

The original documents are located in Box 2, folder “Incoming Memoranda (4)” of the Bruce S. Wagner Papers at the Gerald R. Ford Presidential Library.

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Campaign '76
Media Communications, Inc.

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

February 15, 1976

MEMO TO: SKIP WATTS
FROM: DODIE KAZANJIAN *Dodie*
RE: "HEADQUARTERS KITS"

I spoke to Bruce about "headquarters kits" and he reinforced my statement that they do not exist to date. However, we can put together special kits to fulfill your request. They will contain:

2 large color posters
1 blue wall banner
1 red window poster

Do these numbers meet with your approval?

cc: Bruce Wagner
Peter Dailey



Campaign '76
Media Communications, Inc.

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

February 15, 1976

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

We cannot order another 50,000 issue bulletins for the reduced price of \$2,000 because it would hold up the Illinois order for one week. (See attached.) If we want to obtain the benefit of the 50,000 bulletins for \$2,000, we will have to put in an additional order of 100,000 bulletins.

First 50,000 (for Illinois).....	\$3,945
Second 50,000.....	\$3,945 (because order will hold up Illinois)
Additional 100,000.....	\$5,945

Do you want to go with the 100,000 order? If the order is placed immediately, we can have it in 5 days. If not, the paper (colored off-set) will not be available for 2 weeks.....it would take 3 weeks to get it.

cc: Bruce Wagner
Peter Dailey
Barry Lafer



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 *DK*

RE:

ISSUE BULLETINS

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

Do you want an additional 50,000 ordered?

cc: Stu Spencer
Bruce Wagner
P. Dailey

*Dodie - yes.
Skip 2/13*

\$5,945



Campaign '76
Media Communications, Inc.

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

February 15, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: DAWN SIBLEY
SUBJECT: SPOT TV/RADIO MEDIA PROCEDURES

The following recommends a local media authorization and payment procedure we would like to adopt for all purchases made on behalf of Campaign '76 Media Communications, Inc. by SFM.

- Friday
(11 days) 1. Written authorization from Washington for each weeks advertising due on Friday eleven days prior to air date.
- Monday
(8 days) 2. Buying spec's issued to SFM following Monday A.M.
- Tuesday
(7 days) 3. Tuesday -(Noon) SFM returns completed buy sheets, budgets recap (by station/rep./week) to media department for review.
- Thursday
(5 days) 4. Thursday - (10:00am) SFM submits finalized budgets and approved buy sheets to Media Department. (noon) Media department releases budgets to finance for preparation of checks and station list to traffic for scheduling of commercials. Thursday -(PM) Traffic department issues instructions to stations.
- Friday
(4 days) 5. Friday - (PM) Media department releases checks and authorizations to media at NYC office.

Do you foresee any problems with this timetable?

c.c. Peter Dailey
Barry Lafer
George Karalekas

Dawn

~~Attachments~~ (1)



Campaign '76
Media Communications, Inc.

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

February 17, 1976

MEMO TO: SKIP WATTS
FROM: DODIE KAZANJIAN *Dodie*
RE: BLUE WALL BANNERS

As per your request, I have re-ordered 500 blue wall banners. They should be ready by the end of this week.

cc: Bruce Wagner
Peter Dailey



Campaign '76
Media Communications, Inc.

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

February 17, 1976

MEMO TO: BRUCE WAGNER
FROM: DODIE KAZANJIAN *Dodie*
RE: EXTRA SPECIAL BUTTONS

Here are the prices for the extra special buttons
you requested for Washington:

10¢ a piece per 1,000
9¢ a piece per 2,000
8¢ a piece per 5,000

There is no cost break after 5,000. Jerry Sears
is the printer....he did them before.

How many do you want?

cc: PETER DAILEY



Campaign '76

Media Communications, Inc.

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

February 17, 1976

MEMORANDUM FOR: BRUCE WAGNER
 FROM: HARRY KETTNER *HK*
 SUBJECT: FLORIDA ADVOCATE RADIO
SCHEDULE BY ADI/ADVOCATE

<u>ADI</u>	<u>FREY</u>	<u>BAFALIS</u>	<u>YOUNG</u>	<u>BURKE</u>	<u>GALLAGHER</u>
	2/19	2/18	tbd	tbd	tbd
Miami	R			R	R
Tampa/St. Petersburg	R		R		
Orlando	R				
Gainesville	R				
Jacksonville	R				
West Palm Beach/ Boca Raton	R	R			R
Tallahassee	R				
Pensacola	R	X			
Panama City	R	X			
Fort Myers	R	X			

- (1) tbd - To Be Determined; R - Recommended
 (2) Young and Burke have not made commitments as of 2/18
 (3) production schedule:

2/18 10am Frey



Florida Advocate Radio
Schedule by ADI/Advocate
Page Two

2/18 7pm Gallagher

(4) Where two or more R's appear one must be selected

c.c. Peter Dailey
Dawn Sibley
John Vinson
Bruce Wagner



Campaign '76

Media Communications, Inc.

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

February 18, 1976

MEMORANDUM FOR:

BRUCE WAGNER

FROM:

BARRY LAFER *BL*

RE:

NANCY CAMPBELL

I spoke to Nancy today and confirmed the following:

Daily Rate: \$150.00

worked to date:

February 7,8,10,11,14 ($\frac{1}{2}$ day), 17

Total Charges:

\$825.00

She will bill us directly.

cc: Peter Dailey



Campaign '76

Media Communications, Inc.

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

February 18, 1976

X: Dawn S
John V
2/23/76
Bm

MEMORANDUM TO: BRUCE WAGNER
FROM: CLAY WILHITE
SUBJECT: CONVERSATION WITH GENE ANDERSON OF GOVERNOR HOLSHOUSER' OFFICE REGARDING VOTER REGISTRATION DATA

Below is a summary of the conversation with Gene Anderson about Republican registration data and other miscellaneous facts relating to the North Carolina primary.

1. Primary Format: This is a closed primary, the results of which will bind national convention delegates through the first ballot at Kansas City. As an example, if Ford polls 60% of the vote in the primary he will have 60% of the delegates votes on the 1st ballot.
2. Republican Registration Data: We seem to be in pretty good shape in this area. The North Carolina PFC has used results for the 1972 Republican gubernatorial primary. These are broken down into 3 county groups: those comprising the top 50%, next 25% and remaining 25% of the total Republican vote. This information will be sent to your attention today.
How relate to our existing data?
3. Media Plan Sources: The media plan that Anderson and Brad Hays (PFC Regional Director) prepared was based on the above data and a Market Opinion Research poll compiled during the week of January 6th.
4. Comments on Recommended Media Plan:
 - a. The Greenville/New Bern/Washington ADI was ignored (even though it represents 15% of total voter population) because it is a Reagan stronghold and Hays believes any advertising on our part will encourage complacent Reagan supporters to vote for their man.
do we agree...?
 - b. Heavy newspaper schedule is recommended for Asheville/Greenville/Spartenberg because of significant television spillover into adjacent States which in Hays' estimation is a waste of our money.
 - c. Local PFC's major concern from an advertising standpoint is a placement of ads in rural newspapers. Based on a strawpoll of Republican



and Democratic opinion leaders in the state following the State of the Union address, a great majority emphasized the strength of the estate tax plan the President proposed. They would like to see some newspaper copy promoting this policy.

5. Ford vs. Reagan strength: For what it's worth, a confidential poll indicates Ford to have a 53/31 edge among Republican voters for the upcoming primary.

I think the above information if nothing else, indicates the existence of a well organized savy PFC organization in North Carolina. Once we obtain the registration data we should be able to finalize a media plan for immediate review with necessary parties.

If you have any questions please let me know.



Campaign '76

Media Communications, Inc.

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February 18, 1976

MEMORANDUM FOR: BRUCE WAGNER
FORM: DAWN STIBLEY
SUBJECT: FREE 1/2 HOUR TIME FOR PRESIDENT FORD

As discussed we are accepting a free 1/2 hour of television time for President Ford wherever it was available in Florida.

So far three stations have made this offer. (see attachment)

Please let me know immediately if we will be able to make use of this offer so that I can return the time without inconveniencing the stations involved.

