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February - Bruce Wagner

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Campaign '76  
Media Communications, Inc.

X: Bo Callaway

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

February 13, 1976

MEMORANDUM FOR: BRUCE WAGNER  
FROM: GEORGE KARALEKAS  
SUBJECT: PRESIDENT'S VOICE ON RADIO TAPE

In following up on my call last evening with Bo Callaway, I personally called this morning, radio stations in Miami and Jacksonville to elicit their interpretation of the lowest cost per unit pricing question.

Their comments were identical;

1. Because of their concern for their licenses, they all want to adhere to the letter of the law, or a reasonable interpretation thereof.
2. All candidates whose voice is in the commercial is given the very end rate on the station. Otherwise they pay the normal discount they would earn predicated on the number of spots run.

The only way I see around this is to file a formal complaint with the FEC group.

c.c. Peter Dailey



Campaign '76  
Media Communications, Inc.

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


FEBRUARY 3, 1976

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

Station WRAL in Raleigh, North Carolina is offering FREE spot schedules to all candidates on the primary ballot (details attached).

I contacted them to clarify the offer. The same schedule will be available to all candidates. In other words, they have selected time periods in which they can fit everyone who responds to the offer so there is no way to lock up better spots. However, all the Gallup Robinson recall data I have seen indicates the last competitive position is the best, so if you agree, let's have SFM aim for that.

A copy of this is retained in the North Carolina file to be transmitted to SFM at the appropriate time.

cc:  George Karalekas



CAPITOL BROADCASTING COMPANY, INC.

cc: Bure

WRAL



TELEPHONE (919) 828-2511  
P. O. BOX 12000

2619 WESTERN BOULEVARD

RALEIGH, NORTH CAROLINA 27605

JAMES F. GOODMON  
PRESIDENT

January 30, 1976

President Gerald Ford  
1828 'L' Street NW  
Washington, D. C. 20036

Registered Mail - Return Receipt Requested

Dear Mr. President:

WRAL Television is very much aware of its responsibility to inform the viewing public about political candidates and to provide a forum for the presentation of their views.

WRAL Television is also aware of the Federal Election Campaign Act of 1971 (Public Law #92-225), effective April 7 of 1972. This law, among other things, amended sections 312 and 315 of the Communications Act to the extent that broadcast stations have the specific responsibility to afford either reasonable free access or the opportunity to purchase reasonable amounts of time to legally qualified candidates to federal elective office.

Because of the unusual nature of a Presidential Preference Primary, WRAL Television will make available free of charge the attached schedule of spot announcements to all candidates listed on the ballot for the March 23 North Carolina Presidential Preference Primary. Each candidate on the ballot has been notified via registered mail of this offer of free spot announcement time.

WRAL Television will not sell any spot announcements to candidates. Each candidate may purchase on WRAL-TV one hour of program time in not less than 30-minute segments, in any day-part, at our published program rate. WRAL-TV production rates are available on request.

We hope that you will take advantage of the above offer of free announcement time. We urge you to contact us as soon as possible concerning this offer. Inquiries should be directed to Mr. William R. Murray, General Sales Manager, WRAL-TV, 2619 Western Boulevard, Raleigh, North Carolina, 27605, or in his absence, to my office.

Sincerely,

James F. Goodman  
President  
Capitol Broadcasting Co., Inc.

*Mr. Pres.  
we have  
full remote  
facilities  
available*

JFG/bnb



Attachment to letter from James F. Goodmon  
regarding Presidential Preference Primary

January 30, 1976

WRAL-TV

1976 N.C. PRESIDENTIAL PREFERENCE PRIMARY SPOT PACKAGE

WRAL-TV will offer the following weekly spot schedule, at NO CHARGE  
for time to each candidate competing in the N.C. Presidential Preference  
Primary Election March 23, 1976.

Weekly schedule to run weeks of February 9,16,23 and March 1,8, and 15.

Spots will also run on March 22 and March 23.

30-seconds per week	8:00 AM-12:00 Noon	Mon-Fri.	*ROS
30-seconds per week	9:00 AM-10:30 AM	Mon-Fri.	
30-seconds per week	12:30 PM- 3:30 PM	Mon-Fri.	
60-seconds per week	4:00 PM- 5:00 PM	Mon-Fri.	ROS
30-seconds per week	5:00 PM- 6:00 PM	Mon-Fri.	ROS
30-seconds per week	7:00 PM- 8:00 PM	Mon-Fri.	ROS
30-seconds per week	11:30 PM-concl.	Mon-Fri.	

30-seconds	9:00 AM-10:30 AM	Monday, March 22	
30-seconds	4:00 PM- 5:00 PM	Monday, March 22	
30-seconds	7:00 PM- 8:00 PM	Monday, March 22	<i>Moncides</i>

30-seconds	9:00 AM-10:30 AM	Tuesday, March 23	<i>Douglas</i>
------------	------------------	-------------------	----------------

The total spot package has an approximate dollar value for time of  
\$4,200.00 at our present fixed rates.

A charge will be made for production of announcements, if this service is  
required. Production rates are available on request.

Each candidate may purchase on WRAL-TV one hour of program time in not  
less than 30-minute segments, in any day part at our published program  
rate.

A complete statement of the Political Broadcast Policy of WRAL-TV is  
available upon request.

Any question concerning the above package and/or any other aspects of  
our stated political policy should be directed to William R. Murray,  
General Sales Manager, WRAL-TV, 2619 Western Boulevard, Raleigh, N.C.,  
27605, 828-2511, or in his absence, James Goodmon, President and  
General Manager.

