have changed my mind.

All the tapes should be with you...personally.

Will discuss what to do with them tomorrow, but at least the material will be in New York City.

Many thanks for your professionalism and good cheer.



January 20, 1976

MEMORANDUM FOR: BRUCE S. WAGNER
FROM: DODIE KAZANJIAN
SUBJECT: COLLATERAL MATERIALS

As per your request, today I ordered the following collateral materials with Mike Clancy.

Collateral Materials	Quantity	Total Cost
Red Indoor Window Sign	1000	\$ 225.00
Red Outdoor Window Sign	500	215.00
Blue Wall Banner	500	3450.00

The printer is Kaiser Displays in Detroit. They have done political printings in past and are used regularly by Mike Clancy. He says they are a fine, reputable company.

They must have 50% of the cost of the job with the order. The remaining 50% ~~is~~ due when the job is completed. The job will be done in 5 or 6 days and they can accomodate all deliveries to destinations if we furnish the necessary imformation.

The color posters, under the supervision of Tom Roahe, will be shipped to Kaiser Displays for distribution.

c.c. Mike Clancy
Barry Lafer



President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

January 20, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: GEORGE KARALEKAS
SUBJECT: COMPETITIVE REPORT - NEW HAMPSHIRE AND MASSACHUSETTS

NEW HAMPSHIRE CANDIDATE: Ronald Regan

MEDIUM:

MARKET SCHEDULE:

1. Purchased Poland Springs/Portland Maine/spending \$5,000. from 1-26-76 to 2-23-76; no details on announcement lengths or specific dayparts. All time purchased on WMTW; Poland Springs.
2. In Manchester, New Hampshire-have purchased two five minute time slots per week to run from 5:55 to 6:00 P.M. for four weeks (1-27-76 to 2-23-76) at \$180.00 per week or \$720. for the period.

Comments relative to strategy

Has purchased the main station to cover Northern New Hampshire and the Manchester facility for the Southern end of the State. The latter will probably run in conjunction with Boston TV, as you need both markets to do an effective job.

Massachusetts

CANDIDATE: Ronald Regan

MEDIUM: Local TV

MARKET SCHEDULE:

Orders were placed but no details are available as the stations have not yet confirmed the time.

Democratic activity in Massachusetts.

CANDIDATES: Fred Harris, Jimmy Carter, Henry Jackson

MARKET SCHEDULE:

Orders were placed but no details are available as the stations have not yet confirmed the time.

cc: Pete Dailey



January 20, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: DODIE KAZANJIAN
SUBJECT: EMERY AIR FREIGHT - POLITICAL DELIVERIES

Emery Air Freight has a policy regarding "political deliveries", which is...they must have cash up front in order to make a delivery.



January 9, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: PETER DAILEY
SUBJECT: PRESIDENTIAL FILM

We need a film bank for use by Blumenthal or any other creative man which provides us with some stock footage on the President. Since the SOTU message is on January 19, I suggest that we look at the 20th and 21st as days for secondary shooting. Some of the footage that we need would include:

1) State of the Union Message

President entering the building, some establishing shots of the joint session, the President's full speech, the applause, the President leaving.

2) Additional shots of the President in action, which would include:

- a) President in Cabinet session.
- b) President in his office with a list of key people who could be determined later, people such as Cheney, Zarb, Kissinger, others we think that are politically expedient to show him with, possibly only five or six however. Hopefully, we can get the President with some foreign leader or diplomat.
- c) Some general shots of the President, including those that could be used as background material, such as the President going into and out of his office, the President coming down the walkway past the Rose Garden to go to work in the morning, possibly greeting visitors on the front steps of the porch and some shots of the President in action working in the office.

Obviously, we do not have a Creative Director to put it together as yet, but if we could get this color corrected and rolled to the tape as quickly as possible we would have the strong library for our creative type to work with.



X: Pete Dailey

January 26, 1976

MEMORANDUM FOR: BRUCE WAGNER

FROM: BO CALLAWAY

Bruce:

This will confirm some of our conversations today. I have also talked to Peter Dailey since I talked to you.

I understand that it is your philosophy on the issue bulletins that they be very low key and that's the reason they say, for example, "Energy" rather than "President Ford on Energy". It seems to me that the pamphlets need to be identified more with President Ford at a glance, and that we need to do what we can to make them a little more interesting, readable and exciting. But, from a strategy viewpoint, this is something that we should discuss at our next strategy meeting. I hope that you and Peter Dailey can both be present for our Tuesday meeting and in a succinct way give your comments on this from a strategy viewpoint and have this discussed.