Thank you.

c.c. Peter Dailey
Attachment (1)

x: Peter Dailey
John Vinson 2/19/76
BM

→ Marcy P.
Please discuss with with John Vinson
and perhaps, Skip Watts & Bill Roberts
in Florida.

① We will not have a 30" show
-- the production costs at this
time far outweigh the \$1500
to available time.

② Bill Roberts may have use of
the time, however, on a
local basis.



Bruce
2/19

Bruce Wagner
Free 1/2 hour time for President Ford
Attachment

* 1/2 Hour Television

Availability of Free Time

MIAMI-WPLG: Saturday, March 6th
 8-8:30pm

 7-8 rating Value \$500.

JACKSONVILLE-WJXT: Thursday or Friday, March 4th or 5th
 between 7-11pm

 Value \$425.

W. PALM BEACH-WPTV Sunday 12 noon
 4-9 rating

 Value approximately \$300.

*Actual 27 minutes



Campaign '76

Media Communications, Inc.

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

February 18, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: DAWN SIBLEY *DS*
SUBJECT: ILLINOIS MEDIA PLAN

We are currently in the process of integrating Mr. Art Falls' comments into the Illinois media plan. Mr. Falls is the Campaign Manager for President Ford in Illinois.

The following is a status report based upon the observations Mr. Falls has made. (see attachment)

1. Primary voter patterns/Geographical distribution of Media weight
Mr. John Vinson has discussed this subject with Mr. Falls. As you are aware, the selection of areas/ADI'S to receive media activity in Illinois was determined by an analysis of the 1968 and 1972 Republican vote in that state. We are currently analyzing recently available data on the primary vote. This should be ready by Monday and will be used to fine-tune the geographical distribution of our media in Illinois.

It is our observation, based upon Mr. Falls comments #5,6, and 7, that our current proposed plan is on target. As he has suggested, we have already allocated weight to the Chicago, Champaign/Decatur/Springfield, Peoria and Rockford markets.

Quincy/Hannibal (pt.#11.) was not included because it only accounted for 1.8% of the '68 vote and 2.1% of the '72 vote. As you know, because of budget considerations, we have not provided for media activity in those ADI'S that account for 3% or less of the state vote. However, our analysis of the primary pattern in Illinois might alter this allocation. (pt. #10) Although St. Louis and Metro East accounted for 6.3% of the '68 vote and 7.5% of the '72 vote they were not allocated media because the spill-out (or waste) of the major vehicles that cover this area (the St. Louis Mo. Globe Democate and the St. Louis television stations) is almost 70%. Additionally we were concerned with the voter demography in the East St. Louis region. However, we were aware of this problem and are further investigating the possibility of utilizing more localized, less expensive radio or print vehicles to provide support in this area.



2. Newspaper Coverage

The recommended newspaper list was selected to provide a minimum 70% coverage of each ADI. However, based upon John Vinson's conversation with Mr. Falls regarding the importance of suburban Chicago to the Republican vote (pt. # B.I.) we will be allocating additional newspaper weight into this area. The revised list will be provided on Monday. As you are aware our newspaper effort in this state is three weeks away.

3. Demographic Skew (pt. # 4a.)

We are already pitching our media campaign to 35+. A copy of our demographic buying guidelines is attached.

4. Rural areas/use of Radio (pt. #8)

Mr. Falls is concerned about reaching older persons (35-49 and 50+) in rural Illinois. We will be doing this with our current radio effort which can be zeroed in on outlying areas and older people. We are instructing our buying group to place close attention to fully covering the perimeter of the ADI'S in which we are placing media weight.

We do not believe it would be advisable to reduce our television effort to increase radio weight because:

- a) The television campaign is being utilized for a separate creative strategy - to emphasize the incumbency of the President.
- b) The television medium is considered the most effective medium because of its inherent characteristics of sight sound and motion.
- c) The cost of reaching a viewer with a 30 second television commercial is not much greater than reaching a radio listener with a 60 second radio commercial.

5. District campaigns (pts # 3 & 4)

Per John Vinsons conversation with Mr. Falls, he explained that our effort is a national effort behind President Ford and that we would not be handling local district campaigns.

We will forward revised plans to you next week.

c.c. Peter Dailey
George Karalekas
John Vinson
Clayton Wilhite



TO SKIP WATTS

ART FAILS

312-641-6439

MEDIA PLAN -- ILLINOIS

1. Your observations are based upon general voting public and general election comparisons, and do not necessarily reflect primary voter patterns.

no
incomplete
information

2. If the object is high preferential voter turnout, it may succeed, although your saturation is questionable with amount allocated. I would rather have more radio and newspapers.

radio
with
PPC
60
new

a. One ad in Sunday papers is not necessarily sufficient to build image. Repetition is more important than one shot ad in Sunday paper. That's the easy way.

b. Chicago, Suburban newspapers are totally ignored although readership is high and this is where our Republican voter lives.

more
detailed
newspaper coverage

1. Nothing is allocated to ^{DuPage} ^{will} ^{Kane} ^{Carroll} ^{Lake} Joliet - Elgin - Aurora - Waukegan - Wheaton - St. Louis (Globe and Post Dispatch) Quincy - Jacksonville, Alton, Metro - East Harrisburg and Carbondale, even though all have daily circulation. Statewide population is low in Central and Southern Illinois, but 16 delegates will be elected there.

see
Lester
not
from

In addition, the weekly Paddock, Lerner and Pioneer papers should get some attention plus other Chicago West and South Suburban papers.

3. An identifier logo should be provided to PPC-Illinois for all media to tie in local delegate advertising to Ford campaign.

weekly page

4. Consideration must be given to the fact that we are running 25 distinct campaigns (24 District Delegate races and the preferential primary.

see?
are showing
35

a. The media campaign should be pitched at the 35-49 and 50+ age groups because they represent 62.1% of the potential Illinois voter. They will vote if motivated. We'll let Youth for Ford act and hope the family image motivates them to support President Ford.

5. There is no doubt that the Chicago TV market must be bought because it covers the mass public through both normal channels and cable TV throughout the state.

6. Champaign - Springfield - Decatur - Peoria are overlapped by channel 3, 44 & 31 and is second choice.

7. Rockford is third.



State: Illinois

Spot Radio Buying Guidelines

Client: President Ford Committee

1. Strategy: a. Maximum reach of all adult voters 18+, emphasize 35+
b. Schedule in all dayparts (spectrum approach)
c. Provide coverage of entire ADI (55%-70% Share)
2. Annct Length: 60 second ET'S
3. Frequency/Stations: Approximately 24-60's/week per station purchased dispersed throughout each daypart including weekends
4. Buying Week: Purchase spots on a Tuesday-Monday week making certain to schedule weight in all dayparts on the Monday before the election. If budgets permit run extra spots on the Saturday, Sunday and Monday prior to election day
5. Budgets: Authorized dollars are net. Budgets are flexible by ADI. Total radio dollars allocated for the state must not be exceeded
6. Programming: Utilize adult oriented stations. Avoid hard-contemporary-rock stations. Select adjacencies that are in keeping with the office of the Presidency
7. Rating Source: Use latest available ARB or Pulse in the individual markets
8. Makegoods: Makegoods are acceptable within the period of the flight. After the date of the primary accept only credits
9. Competitive Separation: Other Politicals: 15 minute separation required
Other Products: Avoid commercial positions adjacent to products of a health or personal nature
10. Other Media: A heavy TV schedule will be running concurrently with the radio buy in all markets
11. Approval of Buys: Prior approval of each buy is required by CMC Media Director
12. Payment/Billing: Although purchases are to be made for the period of the flight, payment will be made weekly. Where feasible, checks will be drawn by Rep covering the stations he represents. He in turn is to be requested to dispense payment to his individual stations. Have stations bill c/o SFM. Certified checks will be available for each rep by Monday at 2 PM