\* ROS -- Run of schedule





February 5, 1976

MEMORANDUM FOR: BRUCE WAGNER

FROM: BO CALLAWAY *Bo*

Bruce:

I thought everything went over relatively well with the President last night. I don't know how much nit-picking you had prior to the time that I got in.

Incidentally, the President laughed over the tape of the little boy who disagreed with his mother. I would at least like you to discuss this ad. If we are having a lot of ads of people supporting the President, we could easily have one short one at the end of our campaign when people are knowledgeable about the ads themselves in which the little boy disagrees. We could play this with humor on a "Well, you can't win them all" kind of basis. It seems to me we need some humor in the campaign and this might be a good way to do it. At least, please give it some thought.

You will recall that the President likes the color version of the picture very much better than the black and white. Obviously, this means that we should go to color as much as possible. Personally, I like the small color poster very much, but do not like the large one that you showed the President. I think you will find the color fidelity of the small one very much better. The large ones still look too red to me.

Please let me know what you are going to have in additional radio and television spots when you will have them far enough along to have them approved by the White House. I will want to coordinate a time and find out what they need to look at just as soon as possible.

Incidentally, Dick Cheney said after you left that he feels the radio spots overemphasize cutting Reagan as opposed to positive for Ford. I didn't feel this way when I heard them, but I think you might want to take a close look to see to what extent that is correct.



*Peter A. Baker* ↓

Campaign '76  
Media Communications, Inc.

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

FEBRUARY 5, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: LAPEL BUTTONS

Attached are the prices and quantities of lapel stickers. Although the Georgia prices are somewhat cheaper, my suggestion is to use the Detroit company for the following reasons:

1. If we use a Detroit fulfillment house, we will save on time and shipping costs.
2. The Detroit buttons are chrome coated yielding a better product.

attachments



Campaign '76  
Media Communications, Inc.

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

February 4, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: BLUE LAPEL STICKERS

Following are prices from Bland Printing Company in  
Detroit for blue lapel stickers:

10M -----\$125 -----\$12.50 per M  
50M -----\$320 -----\$ 6.40 per M  
100M -----\$450 -----\$ 4.50 per M

They are pressure sensitive, chrome coated, 1 3/4"  
in diameter.



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 4, 1976

TO: DODIE KAZANJIAN  
FROM: BRUCE WAGNER ~~X~~  
SUBJECT: LAPEL BUTTONS

I've heard of the supplier of the Georgia lapel buttons:  
it's Alpha Printing and Mailing Service.

Costs follow:

10M --- \$90  
50M ---\$212  
100M ---\$3.70 per M  
250M ---\$3.08 per M

c.c. Peter Dailey



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 5, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: LAPEL STICKERS

I ordered 50M lapel stickers this morning from Alpha Printing in Atlanta, Georgia. The order will be ready for shipment on Friday, February 13 at a cost of \$212 plus a \$35 type set fee ( one time charge ). They deal on a net-10 payment basis and a bill confirming the order is in the mail.

The stickers will be slightly larger than those we saw: 1 7/8" in diameter, glossy stock on a roll.

cc: Barry Lafer



# Campaign '76

Media Communications, Inc.

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

FEBRUARY 5, 1976

TO: BRUCE WAGNER  
FROM: HARRY KETTNER  
SUBJECT: MEDIA PRODUCTION SCHEDULE

Attached are current media production schedules for New Hampshire, Florida and National efforts. These schedules will be updated as necessary and will be available for your distribution to appropriate committee officials.

c.c. Peter Dailey

attachments (3)



2/5/76

CAMPAIGN '76

MEDIA PRODUCTION SCHEDULE

New Hampshire

Television

"New Hampshire street"

2/2 Film  
2/5 Edit  
2/6 Answer Print  
2/7 Dupes  
2/8 Ship  
2/10 On-air

Radio

"Cleveland ", "Facts"

2/2 Record  
Ship  
2/3 On-air (until 2/23)

"Norris Cotton", "Governor Peterson"

2/5 write  
2/8 (week of) Produce



2/5/76

Florida

Television

"Florida Street"

2/5 Preparation  
2/6 Video Tape  
2/7 Edit  
2/8 Ship  
2/10 On-air





2/5/76

National

Television

"Accomplishment"

2/1 Preparation

LA

Washington

New York

2/2-2/3 Film (Oxbury)  
2/4 Cut/Edit  
2/5 Synch Copy  
Record Narration  
2/6 Edit Music  
2/7 Music, Record, Mix  
2/8

write copy  
write copy

2/9  
2/10

workprint,  
opticals,  
soundtracks  
ship  
On-air



# Campaign '76

Media Communications, Inc.

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

FEBRUARY 5, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: RESULTS OF TELEPHONE SURVEY/  
COLLATERAL MATERIALS

x: Peter Dailey  
Bo Callaway  
Sh Spencer  
JWI  
2/5/76  
Bm  
2/5

As per your request, I have conducted a state-by-state telephone survey concerning campaign materials. The survey covered 44 states because we still do not have PFC offices in six states. Those states are South Carolina, Wyoming, Kentucky, West Virginia, Virginia and Louisiana.

The results are:

1. Each key primary state (New Hampshire, Florida, North Carolina, Illinois and Massachusetts) received all materials on time supplemented by special orders initiated by Campaign '76.
2. Every state polled has received National Brochure and bulletins with the exception of Montana who has a problem with Post Office Box number. They are checking on problem and will inform us of their findings.
3. Each state sent buttons and bumper stickers last week had received their order. Those sent buttons and stickers this week were informed of the shipment.
4. The order of posters and banners sent out last Friday from Detroit by UPS have arrived in most states. The remainder are informed of the pending delivery and will keep us posted.
5. Three states asked if there would be an Agriculture Bulletin added to the six existing issue bulletins.
6. Almost every state polled requested more bumper stickers and buttons.
7. There will be large requests for materials in the near future: i.e., Illinois wants 50,000 of each issue bulletin, Oregon wants 10,000 lawn signs, North Carolina needs 100,000 brochures soon.



