

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

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JANUARY - BO CALLAWAY

Advertising Commitment Date	5th
Bumper Stickers	28th
Campaign '76 Staffing	5th
Campaign Materials	12th
Campaign Materials (Television)	10th
Filming of President, Monday, Tuesday, Wednesday January 19, 20, 21	12th
First Family Campaign Involvement	28th
January 27th Filming	22th
Media Buying Service	10th
New Hampshire-Florida Brochure	23rd
Photography Background for the President	28th
Presidential Film Library	12th
Reagan Radio Copy (New Hampshire)	24th



January 5, 1976

MEMORANDUM TO: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: ADVERTISING COMMITMENT DATE

Based on the availability of Bob Teeter's research data,
we are moving our decision date for possible commitment
of
of media funds in New Hampshire to Wednesday, January 28.

cc: Peter Dailey
Bob Teeter



January 5, 1976

MEMORANDUM TO: BO CALLANAY
FROM: BRUCE WAGNER
SUBJECT: CAMPAIGN '76 STAFFING

Per the need to keep up-to-date on our staffing plans, the purpose of this note is to fill you in on our staffing plans at the Agency.

In addition to myself and two secretaries, we currently are incurring salary costs with the following positions:

Art Director
Copy Supervisor
Media Director
Financial Director

Further, we will be hiring two Account Executives as soon as we identify top-notch professionals whom we can afford.

Down the road, our minimum additional needs will be the following:

- Director of Media Planning
- Director of Broadcast
- Media Clerk/Secretaries (2)
- Billing Clerk
- Financial Secretary
- Creative Director
- Copywriter #2
- Production Supervisor
- Traffic Clerk
- Promotion Executive
- Mailroom
- Receptionist

cc: Peter Dailey
Robert Moot



January 10, 1976

MEMORANDUM TO: BO CALLAWAY
FROM: PETER DAILEY
SUBJECT: CAMPAIGN MATERIALS (TELEVISION)

We need to build a bank of film and photographs of the President. Since the State Of The Union message is important to us both in terms of its content and its timing we would like to use this date, January 19, as the starting point for three days of filming.

On Monday, January 19, we plan to film the President throughout his visit to the Capitol for the State Of The Union Message. On Tuesday, January 20, and Wednesday, the 21st, we would like to have access to the White House and the President for footage that would include the following:

- A) The President in the Oval Office working with key staff and principal members of the government. We can provide a list of these but wish to do so after consultation with you. These can all be set up and filmed in sequence and should not take any more than an hour.
- B) We also need background footage of the President in and throughout the White House; i.e. Walking through the Rose Garden, through the walkway to the office, shots moving in and out of the office, the President in the Cabinet Room and in the Roosevelt Room. This would probably take another hour.
- C) Additionally, we would like to have the film crew have access to follow the President for the better part of the day during his other activities that are not confidential, so that we may take advantage of any extemporaneous things that may happen.
- D) We would like to film the President with some foreign representatives - to be determined after consultation with you and the White House.
- E) We would also expect to film the family.

If we can have general approval we will provide the specific plan immediately.

Budget and cash flow will also be provided.

cc: Bruce Wagner
Jerry McGee



January 10, 1976

MEMORANDUM TO: BO CALLOWAY
FROM: BRUCE WAGNER
SUBJECT: MEDIA BUYING SERVICE

The attached press release announces the Agency's assignment of our radio and television time buying to the SFM Company in New York.

This assignment was made after a very complete analysis of suppliers in New York.

While there is no indication action for you, we wanted you to be aware of the selection.

cc: Mimi Austin
Bob Marik
Pete Kaye
Gloria Marie Prather



News

□ President Ford Committee □ 1828 L Street, N.W. □ Suite 250 □ Washington, D.C. 20036
Campaign '76

For release: January 8, 1976

Contact: Peter Kaye (202) 457-6430

Subject: SFM Assignment

Campaign '76 Media Communications, Inc., the Washington DC advertising agency handling President Ford's 1976 election campaign, announced today that SFM Media Service Corporation of New York has been retained to purchase the broadcast media on behalf of the agency.