Spot TV Buying Guidelines

Client: President Ford Committee

1. Budget: GRP's are H.H. points, budgeted at
30% Prime 30's
30% Late Fringe 1/2-30's; 1/2-60's
40% Early Fringe 1/2-30's; 1/2-60's
Authorized dollars are net. Budgets are flexible by ADI. Total television dollars allocated for the state must not be exceeded
2. Target Audience:
Primary: Total Adult voters 18+
Secondary: Skewed 35+
3. Strategy:
Primary: Maximize reach of Republican voters within each ADI
4. Scheduling:
Purchase spots on a Tuesday-Monday week making certain the Monday before election has weight scheduled in all dayparts. If budgets permit run extra spots on the Saturday, Sunday and Monday prior to election day
5. Programming:
Preferences: (a) Adult oriented programming including news and/or news adjacencies
(b) Avoid programs of a political nature
(c) Select programs that are in keeping with the office of the Presidency
6. Rating Source:
ARB (Latest available adjusted for period of the buy)
7. Makegoods:
Makegoods are acceptable within the period of the flight. After the date of the primary accept only credits
8. Competitive Separation:
Other Politicals: 15 minute separation required
Other Products: Avoid commercial positions adjacent to products of a health or personal nature
9. Other Media:
A heavy radio schedule will be running concurrently with the TV buy in all markets
10. Approval of Buys:
Prior approval of each buy is required by CMC Media Director
11. Payment/Billing:
Although purchases are to be made for the period of the flight, payment will be made weekly. Where feasible, checks will be drawn by Rep covering the stations he represents. He in turn is to be requested to dispense payment to his individual stations. Have stations bill c/o SFM. Certified checks will be available for each rep by Monday at 2 PM.



Campaign '76

Media Communications, Inc.

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

February 18, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: BARRY LAFER *BL*
RE: GEORGE STRINGER

I met with George Stringer in order to resolve his long outstanding bill of \$3,106.15.

His response to your 12/17 letter indicates:

1. Financial mailing package -assigned noon -required 9 a.m. following day.
2. He does not work on a "speculative" basis.
3. Comprehensive Services- 38 hours charged at \$30.00/hour.
4. Additional work- still unsupported- \$185.00 charge.

Bruce, George Stringer feels work was done in good faith, with no mention of speculative nature by Harry Bandouveris.

Let's discuss further at your convenience.

c.c.: Peter H. Dailey



Campaign '76

Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: BRUCE WAGNER
FROM: JOHN VINSON
SUBJECT: EMPLOYMENT DATA

Responding to your query about employment data, the two facts we are permitted to use are as follows:

1. Nearly 800,000 more people were at work in the month of January than in December, 1975.

This statement has not been refined any further. i.e.: "back to work", "more jobs", "regained previous jobs."

2. Nearly 2,000,000 more Americans are now at work than in the Spring of '75 (May).

This statement is also purposely generic and has not been refined any further.

cc: P. Dailey



Campaign '76

Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: BRUCE WAGNER
FROM: MARCY TAYLOR PATTINSON
SUBJECT: FREE TV TIME OFFER

Bill Russell, in North Carolina, has received a free TV time offer:

I.

- A. The North Carolina Association of Broadcasters has put together a show on all candidates running in the primary on March 23. It will be aired on March 21, prime-time. They have offered us four minutes on the show, free.
- B. If we want to participate, they need a two inch videotape in hand by March 12.
- C. If available, send to Mr. Jim Butts
WBTW
One Julien Price Place
Charlotte, NC 28208
- D. If we do not want to participate, the North Carolina Association of Broadcasters wants a letter, from the PFC, waiving equal time rights.
- E. Bill Russell needs to know our decision regarding this free TV offer by 2/24/76.

II.

- A. WRAL-TV in Raleigh, North Carolina, is offering all candidates in the primary 50, 30-second spots, free, to be aired in eastern North Carolina.
- B. SFM Media (Anne Carver) has our spots in hand and will start running them on February 24.

cc: D. Sibley
P. Dailey



Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 633-0950

February 19, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON *JV*
SUBJECT: NH RADIO COMMERCIAL ROTATION SCHEDULE

Set out below is the New Hampshire radio commercial rotation schedule beginning February 20, 1976.

<u>COMMERCIAL</u>	<u>WEIGHT</u>
Disclosure	30%
Petersen	10%
Older Americans	20%
Recovery	20%
Richardson	20%

c.c. Peter Dailey



Campaign '76

Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: BRUCE WAGNER
FROM: MARCY TAYLOR PATTINSON
SUBJECT: VIDEO CASSETTES

As you requested, on Wednesday, February 18, I asked Nancy Fishelson at Winkler to make 12 video cassettes. One was to be sent to each Advisory Board Member, arriving no later than Thursday afternoon. Each tape was to contain:

Accomplishment #1
XXPF 0566 :60
XXPF 0636 :30

New Hampshire Candids #1
XXPF 0166 :60
XXPF 0236 :30

FL Candids #1 Rev.
XXPF 0966 :60
XXPF 1036 :30

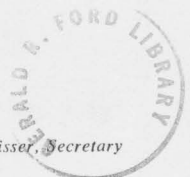
FL Candids #1 Rev/Alt.
XXPF 1136 :30

I then called each Board Member and talked to either him or his secretary, explaining that the tape would be arriving February 19, and that it contained spots being aired right now in Florida and New Hampshire. Each member was asked on behalf of Len Matthews, to critique the tape, giving positive and critical evaluations of the two different approaches ("Candids" and "Voice Over"), and to add their comments on the effectiveness of the actual content and presentation of the spots.

All members, except Mr. Schultz (out of town until Tuesday), will be able to view the tape so as to return my call on time, and appreciated the opportunity to contribute their comments.

I will have an update by Friday afternoon, after the first calls come in.

cc: L. Matthews
P. Dailey



Campaign '76
Media Communications, Inc.

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

February 20, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: LEN MATTHEWS
SUBJECT: BRUCE BENDER

This is to record Burt Manning's comments on Bruce Bendinger. His comments were all positive and highly complimentary, i.e. "Brilliant, outstanding, first class talent."

Burt worked with Bruce at Leo Burnett before they both left to seek greener grass of other pastures.

c.c.: Peter Dailey



Campaign '76
Media Communications, Inc.

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

February 20, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: LEN MATTHEWS
SUBJECT: JOHN OVERAKER

This will record Burt Manning's comments about John and his judgement as to his capability of doing a job for Campaign '76.

Burt says that on the positive side that John is very self competent; a take charge guy and a self starter. He is also a vigorous energetic guy willing to work night and day to get work out.

His primary talent in Burt's opinion is in TV and broadcasting although as Burt said "He's done some great print work for me too."

In response to my question on negatives he said that John can be a little abrasive at times in terms of his interpersonal relationships inside the agency. He felt that John was not this way in dealing with clients. But there were times when there were some problems internally when John became impatient with people who he regarded as not as bright as himself or too slow moving.

As I told you, I described the job as being heavy on execution and light on strategic situations compared to typical agency creative director assignments. Burt felt that John would word well under these circumstances but we want to be sure John understands this before we bring him on.

c.c.: Peter Dailey



File

Campaign '76

Media Communications, Inc.

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

FEBRUARY 22, 1976

TO: BRUCE WAGNER

FROM: GEORGE S. KARALEKAS

SUBJECT: EXTRA SUPPORT FOR 2/24
NEW HAMPSHIRE PRIMARY

This will serve to recap where we stand relative to the expenditure of the incremental \$10,000 approved by Stu Spencer on 2/21 for the "last minute" heavy up of the New Hampshire Primary media effort.

<u>Element/</u>	<u>Description/</u>	<u>Status</u>	<u>Total Est. Net Cost</u> (\$)
-----------------	---------------------	---------------	--

I. MEDIA

A. Broadcast Media

Scheduling of First Lady Commercials

Additional time for the "First Lady-60" has or is being confirmed in the following key New Hampshire markets for Sunday and Monday (2/22, 2/23).

Manchester	Portsmouth
Concord	Poland Springs, ME
Nashua	

Total Net Cost: \$389.08

New Buys on Boston Radio to Heavy-Up Southern New Hampshire

Time is being scheduled on five Boston stations (Monday only), plus two Lowell stations (Sunday and Monday) on which we will schedule an even rotation of "First Lady" and "Disclosure" commercials. We will be running approximately twelve commercials per station.

