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## **BRUCE S. WAGNER PAPERS, 1975-76**

### **Collection Type**

Personal Papers

### **Extent**

2.4 linear feet (ca. 4,800 pages)

### **Record Type**

Textual

### **Access**

Open. Some items may be temporarily restricted under terms of the donor's deed of gift, a copy of which is available on request, or under National Archives and Records Administration general restrictions (36 CFR 1256).

## **Copyright**

Bruce S. Wagner donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. The copyrights to materials written by other individuals or organizations are presumed to remain with them. Works prepared by U.S. Government employees as part of their official duties are in the public domain.

## **Processed by**

David LaCrone, February 2006; revised by J.P. Schmidt, June 2012

## **Biography**

Bruce Stanley Wagner

August 1, 1943 - Born, San Diego, CA

1965 - B.A., Dartmouth College

1967-1981 - Senior Vice President, Grey Advertising, Inc., New York City

1975-1976 - Executive Vice President, Chief Operating Officer, Campaign '76 Media Communications, Inc., Washington, DC

1981-1994 - Executive Vice President, board of directors Ross Roy, Inc., Ross Roy Group, Inc., Bloomfield Hills, MI

1984 - M.B.A., University of Pennsylvania

1995-1999 - Vice President, Marketing and Communications, ITT Automotive Inc., Auburn Hills, MI

1999-2000 - President, Wagner & Co., Ltd., Birmingham, MI

2001-2003 - President Marketing and Corporate Communications, MSX International Inc., Southfield, MI

2004- - President, Wagner & Co., Ltd., Birmingham, MI

### **Scope and Content Note**

Bruce Wagner came to Campaign '76 Media Communications at the behest of Chairman Peter H. Dailey in November of 1975. On extended leave from Grey Advertising, Inc., the eighth largest advertising agency in the United States, the 32 year-old Wagner was charged with overseeing the staff and daily operations of the agency, a corporation specifically established to handle President Ford's advertising for the 1976 nomination and general election campaigns. Wagner remained in charge of the staff until the conclusion of the primary season in June 1976, whereupon he resigned, following Dailey's lead, reportedly due to differences of opinion regarding a change in the direction of the advertising campaign.

Ford's opponent in the Republican nomination campaign was former Governor Ronald Reagan of California, widely seen as a more conservative candidate. The two were involved in a highly competitive race, as each candidate won several primaries, caucuses, and state conventions. The final delegate count at the Republican Convention in Kansas City, in August 1976, was Ford 1,187 and Reagan 1,070. Some of the documents in the Bruce Wagner Papers discuss strategic elements of the advertising plan in addressing Reagan's perceived strengths and weaknesses.

The bulk of the collection dates from the period between November 1975 and April 1976. It includes memoranda, correspondence, strategy information, research and polling data, advertising copy and test results, and newspaper clippings. The documents relate to a variety of advertising topics. Strategy notebooks and

communications plans detail advertising approaches in primary states such as Texas and Wisconsin. Copy for television, radio, newspaper, and graphical advertisements appears in two of Wagner's notebooks in the collection.

#### Related Materials (February 2006)

The President Ford Committee Records contain Campaign '76 office files, including .8 linear feet of Bruce Wagner files. The material looks very similar to that in this collection—memoranda, strategy information, copy tests, research data, and correspondence. The Campaign '76 series also contains files of others in the organization such as Dodie Kazanjian and Dawn Sibley. For instance, the Kazanjian files contain a number of handwritten notes from Wagner relating to procurement of collateral materials. The L. Patrick Devlin Research Interviews collection contains an interview with Bruce Wagner concerning 1976 campaign advertising.

#### Last Modified Date

2025-03-14

#### Subject File, 1975-76.

(Boxes 1-3, 1.2 linear feet)

Memoranda, newspaper clippings, notebooks, research data, communications plans, strategy information, advertising copy, and collateral materials. The material generally relates to strategic and administrative aspects of Wagner's work on the political advertising for President Ford's 1976 primary campaign.

Arranged alphabetically by subject and chronologically thereunder.

