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FEBRUARY - BO CALLAWAY

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VIDEO TAPE OF THE NEWS

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Chron master

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

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

February 2, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: :60 "FACT #1"

Attached, please find the :60 "Fact #1" radio commercial.

We are recording today for use in New Hampshire tomorrow.

c.c. Peter Dailey  
Stu Spencer

Attachment





ANNOUNCER: Instead of vague promises...common sense.

Instead of words...facts.

Facts are what President Ford is all about.

FACT: He is leading us out of the worst recession in 40 years---not with loose promises and frantic spending but with hard decisions and the courage to say "No".

FACT: He is winning his fight against inflation. It was in double digit figures, at a rate of 12 percent or higher. He slowed it down, cut it almost in half.

FACT: In January, nearly 1 million 300 thousand more Americans were working than at the bottom of the recession, and more are going back to work every day.

These are facts. And, as President Ford said in his State of the Union message:

FORD (TAPE): "Common sense tells me to stick to that steady course."

ANNOUNCER: President Ford is your President. Keep Him.

SECOND

ANNOUNCER: Paid for by the President Ford Committee.



February 1, 1976

Campaign '76  
Media Communications, Inc.

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

February 2, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: NEW HAMPSHIRE AND FLORIDA MEDIA BUY

Per your request to Peter Dailey for a revised approval format, please find New Hampshire and Florida Media Plans attached for your approval.

c.c. Peter Dailey  
Bob Marik  
Dawn Sibley  
Stu Spencer

Attachment



# Campaign '76

Media Communications, Inc.

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

## NEW HAMPSHIRE STATE MEDIA PLAN (AS OF FEBRUARY 2, 1976)

### CASH REQUIREMENT

TELEVISION	\$40,550
RADIO	12,228
NEWSPAPERS	4,467
TOTAL	<u>\$57,305</u>

### STATE ALLOCATION

TELEVISION	\$ 5,227
RADIO	11,323
NEWSPAPER	4,467
TOTAL	<u>\$21,017</u>

APPROVED \_\_\_\_\_

DATE \_\_\_\_\_



NEW HAMPSHIRE MEDIA PLAN

2/1/76





MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of	Week of 2/3	Week of 2/10	Week of 2/17
<u>Boston/Manchester</u>				
TV			BOSTON TV 150 GRP'S/WK ← 200 GRP'S/WK →	
Radio (60 sec)		36/WK/STA -7 STA	30/Week/Station- 7 Sta	
Newspapers (pg. b/w)				Pg B/W -Sun.
<u>Portland/Poland Springs Me.</u>				
TV (1/2 - 60's: 1/2 -30's)			Poland Springs TV 100 GRP'S/WK ← 100 GRP'S/WK →	
Radio (60 Sec.)		36/WK/STA/-5 STA)	30/WK/STATION - 5 STA.	
Newspapers (pg. B/W)				Pg. B/W - Sun.



2/24 NEW HAMPSHIRE PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY

(Originating Dollars)

ADVERTISING WEEKS (Tues-Mon)

<u>ADI/MEDIUM</u>		<u>ADVERTISING WEEKS (Tues-Mon)</u>				<u>Grand Total</u>
		<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>
<u>BOSTON/MANCHESTER</u>	TV	-	-	--(BOSTON TV)	--	----
	Radio	-	2,592	2,160	2,160	6,912
	Newsp.	-	-	-	3,820	3,820
	Total	-	2,592	2,160	5,980	10,732
<u>PORTLAND/ POLAND SPR., ME</u>	TV	-	-	1,900	1,900	3,800
	Radio	-	2,016	1,680	1,680	5,376
	Newsp.	-	-	-	647	647
	Total	-	2,016	3,580	4,227	9,823
<u>TOTAL STATE</u>	TV	-	-	1,900	1,900	3,800
	Radio	-	4,608	3,840	3,840	12,288
	Newsp.	-	-	-	4,467	4,467
	Total	-	4,608	5,740	10,207	20,555





## MEDIA ADVERTISING BUDGET SUMMARY

(EFFECTIVE STATE DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

ADI/MEDIUM		2/3	2/10	2/17	Grand Total
	(\$)	(\$)	(\$)	(\$)	(\$)
<u>BOSTON/MANCHESTER</u>	TV(Boston Spill-in) -	-	1,921	2,562	4,483
	Radio (Boston Spill-in) -	2,592	3,807	3,807	10,206
	Newsp (No Spill) -	-	-	3,820	3,820
	Total -	2,592	5,728	10,189	18,509
<u>PORTLAND/ POLAND SPR., ME</u>	TV(Portland Spill-out) -	-	372	372	744
	Radio (Portland Spill-out) -	1,653	1,379	1,379	4,411
	Newsp (No Spill) -	-	-	647	647
	Total -	1,653	1,751	2,398	5,802
<u>TOTAL STATE</u>	TV -	-	2,293	2,293	5,227
	Radio -	4,245	5,186	5,186	14,617
	Newsp. -	-	-	4,467	4,467
	Total -	4,245	7,479	12,587	24,311

SPILL FACTORS

Boston/Manchester: TV and Radio 12.2% Spill-in from Boston

Portland: TV - 80.4% spill-out to Maine

Radio - 18% spill-out to Maine  
(Based on 80.4% of WMTQ'S \$)

New Hampshire

PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED</u>	<u>CIRC</u> (M)	<u>COST</u> <u>PG B/W</u> ( $\$$ )
<u>BOSTON</u>			
Manchester New Hampshire News	Sun	58.2	1,204
Nashua Telegraph	E	22.8	506
Portsmouth Herald	E	18.1	454
Dover Fosters Democrat	E	18.5	488
Concord Monitor-N.H. Patriot	E	17.5	415
Keene Sentinel	E	11.5	353
Claremont Eagle Times	Sun	9.9	400
Total		156.5	3,820
<u>PORTLAND/POLAND SPRINGS</u>			
Laconia Citizen	E	7.1	318
Lebanon/Wh.Riv.Junc.Vlly NW-W	E	11.7	329
Total		18.8	647
Total N. H.		175.3	4,467



Campaign '76  
Media Communications, Inc.

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

FLORIDA STATE MEDIA PLAN  
(AS OF FEBRUARY 2, 1976)

CASH REQUIREMENT

TELEVISION	\$ 80,236
RADIO	123,960
NEWSPAPER	<u>24,066</u>
TOTAL	\$228,262

STATE ALLOCATION

TELEVISION	\$ 78,550
RADIO	122,382
NEWSPAPER	<u>23,953</u>
TOTAL	\$224,885

APPROVED \_\_\_\_\_

DATE \_\_\_\_\_



FLORIDA MEDIA PLAN

2/1/76



A



3/9 FLORIDA PRIMARY  
MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 2/10	Week of 2/17	Week of 2/24	Week of 3/2
<u>MIAMI</u> TV (½-60's; ½-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (30/Week/Station - 12 Sta.)	150 GRP's/WK	200 GRP's/WK	200 GRP's/WK Sun - Pg. B/W
<u>TAMPA/ST. PETERSBURG</u> TV (½-60's; ½-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (30/Week/Station - 9 Sta.)	150 GRP's/WK	200 GRP's/WK	200 GRP's /WK Sun - Pg. B/W
<u>ORLANDO/DAYTON BEACH</u> TV (½-60's; ½-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (24/Week/Station - 9 Sta.)	150 GRP's/WK	200 GRP's/WK	200 GRP's/WK Sun - Pg. B/W
<u>JACKSONVILLE</u> TV (½-60's; ½-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (24 Week/Station - 6 Sta.)	150 GRP's/WK	200 GRP's/WK	200 GRP's/WK Sun - Pg. B/W
<u>WEST PALM BEACH/FT. PIERCE/V.B.</u> TV (½-60's; ½-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (24/Week/Station - 6 Sta.)	150 GRP's/WK	200 GRP's/WK	200 GRP's/WK Sun - Pg. B/W
<u>TALLAHASSEE</u> Radio (60 sec.)	(24/Week/Station - 4 Sta.)			
<u>MOBILE/PENSACOLA</u> Radio (60 sec.)	(24/Week/Station - 3 Sta.)			
<u>GAINESVILLE</u> (No Local Media Activity Scheduled)				



3/9 FLORIDA PRIMARY  
MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of	Week of	Week of	Week of
<u>FT. MYERS</u> Radio (60 sec.)	(24/Week/Station - 3 Sta.)			
<u>PANAMA CITY</u> (No Local Media Activity Scheduled)				
<u>DOTHAN, ALA.</u> (No Local Media Activity Scheduled)				





3/9 FLORIDA PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY  
(ORIGINATING DOLLARS)