Total Net Cost: 3,098.90

Sub Total Est. Broadcast Cost: 3,487.98



2/22/76

B. Print (Newspaper) Media

Repeat of Full Page Newspaper Ad

Our intent is to schedule a repeat of the newspaper ad on Monday (2/23) in the New Hampshire papers that had already carried the ad on either Friday or Sunday. To date all but two small papers have formally confirmed their acceptance. We anticipate a 100% repeat.

Total Est. Newspaper Net Cost: \$4,500.60

Grand Total Media Cost: \$7,988.58

II. Production Expenses

Estimated Production Cost

Our best "guess-estimate" of production costs at this point is approximately \$1,200, the bulk of which is attributable to the last minute over time production and distribution costs incurred for the "First Lady" Commercial as detailed below:

Estimate of Sun AM studio charges for First Lady Commercial	\$800-
Duplication charges for First Lady Commercial	100-
Duplication charges for other material for Boston stations	50-
Sunday messenger service/shipping costs to stations	<u>250-</u>
Total Net Production Cost:	\$1,200-

GRAND TOTAL ESTIMATED COST: \$9,188.58

Bruce, as you know all of the above was implemented between 5 p.m. Saturday and 5 p.m. Sunday and required our using every available resource "from calling station general managers at their country clubs to using family members and New England Committee people to deliver the new commercials to the stations."

The final link will be to make the payments to the media representative in New York on Monday morning. Barry Lafer is arranging this through a New York PFC bank.



2/22/76

As noted, the cost to do all of the above was well within the incremental \$10,000 approved by Stu.

If you have any further questions, please advise.

cc: Stu Spencer
Bo Callaway
Bob Moot
Bob Marik
Dawn Sibley
Barry Lafer
Clayton Wilhite
Peter Dailey



Campaign '76
Media Communications, Inc.

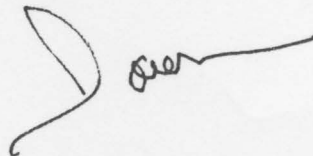
1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 23, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: DAWN SIBLEY
SUBJECT: COMPETITIVE INFORMATION

Reagan, Wallace and Carter are negotiating for half hour programs in Illinois for the weekends of March 6th and 13th.

c.c. Peter Dailey
George Karalekas
John Vinson
Clayton Wilhite



Campaign '76

Media Communications, Inc.

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

February 23, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: COPY CLEARANCE

Bo, you've asked for our thoughts regarding leadtime for copy clearance.

Needless to say, the pressure and lack of appropriate leadtime in getting copy developed, refined and approved by the White House has been particularly difficult over the past month or so.

Frankly, I'm not sure that we'll ever really find ourselves not "under the gun" in terms of copy development in a Presidential Campaign. My impressions to date are that the need for most copy will be acute and often times needed "overnight"--the specific need or opportunity for a radio commercial or indeed, television spot will not become apparent until something happens out in the field. And then, it's the Agency's job to get it done well...and quickly.

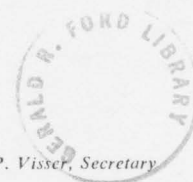
This sometimes results in some folks not getting full input into the copy...or feeling that we are blowing it by them in a tremendous hurry... both of these impressions are probably true...unfortunately.

Ideally, we should use five working days from the time copy is completed at the Agency until the White House gives final approval through Rog Morton's office. Assuming we give the White House two working days to "turn around" on copy, this would leave us the three previous days within the PFC to solicit specific comments/input from Ed DeBolt, Fred Slight and Peter Kaye prior to submission to yourself and/or Stu Spencer to "go ahead" to the White House.

In summary Bo, we will be approaching the ideal as we attempt to develop copy with some alacrity, discuss it with your middle management group and then, push it over to the White House. Nevertheless, I'm sure we will be faced with difficult leadtimes throughout the Campaign.

I hope this responds in sufficient detail to your concerns; We all share them.

c.c. Peter Dailey



Campaign '76
Media Communications, Inc.

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

FEBRUARY 23, 1976

TO: BRUCE WAGNER
FROM: HARRY KETTNER HK
SUBJECT: FLORIDA RADIO - ADVOCATE SCHEDULE

A meeting was held today with Skip Watts and John Vinson to determine how to schedule Florida radio.

The following decisions were agreed upon:

1. Tom Gallagher should be aired only in the Miami ADI.
2. Lou Frey should be aired only in his district which includes the Orlando and Gainesville ADIs as you had previously agreed with Bill Roberts.
3. Skip Bafalis should be aired in West Palm Beach/ Boca Raton in addition to his current schedule in Pensacola, Panama City and Fort Myers.
4. Bill Young, who has still not agreed to record a spot, would be aired only in his district, i.e. the Tampa/ St. Petersburg ADI; Tim Austin should contact Young to recruit him (Skip offered further assistance if necessary).
5. The spots about the President's record should continue to air in those ADIs where there is no individual with such significant influence to warrant his serving as an advocate, i.e. Jacksonville and Tallahassee.

cc: Pete Dailey
Dawn Sibley
John Vinson
Skip Watts



Campaign '76
Media Communications, Inc.

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

FEBRUARY 23, 1976

TO:

BRUCE WAGNER

FROM:

HARRY KETTNER

SUBJECT:

FOLLOW UP TO NORTH CAROLINA DATA

Clayton Wilhite's memo of February 18 regarding North Carolina vote registration data stimulates the need for a further examination of these data before implementing the final media plan.

Our data indicate that Greenville/Washington/New Bern represents only 6% of the total voting population; the data relayed to Clayton indicated 15%. The difference should be reconciled before we decide to spend the estimated 11.5% of our media dollars.

In addition, our data indicate that while Greenville/Spartanburg/Asheville comprise 11.0% of the total voting population, their contribution to the Nixon vote declined from 4.2% in 1968 to 3.4% in 1972. Although our media plan would allocate only 5% to this ADI, there is no newspaper schedule - a situation in direct contradiction with Hays' recommendation for a heavy newspaper schedule. This should be resolved.

Finally, the analysis of media and population data in Table I indicates the need for the following:

1. Transfer approximately \$2400 (equivalent to two percent of the budget) from Charlotte to Raleigh-Durham in order to attempt to capture a greater percentage of those citizens who voted in '72 for Nixon.
2. Consider allocating less to the Greenville/Spartanburg/Asheville ADI with its traditionally low Republican Presidential vote (Recall here too that these media dollars may be more efficiently spent through newspaper activity - any savings could be allocated to one of the three key ADIs Greensboro, Raleigh/Durham, or Greensboro/Winston-Salem/High Point.)

Let's discuss for follow up before implementation of the media plan.

⇒ Harry
Good note!
As. resolve
with Dawn.
and fill me in
on the results.
HK
Harry
Bruce
2/24

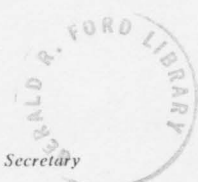




TABLE I
NORTH CAROLINA PRIMARY
MEDIA/POPULATION

ADI	PROPOSED MEDIA (\$000s)	ALLOCATED MEDIA (%)	VOTING POPULATION (%)	INDEX MEDIA/VOTING POPULATION	'72 NIXON VOTE (%)
Charlotte	47.7	(40.0)	(30.9)	129	26.9
Raleigh/Durham	20.7	(17.5)	(16.3)	107	21.9
Greensboro/ Winston Salem/ High Point	30.9	(26.0)	(25.1)	104	21.1
Greenville/ Washington/ New Bern	13.7	(11.5)	(6.0)	191	10.9
Greenville/ Spartanburg/ Asheville	6.1	(5.0)	(11.0)	45	3.4
TOTAL	119.1	(100.0)	(89.3)	112	84.2

c.c.: Peter H. Dailey
Dawn Sibley

John Vinson
Clayton Wilhite

Campaign '76
Media Communications, Inc.

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

February 23, 1976

STU
Spencer
FBI
Bruce
2/23

MEMORANDUM FOR: BRUCE WAGNER
FROM: DAWN SIBLEY
SUBJECT: NEW HAMPSHIRE PAPERS

The following papers and their Publishers or Advertising Managers were extremely co-operative in rearranging the make-up of their papers to accomodate the Monday insertion of the President Ford Committee page. Most of these men were contacted at home and had to return to their offices on Sunday to accomplish this last minute request, however, they did this very willingly for President Ford.