As you know, I am disappointed in the pamphlets. They still look like quick and dirties to me, when we should be having the best possible campaign literature for an incumbent President. I was also surprised that the state brochures for Florida and New Hampshire are not more state-oriented. For example, the word, Florida and New Hampshire, do not appear in the folders except on the covers. They are basically identical except that Florida has a short paragraph about Cuba and more emphasis on crime. I had assumed that the copy for Florida would be clearly oriented toward Florida so that the people who read the copy would understand that it was written especially for them. I had expected references to such things as Florida's tourism, large number of retired people, potential for solar energy, etc. Since we are writing copy especially for Florida anyway, it seems to me we should take advantage of this by making it as personal to Florida voters as possible.



Bruce - I dictated this Monday - Sorry
I didn't get it to you sooner - before our Wednesday
night meeting. Pls discuss at our Thursday media meeting.
Bo

checked

Campaign '76

Media Communications, Inc.

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

January 26th, 1976

MEMORANDUM TO: BURCE S. WAGNER

FROM: DODIE KAZANJIAN

SUBJECT: COLLATERAL MATERIALS

Gill Studios in Lenexa, Kansas printed the bumper stickers. The bumper stickers were picked up for delivery by Roadway Express (REX), Kansas City, Kansas on Thursday afternoon, January, 22nd. There were 22 cartons at 1820 pounds rated at 2000 pounds. Our tracing contact in Kansas City for REX is Jack Corp (913) 281-5757. Our tracing contact for REX in Washington is Ruby at (301) 498-9300. The Freight bill no. is #342-567333 and the bumper sticker order will arrive here early afternoon today. The Roadway Express terminal is in Laurel, Md.

Four Word in Franklin Park, Ill. printed the buttons. 10,000 buttons were sent out by Federal Express #2141958 last Friday, Jan. 23rd. There were 2 packages weighing 76 lbs. at a cost of \$68.06. ~~According to~~ Federal Express here, the delivery has arrived and is being sent over now. 75,000 buttons were sent out by Wilson Freight last Thursday, Jan. 22nd, pro no. 771-6033 from Chicago terminal. The cost is \$52.28 (already paid due to advance to Andy Nelson). The delivery is due in tonight according to the tracer Bill Johnston (301) 644-0100.

The buttons for Florida went out Federal Express #2141957 (three cartons) Friday night at a cost of \$111.75. The packages arrived in Florida today.

how many?

cc: Barry Lafer
Nancy Thompson

10,000
75,000

85,000
+ Florida
+ 100,000?
+ 95,000



Campaign '76
Media Communications, Inc.

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

January 27, 1976

MEMORANDUM TO: Bruce Wagner

FROM: Mike Clancy

SUBJECT: Attached Campaign Materials Plan for Supplier Selection,
Letting of Bids and Distribution System

The purpose of the attached plan is to help you get some capable suppliers and set up a distribution system that will take a lot of the day to day burdens off Campaign '76.

The Exhibits can be sent out to suppliers pretty much as is. They are designed more to give you an idea of competitiveness and costs than to provide you specific prices though you will gain this to some degree.

I have not asked for prices on all of the materials as we now feel will be produced because this is unnecessary and the more items you ask the suppliers to quote the longer it will take them. I've asked that certain items be quoted to include shipping to three different cities. This will give us an idea of what it would cost in extra shipping to print something in say Detroit and have it shipped to a fulfillment source in Washington or Atlanta.

If you want, request that the suppliers send a copy of their quotes to me at my home address.

Obviously, if you have anything you want to change or have any questions about any of this have someone call me.

The attached material should be proofread carefully. I know there are some mistakes, but I didn't want to take the time to retype.

Mike



CAMPAIGN MATERIALS
PLAN FOR INITIAL SELECTION OF SUPPLIERS, LETTING
OF BIDS AND SET-UP OF DISTRIBUTION SYSTEM

BACKGROUND

Much time will be saved, many problems avoided and thousands of dollars saved by

- selecting capable, dependable, effecient suppliers
- establishing by prior screening a group of suppliers of printing, silk-screening and novelty items that are in close geographic proximity to your fulfillment source
- by selecting a fulfillment source that is large enough to respond quickly to your needs, demand good service from shippers and provide effecient inventory control
- by planning effectively and far enough in advance to consolidate as many shipments as possible

I INITIAL SELECTION OF SUPPLIERS

This step which is already underway should have in addition to the obvious objectives that of finding a group of suppliers in close geographic proximity to each other. The ideal location would be Washington or near by. Next would be a major mid-west city. Washington would be ideal because

- that's where Campaign '76 is headquartered therefore it would facilitate better control
- that's where art and mechanicals will probabaly be prepared and end up for approval to be turned over to suppliers
- shipping and communication costs between Campaign '76 and suppliers would be less

A major mid-west city would be the next choice because

- its central location would provide faster delivery at lower costs
- printing costs in a city like Detroit are on a par or below national average

In addition, there are suppliers in Detroit that this writer has dealt with and can recommend as a "known quantity". There are suppliers that are just as good and perhaps better in other cities. Efforts should be made to find them and extend the opportunity to participate.