ADI/MEDIUM		ADVERTISING WEEKS (Tues-Mon)				Grand Total
		2/10	2/17	2/24	3/2	
		(\$)	(\$)	(\$)	(\$)	(\$)
<u>MIAMI</u>	TV	6,413	6,413	8,550	8,550	29,926
	Radio	12,000	12,000	12,000	12,000	48,000
	Newsp.	-	-	-	7,704	7,704
	Total	18,413	18,413	20,550	28,254	85,630
<u>TAMPA-ST. PETERSBURG</u>	TV	3,465	3,465	4,620	4,620	16,170
	Radio	8,910	8,910	8,910	8,910	35,640
	Newsp.	-	-	-	6,832	6,832
	Total	12,375	12,375	13,530	20,362	58,642
<u>ORLANDO- DAYTONA BEACH</u>	TV	2,340	2,340	3,120	3,120	10,920
	Radio	3,240	3,240	3,240	3,240	12,960
	Newsp.	-	-	-	5,526	5,526
	Total	5,580	5,580	6,360	11,886	29,406
<u>JACKSONVILLE</u>	TV	2,640	2,640	3,510	3,510	12,300
	Radio	2,880	2,880	2,880	2,880	11,520
	Newsp.	-	-	-	2,404	2,404
	Total	5,520	5,520	6,390	8,794	26,224
<u>WEST PALM BEACH/ FT. PIERCE/VB</u>	TV	2,340	2,340	3,120	3,120	10,920
	Radio	1,728	1,728	1,728	1,728	6,912
	Newsp.	-	-	-	1,600	1,600
	Total	4,068	4,068	4,848	6,448	19,432
<u>TALLAHASSEE</u>	TV	-	-	-	-	-
	Radio	864	864	864	864	3,456
	Newsp.	-	-	-	-	-
	Total	864	864	864	864	3,456



3/9 FLORIDA PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY  
(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

<u>ADI/MEDIUM</u>		<u>2/10</u>	<u>2/17</u>	<u>2/24</u>	<u>3/2</u>	<u>Grand Total</u>
		<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>
<u>MOBILE/PENSACOLA</u>	TV	-	-	-	-	-
	Radio	1,008	1,008	1,008	1,008	4,032
	Newsp.	-	-	-	-	-
	Total	<u>1,008</u>	<u>1,008</u>	<u>1,008</u>	<u>1,008</u>	<u>4,032</u>
<u>GAINESVILLE</u>	TV	-	-	-	-	-
	Radio	-	-	-	-	-
	Newsp.	-	-	-	-	-
	Total	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<u>FT. MYERS</u>	TV	-	-	-	-	-
	Radio	360	360	360	360	1,440
	Newsp.	-	-	-	-	-
	Total	<u>360</u>	<u>360</u>	<u>360</u>	<u>360</u>	<u>1,440</u>
<u>PANAMA CITY</u>	TV	-	-	-	-	-
	Radio	-	-	-	-	-
	Newsp.	-	-	-	-	-
	Total	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<u>DOTHAN, ALA.</u>	TV	-	-	-	-	-
	Radio	-	-	-	-	-
	Newsp.	-	-	-	-	-
	Total	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<u>TOTAL STATE</u>	TV	17,198	17,198	22,920	22,920	80,236
	Radio	30,990	30,990	30,990	30,990	123,960
	Newsp.	-	-	-	24,066	24,066
	Grand Total	<u>48,188</u>	<u>48,188</u>	<u>53,910</u>	<u>77,976</u>	<u>228,262</u>

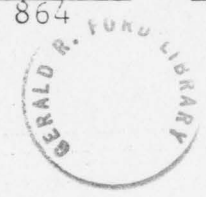


3/9 FLORIDA PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY  
(EFFECTIVE STATE DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

<u>ADI/MEDIUM</u>		<u>2/10</u>	<u>2/17</u>	<u>2/24</u>	<u>3/2</u>	<u>Grand Total</u>
		<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>
<u>MIAMI</u>	TV	6,413	6,413	8,550	8,550	29,926
	Radio	12,000	12,000	12,000	12,000	48,000
	Newsp.	-	-	-	7,704	7,704
	Total	<u>18,413</u>	<u>18,413</u>	<u>20,550</u>	<u>28,254</u>	<u>85,630</u>
<u>TAMPA-ST. PETERSBURG</u>	TV	3,465	3,465	4,620	4,620	16,170
	Radio	8,910	8,910	8,910	8,910	35,640
	Newsp.	-	-	-	6,832	6,832
	Total	<u>12,375</u>	<u>12,375</u>	<u>13,530</u>	<u>20,362</u>	<u>58,642</u>
<u>ORLANDO- DAYTONA BEACH</u>	TV	2,340	2,340	3,120	3,120	10,920
	Radio	3,240	3,240	3,240	3,240	12,960
	Newsp.	-	-	-	5,526	5,526
	Total	<u>5,580</u>	<u>5,580</u>	<u>6,360</u>	<u>11,886</u>	<u>29,406</u>
<u>JACKSONVILLE</u>	TV	2,278	2,278	3,029	3,029	10,614
	Radio	2,485	2,485	2,486	2,486	9,942
	Newsp.	-	-	-	2,291	2,291
	Total	<u>4,763</u>	<u>4,763</u>	<u>5,515</u>	<u>7,806</u>	<u>22,847</u>
<u>WEST PALM BEACH/ FT. PIERCE/VB</u>	TV	2,340	2,340	3,120	3,120	10,920
	Radio	1,728	1,728	1,728	1,728	6,912
	Newsp.	-	-	-	1,600	1,600
	Total	<u>4,068</u>	<u>4,068</u>	<u>4,848</u>	<u>6,448</u>	<u>19,432</u>
<u>TALLAHASSEE</u>	TV	-	-	-	-	-
	Radio	864	864	864	864	3,456
	Newsp.	-	-	-	-	-
	Total	<u>864</u>	<u>864</u>	<u>864</u>	<u>864</u>	<u>3,456</u>



1/29/76

## MEDIA ADVERTISING BUDGET SUMMARY

(EFFECTIVE STATE DOLLARS)  
ADVERTISING WEEKS (Tues-Mon)

ADI/MEDIUM		2/10	2/17	2/24	3/2	Grand Total
		(\$)	(\$)	(\$)	(\$)	(\$)
<u>MOBILE/PENSACOLA</u>	TV	-	-	-	-	-
	Radio	1,008	1,008	1,008	1,008	4,032
	Newsp.	-	-	-	-	-
	Total	1,008	1,008	1,008	1,008	4,032
<u>GAINESVILLE</u>	TV	-	-	-	-	-
	Radio	-	-	-	-	-
	Newsp.	-	-	-	-	-
	Total	-	-	-	-	-
<u>FT. MYERS</u>	TV	-	-	-	-	-
	Radio	360	360	360	360	1,440
	Newsp.	-	-	-	-	-
	Total	360	360	360	360	1,440
<u>PANAMA CITY</u>	TV	-	-	-	-	-
	Radio	-	-	-	-	-
	Newsp.	-	-	-	-	-
	Total	-	-	-	-	-
<u>DOTHAN, ALA.</u>	TV	-	-	-	-	-
	Radio	-	-	-	-	-
	Newsp.	-	-	-	-	-
	Total	-	-	-	-	-
<u>TOTAL STATE</u>	TV	16,836	16,836	22,439	22,439	78,550
	Radio	30,595	30,595	30,596	30,596	122,382
	Newsp.	-	-	-	23,953	23,953
	Grand Total	47,431	47,431	53,035	76,988	224,885





FLORIDA

PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED</u>	<u>CIRC</u> (M)	<u>COST</u> <u>PG B/W</u> ( <u>\$</u> )
<u>MIAMI</u>			
Miami Herald	Sun.	501.3	6,249
Ft. Lauderdale/ Pompano Beach News & Sun Sentinel	Sun.	<u>158.3</u>	<u>1,455</u>
Total		659.6	7,704
<u>TAMPA</u>			
Tampa Trib.	Sun.	210.5	2,835
St. Petersburg Times	Sun.	245.8	2,336
Sarasota Her. Trib.	Sun.	72.9	1,011
Bradenton Her.	Sun.	<u>27.6</u>	<u>650</u>
Total		556.8	6,832
<u>ORLANDO/DAYTONA</u>			
Orlando Sent. Star	Sun.	213.4	2,817
Cocoa Today	Sun.	60.3	1,123
Daytona Beach News Journal	Sun.	57.1	1,008
Ocala Star Bann	Sun.	<u>24.1</u>	<u>578</u>
Total		354.7	5,526
<u>JACKSONVILLE</u>			
Florida Times Union	Sun.	<u>178.4</u>	<u>2,404</u>
Total		178.4	2,404
<u>WEST PALM BEACH/FT. PIERCE/V.B.</u>			
Ft. Pierce News Tribune	Sun.	13.9	320
West Palm Beach Post Times	Sun.	<u>109.3</u>	<u>1,280</u>
Total		123.2	1,600
<u>TOTAL STATE</u>		<u>1,872.9</u>	<u>24,066</u>



Campaign '76  
Media Communications, Inc.