TO: BRUCE WAGNER  
PAGE TWO

2/5/76

8. Every state is happy to receive materials. Massachusetts didn't like the National Brochure because it lacked a stressing of President Ford's leadership qualities and didn't mention his strong family ties. They also didn't like the picture on the brochure. Most states were very pleased with the materials. All found the bulletins useful and there was a very strong response to the posters, lawn cards and banners.



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 5, 1976

X: Jerry McGee  
2/5/76  
BM

TO: BRUCE WAGNER  
FROM: HARRY KITTNER *HK*  
SUBJECT: SUMMARY OF CONVERSATION WITH  
JERRY MCGEE

The following are the points I noted from your conversation with Jerry McGee last night regarding the production of New Hampshire "candids".

1. White House staff observed everyone wearing a tie; Bruce Wagner explained these were the best individuals and thus a coincidence; however Jerry McGee to be cognizant of this for filming in Florida.
2. The :60 spot dragged with so many individuals; there could be either group shots or people in background - the latter could perhaps even be filmed without their awareness of being on camera. It was generally agreed that the degree of spontaneity in these spots will determine probable success.
3. Despite a previous lack of interest, the White House staff exhibited interest in previewing/critiquing future spots.
4. Bruce Wagner answered the President's question that these individuals in the candids neither had advance knowledge of the questions nor briefing on the answers; these were unrehearsed remarks.
5. New Hampshire candids should be placed on air as soon as possible because they have been previewed to the White House; it is no longer necessary to wait until previously scheduled air date 2/10. Jerry McGee to develop a :30 spot.
6. Disclaimer should be "The President Ford Committee."
7. Opening and closing:

Opening

AUDIO: "Here's what the people of New Hampshire are saying about President Ford."



TO: BRUCE WAGNER  
PAGE TWO

2/5/76

VIDEO: Colored poster of President.

Closing

AUDIO: "President Ford is our President. Keep him."

VIDEO: White on Blue Bumper Sticker.

Let's discuss this further to determine if 1) there are any discrepancies and 2) if there is need to follow up with any further action.

As discussed, I left the message with Pete Dailey's secretary last night on the opening/closing.

cc: Pete Dailey



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 6, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: MEETING WITH JIM MILLS

As per your request, I attended a meeting with Jim Mills who is the PFC Director of the Older Voters Campaign. His immediate target is Florida. He would like to have 100M Elderly Issue Papers as soon as possible and 300M brochures. He suggested that the brochure should have pictures with the President and an older person.

He would like to see copy by Sunday afternoon, if possible. He would also like to see any copy concerning the elderly before it goes into production. Information prepared by Mills on Older Voters can be obtained in Bob Marik's office.

c.c. Peter Dailey



Campaign '76  
Media Communications, Inc.

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

February 6, 1976

MEMORANDUM FOR: BRUCE WAGNER  
FROM: HARRY KETTNER  
SUBJECT: RECOMMENDATIONS FOR FLORIDA RADIO ADVOCATES

Based upon a conversation with Oscar Juarez, Florida assistant to Lou Frey, the following recommendations were made for radio advocates:

Congressional Districts	Spokesman
1,10	Skip Bafalis
2,3,4,5 (part; Lake Orange Seminole) 8, 9, 11, 14	Lou Frey
5 (other) 6	Bill Young
7	Jim Sebesta
12,13	Herb Burke

Sebesta is the only non Congressional member - Juarez cites him because of his vote ability in the last state election for Secretary, his general popularity and his good radio voice.

Frey is commuting between Florida and Washington. Tentative plans include for appearances in Florida on Friday and Saturday in Orlando, and Washington on Monday.

Finlay Hunt has been alerted to the possibility of the need to record Frey; I will schedule a session with the Republican Congressional Campaign Committee for Monday unless you decide to produce the spot (s) in Florida Friday or Saturday. Those arrangements would necessitate coordination with Juarez at Orlando headquarters 305-843-3673; he believes there are good recording facilities there based upon his experience/knowledge.

c.c. Peter Dailey



Campaign '76  
Media Communications, Inc.

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

February 6, 1976

MEMORANDUM FOR: BRUCE WAGNER  
FROM: HARRY KETTNER  
SUBJECT: TRANSCRIPT OF FORD/GOLDWATER MEETING

Excerpts from Ford/Goldwater meeting that I extracted follow:

F: Interesting possibilities on SALT - Kissinger left last night...might negotiate some settlement while he's there.

G: Doesn't believe this. Isn't Z the answer? He could support Z easier than Angola.

F: That is the way it would have to be as a practical matter - there are some European countries interested in helping us or helping - this might come out a little better than we think at the moment.

F: Four alternatives; Kissinger may negotiate over there. Joint chiefs are all in agreement.

G: Have you thought about going on national TV; I think very advantageous.

F: Kissinger has been urging me; however didn't want to pre-empt State of the Union message.

G: I think we could support your veto; we got a lot more votes in Senate than we thought.

F: Kissinger thought we had a whole raft of Democrats... what did you get 25 votes?

G: 27

F: I don't think Cuban involvement was emphasized enough.

Bruce, if you screen and use this as your guideline it would significantly assist you. You will notice President appears camera conscious on several occasions and doesn't have as natural and relaxed style as desirable.



Transcript of Ford/Goldwater Meeting  
page two

As requested, attached is a copy of photograph of these two  
statesmen. Jack Frost can provide you with original if needed.

Attachment

c.c. Peter Dailey



# Campaign '76

Media Communications, Inc.