<u>PAPER</u>	<u>CONTACT</u>	<u>TITLE</u>
Nashua Telegraph	Walter McLaughlin	Advertising Manager
Dover Fosters Democrat	Robert Foster	Publisher
Keene Sentinel	William Momeyer	Advertising Manager
Claremont Eagle Times	Archie Mountain	Editor
Lebanon/Hanover/White River Valley News	Marvin Midgette	Assistant Publisher
Portsmouth Herald	Kenneth Burke	Publisher

Additionally, as you know, Bob Visser was able to convince the Manchester Union Leader to accept this page.

Only two papers, the Concord Monitor and the Laconia Citizen will not be carrying this ad. Both of these papers tried to make space available, however it was not possible within the time available.

e c. P. Dailey
George Karalekas
P. Kaye
Bob Visser
Stu Spencer



Campaign '76

Media Communications, Inc.

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

February 24, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: CLAYTON WILHITE
SUBJECT: THE PRESIDENTIAL STANCE BEYOND
NEW HAMPSHIRE

Attached are some thoughts you requested on the President's image/communication strategy that could be used as a format for discussion on the subject following the New Hampshire Primary. They focus both on the general election campaign and the more immediate nomination fight with Ronald Reagan.

This is a very rough draft and undoubtedly too verbose but it should provide the germ for some salient ideas that can be refined in later document.

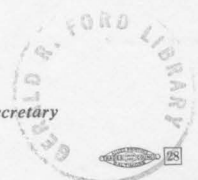
I. BACKGROUND

During the initial development of the President's communication strategy, it was determined that two objectives would be paramount:

- A. Establish him as a strong able leader
- B. Identify him with the positive accomplishments of his administration.

This strategy capitalized on his position as an incumbent President and sought to strengthen perceptual weaknesses with the voter relating to his decisiveness, effectiveness and ability to govern. It was very much a case of President Ford versus the candidates - democrat and republican. It was based on the premise that he is President and that separates him from the men who challenge him for that office.

This strategy was formulated for both the primary and general campaigns subject to minor deviations brought about by the peculiar nature of individual opponents and their platform. However, during the intensity and uncertainty of the New Hampshire Primary this strategy was modified at least temporarily to accommodate a more direct con-



frontation with Ronald Reagan. This was the beginning of a personality contest that centered on the general issue of one man's fitness for the Presidency versus that of his opponent. The President's focus shifted away from a communication of his performance in office and his leadership strength to a direct personal comparison between Ronald Reagan and himself. The rhetoric reflected much more a contest between candidate Ford and candidate Reagan.

Pragmatically, it can be argued that the only concern at the moment is the Reagan challenge and whatever strategy seems appropriate should be utilized to make certain that the President survives to engage in a general election. It can also be stated that the electorate and opponent in the primaries versus the general election will be different enough to justify dual communication strategies.

There can be little argument that the Republican nomination is a prerequisite to general election victory but more important it does not necessarily follow that the former is tantamount to the latter. Republican primary votes will not elect Mr. Ford president. He must appeal to the disenchanted Democrat and the scrutinizing Independent...and while for the most part the latter two groups are not voting today, national media coverage of the primaries guarantees them the opportunity to form indelible impressions of the President for use on November 8.

Therefore, it seems consideration for a general communication strategy as it relates to the President's voter image should strive to assure a nomination victory against Reagan without jeopardizing appeal to the multi-faceted general election constituency. Said in another way, the original objectives of the communication strategy should be evaluated for effectiveness against both the primary and general election voter.

II. THE CURRENT SITUATION

It has been said that the American electorate, regardless of political preference, desires certain attributes in its President. The voting process is simply a means of determining which candidate more closely manifests these attributes. The President's success will be dependent on his ability to reassure the electorate that he can mirror this ideal more so than his opponents.

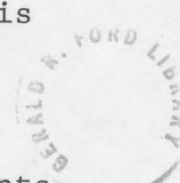
The President's image related to some of the more important attributes is outlined below:

1. Honesty/Sincerity

The President's surplus of these qualities has made this a non issue.

2. Experience

While he has been in office only 18 months, his opponents



total lack of Presidential background provides a positive edge in Mr. Ford's favor.

3. Decisiveness/Leadership

This is still a very serious deficiency. The electorate is not yet convinced that the President possesses those qualities needed to deal with the complex foreign and domestic problems that face the nation during the next four years. The voters need to feel their President can find solutions where they can't...be visionary where they are reactionary...be firm when they waiver.

4. Partisanship

By necessity, the President is a leader of a political party but voters do not want their President to be mixed in the petty political repartee which weakens his effectiveness with Congress and distracts him from the rightful public concerns of his office. The President is still considered by many voters to be entangled in the relationship brought about by 26 years in Congress where political guile meant political survival. In addition, Reagan has also labeled this as a major Ford deficiency.

5. Knowledge/Intelligence/Performance

Does Gerald Ford have a substantive grasp of the issues facing the country today? Can he deal effectively with them? This remains paramount concern to many in the electorate.

6. Optimism

This is an intangible characteristic that almost defies articulation. It is the belief that the President has a resolute unwaivering conviction that good will prevail over evil...right over wrong and the US over all foes, be they inflation of communism. It is the ideal of Camelot on which this country's success has been built. The President also has to have the ability to instill this attitude in the populace during periods of national crisis and uncertainty. At present, it seems that the electorate is not yet certain if the President possesses this character trait.

In summary, the President needs to reassure the electorate that:

- A. That he is decisive and he is a leader.
- B. He is knowledgeable about the issues.
- C. He can solve the problems facing the country.
- D. He is confident about the future of America.
- E. He is above politics to the extent possible.



III. THE ALTERNATIVES

Regardless of the outcome in New Hampshire, it appears there are two alternative communication strategies available to crystalize the President's image with the electorate between February and November.

A. The Presidential Stance

This focuses on the positive accomplishments of Gerald Ford and his administration...restoring confidence in the system...stemming inflation...sending Americans back to work...easing tensions in the Middle East...tempering a sound defense with cautious detente. This is the work of a President who can realistically analyze the problems facing the nation and begin the task of solving them. This is a man who places the nation's interests above his own or those of his party and exudes a belief that hard work and diligence bode well for this and future generations of Americans.

His appeal transcends partisan politics and touches all Americans who seek dual goals of peace and prosperity.

B. The Candidate's Stance

This approach is more ad hoc in nature because it relies on input from the President's primary and general election opponents for content. It is combative in that Candidate Gerald Ford is positioned against, for example, candidate Ronald Reagan. The President steps down from the incumbency pedestal, he answers charges and criticisms of his opponent on a much more personal and singular basis. By definition, this strategy equates the candidates and removes a differentiation between the office holder and the challenger.

IV. THE RECOMMENDATION

It is recommended that the presidential stance be utilized during the primary and general election campaign for the following reasons (keep in mind that direct responses to opponent statements will be necessary from time to time):

- A. It naturally strengthens the perceived efficiencies in the President's current image and brings it more in line with the ideal envisioned by the electorate.
- B. It molds a consistent image of the President that is usable against a cross section of potential opponents in both the primary and the general election.
- C. It lists the President above the morass of candidates challenging him for his office.



The Presidential Stance Beyond New Hampshire
Page Five

- D. It is meaningful to Democratic and Independent voters who will make a choice in either an open primary or the general election.
- E. It identifies the President with a positive upbeat philosophy devoid of the vituperation and combativeness that undoubtedly will be evidenced in the statements of Reagan and the democrats.



Campaign '76
Media Communications, Inc.

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

February 25, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: LEN MATTHEWS
SUBJECT: ADVISORY BOARD VERBATIM COMMENTS
ON COPY

Attached are verbatim comments from most of the Advisory Board members on the subject of the commercial reel that we sent them.

I've underlined comments that seem to be most helpful in terms of direction for future commercial production.

I think that the one clear direction that emerges on the "Accomplishment Commercial" is that this would be better in live action as opposed to stills. My opinion would be to do the next one in live action but continue to use the one we have. I think the combination would be effective.