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

February 2, 1976

TO: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: POSSIBLE PFC CELEBRATION FOR  
NEW HAMPSHIRE ELECTION NIGHT

Following yesterday's stall discussion, Peter Dailey and I discussed the media implications of some sort of celebration on New Hampshire's Election evening.

We both feel rather strongly that the PFC should take a very low profile, including most especially the President.

No matter how you cut it, if the word gets out that President Ford or PFC Management is getting ready for some sort of organized celebration, and then there's a stand-off or loss i.e., no real cause for "celebration", this will result in a negative public perception.

I go along with Dick Mastrangelo with the thought that we should just plan on a low profile, be delighted if we win and quickly move our attention to the next primary (Massachusetts).

Please let us know if you wish to discuss further.





Campaign '76  
Media Communications, Inc.

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

February 2, 1976

MEMORANDUM FOR: BO CALLAWAY

FROM: BRUCE WAGNER ~~\_\_\_\_\_~~

SUBJECT: RADIO COPY

As discussed, New Hampshire Advocate radio copy is attached.

We are producing the Congressman Cleveland commercial today in Washington for airing on February 3rd as scheduled.

c.c. Peter Dailey  
Stu Spencer

Attachments (2)



CLEVELAND: On Tuesday, February 24, we New Hampshire Republicans will start President Ford on the road to victory in November.

I'm Jimmy Cleveland, your Congressman. I want to remind you that our fellow Republicans everywhere are watching New Hampshire closely.

They know and you know, that President Ford is the one Republican who can win in November.

They know, and you know, that no one else in either party has both his experience and his realistic outlook. He can rally all Republicans and millions of Independents with his common sense approach to government.

President Ford has the courage to say "no" to runaway spending. He knows your tax dollars won't really be saved by Federal budget cuts that force increases in our state and local taxes. In his own words,

FORD (tape): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

CLEVELAND: President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



February 1, 1976

CLEVELAND: On next Tuesday, we New Hampshire Republicans will start President Ford on the road to victory in November.

I'm Jimmy Cleveland, your Congressman. I want to remind you that our fellow Republicans everywhere are watching New Hampshire closely.

They know and you know, that President Ford is the one Republican who can win in November.

They know, and you know, that no one else in either party has both his experience and his realistic outlook. He can rally all Republicans and millions of Independents with his common sense approach to government.

President Ford has the courage to say "no" to runaway spending. He knows your tax dollars won't really be saved by Federal budget cuts that force increases in our state and local taxes. In his own words,

FORD (tape): "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."

CLEVELAND: President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



February 1, 1976

February 3, 1976

*Bruce*  
*X. George K.*  
*Dawn S.*  
*Clayton W.*  
*John V.*

MEMORANDUM FOR:

BO CALLAWAY

FROM:

FRED SLIGHT

SUBJECT:

Florida GOP Registration and  
County Vote Contribution

To follow-up on our brief conversation of yesterday about key counties for the Florida Republican primary and those counties which contributed significantly to Richard Nixon's general election victories in 1972 and 1968, I am providing the following three listings:

1. Key Republican counties for 1976 based on each county's registration contribution to the total statewide GOP registration.
2. Key Nixon counties in 1972 based on each county's vote contribution to the total statewide vote for Nixon.
3. Key Nixon counties in 1968 based on each county's vote contribution to the total statewide vote for Nixon.

The point which I attempted to make was that, in the case of Florida, the same counties are involved in all three instances and only the order of the counties might change -- not the actual counties themselves as witnessed below.

<u>'76 Registered Republicans</u>	<u>'72 Nixon Vote</u>	<u>'68 Nixon Vote</u>
Pinellas (16%)	Dade (14%)	Dade (15%)
Broward (15%)	Broward (11%)	Pinellas (12%)
Dade (11%)	Pinellas (10%)	Broward (12%)
Palm Beach (8%)	Duval (7%)	Palm Beach (7%)
Orange (5%)	Palm Beach (6%)	Duval (6%)
Sarasota (4%)	Hillsborough (6%)	Orange (6%)
Brevard (4%)	Orange (5%)	Hillsborough (6%)
Hillsborough (4%)	Brevard (3%)	Brevard (4%)
Duval (3%)	Sarasota (3%)	Sarasota (3%)





In regard to media markets (ADI) of concern to Campaign '76, Pinellas, Hillsborough and Sarasota are covered by Tampa/St. Petersburg, while Dade and Broward are covered by Miami/Ft. Lauderdale, and Orange and Brevard covered by Orlando. Therefore, only Palm Beach and Duval are restricted to more localized media markets.

cc: Stu Spencer  
Peter Dailey



File  
Legal  
Disclaimers

MEMORANDUM

February 4, 1976

TO: Bo Callaway  
FROM: Bob Visser *BV*  
RE: Broadcast Disclaimer

Reference is made to your memo of February 3 and Mr. Wagner's of today's date. This is to confirm that Bob Marmet, an experienced FCC attorney in Washington, has advised me that due to recent interpretation of the FCC's sponsorship identification rules following litigation on the issue, a simple identification of a political committee by audio or visual means in connection with radio and TV spots is sufficient. The old ruling that you must include the name of at least one officer is apparently not being required by the media stations at this time. However, Mr. Marmet noted that we must file with every station broadcasting our spots the appropriate NAB FORM PB-8 (copy attached) which identifies the company purchasing the time, the sponsoring political committee or organization and the names of the principal officers.

cc: Peter Dailey  
Bruce Wagner

Also ...  
voice  
~~Section 315 B~~  
~~Campaign Speech~~  
~~Law 1971~~  
FCC





Campaign '76  
Media Communications, Inc.

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

February 4, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: BROADCAST DISCLAIMER

Bob Visser and his staff have cleared a simpler broadcast disclaimer:

"The President Ford Committee"

We're using it.

c.c. Peter Dailey  
Bob Visser

c.c. Barry Lafer

c.c. George Karalekas



# Campaign '76

Media Communications, Inc.

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

February 4, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: MATERIALS FOR WEDNESDAY AFTERNOON  
CABINET ROOM MEETING - THE WHITE HOUSE

The Following materials will be over at the White House with Bob Mead prior to your arrival:

1. PRESENTATION BOOKLET (8)

- 1) Campaign Materials
- 2) Communication Strategy
- 3) Creative Strategy
- 4) Advertising Plans
  - a) Copy
  - b) Media

2. "Candids" takes (9 minutes)

Note: Outtakes will also be at the White House, but we advise against showing them.

3. 1/4" radio commercial tape

Track 1 - Cleveland - recorded 2/2/76 (Congressman NH)  
Track 2 - Facts #1 - recorded 2/2/76 (Voice, John Badila, local announcer)

4. As recorded transcripts of 1/4" radio commercial tape (2)

5. Color slides of sampling of President Ford Photographs (Taken by Campaign '76 during the film sessions)

6. Campaign Materials (14 items)

1. Blue Wall Banner
2. Red Outdoor Lawn Card
3. Red Window Poster
4. Large Color Poster
5. Campaign Folder (enclosures listed)
  6. Issue papers (6, for telephone phone bank)
  7. Campaign button
- 8-11. Bumper stickers (4 types)



Bo Callaway  
Materials for Wednesday Afternoon  
Cabinet Room Meeting - The White House  
Page two

8. Red rectangular
9. Blue rectangular
10. Red square
11. Blue square

12. Florida brochure
13. New Hampshire brochure
14. National brochure

c.c. Tim Austin  
Peter Dailey  
Bob Mead





February 6, 1976

MEMORANDUM FOR: BO CALLAWAY

FROM: BRUCE WAGNER

SUBJECT: BARRY GOLDWATER WITH THE PRESIDENT

Attached, please find a transcript of what we have on film of the President's meeting with Barry Goldwater during the Campaign '76 filming.

It's not terrificly interesting from a campaign point of view.

My guess is that the Senator spoke in great detail with President Ford when they were alone in the President's Study. The part we filmed was the tailend of their meeting when they moved into the Oval Office.

c.c. Peter Dailey





TRANSCRIPT OF GOLDWATER/FORD CONVERSATION IN OVAL OFFICE

FORD: We've got some interesting possibilities on SALT. Henry left last night, ya know, and ah, we're down to about four alternatives. I can't tell what their attitude is going to be, I don't think we know precisely.

GOLDWATER: What effect has Angola had on that?

FORD: Well, there's a possibility that while Henry's over there they might negotiate some settlement to get all the foreign troops out.

GOLDWATER: I don't believe that is going to happen. Don't you think Zaire is going to be the answer.

FORD: Probably. But they can't do it alone, Barry.

GOLDWATER: Well, you got South Africa.

FORD: Yes, but Zaire doesn't have the where-with-all.

GOLDWATER: But we could support Zaire easier than we could support Angola.

FORD: I think that's the way it would have to be handled as a practical matter, but it would have to include some European countries that are interested in helping us - or them I should say. The French have been very interested - so that might come out a little better than we think at the moment. But we've got four alternatives that Henry is going to negotiate over there depending on what their attitude is. The joint chiefs are all pretty much in agreement and it's just a question of which one they might go for. But it takes their bureaucracy as you know so darn long to make a



decision once they get something.