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

FEBRUARY 8, 1976

TO: BRUCE WAGNER  
FROM: GEORGE S. KARALEKAS  
SUBJECT: COMPETITIVE BROADCAST  
CREATIVE MATERIALS

JK

As you know, in order for us to have immediate on-going access to competitive broadcast creative materials, we will have to employ the services of Radio TV Reports, Inc.

Attached for your information is their list of services and rates which would apply to both the Primaries and General Election.

We will have to decide as quickly as possible what we want monitored:

1. Which Primaries?
2. Which markets within each State Primary?
3. Which general market or ethnic media within these markets?
4. Which candidates within each Primary?
5. What period of time should the monitoring cover?

Bear in mind that Radio TV Reports only has five markets that they monitor at no charge for monitoring time on an on-going daily basis (Chicago, Detroit, Los Angeles, New York and Washington). For all other markets we will have to provide them with the approximate time the competitive commercials will run in order for them to "efficiently" pick these spots off air. This will be time consuming and expensive as they charge us by the hour for monitoring time (\$25 per hour, per market for TV).

Can we please discuss this matter at your earliest convenience, as we have to give them sufficient time to gear up for each Primary. We can postpone the decision on the General Election requirements until later in the year.

cc: P. Dailey  
D. Sibley  
B. Lafer  
C. Wilhite



# RADIO TV REPORTS, INC.

41 EAST 42ND STREET, NEW YORK, N.Y. 10017, 697-5100

January 29, 1976

RECEIVED

Mr. George S. Karalekas  
DeGARMO ADVERTISING  
605 Third Avenue  
New York, New York

JAN 30 1976

GEORGE S. KARALEKAS

Dear George:

At your request we are submitting a list of services and rates to provide radio/TV coverage of the primary and presidential elections.

## RADIO

(These services available in virtually every area of the country)

Out-of-town audio monitoring	\$ 7.50/hour
New York and major offices monitoring	NC
Transcripts up to 2 minutes duration	15.00
Audio tapes/cassettes up to 3 minutes	15.00
Transcripts up to 5 minutes	25.00
Tapes up to 30 minutes	25.00
Telephone transmission	6.50/patch
(Telephone charges additional)	
Telecopier service of transcripts; local	5.00/page
0-o-t	10.00/page

## TV

Out-of-town video monitoring	\$25.00/hour
New York and major offices monitoring	NC
<u>KINES</u>	
B/W Out-of-town; up to 60 seconds	40.00
each additional minute	10.50
B/W New York; up to 60 seconds	17.50
each additional minute	10.50
<u>3/4" VIDEO CASSETTE (COLOR)</u>	
Out-of-town; per commercial up to 3 minutes	40.00
Cassette additional	
New York; per commercial up to 60 seconds	17.50
each additional minute	10.50
Cassette additional	

The above video rates apply to facilities of RADIO TV REPORTS, INC. as illustrated on the attached listing; major offices

OFFICES IN: NEW YORK • DETROIT • LOS ANGELES • WASHINGTON, D. C. • CHICAGO • AND OTHER PRINCIPAL CITIES

"Material supplied by Radio TV Reports, Inc. may be used for file and reference purposes only. It may not be reproduced, sold or publicly demonstrated or exhibited."

Mr. George S. Karalekas

[2]

January 29, 1976

preceded by an asterisk(\*). In most other areas material can be obtained from various sources in varying formats and prices; specific details can be supplied on request.

NETWORK COMMERCIAL TRACKING  
(Presidential Election)

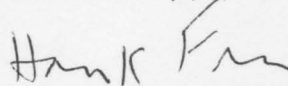
Network tracking of political commercials can be provided at the rate of \$1.00/hour per channel, based on an 18 hour broadcast day. For the three networks our rate is \$375/week or \$1200/month. For a minimum period of 3 months we are prepared to offer this service at the rate of \$1000/month.

Reports will be provided on a weekly basis. In all cases long distance telephone charges, when incurred, applicable taxes and delivery will be additional

Billing will be done weekly and all invoices will be due upon receipt.

Thank you for your inquiry; we hope we can be of service. If there are any questions or any way in which I can be of further assistance, please write or phone me personally.