If we continue the candid approach, I personally think the suggestion of using more subjects with quicker cuts and thus fewer words from each person would be an improvement. If anything this will heighten the momentum that we were trying to achieve with the candid pool of commercials.

However, depending on how heavy a spot schedule you have, you may choose to drop candid and go the "Accomplishment" route.

c.c.: Peter H. Dailey



James Henderson

Voice-Over Approach - The 30 second spot was better than the 60 second because the use of President Ford's voice in the 60 second detracted from the impact of the message. Mr. Henderson feels Ford's voice doesn't come across as well as the announcer's. He also thinks the line "...our long national nightmare is over..." is too dramatic.

Candids- The people interviewed were believable, good choices, and spoke, in general, to the topics of major concern (inflation, employment, social security, common sense). The "man in the car" was bad, drop him.

Mr. Henderson felt we hit two topics, of the four he feels are important, in the candid. We should have tried to include a) size of government, and b) honesty in government, in addition to inflation and employment.

He feels President Ford needs an image; an ending line to each ad that sums up his key qualities. Mr. Henderson feels these qualities are 1) Ford is qualified, (has the most experience) and 2) he makes honest decisions. Thus an ending line could be: "Jerry Ford will do what's right" or "You know he'll do the right thing."



Phil Juanou

Voice Over Approach - the still shots used were quite good, the voice very good, and the over-all effect was to have Mr. Ford come across as being Presidential. The technique of the voice over, the stills of the President was more effective than having him speak on his own behalf.

Candids- Mr. Juanou didn't think they were very strong, and the execution rather poor, especially the Floridian who was too dark. He thought the candid interviews didn't carry enough of the messages we wanted to put across, i.e., the key points of the President's record were not evident. He thought that the questions asked weren't leading enough, perhaps, so that we had too many generalities in the comments.

The candid approach was good in giving local color and flavor to the viewers, the accents and backgrounds were recognizable and therefore more believable to the local viewers.



Philip Schaff

Mr. Schaff looked at the cassettes with an eye toward the purpose they were made to serve. He thinks they should be directed at a target audience: that is, those voters who are Republicans and who are yet undecided, or who may be easy to pull away from Reagan. Moreover, the ads should contain information on which those voters can make a considered decision.

In that light, the "Accomplishment" series does a better job, because it conveys specific information, such as inflation cut in half, over 2 million Americans back to work, registered faith in the Presidency, etc. It gives the voter more pertinent material on which to base a judgement. He likes the closing line "...your President. Keep him."

As far as production, he feels action footage would be better than stills.

Candids

-Mr. Schaff thinks more blue collar workers should be used, so as to balance the kind of personality, and economic bracket shown.

-The line "he's my kind of President" doesn't do much for the voter perched on a fence. Candid comments about specific accomplishments of the President's ought to be used.



Arthur Schultz

Mr. Schultz thought the overall effectiveness of both approaches was very good, from an advertising standpoint.

"Accomplishments " Voice Over Approach

The script used hits on the right points, to capture the imagination of the audience. i.e., inflation reduction, a better business climate, etc. are the best facts to highlight.

Candids

Mr. Schultz feels we would have done better to interview more people, of a more varied age range and economic background. i.e., old people, concerned about economics; young people, concerned about employment; blacks concerned about education and/or bussing, etc. He felt that more people, coming on the screen faster, would allow a greater number of voters to identify with whom we were presenting.



Victor Bloede

Candid Approach

- Florida better than New Hampshire. The Florida people were more animated, interesting, more believable, whereas New Hampshire interviews were slow, stilted.
- Bloede has a concern about overall candid approach. He believes that this technique is so common in advertising now days, that when the viewer sees our spots, he can't help but think of a coffee or soap product.

"Accomplishments"

- Copy is excellent, good thoughts are related.
- His criticism is over the production: our use of stills loses President's vitality. He feels Ford has tremendous vigor and this should be seen, in action (walking, gesturing, going places)
- Bloede thinks the "Accomplishment" spots are slightly better than the candid, in general.



Chet Posey

Overall, both approaches good.

Voice Over Approach - "Accomplishments"

- excellent opening
- only reservation is about the ending: the casual, hand-behind-head shot is not as Presidential as it could be, and because it's the last scene, it stays with the viewer.

Candid Approach

- These spots are only as good as the people interviewed, generally, Posey liked them
- On the New Hampshire spots, the 30 second one was better than the 60 second, because it moved faster. Posey had several people watch these and each agreed that the 60 second dragged
- On Florida spots, he had two negatives: (1) The man in the car was terrible, he's cut him out all together
(2) The "I'd vote for him twice" quote from the elder lady was not the kind of clean politics we want to put across.



Benton & Bowles, Inc. 909 Third Avenue, New York, N.Y. 10022 / 758-6200

VICTOR G. BLOEDE, CHAIRMAN OF THE BOARD

February 20, 1976

Ms. Marcy Taylor Pattinson
Campaign '76
1828 L. Street NW -- Suite 1002
Washington DC 20036

Dear Ms. Pattinson:

Re: President Ford Commercials

As promised here's my written follow-up to the comments I gave you today by phone.

Candid Commercials

The Florida commercials seem much better to me than the New Hampshire ones. The reason, I think, is that the casting of the Florida people was better. They are more human, more interesting and more believable than their counterparts in the New Hampshire tapes.

However, I have an uncomfortable feeling about the use of the candid-camera type of commercial for President Ford. There are so many of these commercials on the air for so many different kinds of products that I think they may not be persuasive or believable for a presidential candidate. As a viewer watching television, one moment you see a lady extolling coffee, the next, another one telling you about paper towels and then the same technique for a presidential candidate. I just don't know.

Accomplishments

I like this technique better. It gives you an opportunity to say the things that need to be said about the President. However, I do not like the use of still pictures.

...../

Amsterdam · Antwerp · Barcelona · Bilbao · Brussels · Buenos Aires · Frankfurt · London · Los Angeles
· Madrid · Munich · New York · Paris · Port of Spain · Toronto · Turin · Vienna



Ms. Marcy Taylor Pattinson
page 2
February 20, 1976

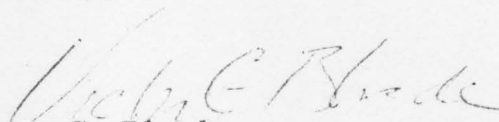
The President is a vigorous, vital, healthy man. These are great assets. Yet the still photographs are placid, undynamic and -- in some cases -- not even very attractive. I'd do this commercial over -- with live action.

I think the copy in this commercial is good. I think it emphasizes the right things about the President -- his honesty, his candor, his courage and the fact that his policies are working.

Finally, in re-shooting this commercial, how about a clip of the President with Mrs. Ford? She's a great asset, too!

With best regards,

Sincerely,


Victor G. Bloede

cc: Len Matthews



Campaign '76
Media Communications, Inc.

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

February 25, 1976

MEMORANDUM TO: ~~BRUCE WAGNER~~
FROM: LEN MATTHEWS
SUBJECT: COPY

X: John Overacre
Phelps Johnston
Gene Russo
Dick Mawry
Clayton Wilhite
John Visser

F.Y.I.

Buer
3/2

3/2/76
BM

There are two overriding problems with most of our copy projects.

First, we seem to start all over on every piece of copy as though it's the first time we've tackled that subject.

If we tool out some good words on the President's role/accomplishments/point of view on energy or jobs or any other issue let's stick with those words every time we need a piece of copy on that issue.

Sure we have to modify the copy somewhat to fit the local situation i.e. Florida vs. Oregon but we don't need to reinvent the wheel on each occasion.

Second, too much of our copy is directed at too high an intellectual level, or it sounds like one bureaucrat talking to another.

We need eight grade words, more personal pronouns, more language, a high school level worker or housewife can understand.

Let's lose all such things as:

- Fiscal Policy
- Monetary Policy
- Consumer Price Index
- Gross National Product

Let's not enact legislation, let's pass laws.

Let's get down to a communication level which is conversational in style and tone, the way President Ford would talk to the average voter in his living room.

A style which is one to one, not one to a mass.



Much of the work we've turned out so far vilates that rule badly, not the advertising, but the brochure, pamphlets and the like.