In making the announcement, Bruce S. Wagner, Executive Vice President of Campaign '76, commented that the decision to retain SFM was made after several weeks of intensive review of the major media services. He noted that it was a difficult decision since the services contacted gave particularly professional presentations.

He went on to say that "SFM's previous successful performance and experience in assisting with the 1972 Republican Presidential Campaign was the edge that made the difference."

SFM's assignment is effective immediately. The firm will work in conjunction with George S. Karalekas, Senior Vice President of deGarmo Inc, who has been retained as Media Consultant, and the media staff of Campaign '76 Media Communications, Inc.



January 12, 1976

MEMORANDUM TO: BO CALLAWAY
FROM: BRUCE WAGNER
CAMPAIGN '76
SUBJECT: CAMPAIGN MATERIALS

Regarding your weekend note on the subject of Campaign Materials:

1. IOWA (January 19) - We'll have the requested materials for Iowa...special delivery ahead of rest of our order.
2. FLORIDA - Buttons and bumper stickers will be available for ~~SHIP~~ment next Wednesday, January 21.

Large color posters on the following Monday, January 26.

3. ISSUE BULLETINS/PAMPHLETS - We're developing the 1-page bulletins first and then, this issue material will be revised for pamphlets.

Fred Slight, copywriter and myself have met with Skip Watts and Dick Mastrangelo to discuss organization of issues.

Rough bulletin copy will be available for Stu Spencer's approval tomorrow (Tuesday).

Bulletins can be printed by end of this week. Pamphlet production should await SOTU.

Note on Florida: Large B/W Posters are available in large quantities today.

cc: Stu Spencer
Fred Slight
Skip Watts
Ed Terrill



January 12, 1976

MEMORANDUM TO: BO CALLAWAY

FROM: PETER DAILEY

SUBJECT: FILMING OF PRESIDENT
MONDAY, TUESDAY, WEDNESDAY
JANUARY 19, 20, 21

We are putting together a list of names that we feel, either by political stance, personal popularity or issue identification, would be considered for use during our filming of the President. These are:

James Lynn
Anne Armstrong
William Simon
Elliott Richardson
William Coleman
Richard Cheney
Frank Zarb

This list includes inputs from Stu Spencer. We would like to have your thoughts before we proceed further. We have not, by design, included Henry Kissinger or anyone from the State Department. We would hope to portray presidential involvement in foreign affairs with footage of the President with foreign personalities with the President in a dominant role.

We are looking for a personality that would be related to presidential efforts on crime prevention. Clarence Kelley seems to have more identification in this area than Mr. Levi. Your thoughts on this would help.

I presume I should work directly with Dick Cheney on overall problems and with Jerry Jones and Ron Nessen on the detail. Would appreciate your clearing this matter up before you leave.



January 12, 1976

MEMORANDUM TO: BO CALLAWAY
FROM: BRUCE WAGNER
CAMPAIGN '76
SUBJECT: PRESIDENTIAL FILM LIBRARY

Per your comments this morning, we're moving ahead quickly to film on January 19, 20, 21.

The net cost to the PFC is estimated at \$30,000, payable in three installments:

Friday, January 16	\$10,000
Friday, January 23	10,000
Project Completion	10,000 (approx.)
	<hr/>
	<u>\$30,000</u> (approx.)

cc: Robert C. Moot
Peter Dailey
Jerry McGee
Tom Moran



President Ford Committee

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

X1. Peter Daley
1/19/76

File
"Kam Interviews"

January 19, 1976

MEMORANDUM FOR:

DICK CHENEY

FROM:

BO CALLAWAY *Bo*

SUBJECT:

PRESIDENTIAL INTERVIEW WITH
MIKE WALLACE

This memorandum is to outline the strategic considerations which, in our opinion, make it inadvisable for the President to appear with Mike Wallace on 60 Minutes.

Overall Strategic Objective

The President is well-known and well-liked by the American people for his personal qualities of honesty, openness and candor. That is a very positive factor in his favor, and one which is reinforced daily as he appears in the news media. What we must focus on in the campaign is to communicate that he is also a strong and decisive leader. In that regard, the single most powerful advantage which the President holds over his opposition in 1976 is his incumbency. Our strategy must be designed to capitalize on that advantage. That means, in terms of media, that the President should be postured as an active, hardworking executive who is firmly in command of the resources and responsibilities of the office. We have incorporated the same theme into the recommended Presidential trip to New Hampshire on the weekend of February 7 and 8.