Cordially,

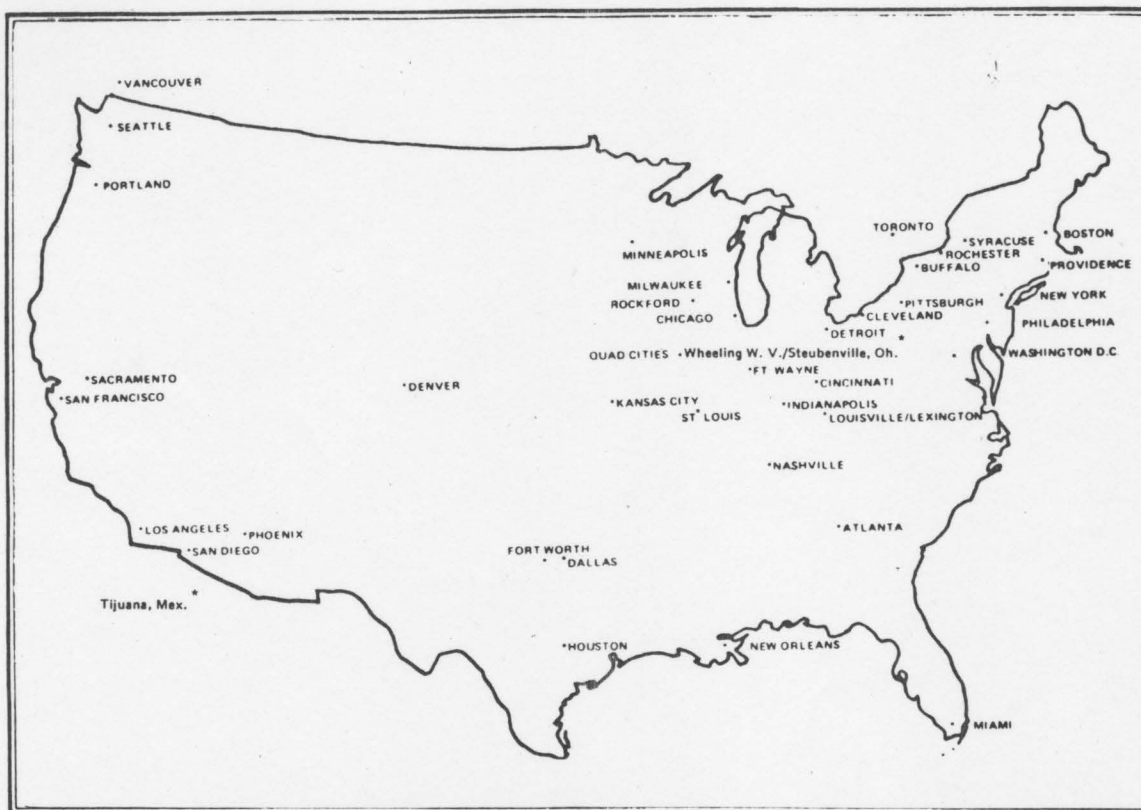


Hank Fins  
Vice President

HF/ac  
cc; Ms. Helen Marcus  
Encl.



# Radio TV Reports, Inc.



INFORMATION GATHERING CENTERS ARE LOCATED IN THESE CITIES:

- |                          |                                  |
|--------------------------|----------------------------------|
| Atlanta, Georgia         | * New York, New York             |
| Boston, Massachusetts    | Philadelphia, Pennsylvania       |
| Buffalo, New York        | Phoenix, Arizona                 |
| *Chicago, Illinois       | Pittsburgh, Pennsylvania         |
| Cincinnati, Ohio         | Portland, Oregon                 |
| Cleveland, Ohio          | Providence, Rhode Island         |
| Dallas, Texas            | Quad Cities                      |
| Denver, Colorado         | Rochester, New York              |
| *Detroit, Michigan       | Rockford, Illinois               |
| Fort Wayne, Indiana      | Sacramento, California           |
| Fort Worth, Texas        | San Diego, California            |
| Houston, Texas           | San Francisco, California        |
| Indianapolis, Indiana    | Seattle, Washington              |
| Kansas City, Missouri    | St. Louis, Missouri              |
| Lexington, Kentucky      | Syracuse, New York               |
| *Los Angeles, California | * Washington, D. C.              |
| Louisville, Kentucky     | Wheeling W. V./Steubenville, Oh. |
| Miami, Florida           |                                  |
| Milwaukee, Wisconsin     |                                  |
| Minneapolis, Minnesota   |                                  |
| Nashville, Tennessee     |                                  |
| New Orleans, Louisiana   |                                  |

CANADA/MEXICO

- Tijuana, Mexico
- Toronto, Ontario
- Vancouver, British Columbia


SPECIAL REQUEST CAPABILITY  
IN MOST OTHER MARKETS.



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 8, 1976

TO: BRUCE WAGNER  
FROM: GEORGE KARALEKAS   
SUBJECT: 3/9 FLORIDA PRIMARY - SPANISH VOTERS

To confirm our conversation relative to the above, we are proceeding as follows:

1. A formal media recommendation will be submitted to you early next week detailing whether or not we feel a separate campaign should be scheduled against the Spanish voters in Florida. SAMS is accumulating the voter registration data through its Miami office and will assist us in the preparation of the recommendation.
2. Regardless of the conclusion of the recommendation, we will have SAMS immediately begin to translate the Accomplishment #1 60 second English radio commercial into Spanish. This will be used initially in the free radio spots being offered all candidates by WQBA - AM... one of the two leading Spanish radio stations in Miami.

Their offer consists of a total twenty-five minutes plus two five-minute time slots. We will get back to you with more detail on this free time as soon as we resolve it with the station. I would like to possibly convert the five minute slots to minute positions.

If you have any questions, please advise.

cc: P. Dailey  
D. Sibley  
B. Lafer  
C. Wilhite

P.S. Shouldn't we have a contract with SAMS? We should give them spec's on the services we will require.



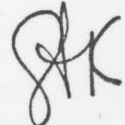
# Campaign '76

Media Communications, Inc.

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

FEBRUARY 8, 1976

TO: BRUCE WAGNER

FROM: GEORGE KARALEKAS 

SUBJECT: IDENTIFICATION CODE NUMBERS  
FOR TV AND RADIO COMMERCIALS

Pursuant to your request on the above subject, the following will serve to summarize what has to be...and what we have already... done to comply with standard industry policy in assigning numerical identification codes to commercials.

## A. Background Overview

1. The National Register Publishing Co., a division of SRDS, is responsible, to the industry, for coordination of the assignment of commercial identification code numbers for TV commercials (referred to as "ISCE" codes). The standards for handling this were set up sometime back by the NAB in conjunction with the Agencies. There is no such "central coordinating unit" for radio. Each agency handles this medium as they see fit.
2. NRP is located in Chicago (312/966-8500). The contact is Ms. Anita Schneider.

## B. How Code Assignment Works

1. Since almost all commercial trafficking at TV stations is computerized, an eight digit code system was developed (four letters followed by four numbers).
2. The four letters are assigned and coordinated by NRP. The assignments are made by client/product except in the case of test commercials or special situations such as ours where a series of letters is assigned which identifies the agency/client. In this latter instance, the first two letters are always "XX" followed by two approved letters which identifies the Agency/client.