GOLDWATER: Have you thought about going on national T.V. with this whole subject?

FORD: Yes.

GOLDWATER: I think it would be very advantageous.

FORD: As a matter of fact, Henry has been urging me to do so. I didn't want to pre-empt the State of the Union.

GOLDWATER: Oh, timing is going to be very important.

FORD: But if the house acts as the Senate did and just cuts the legs out--right out from underneath us, I think that may be the time to do it.

GOLDWATER: I think if you veto it...I think we could support it.

FORD: That's interesting.

GOLDWATER: We got a lotta votes...a lot more votes against that thing in the Senate than we thought we would.

FORD: You know, Henry thought he had the whole raft of Democrats. They promised him the night before and then left the ship.

GOLDWATER: Ya, well they do that.

FORD: But, I think...what did you get...25 votes?

GOLDWATER: 27. And we lost some who said if it came to a sustain they would shift.

FORD: Well, that's a possibility.



GOLDWATER: I think if you went to the people...

FORD: You have to do that.

GOLDWATER: And get them behind you. They muddied the water so you know...

FORD: Well, I didn't follow the debate because it was in Executive Session, but I don't think it was emphasized enough...the Cuban involvement.

GOLDWATER: It wasn't emphasized at all. That was a very poorly handled debate. None of us expected it you know. It was brought up almost in the matter of an hour. We thought the bill was just going to sail through. We heard rumors of the amendment and we didn't think it had a chance. But by the time they got through with all the sob sisters on Vietnam they beat us.






CHM.V.

Campaign '76  
Media Communications, Inc.

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

February 6, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER   
SUBJECT: CAMPAIGN '76

Per your February 6th request, please find the specifics of Campaign '76 payroll and consulting arrangements attached.

We have limited distribution of this data to yourself and Bob Moot.

BW/ph

c.c. Bob Moot  
Peter Dailey  
Barry Lafer





Campaign '76  
Media Communications, Inc.

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

February 6, 1976

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

As you might expect, I am anxious to tie down the copy approval procedures as we move into high gear of the Campaign.

I'd like to suggest that all copy be specifically discussed with Stu Spencer and yourself; naturally, there will be occasions where we will want to include additional PFC staff, but I believe it important to limit the overall copy perspective to the top Management of the campaign.

If you wish, I believe it appropriate for Campaign '76 to assume the responsibility of insuring factual accuracy of copy with Fred Slight prior to formalization of copy with you and Stu.

Following discussion with yourself, copy can easily be submitted for factual review at the White House quickly through Rog Morton's office; I'm already working smoothly with Roy Hughes and Tim Austin in this area. They're very cooperative in garnering the appropriate reactions from White House folks and then, getting back to us.

On this subject of White House approvals, I'm attempting to walk the fine line between responding to matters of substance, particularly in the area of facts, while maintaining the Agency's integrity as it relates to copy style and creative judgement. I suppose this will always be a difficult area, but count on us to do our best.

Please let me know if you'd like to discuss this.

c.c. Peter Dailey



February 6, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: FLORIDA MEDIA

It has been reported that Jimmy Carter will spend as much as \$270,000 in Florida radio, television and newspaper during February.

c.c. Peter Dailey  
George Karalekas  
Dawn Sibley



Campaign '76  
Media Communications, Inc.

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

February 10, 1976

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

This will serve to bring you up to date on our brochure production.

1. "Courage and Common Sense" (SOTU excerpts) - will be available for shipment on Wednesday, 2/11 in quantity of 150,000. (150,000 to come)
2. "A Lifetime of Accomplishment" (Biography) This four color pamphlet will be delivered on Friday, 2/13, in quantity of 300,000.
3. New Hampshire Mailer This 2 color brochure will be available Thursday evening 2/12, in quantity of 90,000.
4. National Brochure This 2 color "lift" of the New Hampshire mailer will be available on Friday, 2/13 if we approve the cover headline and material lead-in today. Quantities will be 500,000.

BW/ph

c.c.: Peter Dailey  
Stu Spencer



# Campaign '76

Media Communications, Inc.

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

February 11, 1976

MEMORANDUM TO: BO CALLAWAY  
FROM: BARRY LAFER  
SUBJECT: CAMPAIGN MATERIAL REORDERED

Stu Spencer has requested the following campaign materials be reordered :

<u>Quantity</u>		<u>Amount</u>	<u>Comment</u>
100 M	Buttons	\$1,775	(1)
50 M	Bumperstickers (Square)	1,251	(2)
50 M	(Rectangular)	1,624	(2)
10 M	Lawncards	3,000	
1 M	Window Posters	225	

(1) based on open purchase order commitment for 500,000 units.

(2) based on open purchase order commitment for 250,000 units.

BL/ph

cc: P. Dailey  
Stu Spencer  
B. Wagner  
D. Kazanjian





Campaign '76  
Media Communications, Inc.

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

FEBRUARY 11, 1976

TO: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: ROG MORTON COMMENT

As you know, the New Hampshire Mailer has been well received by The White House folks.

One strategic comment: Rog Morton has evidently suggested that we consider making more reference to Foreign Policy in some of our materials. According to Tim Austin, recent polling data seems to indicate some strength for the President in this area.

We probably ought to develop a PFC "point of view" on this subject.

cc: Pete Dailey  
Stu Spencer  
Fred Slight  
Bob Teeter



Campaign '76  
Media Communications, Inc.

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

February 11, 1976

MEMORANDUM TO: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: TODAY'S MEETING WITH THE PRESIDENT

Let me summarize our next steps based on this noon's discussion with the President and his staff.

1. We're going to go back to WHCA people along with network sources in order to get the best possible sound quality of both (SOTU speech and the inaugural address) (I'll be talking with Mr. Coates at extension 6319...)

2. We'll be updating the sound track of the :60 commercial to reflect the new employment data--this track had been recorded and integrated in Los Angeles prior to release of January data.

3. Further, we will look for an alternative decisive picture of the President in order to replace the picture early in the spot where he is gesturing with his right hand. The President has suggested that "some of his people" look at the selection prior to integration.

4. The President was firm in his point of view that feedback from voters in New Hampshire and Florida is important in terms of judging overall effectiveness of advertising; and we concur and this is indeed, part of our plan.

5. The President suggested that we not use the Capitol in any new Accomplishment type commercials; as discussed, we are planning to use a shot of the White House in the next commercial.

6. The President commented quite favorable on the radio copy with the exception of the previously mentioned caveat regarding the sound quality of the speech integration. Further, he seemed to think that the "Facts -Older Americans" commercial was the most effective of the bunch.

7. From a strategic point of view some discussions revolved around merit of using the need for continuity of leadership as a copy point for further advertising development. I believe it was agreed that this is an important idea which must be handled a bit gingerly due to its "double-edged"

nature.

8. Separately, Bob Orban had suggested to me prior to the meeting that we look at the available film footage of the University of New Hampshire Q. and A. session for possible commercial use. (I'll be tracking this via the Navy or local New Hampshire sources to see if there's anything for us...)

All in all, my impression was that it was a satisfactory meeting and that we're out and running with this advertising which we will revise as indicated in a cost efficient manner.

Please provide me with any additional input you may have.

BW/ph

c.c. Peter Dailey





Campaign '76  
Media Communications, Inc.

1228 L STREET, N.W., WASHINGTON, D.C. 20006 (202) 833-8950

FEBRUARY 17, 1976

TO: BO CALLAWAY  
FROM: BRUCE WAGNER ~~W~~  
SUBJECT: REAGAN MEDIA SPENDING

We have estimated Ronald Reagan's media spending for New Hampshire and Florida(attached).

A couple of observations:

1. Reagan is outspending the PFC in both states by a 2:1 dollar ratio.
2. Generally speaking, he is running his paid schedules longer at significantly higher levels of pressure.
3. The primary difference appears in the use of television -- although Reagan is spending more than the PFC in radio, the biggest difference is in the area of his television weight.

Although these data are strictly estimates based on conversations with station representatives, I think it's fair to say that the Reagan paid media effort is just about twice the dollar value of what we are executing on behalf of the President.

Although these estimates will not be specifically relevant to state spending limitation questions (because they are only estimates), these data indicate things to watch for as the formal spending reports are filed.

Please let me know if you wish to discuss.