To emphasize strong leadership and incumbency, it is the strong opinion of the PFC that the following criteria should apply in considering invitations for interviews on network television:

- o Interviews should be in the White House.
The President should not leave his official residence, with its symbols of incumbency, to be interviewed in a television studio like all the other candidates.



SUBJECT: PRESIDENTIAL INTERVIEW WITH MIKE WALLACE

- o Interviews should be conducted in a working environment. The Oval Office is readily recognizable to millions of viewers and is the best setting for this type of interview. The most effective arrangement is for the President to be seated at his desk with the interviewer(s) seated across from him. Alternatively, the President and the interviewer(s) could be seated in armchairs, but still clearly in the office. The less formal setting of the private residence is not so effective for projecting the image of a working leader.
- o Interviews with two to four reporters are preferred. A single reporter is able to follow up his questions in great depth, and thereby can largely control the scope and pace of the interview. When the time must be shared by several reporters, each with his own areas of interest, the relative advantage swings more toward the President. In addition, a fuller range of questions and answers produces a program of broader news value.

Conclusion

The Mike Wallace interview does not support the strategic objectives outlined above. Rather than the active leader, the emphasis will be on a more personal view of the President and the First Family, an image that is already strong with the voters.

It is our view that very little is to be gained by a favorable interview, and an unfavorable interview could have negative impact in the early primaries, especially New Hampshire. Therefore, we recommend that the President not agree to appear on the interview, but that if he does, it be after February 24 and he appear alone in the Oval Office, rather than in a family setting.

cc Rogers Morton
bcc Stu Spencer
Peter Kaye
✓ Bruce Wagner



January 22, 1976

MEMORANDUM FOR: BO CALLAWAY

FROM: BRUCE S. WAGNER
CAMPAIGN '76

SUBJECT: JANUARY 27TH FILMING

This recommends an expenditure of \$9,000 to film the President's activities on Tuesday, January 27th.

Our objective is to capture the image of President Ford at work in the international sphere -- Prime Minister Rabin will be at the White House for a State Visit.

We will film the color and pomp of the South Grounds arrival ceremony... the President meeting with Mr. Rabin...the State Dinner as the President and Mrs. Ford entertain the Diplomatic Corps...and following with footage of the President at work in the Oval Office with Secretary Rumsfeld, Chairman Burns, Ambassador Moynihan and Secretary Kissinger.

For your information, the cost of the first filming at the White House on January 19-20 was \$25,000 including overtime.

c.c. Peter Dailey
Jerry McGee



January 23, 1976

MEMORANDUM FOR: BO CALLAWAY

FROM: BRUCE S. WAGNER
CAMPAIGN '76

SUBJECT: NEW HAMPSHIRE - FLORIDA BROCHURE

Attached please find the New Hampshire and Florida brochures.

c.c. Mimi Austin
Bob Marik
Dick Mastrangelo
Fred Slight
Stu Spencer



Campaign '76
Media Communications, Inc.

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

January 24, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER *B*
SUBJECT: REAGAN RADIO COPY (NEW HAMPSHIRE)

Attached, please find Ronald Reagan's :60 radio copy being used in New Hampshire. We have tapes if you want to listen.

This advertising uses the local Citizens' Press Conferences and is just about what we had anticipated in terms of style and content.

My guess is that the television advertising will be similar.

The baseline ("he'll provide the strong, new leadership America needs") appears to be an appropriate claim for Mr. Reagan, given available research and judgment.

While the copy ideas are simple and straightforward, the specific copy presentation is somewhat garbled due to the fact that Reagan is speaking extemporaneously and loses his syntax on occasion.

Finally, we don't see any hint of a major difference with the President over the issues in this copy.