The four numbers that follow are assigned at the discretion of the individual Agencies. They usually assume the following pattern:



- a. First two numbers reflect the particular campaign.
- b. Third number reflects the commercial length.
- c. Fourth number reflects the year in which the commercial was produced.

Additionally, a name is given each commercial by the Agency and it is so noted on the tape jackets along with the length.

C. Approved TV Code for Campaign '76

On 2/6/76, Ms Schneider verbally confirmed the following four letter code for all Campaign '76 TV commercials (a written confirmation will be forthcoming.):

"XXPF"

D. Action Taken

Attached is a list of the codes I instructed Nancy Fishelson at Winkler to use on the TV commercials we are now preparing.

We agreed to handle it as noted below:

- 1. The approved "XXPF" will be the four letters used on all TV commercials.
- 2. The next two numbers will be used to identify the commercials in the numerical sequence they are produced (01-99).
- 3. The third number in all instances will reflect the length (3="30", 6="60", 9="90", 5="five minute").
- 4. The fourth number will always be "6" connoting the year in which it was produced.
- 5. As for the name, we agreed that each title will be preceded by a state abbreviation when appropriate (i.e. "NH Candids #1-60Sec").

E. Recommendation for Identifying Radio Commercials

As we have the option to assign numbers to radio commercials as we see fit, I propose we maintain the eight digit system handled as follows:

<u>Sequence</u>	<u>Letter/Number</u>	<u>Description</u>
First two letters	PF	President Ford Committee
Second two letters	U.S.	Generic commercials that will be used in every state, or for commercials made for a given state.
	NH et al	
First two numbers	01-99	Two digit numbers assigned as commercials are produced.
Third Number	3,6,9,5 etc.	Length of commercial
Fourth Number	6	Denotes year in which commercial was produced.





2/8/76

The assignment of the title should also follow the system used for TV.

Summary

I believe all of the above is self-explanatory. I would suggest you delegate the code "assignment" responsibility to someone immediately so that we can maintain the appropriate controls and that the production houses we employ can be directed accordingly.

If you have any further questions, please advise.

cc: P. Dailey  
D. Sibley  
B. Lafer  
C. Wilhite



CAMPAIGN '76

TV COMMERCIAL IDENTIFICATION CODE (ISCE) LOG

<u>NUMBER</u>	<u>TITLE</u>
XXPF 0166	NH Candid #1 - "60"
XXPF 0236	NH Candid #1 - "30"
XXPF 0366	FLA Candid #1 - "60"
XXPF 0436	FLA Candid #1 - "30"
XXPF 0566	Accomplishment #1 - "60"
XXPF 0636	Accomplishment #1 - "30"



# Campaign '76

Media Communications, Inc.

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

FEBRUARY 9, 1976

TO: BRUCE WAGNER  
FROM: GEORGE S. KARALEKAS  
SUBJECT: BUYING AUTHORIZATION FOR THE  
WEEK OF 2/17/76

Bruce, by the close of business Wednesday, 2/11/76, I will need authorization from you for the following funds/schedules:

1. Extension of On-going Schedules for the Week of 2/17/76.

<u>STATE</u>	<u>TV</u>	<u>RADIO</u>	<u>NEWSPAPER</u>	<u>TOTAL</u>
NH	\$12,250	\$ 3,427	\$4,467	\$20,144
FL	17,198	30,990	-	48,188

2. Approval to Buy Illinois Per the Plan.

<u>STATE</u>	<u>TV</u>	<u>RADIO</u>	<u>TOTAL</u>
IL	\$27,255	\$31,356	\$58,611

Bear in mind we lose a day next week as Rep. firms, etc. will be closed on Monday, February 16 for George Washington's Birthday. Everything has to be processed by Friday, 2/13/76 if we are to make next week's air dates.

cc: P. Dailey  
D. Sibley  
B. Lafer



# Campaign '76

Media Communications, Inc.

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

February 9, 1976

MEMORANDUM FOR: BRUCE WAGNER  
FROM: HARRY KETTMER HK  
SUBJECT: FLORIDA ADVOCATE RADIO

Barbara McCaffrey has coordinated the following for production of Florida Advocate Radio:

1. Studio - The Republican Congressional Campaign Committee is available Tuesday for our use between noon and 2:00pm. (Cost-only \$2.30 per half hour session)

Finley was unable to obtain a studio today because he needs approximately 24 hours notice to book time plus he needs an actual commitment from Campaign '76 to the exact time period required.

2. Congressional Members - Bafalis, Burke, Frey and Young have been invited to serve as Advocates for the President.
3. Legal Questions - Barbara is examining with the Republican Congressional Campaign Committee to confirm the legality of Congressional participation through the use of their faculties on behalf of the Presidential campaign.

## POSSIBLE PROBLEM AREAS

The following situations must be anticipated in order to avoid possible problems:

1. Copy Approval - We must obtain final copy approval from the White House to prevent the Congressional members from altering the script. If we sensitively describe this need for the President's approval of the copy then the likelihood of acceptance by the Congressmen is significantly enhanced.

2. Other Advocates - Congressman Richard Kelley of the fifth district is the only Republican member who was not recommended by Callaway, Spencer et al to be an advocate.

In addition, several local Florida representatives have been mentioned as possible advocates with no resolution on their ultimate use - Sebesta, Thomas, Ware, etc.

3. Distribution - The radio buy includes 10 ADI markets in Florida - coordination with our freight forwarding agent, as well as possible Florida assistance through Orlando headquarters, other offices, and Young Republicans should be developed prior to shipment tomorrow to reach the stations as quickly as possible given tentative plans for an air-date of February 10, tomorrow.
4. Scheduling - It has been recommended that Frey and Young serve as advocates throughout the state. In addition, Burke and Young should be on air in their districts. Since the Frey involvement is somewhat uncertain, this should be examined as well as the possible use of other local advocates.