I would urge that this be included in the charge we give our new creative director.

c.c.: Peter H. Dailey



Campaign '76
Media Communications, Inc.

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

X: Ed DeZolt
Bob Maric
Peter Dailey

FEBRUARY 25, 1976

TO: BRUCE WAGNER
FROM: DAWN SIBLEY *DS*
SUBJECT: FLORIDA FREE OFFER OF 1/2 HOUR PROGRAM

The following summarizes the stations, estimated delivery and S.R.D.S. assigned dollar value of the free 1/2 hour of time being offered by Florida stations to President Ford.

<u>Market</u>	<u>Station</u>	<u>Est. Rtg.</u>	<u>Est. # Homes</u>	<u>SRDS \$ Value assigned to 1/2 hr.</u>
Miami	WPLG	7-8	64,000	\$800 gross 680 net
Jacksonville	WJXT	10	29,000	475 gross 404 net
West Palm Beach	WPTV	4-9	12,000	300 est
			\$105,000	\$1,575 gross 1,384 net
<i>Est</i>	Est. network pre-emption 3 stations			525
				\$1,769

Total HH in FL: 2,912,810
1/2 hr. program Est. Coverage of HH in FL: 3.6%

We have checked out the rumor that this 1/2 hour offer will be extended to seven stations in Florida. The above stations (Post - Newsweek owned) have no plans to this effect.



2/25/76

Apparently this rumor may have arisen because a news broadcast in Miami supposedly announced that two reporters (one from Channel 4 WTVJ and one from Channel 7 WCKT) are going to the White House to interview President Ford and may bicycle the interview to other stations in Florida. This has nothing to do with the free half hour offer.

cc: P. Dailey
J. Vinson
H. Kettmer
G. Karalekas
C. Wilhite



Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 633-8950

FEBRUARY 25, 1976

TO: BRUCE WAGNER
FROM: HARRY KETTNER *HK*
SUBJECT: MEDIA SUMMARY - PRIMARY STATES

Attached is a Media Summary for New Hampshire, Florida, Illinois and North Carolina as developed by Dawn and myself.

Today, we will reallocate dollars for Florida based upon county Republican registration data as initiated by Peter. In addition, we will develop a plan at the \$25,000 budget level you proposed for Massachusetts.

Attachement

cc: Pete Dailey
Dawn Sibley
John Vinson
Clayton Wilhite



MEDIA SUMMARY

NEW HAMPSHIRE (2/24)

<u>Medium</u>	<u>Time Period</u>	<u>Activity</u>	<u>Budget</u>
TV	wk 2/10 - wk 2/17	Boston (:60s- wk 2/10 150 GRPs, wk 2/17 200 GRPs) Poland Springs (:60s - 100 GRPs)	\$23,718
Radio	wk 2/3-wk 2/17	:60s (30/36 per week - 25 stations)	14,737
Newspaper	2/20 2/22 2/23	Page B/W	<u>8,063</u>
		Total	\$46,518

FLORIDA (3/9)

<u>Medium</u>	<u>Time Period</u>	<u>Activity</u>	<u>Budget</u>
TV	wk 2/10-wk 3/2	½-:60s, ½:30s (150 GRPs wk 2/10,wk 2/17, 200 GRPs wk 2/24 250-350 GRPs wk 3/2)	\$80,236
Radio	wk 2/10-wk 3/2	:60s(24/30 per week - 87 stations)	123,960
Newspaper	Sunday 3/7	Page B/W	<u>24,066</u>
		Total	\$228,262

ILLINOIS (3/16)

<u>Medium</u>	<u>Time Period</u>	<u>Activity</u>	<u>Budget</u>
TV	wk 2/24-wk 3/9	½-:60s, ½:30s (150 GRPs wk 2/24 200 GRPs wk 3/2 250-350 GRPs wk 3/9)	\$92,812
Radio	wk 2/24-wk 3/9	:60s (24/30 per week - 95 stations)	81,068
Newspaper	Friday 3/12 Sunday 3/14	Page B/W	<u>46,522</u>
		Total	\$220,402



NORTH CAROLINA (3/23)

<u>Medium</u>	<u>Time Period</u>	<u>Activity</u>	<u>Budget</u>
TV	wk 3/2-wk 3/16	½-:60s, ½-:30s (150 GRPs wk 3/2, 200 GRPs wk 3/9,3/16)	\$44,700
Radio	wk 3/2-wk 3/16	:60s(24/30 per week - 29 stations)	47,208
Newspaper	wk 3/16	Page B/W	<u>27,285</u>
		Total	\$119,193



Campaign '76

Media Communications, Inc.

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

February 25, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: LEN MATTHEWS
SUBJECT: NEXT ADVISORY BOARD MEETING

Unfortunately, we've run into heavy fallout for next week's proposed Advisory Board Meeting and only Chet Posey, Arthur Schultz and Phil Schaff could be here and this is questionable even at this late date.

So, I've elected to scrub it.

I'm convinced it's not apathy or lack of interest despite our bad record so far. These are very busy guys with heavy clients and management commitments and I don't think we can expect them to put us ahead of client demands.

Even now, we are surveying groups to see an optimum date for maximum turnout for either the week of March 8 or the week of March 15.

I'll let you know next Monday what the situation looks like.

c.c.: Peter H. Dailey



Campaign '76
Media Communications, Inc.

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

form -
etc -
I'm hopeful of
drawing a super
full-page ad also available
old Folks
for selected
use
Why don't you
follow with track.
Gene
John
Ovaker?

February 26, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON
SUBJECT: FLORIDA SENIOR CITIZEN NEWSPAPER EFFORT

Bruce
2/26

As discussed with Bill Roberts, Jim Mills and myself yesterday the attached plan was agreed upon for our Senior Citizen effort in Florida.

A total of approximately \$16000 will be spent.

Two 1/2 page newspaper ads will be scheduled in selected newspapers. The scheduling of a second insertion on 3/8 will depend upon the success of the first ad on 3/1. This will be determined by Bill Robert's sources.

Although the source of funds is from the same pot, funding for the first insertion will be from Bill Roberts resources and the second, if it occurs, by our excess media dollars and "expert planning".

c.c. Peter Dailey
Stu Spencer

Attachment (1)



FLORIDA SENIOR CITIZEN EFFORT

NEWSPAPER SCHEDULE

(1/2 pg. vert.)

<u>PUBLICATION</u>	<u>COST/INSERTION</u>	<u>INSERTION DATE</u>
Miami Herald	\$2391	3/1,3/8
St. Pete Times	1060	3/1,3/8
Tampa Tribune	1305	3/1,3/8
Orlando Sent. Star	1409	3/1,3/8
Ft. Meyers News Press	388	3/1,3/8
Sarasota Herald Tribune	458	3/1,3/8
Palm Beach Post	643	3/1,3/8
	<u>\$7654</u>	

Total Media Cost (2 times) \$15308

Total Production Estimate 750

Estimated Total Cost \$16058



Campaign '76

Media Communications, Inc.

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

February 26, 1976

MEMO TO: BRUCE WAGNER
FROM: DODIE KAZANJIAN *Dodie*
RE: OLDER VOTERS BROCHURE

Tomorrow we will have 300 M older voter brochures. Jim Mills wants the following sent to:

		8:00 a.m. 2/28
Florida.....	25 M	(Rush)
Illinois.....	25 M	
Wisconsin.....	25 M	
North Carolina.....	25 M	check impact on these budgets
New York.....	10 M	
Pennsylvania.....	10 M	
Vermont.....	2 M	

Mills suggested that we keep 80 M brochures in house and distribute the rest among the remaining states.

Your approval is necessary.

cc: Stu Spencer
John Vinson
Barry Lafer



The Benefit for Young and Old

President Ford's proposals plus the ongoing Federal action programs are specifically designed to improve the security, health and quality of life of older Americans. And yet, we all benefit, young as well as old.

For as the President reminds us, "each generation can measure its progress in part by its ability to recognize, respect and renew the contributions of earlier generations."

*President Ford is your President.
Keep him.*

President Ford '76

President Ford wants older Americans to be actively involved in his campaign. That's why we have established the *Older Americans for President Ford Committee*. We need your help. Join us.