We'll keep you advised as we develop more information.

cc: Stu Spencer
Bob Marik
Fred Slight
Bob Visser
Peter Dailey
Peter Kaye



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UNEMPLOYMENT # 1 (:60 Radio)

V.O. MAN: Governor Reagan, it's well known in this country that as unemployment goes up... (Fade under)

V.O. ANNOUNCER: An important part of Ronald Reagan's campaign is the Citizens' Press Conference which gives the people a chance to ask the questions...

V.O. MAN: Do you have any plans for full employment in this country?

REAGAN: Yes, there should be a plan, and I think there should be measures to help those who bear an unfair burden of the recession by being involuntarily unemployed.

But I think the long range solution is an end to the 40 years of the new philosophy of economics that has told us we can spend our way to prosperity and that a deficit doesn't hurt us.

SFX: Applause

REAGAN: The long range answer to the unemployment and recession that beset us is to end deficit spending and balance the budget.

This is the single cause of inflation...and inflation is the cause of the recession.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



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GOVERNMENT (:60 Radio)

SFX: Applause

V.O. ANNOUNCER: Recently, Ronald Reagan gave a group of citizens in Conway his views on the roll of government.

REAGAN: Politicians in Washington are slow in catching on to something that people out in the states feel every day. That's a reawakening of the American spirit of independence and self reliance.

I think the people of this country today want more than anything for government to get off their backs and out of their pockets.

SFX: Applause

REAGAN: And I think they want government closer at hand, not far away in the hands of a self anointed elite in the nation's capitol.

Some jobs only the Federal Government can do. National Defense, for example, is one of them. But domestic programs should be managed at the local level where we can do the job most efficiently.

The closer the program is to the people who pay for it, the more they will take an active interest in it.

Our need is for a government that is confident not of what it can do for the people, but of what the people can do for themselves.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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

INFLATION (:60 Radio)

REAGAN:

Today, governments, federal, state and local, are taking more than 44¢ out of every dollar earned by the people of this country, and Washington is getting the lion's share.

No nation in history has ever imposed such a burden on its people and long survived, but even this...(Fade under)

V.O. ANNOUNCER:

Ronald Reagan discusses one of our most serious problems at an upstate Citizens' Press Conference...

REAGAN:

Washington's refusal to operate its affairs as you and I have to operate ours, making income and outgo match, causes the run-away inflation that we've known for these last several years...which is the cruelest tax of all.

It robs you of your savings.

It makes a mockery of the stable-fixed income that has been promised to retired citizens.

It is time for the federal government to adopt a schedule for balancing the budget so that the people know that the dollar next month will buy as much as it did last month and the months before.

SFX:

Applause

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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SOCIAL SECURITY (:60 Radio)

V.O. ANNOUNCER:

At a recent Citizens' Press Conference, Ronald Reagan talked about a problem of concern to retired persons.

REAGAN:

I know that some of you here today paid-in for months and years into the Social Security Program, in the belief that you'd have a monthly benefit check as long as you live.

Now even Washington is admitting that there's a great imbalance in Social Security.

It's been as badly handled as all their other money affairs, but any reform must have as its first priority the guarantee that those who must depend on Social Security for their livelihood will continue to receive their monthly check and that their benefits will not decline in purchasing power but will keep pace with inflation.

It is time for the Federal Government to adopt a schedule for balancing the budget so that the people on a fixed retirement income know that the dollar next month will buy as much as it did last month and the months before.

V.O. ANNOUNCER:

Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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TAXES (:60 Radio)

V.O. ANNOUNCER: It happened at one of Ronald Reagan's Citizens' Press Conferences.

A small boy stood up and... (Fade under)

V.O. BOY: I'm from Lancaster, New Hampshire. I think the taxes should be lower because I don't think all that money goes to good use.

SFX: Applause

REAGAN: You've just got your answer right there, son, and I tell you, I wish you were old enough to go to Congress because you're talking sense.

SFX: Laughter

REAGAN: You bet. There is too great a percentage of the people's earnings being taken by governments at all levels in this country.

But I believe that it is time for a study in this country that would set a limit on the percentage of the people's earnings that can be taken by government without the people's consent.

That only in time of emergence would they vote an increase in it.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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UNEMPLOYMENT # 2 (:60 Radio)

V.O. ANNOUNCER: Here's another question for Ronald Reagan asked the other day at a Citizen's Press Conference.