Attachments

cc: Pete Dailey                      Bob Moot  
    Stu Spencer  
    Bob Marik  
    Peter Kaye  
    George Karalekas  
    Dawn Sibley  
    Clayton Wilhite  
    John Vinson  
    Ed deBolt  
    Fred Slight





COMPARISON OF REAGAN VS. FORD MEDIA ACTIVITY  
EFFECTIVE STATE #'S

<u>Medium</u>	<u>New Hampshire</u>		<u>Florida</u>	
	<u>FORD</u>	<u>REAGAN</u>	<u>FORD</u>	<u>REAGAN</u>
<u>Television</u>				
Dates	2/10-2/23	1/26-2/23	2/10-3/8	2/3-3/7
# Weeks	2	4	4	5
# Mkts.	3	3	5	6
Est. GRP's wk	100-200	200-350	150-200	200-350
Total Budget	\$3870	\$11,083	\$80,000	\$165,971
<u>Radio</u>				
Dates	2/3-2/23	1/26-2/23*	2/10-3/8	2/2-3/8
# Weeks	3	4	4	5
# Mkts.	20	19	10	10
# Stations	25	25	52	53
# Spots Sta.	30-36	36	24-30	36
Total Budget	\$10,432	\$27,149	\$88,000	\$111,968
<u>Newspapers</u>				
Time	Feb.	Jan.	Mar.	-
Size	Pg. B&W	1200 lines	Pg. B&W	-
Cost	\$4467	\$600	\$24,000	-
<u>Total Spending</u>	\$18,769	\$38,832	\$192,000	\$277,939

\* Mass. radio spill-in began 1/20.



REAGAN - EFFECTIVE STATE DOLLARS

New Hampshire:

TV: \$11,083  
Radio: 27,149  
Newsp Current: 600  
\$38,832

if a Newsp. Drop  
possible \$5,000 addt'l.

Florida:

TV: \$165,971  
Radio: 111,968  
\$277,939



Campaign '76  
Media Communications, Inc.

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

February 12, 1976

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

Bo, I'm duty bound to mention a copy observation by Fred Slight: he believes our television line of "recovery with inflation" is too strong.

Specifically, while inflation has been dramatically reduced. (in half), we still technically have it.

My point of view is that our claim is accurate in the sense that it is given.

c.c. Peter Dailey  
Stu Spencer  
Fred Slight





Campaign '76  
Media Communications, Inc.

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

February 16, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER *BW*  
SUBJECT: FIELD FEEDBACK ON ADVERTISING

As you know, we are in the process of getting some "feedback" from the people of New Hampshire and Florida.

Specifics follow:

- . We are interviewing 50 people in New Hampshire and Florida each--25 will view the "Candidats" :60 commercial and 25 will view the "Accomplishment" :60 advertising.
- . We will be talking to them about their overall reactions to the commercial, the specifics as to recall of individual copy points and generally speaking, we will attempt to determine how the commercial influences their opinions toward the President and the election.
- . We are doing the research in Miami and Methuen, Mass. (Our rationale simply is that there were no central locations available for research on our timetable, given the heavy political activity in New Hampshire.)

The questionnaires will be returned to our research supplier in New York City by Tuesday morning, and we should have a report by Tuesday evening.

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: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: COPY RESEARCH

Attached, please find a report from the research firm of Lieberman Research, Inc. on the subject of the PFC television advertising.

Background - Two types of advertising have been developed for use in the New Hampshire and Florida campaigns -- a documentary style ("Accomplishment") and a man-in-the-street format ("Candids").

This advertising was based on national and state-wide research surveys conducted by Bob Teeter. Specifically, national research data indicates that the economy along with the President's leadership capacity are primary issues of voter concern. The New Hampshire survey of January 22-25 indicated that large numbers of Republican voters supported the President, but they believed that Ronald Reagan would win the Primary Election.

As a result, the "Accomplishment" commercial was created to communicate the character and experience of President Ford with specific reference to the restoration of trust and turning the economy around. The "Candids" commercial was designed to promote enthusiasm and awareness of local support for the President.

The advertising research was executed with registered Republicans on February 14-16 in Miami and Methuen, Mass. (near New Hampshire). The results are qualitative in that the sample sizes are not large enough to be projectable on a statewide basis, but advertising direction can be gained from this field research.

### Summary of Findings

1. The "Accomplishment" commercial appears to be particularly intrusive and effective. Respondent playback of copy points was deep and reflected emotional involvement in the advertising. Respondents appear to have understood the commercial, and the research indicates substantive awareness of the message.
2. The "Candids" commercial appears to be communicating the idea of general enthusiasm for the President in a satisfactory



2/19/76

manner; however, the specific research respondent playback as to why the "Candids" people were supporting the President was diffuse.

In retrospect, this is not too surprising since a variety of 'reasons' were used in the editing process, and we did not seek repetition of specific issues within this advertising.

3. Although there were no major negative reactions to either commercial, we learned that we may be "overpromising" the economic recovery aspect of the "Accomplishment" commercial -- 16% of the "Accomplishment" respondents found it hard to believe that the economy was significantly improved.
4. Finally, respondents appeared to react more favorably to the "Accomplishment" advertising (vs. "Candids") -- after viewing the commercials, the data indicate that "Accomplishment" viewers felt better about the President in a ratio of 3:1.

Indicated Action

1. We are moving ahead with New Hampshire and Florida media spending, as planned.
2. Given the apparent overall persuasive strength of the documentary style of advertising, we are changing the media schedules in New Hampshire and Florida to reflect a 67% weight of the "Accomplishment" advertising; current weight is 50/50 with "Candids". (We want to continue the "momentum" advertising via the 33% weight in support of the "Candids" commercials.)
3. We are editing available "Candids" film footage for use in additional states on an 'as needed' basis. We plan to use these commercials only for building local enthusiasm and peer pressure -- the documentary style will become our main advertising vehicle.
4. We are developing an additional commercial which builds on the strength of the "Accomplishment" commercial as indicated by the research.
5. Although the research doesn't focus on the production values of the advertising, we will be discussing budgets with you as they relate to future production.

c.c. P. Dailey  
R. Morton  
S. Spencer



Campaign '76  
Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: BO CALLAWAY  
FROM: BRUCE WAGNER   
SUBJECT: REAGAN IN ILLINOIS

The attached report from our media people indicate Reagan is spending heavily in Illinois television.

Given his history in New Hampshire and Florida, he'll probably spend twice as much as the PFC.

cc: S. Spencer  
B. Marik  
P. Dailey  
B. Visser  
B. Moot

Attachments (2)





# Campaign '76

Media Communications, Inc.

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

FEBRUARY 19, 1976

TO: BRUCE WAGNER  
 FROM: DAWN SIBLEY *D.S.*  
 SUBJECT: REAGAN COMPETITIVE ACTIVITY  
 ILLINOIS

The following is the preliminary information we have on Reagan's media activity in Illinois.

Television is the only medium reported so far.

<u>Market</u>	<u>Pressure &amp; Flite Dates</u>	<u>Reported Dollars</u>
Chicago (30's & 60's)	1,250 GRP's 2/17 : 200 2/24 : 350 3/2 : 350 3/9 : 350	\$134,475
Rockford	2/10 - 3/14 pressure NA	8,216
Peoria	2/17 - 3/15	est. 6,000
Champaign/ Springfield	2/10 - 3/15	est. 6,500
Davenport/Rock Island/ Moline	2/10 - 3/15	est. 2,000

COMPARISON REAGAN VS FORD

	<u>Reagan</u>	<u>Ford</u>
Est. TV Spending	\$157,191	\$101,535
# Weeks:	5	3
# Markets:	5 ---same---	5





BRUCE WAGNER  
Page Two

2/19/76

Bruce, this is a preliminary report.

Frankly, I believe Reagan is again spending at a rate double ours, additionally I believe he is probably in more markets than reported above. SFM is providing us with more complete information and we will have this to you early next week.

cc: P. Dailey  
C. Wilhite  
J. Vinson  
G. Karalekas  
B. Lafer



# Campaign '76

Media Communications, Inc.

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

February 21, 1976

TO: DICK CHENEY  
VIA BO CALLAWAY ✓  
FROM: BRUCE WAGNER ✓  
SUBJECT: "ACCOMPLISHMENT" :60 TELEVISION  
COMMERCIAL

You may recall the President suggested we change a photograph in the "Accomplishment" television advertising. He was uncomfortable with the picture over the copy line, "... confident and candid."

Enclosed, please find examples of substitute pictures along with our recommendation. Our objective is to capture both confidence and candor in one photograph.

We recommend slide #2 with Secretary Rumsfeld be used to replace both the frame in question ... along with the next scene with Secretary Butz.

In addition, you might be interested in looking at slide #3 -- this is the same shot as currently used with some slight retouching around the eyes.

While the remaining slides suggest the requisite character traits, we don't believe they will edit into the film as well as the shot with Secretary Rumsfeld.

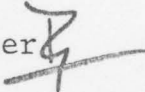
cc: Rogers Morton  
Stu Spencer  
Peter Dailey



Campaign '76  
Media Communications, Inc.

1628 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 21, 1976

TO: Bo Callaway  
FROM: Bruce Wagner   
SUBJECT: Mrs. Ford Radio in New Hampshire

Attached, please find :60 radio copy we've submitted for Mrs. Ford.

This radio advertising would be scheduled in southern New Hampshire to help get out the female vote.

Bob Teeter's research analysis indicates this may be helpful to us.

cc: Peter Dailey  
Stu Spencer  
Tim Austin



"MRS. FORD - NEW HAMPSHIRE"  
(:60 Radio)

Mrs. Ford: Hello, I'm Betty Ford.