We should resolve each of these areas Tuesday morning prior to production which begins as noon in order to finalize the radio campaign.

c.c. Peter Dailey



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 9, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: NATIONAL NEW BROCHURES

When are they going to be ready? North Carolina needs 100,000 desperately. We promised Nancy Thompson they would be ready by the end of this week. I need an answer TODAY.



# Campaign '76

Media Communications, Inc.

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

FEBRUARY 9, 1976

TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN  
SUBJECT: OLDER VOTERS CAMPAIGN MATERIALS

Attached is a copy of the 'November Group' brochure on Older Voters given to me by Jim Mills. He likes the feeling projected by the photos. Mills stressed that it is essential to produce a brochure and issue bulletin ASAP. With the Social Security Bank day approaching on March 3 in Florida, it is important to have material distributed by latter part of February, otherwise, no way to get materials into the field logistically. The materials are key for the three primary states in March: Florida, Illinois and North Carolina. Mills suggested a quantity distribution of:

Florida	100M brochures
Illinois	150M brochures
North Carolina	75M brochures

with a possible adjustment of numbers. Mills wants crime and the responsibility of relatives included in copy. He would like to have copy cleared through him --- in turn he will check it with Cavanaugh and Flemming. Jim will be in today at 1:30 with a message.

cc: P. Dailey



# Campaign '76

Media Communications, Inc.

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

February 10, 1976

MEMORANDUM TO:                   BRUCE WAGNER  
FROM:                               GEORGE KARALEKAS  
SUBJECT:                           NEW ENGLAND SENIOR CITIZENS NEWS  
                                      SUPPLEMENT

The above paper is planning a special ROP supplement on all candidates which will be issued the week prior to the election.

It's an unusual paper in that it's sent just to Senior Citizen's groups in the New England area.

Of its 100,000 circulation, 50% is in Massachusetts with the balance going into New Hampshire, Vermont and Maine. The cost for a full page black and white is \$590.60.

In my opinion we should not use it but I wanted to bring it to your attention because it is expected President Ford has great appeal to Senior Citizens.

If there is any interest, the closing date is Friday 2/13/76 and all materials will have to be sent to the following address:

New England Senior Citizens News  
470 Boston Post Road  
Weston, Mass. 02193

For your information, they have commitments from all Democrats and expect Reagen to commit today.

Please advise if there's any interest.

GK/ph

c.c. Peter Dailey  
Dawn Sibley





# Campaign '76

Media Communications, Inc.

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

February 11, 1976

MEMO TO: Ed Terrill  
Skip Watts

FROM: Dodie Kazanjian

RE: Campaign Materials

These are the campaign materials in existence, Missing are the following:

- 1) New Hampshire Mailer
- 2) New National Brochure
- 3) Courage and Common Sense Brochure
- 4) Lifetime Accomplishment Brochure
- 5) Blue Lapel Stickers

The above are not included because they are still in production, They will be in your hands as soon as they are ready.

cc: ~~Bruce~~ Wagner  
Peter Dailey



# Campaign '76

Media Communications, Inc.

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

February 11, 1976

MEMO TO: SKIP WATTS  
FROM: DODIE KAZANJIAN  
RE: ISSUE BULLETINS

We have ordered 50,000 of each issue bulletin from Wold Press totalling \$3,945. If the order is increased to 100,000, the gross price will be \$2,000 more.

Do you want an additional 50,000 ordered?

cc: Stu Spencer  
Bruce Wagner  
P. Dailey



February 11, 1976

*Mr. Peter Dainin  
Phelps Johnson  
John Vinson*

MEMORANDUM FOR:

BRUCE WAGNER

FROM:

FRED SLIGHT *FS*

SUBJECT:

Oregon Voters Pamphlet

I have spoken with the Secretary's of State office in Oregon concerning their voters pamphlet. As you will recall from our earlier conversation, the state government mails to registered voters a candidate pamphlet.

Specifications governing the pamphlet are as follows:

1. A Presidential candidate is permitted a maximum of two "allotted spaces" which equals one full page in the pamphlet. The maximum number of words per "allotted space" is 500, 400 if a photograph is used.
2. Layout of an "allotted space" utilizes a two-column format.
3. Cost to the PFC for one allotted space is \$150, \$300 for two spaces.
4. Candidate photographs, if used, must be 5" x 7" glossies (to be reduced to 2" x 3" size) and two prints of each photograph must be provided. Photos of the candidate must be full-face shots (no profiles, no looking up or down, etc.), no props behind the subject, and with head, neck and shoulders in view (no hands, no legs, etc.).
5. In terms of layout, a photo will appear in the top left-hand corner of an "allotted space".
6. Biographical material is required which covers the candidate's occupational and educational background as well as his prior governmental experience.
7. The copy, photos, etc. must be in the hands of the Secretary of State by no later than 5:00 p.m. PST on March 18.

In addition, there are state SED 125 forms which must be completed and returned by March 18. I have asked for copies of these forms along with other pertinent information and a copy of a previous "candidate pamphlet." I will pass these items on to you immediately on their receipt.



In light of the need for issue input and PFC leadership (state and national) involvement, I would suggest that we begin working on this project before the end of this week. PFC State Chairman Craig Berkman has asked for first draft copy by February 15 and requested "sign-off" authority on the final project. This latter matter should be discussed further with Stu.

cc: Stu Spencer  
Skip Watts



Campaign '76  
Media Communications, Inc.