V.O. MAN: For quite some time, 8% of the labor force has been without work. The present administration is apparently mistaken in its belief that the economy can correct itself.

If elected President, what steps would you take to cut back the persistent 8% unemployment?

REAGAN: The private sector is the source of jobs and I believe that far more could be done if the Federal Government would explore the possibilities while we're fighting recession, as well as inflation, of where tax incentives could be used to persuade industry to put on more people.

But the only answer of any duration to unemployment, to recessions of the kind we're going in, is going to be the elimination of inflation.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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FOREIGN AID (:60 Radio)

V.O. ANNOUNCER: Ronald Reagan was asked this question at a Citizens' Press Conference he held recently in Whitefield.
(Fade under)

V.O. MAN: Governor, we've been spending a lot of our money: billions and billions of dollars every year on aid to foreign countries. I'd like to know, what are your views on this?

REAGAN: I think that with our foreign aid we've been very foolish. We're a great and a generous country and we've done some pretty wonderful things that we're not getting credit for.

I think that if our foreign aid over the last few decades had been dedicated more to exporting American know-how and telling them how to solve some of their own problems, instead of making them dependent on us...

It's like feeding a deer up in the woods. If you feed him long enough he'll never be able to take care of himself again, and that's what we've done to an awful lot of people in the world.

And I think we need some more common sense in the application of foreign aid.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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

DEFENSE
(:60 Radio)

V.O. ANNOUNCER: An important part of Ronald Reagan's campaign are the Citizens' Press Conferences which give the people a chance to ask the questions.

V.O. MAN: As President, how would you deal with the Congressional Democrats who are calling for still further cut-backs in Defense spending?

REAGAN: Well, here again is where I believe a President must take his case to the people. And, the people must be told the facts. I think the people will not make a mistake if they have the facts.

Today there's confusion. None of us are quite sure what the situation is. We hear someone saying, "Oh, they're just saying that to get their budget up" and someone says something else.

But the one thing we must be sure of is the United States must never be second to anyone else in the world in military power.

SFX: Applause

REAGAN: But the purpose of weapons is not to go to war. The purpose of weapons is to convince the other fella that he better not go to war.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76

Peter H. Dailey, Chairman & Chief Executive Officer; Bruce S. Wagner, Executive Vice President; Robert C. Moot, Treasurer; Robert P. Visser, Secretary



Campaign '76

Media Communications, Inc.

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

GUN CONTROL (:60 Radio)

V.O. ANNOUNCER: Here's another question for Ronald Reagan...(Fade under)

V.O. WOMAN: Since New Hampshire is a supporting state what about your gun control?

REAGAN: I am against the kind of gun control that is being talked in the Congress of the United States.

I see it as only something that would make it difficult for an honest citizen to own a gun, but would do nothing at all to impede the criminal in his getting a gun.

I think the type of laws that we had in California that we instituted while I was Governor, and one that we recommended that now has been passed, control the criminal in the use of the gun.

And to do this, we passed a law that anyone convicted of a crime if he had a gun in his possession when he committed the crime, whether he used it or not, you can add five to fifteen years to his sentence.

I think this is the proper approach, but I don't think you're going to serve any good purpose at all in disarming the honest citizens and leaving the other ones armed.

SFX: Applause

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



Campaign '76

Media Communications, Inc.

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

NUCLEAR POWER (:60 Radio)

V.O. WOMAN: Mr. Reagan, in light of the recent upsurge of interest in the energy proposals for this country...
(Fade under)

V.O. ANNOUNCER: All over our state, Ronald Reagan has been answering your questions like this one...

V.O. WOMAN: I'd like to know how you feel about nuclear power.

REAGAN: I think it offers us the greatest opportunity to meet our energy shortage and to get out from under the monopolistic control of the OPEC nations.

SFX: Applause

REAGAN: But with regard to the safety factor, the truth is that danger of a nuclear fatality in a nuclear power plant is about one in 75 million.

The one accident involving a nuclear power plant for the surrounding area is one in 5 billion.

I think the case has been made for the safety of nuclear power plants, and I think we absolutely have to have them if we're going to have clean air and if we're going to have to add the energy this country needs.