My husband and I don't agree in everything ... and it would be a pretty dull marriage if we did.

But one thing we do agree on is that everyone ought to get out and vote on Tuesday. It's one of our most cherished privileges.

And I believe it's particularly important for the women of our country to be sure and go to the polls ... despite the pressures of work and family life.

(We have an obligation to ourselves and our families to use some common sense and cast an important vote.)

Naturally, I have a favorite candidate in Tuesday's Primary Election - - I think it makes a difference how you vote.

But it would make even more difference if you didn't vote at all.

We women are never going to get credit for all we do for this country unless we get out and vote for the kind of country that we want it to be.

This is Betty Ford, I hope it's a nice day Tuesday ... but even if it's cold and snowy, I hope you'll exercise your privilege to vote.

Announcer: Paid for by the The President Ford Committee





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: NEW HAMPSHIRE

Bo, I spoke with both John Michaels and Dick Mastrangelo.

Neither has a "taste" problem with radio advertising on Election Day.

We'll get some weight on-air, but some stations will probably refuse it here and there.

c..c Peter Dailey



Campaign '76  
Media Communications, Inc.

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

February 24, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER *BW*  
SUBJECT: ISSUE BROCHURES

Copy for the following Issue Brochures is attached:

1. Economy
2. Energy
3. Crime
4. Jobs
5. Federal Spending
6. Older Americans

The "Older Americans" copy has been followed, day by day, with Jim Mills, Bob Marik, Arthur Fleming, the White House, Florida staff, etc.

The remaining pamphlets went to Messrs. Slight, Kaye and DeBolt for comment on Monday of this week.

Given the need for speed (as always), I suggest we push this copy over to the White House for prompt approval.

c.c. Peter Dailey  
Stu Spencer

DCC Len Matthews



AUTHOR: FD  
TITLE: Issue Brochure-Crime  
STATUS: as presented Rev. #1

COPY: COLLATERAL

DATE: 2/23/76  
TIME: 12:00pm

(COVER)

AN ANSWER TO CRIME

(INSIDE)

"To keep a convicted criminal  
from committing more crimes  
we must put him in prison so he  
cannot harm more law-abiding citizens...  
This punishment must be swift and certain."

-President Ford  
State of the Union message  
January 19, 1976

(COPY)

President Ford's stern, decisive proposals for the control  
of crime go hand in hand with compassionate concern for the  
victims of crime. In a special Crime Message to Congress,  
he put it like this:

"For too long, law has centered its attention more  
on the rights of the criminal defendant than on the  
victim of crime. It is time for law to concern itself  
more with the rights of the people it exists to protect.  
The victims are my primary concern."

HOW TO KEEP MORE CRIMINALS OFF THE STREETS

One reason why criminals remain free to commit more crimes, even after  
they have been convicted, is that some judges are reluctant to send  
them to over-crowded, inadequate prisons.

One remedy for this condition is to build more prisons. In his State  
of the Union message (January, 1976) President Ford said, "My new budget

APPROVED: \_\_\_\_\_



proposes the construction of four new Federal facilities. To speed Federal justice, I propose an increase this year in U.S. Attorneys prosecuting Federal crimes and (more) U.S. Marshals."

INSTEAD OF TAKING GUNS AWAY FROM PEOPLE,  
TAKE CRIMINALS AWAY FROM GUNS. .

President Ford has proposed legislation to prohibit the manufacture or sale of cheap pistols (so-called "Saturday Night Specials") in the United States.

He thinks it's impractical to attempt to take firearms away from everybody -- criminals and law-abiding citizens alike. Instead, he proposed sure, certain sentencing when criminals are convicted of crimes in which a gun is used.

His budget recommends 500 additional Federal agents in the 11 largest metropolitan high crime areas, to help local authorities control the criminal use of handguns.

CRIME IS PRIMARILY A LOCAL PROBLEM  
BUT THE FEDERAL GOVERNMENT CAN HELP CONTROL IT.

President Ford believes that the Federal government--by example and with technical and financial assistance--can help hard-pressed State and local authorities with their crime problems.

He recommends that Congress furnish an example by establishing specific, sure sentencing of persons convicted of violent Federal crimes.





And he urges the passage of the Criminal Justice Reform Act, to provide a uniform code covering every aspect of criminal law.

SURE, SEVERE PENALTIES FOR DRUG CRIMINALS

Months ago, President Ford urged the enactment of specific sentencing for persons convicted of Federal crimes involving the sale of hard drugs.

He has personally sought the cooperation of the leaders of Mexico, Colombia and Turkey in establishing more effective control of production and shipments of hard drugs from those countries.

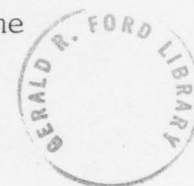
And he has directed all agencies of the Federal government, to step up enforcement efforts against drug dealers.

PROTECT THE INNOCENT. PUNISH THE GUILTY

President Ford's crime proposals make clear his distinction between over-emphases on the rights of persons accused and/or convicted of crimes, and under-emphasis of the rights of law-abiding citizens to be protected in their persons and property.

He has stated these views on many occasions during his public career, most recently in his State of the Union message:

"As President, I pledge the strict enforcement of Federal laws and--by example, support, and leadership--to help state and local authorities enforce their laws. Together we must protect the victims of crime and ensure domestic tranquillity."



AUTHOR: PJ  
TITLE: ISSUE BROCHURE - ENERGY  
STATUS: AS PRESENTED - REV #1

COPY: COLLATERAL

DATE: 2/23/76  
TIME: 11 am

(COVER)

ENERGY NOW!

(INSIDE)

heading:

"The time has come to end the long  
debate over national energy policy  
and to put ourselves solidly on  
the road to energy independence...  
this bill is only a beginning."

- President Ford  
Signing the Energy Policy Act  
December 22, 1975

(COPY): The so-called Energy Policy Act that President Ford signed last December does not establish a comprehensive national energy policy. The United States is still the only major nation in the world without such a policy, despite the President's determined efforts to establish one.

President Ford spent almost the entire year of 1975 in a series of confrontations with Congress on the complex, controversial subject of energy. When at last the Energy Policy Act reached his desk, he considered a veto because of its short-comings. But he signed the bill into law because he felt that, on balance, the public interest would be better served by a partial solution than by no solution at all.



APPROVED. \_\_\_\_\_

AUTHOR: PJ  
TITLE: ISSUE BROCHURE - ENERGY COPY: COLLATERAL  
STATUS: AS PRESENTED REV. #1

DATE: 2/23/76  
TIME: 11 pm

Page Two

The Act is, as he said, "only a beginning." And President Ford has just begun to fight.

#### His Energy Proposals Could Save Your Job

The energy disagreement between the President and the overwhelmingly Democratic Congress can best be termed a struggle in which his statesman-like long view is opposed to their politically-motivated short view.

President Ford's goal is long-range: to make certain that America will have adequate energy supplies to keep moving and producing, to insure the many millions of jobs that are absolutely dependent upon energy.

Congress, on the other hand, has a variety of short-range goals, most of them obviously political. In the main, Congress has acted to keep energy costs to consumers at unrealistically low levels, on the theory that this will win votes in the next Congressional elections.

What Congress overlooks is the staggering cost, in money and jobs of America's growing dependence on foreign energy sources -- and the potentially disastrous consequences to this nation if those sources should be, once again, shut off.

200 Years of Independence. How Many More?

In this Bicentennial year of 1976, it is ironic indeed that the United States is in danger of losing its independence.

APPROVED: \_\_\_\_\_



President Ford is alert to that danger. He recalls the nation's bitter experiences during the 1973-74 Arab oil embargo. He knows that today we are even more at the mercy of foreign energy suppliers than we were then.

President Ford wants to make America invulnerable to the foreign oil cartel.

He knows that, in today's world, any nation which is not in large degree self-sufficient as to energy cannot truly be described as "independent."

#### How Can We Get Enough Energy?

President Ford's energy proposals go far beyond the compromise Energy Act of 1975. The steps he continues to urge upon Congress would accomplish these things:

- . Reduce domestic natural gas shortages
- . Allow production from our national oil reserves
- . Stimulate energy conservation in truly meaningful ways, including the revitalization of our railroads and the expansion of urban transportation systems
- . Develop more and cleaner energy from our vast coal resources, which alone could provide the bulk of our energy for generations to come
- . Speed the growth of clean, safe nuclear energy production
- . Create a new national Energy Independence Authority to stimulate investment in domestic energy production



APPROVED: \_\_\_\_\_



. Accelerate the improvement of technology to capture energy  
from the sun and from the earth's depths

Help the President In His Courageous Fight

Among President Ford's accomplishments in 1975 are these: he turned the economy around, he started the nation on the road out of the recession, he cut inflation almost in half.

Yet future historians may decide that he deserves the highest marks of all for a fight he has not yet won: his struggle for energy independence.