No supplier should be used unless he can be recommended by someone in whom Campaign '76 has confidence.

Because some suppliers have been "burned" in their dealings with political-related clients it may be necessary to provide partial payment with an



order. It should not be necessary as long as Campaign '76 maintains good payment practices to pay more than 50% of cost with an order. Efforts should be made to establish a net 30 day payment procedure with suppliers with whom a relationship is established.

Suppliers who have not responded to the initial letter of interest should be contacted immediately. Suppliers who do not respond, do not provide sufficient answers regarding capability, do not measure up to evaluation or can not be recommended by someone in whom Campaign '76 has confidence should be deleted from the list of Second Step suppliers. Particular emphasis should be placed on finding Washington-area suppliers.

II SECOND STEP--LETTING BIDS

Suppliers who meet the above criteria should immediately receive the attached specifications, Exhibits A,B,C:

- A- Printed Materials
- B- Novelty Items
- C- Fulfillment

NOTE: To facilitate evaluation of capabilities and specific bidding suppliers can be requested to send copies of their correspondence with Campaign '76 to:

Michael Clancy
333 East 66th St.
New York, New York 10021

To evaluate competitiveness it is not necessary to ask suppliers to provide bids on all of the items therefore key items have been listed on the attached exhibits. This should facilitate a quicker response, also.

III DISTRIBUTION SYSTEM

Fulfillment costs and problems will be greatly reduced; communications made much more efficient and overall a much smoother-running campaign effort will be achieved if

- one fulfillment source for shipping all materials is selected
- all materials are sent to this source for shipment to state PFC offices
- shipments are planned so as to consolidate as many materials as possible into one shipment
- re-ordering by state PFC offices is limited to two or three specific times per month wherever practical so that all of the operations necessary to process and fill orders is done two or three times a month rather than every day



-either re-orders are placed directly with the fulfillment source by state PFC offices and the fulfillment source is charged with responsibility for control based on guidelines provided by PFC Washington OR re-orders come through PFC Washington and a telephone tie-line is established with the fulfillment source
-in terms of quantities of materials states are divided into as few groups as possible based on size-need relationship
Example:

States with population over 5 million receive

<u>ITEM</u>	<u>INITIAL QUANTITY</u>	<u>MAXIMUM RE-ORDER</u>
#1	15	5
#2	25	10
#3	10	3
etc.	etc.	etc.



Campaign Materials Plan, EXHIBIT A

PRINTED MATERIALS

Please provide your prices for the following materials based on specifications provided for each item. Do not alter specifications. If you have a suggestion for more efficient specifications indicate such in addition to prices for those indicated. Please provide prices for initial quantity, additional quantities as listed and reprint quantities. In all cases give number of working days from receipt of art and mechanical to completion of job. Prices should be FOB your city. On asterisk (*) items indicate approximate shipping cost to Washington, D.C., Atlanta and Detroit.

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>QUANTITY</u>	<u>ADDITIONAL</u>	<u>REPRINT QUAN</u>
#1*	Poster-4/c process, 38"x50", 100# coated stock, one separation, reverse type, 100% ink coverage	10M	M's	5 & 10M
#2	Poster-1/c, 38x50, 100# coated stock, one halftone, reverse type, 100% ink coverage	10M	M's	5 & 10M
#3	Poster-4/c process, 19x25 (same as #1)	15M	M's	5 & 10M
#4	Poster-1/c, 17x22, 100# coated stock, all type reverse, 100% ink coverage	15M	M's	10 & 15M
#5*	National Brochure-1/c, 2 sides, 8 $\frac{1}{4}$ x10 13/16 flat, 2 vertical folds, 70# coated stock, one halftone, bleed 3 sides	250M 500M	25M's	100M
#6*	Outdoor Banner-1/c, 3'x11', drill cloth, hemmed 4 sides, 6 grommets, all type reverses from solid background	1M	C's	500& 1M
#7	Outdoor Lawn Card-1/c, 17x22, 36pt. waterproof board, coated, all type reverse, 100% ink coverage	3M	M's	1M
#8	Planning Folder-1/c, 8 $\frac{1}{2}$ x11 folded, 8 pages, saddle stitched, 8 halftones, no bleed, 70# coated stock	1M	M's	1M