V.O. ANNOUNCER: Reagan. He'll provide the strong, new leadership America needs.

Paid for by Citizens For Reagan.

1/23/76



January 27, 1976

Mr. Mike Clancy
Grey Advertising Inc.
777 Third Avenue
New York, New York 10017

Dear Mike,

I just wanted to take a moment to thank you for your continuing assistance with Campaign '76.

Bruce Wagner has filled me in on your volunteer marketing consulting efforts...and I wanted you to know how grateful we are for such assistance. Effort by people like yourselves is a crucial ingredient in the President's success at this stage of the campaign.

Many thanks -- I'll look forward to meeting you as we move through the Campaign.

Sincerely,

Bo Callaway
Chairman

bcc Peter Dailey
George Karakelas
Bruce S. Wagner



January 27, 1976

Mr. Frank E. Cuzzi
17 East 83rd Street
New York, New York 10028

Dear Frank,

I just wanted to take a moment to thank you for your continuing assistance with Campaign '76.

Bruce Wagner has filled me in on your volunteer marketing consulting efforts...and I wanted you to know how grateful we are for such assistance. Effort by people like yourselves is a crucial ingredient in the President's success at this stage of the campaign.

Many thanks -- I'll look forward to meeting you as we move through the Campaign.

Sincerely,

Bugsaway
Chairman

bcc Peter Dailey
George Karalekas
✓ Bruce Wagner



January 27, 1976

Mr. John Lupton, III
51 Norfield Road
Weston, Connecticut 06880

Dear John,

I just wanted to take a moment to thank you for your continuing assistance with Campaign '76.

Bruce Wagner has filled me in on your volunteer marketing consulting efforts...and I wanted you to know how grateful we are for such assistance. Effort by people like yourselves is a crucial ingredient in the President's success at this stage of the campaign.

Many thanks -- I'll look forward to meeting you as we move through the Campaign.

Sincerely,

Bo Callaway
Chairman

bcc Peter Dailey
George Karalekas
✓ Bruce S. Wagner



January 28, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: BUMPER STICKERS

Attached, please find examples of the latest nationwide shipment of bumper stickers.

c.c. Peter Kaye
Bob Marik
Fred Slight
Stu Spencer



→ File

January 28, 1976

MEMORANDUM FOR:

BO CALLAWAY

FROM:

FRED SLIGHT *FS*

SUBJECT:

First Family Campaign Involvement

At the risk of being repetitious, let me briefly review some of our basic survey research findings about the First Family:

1. The President is consistently viewed in a very positive manner as a "good family man."
2. The family is very favorably perceived as a close-knit, open, 1970's family group.
3. Mrs. Ford is well-respected as a mother, wife, First Lady, and as an individual.
4. The children have no hard identity outside of the family unit, with the possible exception of Jack. Steve and Mike are virtually unknown.

I would agree with the contention of Campaign '76 that the First Family be used mostly for non-political functions. The principle of maintaining a "Presidential level" of activity is sound, but it never has been and never will be a hard and fast rule. Selectivity in scheduling a political event is crucial as is the frequency of having such events. Moreover, the type of remarks considered for these events is of utmost importance. This area has been covered time and again as it relates to the President -- the same considerations apply to the First Family both as a family unit and as individuals within the family unit.

I would also concur with the recommendations that the First Family not engage in in-depth interviews; however, I would strongly suggest that a total re-evaluation be made of Mrs. Ford's role. Clearly, the First Lady benefits the President when the two appear together and separately she is an asset who should be more effectively used.

cc: Stu Spencer
Peter Kaye
Bob Teeter
Bruce Wagner ✓
Peter Dailey



January 28, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: PHOTOGRAPHY BACKGROUND FOR THE PRESIDENT

We've been reviewing the still photography we executed last week with the President during our filming sessions.

We've noticed that President Ford photographs particularly well with deep, black background. The contours of his face and his strength of character is particularly obvious with this type of a background.

As a result, we'd like to suggest that White House Advance personnel utilize this kind of podium background so that we can begin to gain photography experience within this setting.

c.c. Peter Kaye
Bob Marik
Fred Slight
Stu Spencer