President Ford will carry on that fight. He knows that the future of America may depend on how completely it is won, and how soon.

He needs the help of every concerned American in what, up to now, has been a courageous fight against great odds.

And every American should be concerned, for his own future as well as the nation's.



APPROVED: \_\_\_\_\_

AUTHOR: ~~10~~  
TITLE: ISSUE BROCHURE - JOBS  
STATUS: AS PRESENTED REV. #1

COPY: COLLATERAL

DATE: 2/23/76  
TIME: 11 am

(COVER)

JOBS

(INSIDE)

"One test of a healthy economy is a job  
for every American who wants to work."

- President Ford  
State of the Union message  
January 19, 1976

JOBS RISE 800,000,  
CLOSE TO RECORD  
FOR SINGLE MONTH

Unemployment Off Sharply,  
in January as the Recovery,  
From Recession Continues

- New York Times  
front page headline,  
February 7, 1976

(COPY) The steady rise in employment that began in mid-1975, and the simultaneous cooling of inflation, make the best economic news the American people have had in years.

They are also outstanding proof that President Ford's courageous, common sense approach to these two basic economic problems is paying off. The nation is well along on the road to recovery from the worst recession in 40 years.



APPROVED: \_\_\_\_\_

AUTHOR: PJ  
TITLE: -ISSUE BROCHURE - JOBS  
STATUS: AS PRESENTED REV. #1

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TIME: 11 am

Page Two

### Real Jobs vs. "Hoax" Jobs

It is well along the road because of a distinction President Ford has insisted upon: the difference between real, well-paid jobs with a future, in business and industry, and the temporary, dead-end, public-funded jobs that are a panic button often pressed by the big spenders in Congress.

In February, 1976, another bill to provide jobs at the tax payers' expense was passed by Congress. President Ford referred to it as a "Hoax." He vetoed the bill, and his veto was upheld.

The ruinous cost of massive government job programs has been one of the major contributors to a long series of Federal budget deficits and, in turn, to inflation.

President Ford knows this. And, as he pointed out in his State of the Union message, "Five out of six jobs in this country are in private business and industry. Common sense tells us that this is the place to look for more jobs and to find them faster.

"I mean real, rewarding, permanent jobs."

### How to Create Real Jobs

President Ford's tax proposals are specifically intended to provide incentives that will make it possible for business to add more jobs, steady jobs.

APPROVED: \_\_\_\_\_



AUTHOR: PJ  
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STATUS: AS PRESENTED REV. #1

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Page Three

He asks that Congress enact changes in Federal tax laws that will speed up plant expansion and the purchase of new equipment. Further, he recommends concentration of this job-creating tax incentive in areas of the country where the unemployment rate still runs above 7 percent.

To increase jobs in the housing industry, President Ford asks for additional assistance that will spur construction for 500,000 families.

The President's monetary policies have already resulted in lower interest rates and in making mortgage money more readily available. These, too, are powerful stimuli for more housing starts.

#### Performance, Not Promises

With typical frankness and candor, President Ford makes it clear that "our kind of government" cannot provide jobs for everyone.

The President offers no magic "cures" for unemployment, because there are none -- and because he doesn't promise more than he can deliver.

But his performance speaks for itself. Because President Ford knows the difference between creating real jobs and merely "making work," almost 2,000,000 more Americans are working today than at the bottom of the recession. And more are being employed every month, every week, every day.

APPROVED: \_\_\_\_\_





OK  
Buckner  
2/23/76

COVER: A resolute President hard at work at his desk

HEADLINE: President Ford is leading the economic recovery

INSIDE QUOTE "Last January most things were rapidly getting worse.  
This January most things are slowly but surely getting better."

--President Ford's State of the Union Address, January 1976

SUBHEAD

RECOVERY GATHERS MOMENTUM

President Ford is leading us out of the recession.

Inflation has been cut almost in half.

Nearly two million more Americans are working now than at the bottom of the recession.

Almost 800,000 went to work in January alone.

President Ford's goal is within reach -- full recovery without inflation.

PRESIDENT FORD'S LEADERSHIP

How have President Ford's policies helped turn the economy around?

First, the President had the courage to say "No" to the quick-fix, inflationary spending programs Congress proposed to ease the recession.

Then, with hard decisions and tough compromises, he pursued a courageous, controlled plan of action:

President Ford --

- Extended and increased Unemployment Compensation twice in 1975
- Approved the creation of 310,000 new jobs under the Comprehensive Employment and Training Act
- Authorized an 18 billion dollar tax cut.
- Saved billions of dollars of the taxpayers' money by vetoing inflationary bills approved by Congress



(2)

-Restored business confidence. His policies slowed inflation, brought interest rates down and stimulated production and jobs.

A LONG-TERM SOLUTION

President Ford wants a long-term solution to the problems of inflation, recurrent recession and unemployment.

To achieve that goal, President Ford has asked Congress to:

- Curb Federal Spending
- Accept his principle that tax-cuts be tied to spending cuts
- Provide tax incentives to private industry to expand in areas of high unemployment to provide jobs
- Balance the budget by 1979

A NEW BALANCE TO OUR ECONOMY

In his State of the Union Address, President Ford said,

"We must introduce a new balance to our economy -- a balance that favors not only sound, active government but also a much more vigorous, healthier economy that can create new new jobs and hold down prices."

Judging by his success in guiding the economic recovery, President Ford has earned the opportunity to lead us toward the vital, new American economy he envisions for the future.

President Ford is your President. Keep him.



COVER: President Ford with older people  
HEADLINE: President Ford is Helping Older Americans

INSIDE LEAD: "As President, I intend to do everything in my power to help our nation demonstrate by its deeds 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 feels. "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 in half. But he believes the progress made in reducing inflation has not benefited older Americans enough.

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

Increased Social  
Security Benefits

President Ford has already 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 older Americans.

Maintaining the Fund's  
Integrity

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.

-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. Through the Administration on Aging, the Act created a national network on aging composed of state, area and nutrition agencies. 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

This 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 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.

Sig: President Ford is your President. Keep him.

NOTE: Coupon copy to be added



DM

THE COURAGE TO SAY "NO" (FEDERAL SPENDING)  
AS PRESENTED

Feb. 23 5:30

COVER PHOTO: President Ford at his desk looking very skeptical, as if he were listening to a completely unacceptable suggestion.

HEADLINE: THE COURAGE TO SAY "NO"

LEAD QUOTE: "To hold down the cost of living, we must hold down the cost of government."

-- President Ford, State of the Union Address

COPY: When President Ford took office inflation was rampant, the recession deepening. Congress wanted to spend billions for quick-fix job programs. Not for good private industry jobs but for tax supported "make-work" programs.

PRESIDENT FORD HAD THE COURAGE TO SAY "NO"

A compassionate man, he felt deeply for those out of work. But he said "No" to panic spending programs guaranteed to produce more inflation. And eventually more unemployment. The people supported President Ford. As he said, "Americans did not panic or demand instant but useless cures." And so, he set a steady course to lead us out of the recession with with a courageous, controlled plan.



THE RECOVERY GATHERS MOMENTUM

President Ford's plan is working:

- \* Inflation has been cut in half.
- \* Nearly two million more Americans are employed now than at the bottom of the recession.
- \* Almost 800,000 went to work in January alone.
- \* President Ford's goal is within reach -- full recovery without inflation.

"NO" TO RUNAWAY FEDERAL SPENDING

President Ford believes - "The way to a healthy, non-inflationary economy has become increasingly apparent; the government must stop spending so much and borrowing so much of our money."

From the time he took office, President Ford asked Congress to cooperate with him in reducing Federal spending.

The Democrat-controlled Congress turned a deaf ear.

Action speaks louder than words, so President Ford has the courage to veto 44 bills, saving the taxpayers 10 billion dollars.

Congress overrode 6 times and reduced the savings by 4 billion.

The President proposed a 28 billion dollar tax cut to be paid for by a 28 billion dollar slash in Federal spending.

Congress sent him a bill that extended the 1975 tax cuts. But with no provision to reduce Federal spending.

Right before Christmas, President Ford has the courage to say "No" to a tax-cut because it wasn't tied to cuts in Federal spending.





TAX CUTS FOR SPENDING CUTS

President Ford said it again and again; and at last, Congress got the message:

No tax cuts without Federal spending cuts

Realizing the President wouldn't budge an inch on principle, Congress has finally agreed to go along with President Ford.

"NO" TO NEW YORK CITY

After years of irresponsible spending, New York City faced the inevitable day of reckoning.

"Only the Federal government can save us," their spokesmen insisted.

"If we go bankrupt, the entire American economy will collapse."

President Ford had the courage to say "No".

Not until New York City put its financial house in order.

Once that was done, President Ford was willing to compromise on details of a plan to help New York. But not on his principle that New York must restore fiscal responsibility.

WHAT "NO" HAS MEANT

Because President Ford had the courage to say "No", he saved the American people billions of dollars.

If spent, those billions would have increased the Federal deficit, spurred inflation, and added to the tax bite.