Campaign Materials Plan, EXHIBIT B

NOVELTY ITEMS

(Use same introduction and directions as Exhibit A)

<u>ITEM</u>	<u>DESCRIPTION</u>	<u>QUANTITY</u>	<u>ADDITIONAL</u>	<u>REPRINT QUAN</u>
#1*	Bumper Sticker-1/c, 2 3/4x11 3/8, "easy-off" vinyl, all type reverse from solid background, 1/8" white border	150M 300M	25M's	50M
#2	Buttons-1/c, 1 1/2" diameter, metal, pinOn, all type reverse, white border	100M	10M's	25M

EXHIBIT C

FULFILLMENT

Please provide your prices for the following operations and necessary materials. Do not alter specifications. If you have suggestions for more efficient and/or expedient fulfillment please indicate such in addition to prices according to our specifications. Indicate working days from receipt of materials to shipping. Indicate approximate shipping time.

1. Initial Order Fulfillment

Receive in bulk, collate, pack and ship via UPS the following materials based on five (5) different quantity breakdowns:

<u>ITEM</u>	<u>QUANTITY BY GROUP</u>				
	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>
#1 Poster, 38x50, 100# stock, roll	25	20	15	10	5
#2 Poster, 38x50, 100# stock, roll	30	25	20	15	10
#3 Poster, 19x26, 100# stock, roll	25	20	15	10	5
#4 Poster, 17x22, 100# stock, roll	30	25	20	15	10
#5 Poster, 19x26, 100# stock, roll	30	25	20	15	10
#6 Brochure, 8 1/2x11 sheet folded twice, 70#stock	5M	4M	3M	2M	1M
#7 State Brochure, same specs as #6, different brochure for each of 54 shipments	5M	4M	3M	2M	1M
#8 Banner, 3'x11', drill cloth, soft fold	15	10	8	6	5
#9 Lawn Card, 17x22, 36pt board	300	250	200	150	100

continued



1. Initial Order Fulfillment (cont.)

#10 Bumper Stickers, 2 3/4 x 11 3/8, easy-off vinyl	5M	4M	3M	2M	1M
#11 Planning Folder, 8 pages, 8 1/2 x 11, 70# stock	50	40	30	20	10
#12-17 Bulletins (6) 8 1/2 x 11, 100#stock ea.	5M	4M	3M	2M	1M

Total Number Shipments--54. Number by Group--A-6, B-10, C-18, D-11, E-9

Shipments are to the 50 continental states plus 4 possessions (US Virgin Islands, Puerto Rico, _____ and _____).

Store balance of material for re-order fulfillment.

2. Re-Order Fulfillment

Orders for additional materials will come in on an as needed basis from the 50 states and 4 possessions. It has not been decided whether these orders can be held and filled twice per month or if they will have to be filled as they come in on a daily basis. Please give approximate pricing on both basis. Give price for "average" shipment and list contents as estimated by you.

3. Inventory Control and Reporting

Due to legal restrictions on amount of expenditure by state it will be necessary for fulfillment source to keep very accurate counts of materials shipped to each state and report this information The President Ford Committee on a weekly basis.

4. Follow-up/Special Attention

The swift and certain arrival of these materials to their destinations is of utmost importance. Please indicate what your company would do to provide the extra insurance necessary to insure that there are an absolute minimum of problems and that when problems do occur they will be solved swiftly and effeciently. Indicate separately if there will be any additional cost for any services related to this.

NOTE: The campaign will be conducted in two phases--primary and general election therefore most major phases of the fulfillment operation will take place twice. Your quote, however, should be based on Initial Order Fulfillment taking place once.



Chrono

January 27, 1976

MEMORANDUM FOR: BRUCE S. WAGNER
FROM: DODI KAZANJIAN
SUBJECT: BUMPER STICKERS

Yesterday, we received 145,000 bumper stickers. Today we sent out about 85,000 leaving a balance of 60,000.

Perhaps we should discuss a reorder.



Campaign '76
Media Communications, Inc.

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

January 30, 1976

MEMORANDUM FOR:

✓ PETER H. DAILEY
BRUCE S. WAGNER

FROM:

LEN MATTHEWS

Roy Hughes says Rogers Morton will be here for the February 3rd meeting at 10:00am.

Mimi has promised to secure Bo Callaway. Will one of you or Margaret follow through to get Callaway committment?

Thanks.