#### Box 1 - Subject File

Status	Title
OPEN	Advertisements Book I - Television and Newspapers
OPEN	Advertisements Book II - Radio and Brochures
OPEN	Advisory Board
OPEN	"Bicentennial Waltz" by Eunice F. Brown, signed sheet music
OPEN	Campaign '76 Advisory Board Meeting, 2/3/76
OPEN	Campaign '76 Organization

<b>Status</b>	<b>Title</b>
OPEN	Campaign Materials
OPEN	Campaign Strategy Notebook
OPEN	Cartoons
OPEN	Convention
OPEN	Copy Research
OPEN	Copy Test of Presidential Campaign Commercials - "Candids" and "Accomplishment"
OPEN	Copy Test of Presidential Campaign Commercials - "Future"
OPEN	Copy Test of Presidential Campaign Documentary - "Faces"
OPEN	Federal Communications Commission
OPEN	Focus Group Report, January 1976
OPEN	General Campaign Data

## **Box 2 - Subject File**

<b>Status</b>	<b>Title</b>
OPEN	General Research
OPEN	Incoming Correspondence
OPEN	Incoming Memoranda (1)-(7)
OPEN	Leadership Memoranda
OPEN	Legal
OPEN	National Research, December 1975
OPEN	National Security Speech
OPEN	Naughton 6/7/76 Article, New York Times Magazine
OPEN	New Hampshire Post Election Study
OPEN	Newspaper Articles
OPEN	Newspaper Articles - General Election
OPEN	Newspaper Articles - "Slice of Life" Advertisements
OPEN	Newspaper Articles - Rhodesia Advertising

## **Box 3 - Subject File**

<b>Status</b>	<b>Title</b>
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OPEN	Newspaper Articles - White House
OPEN	Office File
OPEN	Outgoing Correspondence (1)-(6)
OPEN	[Pierre A. Rinfret - Transcript of Interview with John Connally]
OPEN	[Pierre A. Rinfret - Transcript of Interview with William E. Simon]
OPEN	Polling Data
OPEN	"President at Work" Film
OPEN	SFM Procedures
OPEN	"Slice of Life" Commercials
OPEN	State of the Union
OPEN	Strategy Correspondence (1)-(3)
OPEN	Texas Communications Plan, April 7, 1976
OPEN	Texas Extracts
OPEN	Winkler Video Presentation, January 21, 1976

#### **Name File, 1975-76.**

(Boxes 4-6, 1.1 linear feet)

Memoranda and correspondence with various persons in the Campaign '76 organization and others on the Ford staff. Many of the documents relate to daily operations and administrative concerns of the agency.

Arranged alphabetically by name and chronologically thereunder.

#### **Box 4 - Name File**

<b>Status</b>	<b>Title</b>
OPEN	Austin, Mimi
OPEN	Austin, Tim (1)-(3)
OPEN	Callaway, Bo (1)-(4)
OPEN	Campbell, Nancy
OPEN	Cheney, Dick
OPEN	Clancy, Mike
OPEN	Dailey, Peter

<b>Status</b>	<b>Title</b>
OPEN	DeBolt, Ed
OPEN	Eisert, Sandra
OPEN	Frost, Jack
OPEN	Hughes, Roy
OPEN	Hunt, Finlay
OPEN	Jones, Jerry
OPEN	Johnston, Phelps
OPEN	Kaye, Peter
OPEN	Kazanjian, Dodie

**Box 5 - Name File**

<b>Status</b>	<b>Title</b>
OPEN	Lafer, Barry
OPEN	Liggett, Dave
OPEN	Marik, Bob
OPEN	Mastrangelo, Dick
OPEN	Matthews, Len
OPEN	McGee, Jerry
OPEN	Moot, Bob
OPEN	Morton, Rogers
OPEN	Neussle, Ginger
OPEN	O'Donnell, Terry
OPEN	Overaker, John
OPEN	Pilas, Peggy
OPEN	Pattinson, Marcy
OPEN	Prather, Grace Marie
OPEN	Preece, Margaret
OPEN	Rodriguez, N.A.
OPEN	Rosenker, Mark
OPEN	Sibley, Dawn
OPEN	Slight, Fred
OPEN	Spencer, Stu (1)-(6)

**Box 6 - Name File**

<b>Status</b>	<b>Title</b>
OPEN	Spiegel, Ed
OPEN	Stiles, Jack
OPEN	Teeter, Bob
OPEN	Thompson, Nancy
OPEN	"Those Listed" (Memoranda to Multiple Staff Members)
OPEN	Ursomarso, Frank
OPEN	Vinson, John
OPEN	Visser, Bob
OPEN	Wallace, Roger
OPEN	Wilhite, Clayton (1)-(3)