Thinking Americans, recognizing what President Ford's use of the word "No" has meant, have come to appreciate a President with the courage to say it.



Campaign '76  
Media Communications, Inc.

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

February 24, 1976

MEMO TO:

BO CALLAWAY

FROM:

DODIE KAZANJIAN

RE:

RE-ORDERING CAMPAIGN  
MATERIALS

Attached are the purchase orders for materials requested  
in my February 23 memo.

cc: Bruce Wagner  
Peter Dailey  
Barry Lafer  
Stu Spencer  
Skip Watts  
Ed Terrill



# Campaign '76

Media Communications, Inc.

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

February 23, 1976

MEMORANDUM TO: STU SPENCER  
 FROM: DODIE KAZANJIAN *Dodie*  
 SUBJECT: RE-ORDERING CAMPAIGN MATERIALS

Yesterday, we discussed the urgency of re-ordering campaign materials. Below is a listing of the quantities you suggested with prices:

✓ Nat'l Brochures (30-116).....	1 million.....	\$22,830	
✓ Six Issue Bullentins (30-120)...	200M of each.....	\$11,890	<i>-11,545</i>
✓ *Buttons (30-105).....	400M.....	\$ 7,100	
✓ *Bumper Stickers (30-106):			
Square.....	200M.....	\$ 7,448	
Rectangular.....	200M.....	\$ 9,576	
✓ Wall Banners (30-108).....	500.....	\$ 3,450	
(1) Window Posters (30-108).....	20M.....	\$ 1,560	
Lawn Cards (30-109).....	100M.....	\$19,000	
Courage/Common Sense (30-110)...	200M.....	\$ 3,250	<i>-3790</i>
Lifetime Accomp. (30-111).....	200M.....	\$ 5,250	<i>-5,600</i>
Large Color Posters (30-107).....	5M.....	\$ 4,291.67	<i>4,990</i>
Small Color Posters (30-113).....	10M.....	\$ 1,720	
Blue Lapel Stickers (30-114).....	50M.....	\$ 212.00	<i>per IM</i>
			<i>247</i>
			<i>3515</i>

Most items have a turn around time of at least five days before shipping.

\*Reorders applied to open purchase orders  
 (1) Ordered today

*2)23*

c.c.: Bruce Wagner  
 Peter H. Dailey *Bo-*  
 Barry S. Lafer  
 Ed Terrill  
 Skip Watts

*3 1/4*  
*5 1/4*  
*6 1/2*

*To be paid in March and April (per Barry Lafer). Recommend approval.*

*Jim*



PURCHASE ORDER

Nº 1047

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Gabrielle Fontana  
Fontana Lithograph, Inc.  
1937 47th Avenue, N.E.  
Washington, D.C. 20027

Date: 2/24/76  
From: Dodie Kazanjian *[Signature]*  
Job No. 30-111

Description	Amount
200 M Lifetime of Accomplishment (4/c)	\$5,600.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

Authorized Signature



PURCHASE ORDER

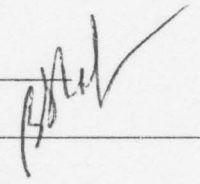
Nº ~~1773~~  
1158

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Jim Kaiser  
Kaiser Displays, Inc.  
2001 North Waterman Street  
Detroit, Michigan 48209

Date: 2/24/76  
From: Dodie Kazanjian  
Job No. 30-129



Description	Amount
20 M Window Posters	\$1,560.00

Ordered 2/23/76 per Stu Spencer



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

Authorized Signature

PURCHASE ORDER

Nº 1045

Campaign '76  
Media Communications, Inc.

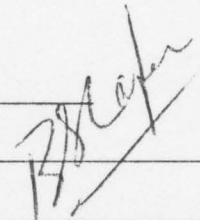
1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

TO: Mr. Gabrielle Fontana  
Fontana Lithograph, Inc.  
1937 47th Avenue, N.E.  
Washington, D.C. 20027

Date: 2/24/76

From: Dodie Kazanjian

Job No. 30-110



Description	Amount
200 M Courage & Common Sense (2 Color)	\$3,790.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature

PURCHASE ORDER

Nº 1086

Campaign '76  
Media Communications, Inc.

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

TO: Western Publishing, Co. Date: 2/24/76  
% Tom Roche  
Gray Advertising From: Dodie Kazanjian *[Signature]*  
777 Third Ave.  
New York, New York 10017 Job No. 30-107

Description	Amount
5M Large Color Posters	\$3,515.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

Authorized Signature

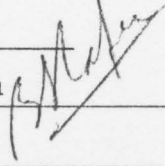
PURCHASE ORDER

Nº 1044

Campaign '76  
Media Communications, Inc.

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

TO: Western Publishing Co.  
% Tom Roche  
Gray Advertising  
777 Third Avenue  
New York, New York 10017

Date: 2/24/76  
From: Dodie Kazanjian   
Job No. 30-113

Description	Amount
10 M Small Color Posters	\$1720.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature



PURCHASE ORDER

Nº 1043

Campaign '76  
Media Communications, Inc.

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

TO: Andrea Hammer  
Alpha Printing  
716 Spring Street, N.W.  
Atlanta, Georgia 30308

Date: 2/24/76  
From: Dodie Kazanjian  
Job No. 30-114

Description	Amount
50 M Blue Lapel Stickers	\$247.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature

PURCHASE ORDER

Nº 1224

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Jim Kaiser  
Kaiser Displays, Inc.  
2001 North Waterman Street  
Detroit, Michigan 48209

Date: 2/24/76  
From: Dodie Kazanjian  
Job No. 30-109



Description	Amount
100 M Lawn Cards	\$19,000.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature

PURCHASE ORDER

Nº 1046

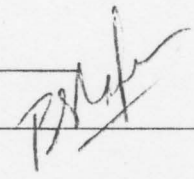
Campaign '76  
Media Communications, Inc.

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

TO: Mr. James Kaiser  
Kaiser Displays, Inc.  
2001 North Waterman Street  
Detroit, Michigan 48209

Date: 2/24/76

From: Dodie Kazanjian



Job No. 30-108

Description	Amount
500 Wall Banners	\$3,450.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature

PURCHASE ORDER

Nº 1221

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Howard Silverman  
Don-Howard Associates  
156 East 52nd Street  
New York, New York 10022

Date: 2/24/76  
From: Dodie Kazanjian *[Signature]*  
Job No. 30-106

Description	Amount
200 M Square Bumper Stickers	\$7,448.00
200 M Rectangular Bumper Stickers	\$9,576.00
Total	\$17,024.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature



PURCHASE ORDER

Nº 1163

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Howard Silverman  
Don-Howard Associates  
156 East 52nd Street  
New York, New York 10022

Date: 2/24/76  
From: Dodie Kazanjian *BSte*  
Job No. 30-105

Description	Amount
400 M Buttons	\$7,100



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

\_\_\_\_\_  
Authorized Signature

PURCHASE ORDER

Nº 1050

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Jim Bell  
Wolk Press, Inc.  
1815 Whitehead Road  
Baltimore, Maryland 21207

Date: 2/24/76  
From: Dodie Kazanjian *Dodie Kazanjian*  
Job No. 30-120

Description	Amount
200 M of each Issue Bulletin	\$11,545.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

Authorized Signature

PURCHASE ORDER

Nº 1218

Campaign '76  
Media Communications, Inc.

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

TO: Mr. Gabrielle Fontana  
Fontana Lithograph, Inc.  
1937 47th Avenue, N.E.  
Washington, D.C. 20027

Date: 2/24/76  
From: Dodie Kazanjian  
Job No. 30-116

*Handwritten signature/initials*

Description	Amount
1 million National Brochures	\$22,830.00



Please attach one copy of this Purchase Order to your invoice. Please present all bills in triplicate as soon as work is completed.

Authorized Signature

Campaign '76  
Media Communications, Inc.

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

February 27, 1976

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

Attached for your approval are the following newspaper ads:

1. Florida Senior Citizen Newspaper Ad
2. Get Out The Vote Ad - Designed specifically for the State PFC organizations use.

c.c. Stu Spencer  
Ed DeBolt  
Fred Slight  
Peter Kaye

Attachments (2)





Campaign '76  
Media Communications, Inc.

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

February 27, 1976

MEMORANDUM FOR: BO CALLAWAY  
FROM: BRUCE WAGNER  
SUBJECT: VIDEO TAPE OF THE NEWS

Bob Mead and I talked regarding your conversation with Ron Nessen on the subject of videotaped news.

He suggested a rather easy system whereby he will request a duplicate cassette of the President's news program for himself so that he may review it on an on-going basis. Without any problem, he will "lend" us the cassette on a daily basis for our review. Naturally, we'll be returning the cassette within a day or two since they belong to the White House.

Further, if we want to review a specific program at some point in the future, it shouldn't be too difficult to call over and get a file copy for our review.

I don't see any costs involved on this basis.

c.c. Peter Dailey

file