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

February 11, 1976

MEMORANDUM TO:

BRUCE WAGNER

FROM:

HARRY KETTNER HK

SUBJECT:

REVISED RECOMMENDATION FOR FLORIDA RADIO

*John Visser*  
*file 2/15/76*

- (1) Continue use of Older Americans/Facts on all stations during the week of 2/19.
- (2) Use Frey as only statewide spokesman for all markets/districts-tape on Friday at 11:30 at RCC-begin week of 2/19 for three weeks activity.
- (3) Place Bafalis spots in his 10th district and 11th on 19 stations beginning as soon as possible.
- (4) Tape Burke if available on Thursday (currently with laryngitis) and place spots in 12th district (3 stations) and Miami's 13,14,15 districts the week of 2/17.
- (5) Tape Young as soon as possible (probably not until his return trip with the President from Florida); place on stations in his 6th district and the 7th the week of 2/17.
- (6) Do not use any local spokesman unless agreed to by Callaway, Spencer, Dailey, and Wagner-names have been discussed from many sources, however, no spokesman other than a Congressional member should be used unless there is agreement of the campaign principals that this spokesman would significantly replace one of the Congressmen in a given area.

HK/ph

c.c. Peter Dailey



# Campaign '76

Media Communications, Inc.

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

February 11, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: HARRY KETTMER *HK*  
SUBJECT: SUPPLEMENTAL NEW HAMPSHIRE ADVOCATE RATIO

Dick Mastrangelo agrees that supplemental New Hampshire advocate should definitely include Elliot Richardson and possibly Senator John Tower.

Dick strongly recommends that the invitation to serve as an advocate should be initiated by Callaway or Spencer. This precedent should be established for all advocates with Campaign '76 responsible for follow up commercial production.

Based upon conversations with Mastrangelo, copy for Richardson is being prepared. We are combining the lead-in from the unused Norris Cotton script and the general text of the unused Governor Peterson script; I will forward the final copy to you. In addition, a script for Tower will also be adapted for his use.

The Richardson script will be submitted to you for approval by telephone to New York this afternoon before presentation to Callaway and Spencer in conformity with the procedural flow of copy approval.

*3:40 Bruce,  
per conversation with Dick + we  
you will pursue the use  
of Richardson with Callaway  
before we proceed further and  
inform use of the next steps.  
HK*

HK/ph

c.c. Peter Dailey



**Campaign '76**  
Media Communications, Inc.

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

FEBRUARY 11, 1976

TO: BRUCE WAGNER  
FROM: SHERRY BOLTZ  
SUBJECT: UNEMPLOYMENT FIGURES

Per my conversation with Joy Manson in Fred Slight's office, the unemployment figures you requested are as follows:

1. 683,000 more Americans back at work in January over December.
- or
2. 1,109 more people at work now than in May of '75 when unemployment peaked at 9.2%.
- or
3. 1,662,000 more people at work now than in March of '75.



Memorandum

February 12, 1976

TO: BOB MOOT  
BRUCE WAGNER ✓

FROM: STU SPENCER

RE: MEDIA PLANS

As of this date, the media plans for New Hampshire and Florida are approved and should be executed.

The media plans for Illinois and North Carolina are not approved. A decision on these plans will be made at a later date.

cc: Cochran

② John Vinsan  
→ ① Barry Baker





Campaign '76  
Media Communications, Inc.

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

February 12, 1976

MEMO TO:

SKIP WATTS

FROM:

DODIE KAZANJIAN *Dodie*

RE:

SHIPPING COST TO ILLINOIS

According to Wolk Press, shipping the issue bulletins by air next week to Illinois will cost \$1,171.20 in opposition to \$239.20 by truck which will take 5 days for delivery.

Do you still want it to go by air?

cc: Bruce Wagner  
P. Dailey  
Barry Lafer  
Stu Spencer



# President Ford Committee

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

February 13, 1976

→ Dawn Sibley

MEMORANDUM FOR: BRUCE WAGNER  
FROM: MIMI AUSTIN  
SUBJECT: Free TV Spots in North Carolina

x-Gro K.  
John V.  
Clayton W.  
Peter Dailey

have we received?

Gene Anderson called today to say that WRAL TV in Raleigh has offered 40 free TV spots to all the Presidential candidates and that the Reagan spots are already being shown.

Apparently this is a public service effort on behalf of this TV station and the Governor's office has received several calls from reporters wondering if we're going to take advantage of the offer. Gene believes they are 30-second spots, but you could certainly check this out with the TV station. Gene said that he has also heard that one of the Charlotte stations is offering similar free spots but he has not checked this out.

\* Secondly, Gene wanted me to pass on to you how important it is in North Carolina that newspaper ads be placed in some of the weekly newspapers in the State, almost to the extent of not placing them in the big city dailies. Apparently they have made this recommendation in sending back their media plan to you but in the rush of getting it finished did not emphasize the importance of small-town and weekly newspapers which he wanted me to personally convey to you.

✓ In fact, Gene said that if the person responsible for newspaper ads would get in touch with him, he will work out with that person on a paper-by-paper basis where they feel ads should be placed.

Copy to: Stu Spencer  
Ed DeBolt  
Gene Anderson



Campaign '76  
Media Communications, Inc.

1928 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 13, 1976

MEMO TO: BRUCE WAGNER  
FROM: DODIE KAZANJIAN *Dodie*  
RE: THE GREEN NOSED POSTER

As you requested, I sent samples of the small color poster to Tom Roche. I pulled them from different parts of the run to get a true representation. Also, I advised Kaiser to do the like. Today, Tom Roche called to say, "The posters are very much in the realm of commercial acceptability." Therefore he can do nothing.

cc: Peter Dailey  
Al Whitley