Complete the information requested below and send to: The Older Americans for President Ford Committee, 1828 "L" St., N.W., Suite 505, Washington, D.C.

Name _____

Address _____

City _____ State _____ Zip _____

Activity choices:

Volunteer Other (please specify) _____

Telephone _____

President Ford is helping older Americans.



"As President, I intend to do everything in my power to help our needs demonstrate by its needs a deep concern for the dignity and worth of older persons."

*President Ford's Message to Congress
on Older Americans*



"Older Americans continue to enrich our lives with their vision, strength and experience." the President believes, "They've earned the right to live securely, comfortably and independently."

But the President knows, "The single greatest threat to the quality of life of older Americans is inflation."

Under the President's leadership, inflation has been cut almost in half. But he knows more must be done.

That's why he has proposed increased Social Security and Medicare benefits.

Increased Social Security Benefits

President Ford has asked Congress for:

A full Cost-of-living increase in Social Security benefits, payable in July, 1976.

This will help maintain the purchasing power of 32 million Americans.

Maintaining the Integrity of Social Security

President Ford is concerned because the Social Security system "now pays out more in benefits than it receives in tax payments."

"I strongly reaffirm my commitment to a stable and financially sound Social Security system." With that goal in mind, the President wants to increase payroll taxes for workers and employers by three tenths of one per cent.

This will cost no worker more than \$1 a week per year. Most will pay less. Contributions will then match or exceed what is paid out, insuring the financial integrity of the system.





Catastrophic Illness Protection

Every older American lives in fear of a catastrophic illness.

President Ford says, "We have been talking about this problem for many years. We have it within our power to act now so that today's older persons will not be forced to live under this kind of a shadow."

To ease this fear, President Ford wants to protect everyone on Medicare against the cost of catastrophic illness. Under his proposal:

—Unlimited stays in hospitals and nursing homes would be covered.

—No one would pay more than \$500 a year for hospital services, or \$250 for physicians or non-hospital care.

—Over one billion dollars would be made available to cover benefit payments for prolonged illness.

President Ford wants to slow down the inflation of health costs by limiting increases in Medicare rates in 1977 and 1978 to 7% for hospitals and 4% for doctor's services. Further, he wants to discourage overuse of hospitals and medical services. Patients would pay 10% of hospital and nursing home charges after the first day. In addition the deductible would be increased from \$60 to \$77 annually.

Savings from limiting the increases in Medicare rates and some of the revenue from increased cost sharing will be used to finance the catastrophic illness program.

Strengthening the Older Americans Act

President Ford believes in and will continue to strengthen the Older Americans Act. He voted for it in Congress. Recently he signed into law an extension of the Act. Through the Administration on Aging, a national network on aging composed of state, area and nutrition agencies has been brought into being. For example, at 5,000 locations, the nutrition agencies serve older persons 300,000 hot meals a day, five days a week.

This network helps older persons to:

- Know what resources are available
- Secure services enabling them to live in their own homes
- Meet their needs for transportation
- Provide for the weatherization of their homes
- Obtain legal services
- Continue to be involved by serving in full-time, part-time and volunteer positions serving the community
- Cope with housing problems
- Participate in Senior Center activities
- Have a meaningful voice in setting priorities for meeting their needs at the local level.

Improving Nursing Homes

The network is launching a nation-wide ombudsman program for nursing home residents to hear and resolve individual complaints.

President Ford believes this will, "facilitate important citizen involvement in the vigorous enforcement of Federal, State and local laws designed to improve health and safety standards, and to improve the quality of care in these facilities."

The President Ford Committee, Howard H. Callaway, Chairman, Robert Mosbacher, National Finance Chairman, Robert C. Moot, Treasurer. A copy of our Report is filed with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C. 20463.



Campaign '76
Media Communications, Inc.

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

February 26, 1976

MEMORANDUM TO: ~~BRUCE~~ WAGNER
FROM: LEN MATTHEWS
SUBJECT: TELEVISION COPY REVIEW

As you know the Advisory Board of Campaign '76 is composed of 10 top people in a number of leading advertising agencies. Most of them are either chairman or president of their companies.

As chairman of the Advisory Board, I have just completed a telephone survey of the Board's reactions to our New Hampshire and Florida commercials. Each of them were sent a videotape reel of the commercials for analysis.

The highlights are these:

1. The commercials are generally well liked and seem to meet the communications objectives we set for them.
2. The "Accomplishment" commercial is universally regarded as better than the "candid" approach quoting voter attitudes. The feeling is that this commercial provided a very substantive statement of Ford's qualifications for his job and does a good job of depicting the President's leadership quality.
3. There is some feeling that the "Accomplishment" commercial would be improved by using live action film rather than still photos, although the voice-over technique is preferred over direct comment by the President.
4. There were some critical comments about specific people in the candid commercials. I would expect a range of opinion on this, just as in any casting question which is always highly subjective.

The verbatim comments and a more detailed report will be provided for the guidance of the writers and the commercial producer.

c.c.: Bo Callaway
Peter H. Dailey



Campaign '76
Media Communications, Inc.

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

X: John Overaar
Clayton Wilhite
Peter Dailey
3/2/76
BM

February 27, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON *JW*
SUBJECT: DOCUMENTARY 1/2 HOUR AND 5
MINUTE FILM COST

The following is the estimated total cost of producing a 25-27 minute documentary of the President from existing elements.

1/2 hour special includes:

30 dissolves-
15 stills-
3 titles-
Stock music-
Voice Over-
Est. Cost - \$15,500

5 minute special includes:

10 dissolves-
8 stills-
3 titles-
Stock music-
Voice over
Est. cost- \$6000.00

c.c. Peter Dailey



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3 titles-
Stock music-
Voice over
Est. cost- \$6000.00

c.c. Peter Dailey



Campaign '76
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1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 27, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON
SUBJECT: FLORIDA CUBAN RADIO RECOMMENDATION

The attached was agreed to by Bill Roberts and myself yesterday as the recommended Florida Cuban media plan.

Total cost including production - approximately \$3500.00.

The current "Facts" pool of radio commercials (3) will be translated into spanish and scheduled for this effort.

c.c. Peter Dailey
Stu Spencer

Attachment



Campaign '76
Media Communications, Inc.

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

February 27, 1976

CUBAN FLORIDA

RADIO EFFORT

<u>STATION</u>	<u>CITY</u>	<u>APPROX.</u>	<u>FLIGHT DATES</u>	<u>COST</u>
WQBA	Miami	60	3/1 - 3/8	None
WCMO	Miami	60	3/1 - 3/8	1350.00
WFOB	Miami	60	3/1 - 3/8	1350.00
WSOL	Tampa	60	3/1 - 3/8	300.00

ESTIMATED	TOTAL MEDIA COST	\$3000.00
	ESTIMATED PRODUCTION COST	<u>500.00</u>
	TOTAL COST	\$3500.00



Campaign '76
Media Communications, Inc.

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

February 27, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON *John*
SUBJECT: MASS. COMMERCIAL SCHEDULING

The following is a list of commercials scheduled to run on selected stations in Mass. beginning February 27 through March 1.

TELEVISION

All :60 time slots - "Accomplishment"

All :30 time slots - "Accomplishment"

RADIO

All :60 time slots:

Equal rotation - "Facts Rev II"
"Facts Recovery"
"Facts Older Americans"

Duping and trafficking was successfully completed by Winkler Thursday, February 26.

c.c. Peter Dailey



Campaign '76
Media Communications, Inc.

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

February 27, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON
SUBJECT: OKLAHOMA SUPPORT NEWSPAPER AD

Ron Horton (Oklahoma Campaign Manager) visited me yesterday. The following was requested and agreed upon.

One quarter page (subject to analysis) coupon response newspaper ad in Tulsa and Oklahoma City. Purpose - to determine where the areas of support lie for the President.

A recommendation on copy strategy and layout is up to us however, it was suggested that the energy issue not be included.

Timing- copy and layout to be submitted Wednesday or Thursday week of March 1.

c.c. Peter Dialey

John Vinson
way exercise to find support
data with Danaw if you to review
with analysis about available data for
I'm not sure a newspaper ad is the
questionable
Also, talk on
2/26

