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MARCH BRUCE WAGNER	
Absence from Office	23
Advertiser's Errors and Omissions Insurance Coverage	19
Advertising in Kansas City	1
Advisory Board Meeting	18
Advisory Board Meeting	23
Agriculture Brochure	8
Approval of Media Budgets	2
Betty's Husband for President Buttons	10
Billing Campaign '76 for Radio Commercial Prod.	18
Buttons / New York Times	30
Competitive Spending	3
Congressman Herbert's Remarks at VFW Award Present.	15
Fact Sheets	15
Illinois Agriculture Heavy-Up	11
Illinois Media Plan Update	8
Karalekas	2
New Hampshire Primary Finalized Media Plan	23
New York Times/CBS News Poll	1
North Carolina Commercial Scheduling	19
North Carolina	11
Ordering New Brochures	8
Orlando Sentinel	9
Pre-Convention Advertising Production Budget	18
Projects to be Addressed during My Absence	26
Ronald Reagan - Meet The Press Sunday March 7/76	8
Reagan Competitive Information	10



March Bruce Wagner	cont:	
Reagan in North Carolina		15
Reagan Network Time		24
Reagan NBC 1/2 Hour Program		30
Re-ordering Buttons and Bumper Stickers		22
Re-ordering of Brochures		31
Research: President Ford Is Your President Keep Him		19
Review of Wisconsin Assignments		25
Salient Issues Per Discussion with Texas PFC		29
Texas and Future Voting Analyses		17
Update of Florida Media Plan		2
Use of First Lady Commercial in North Carolina		8
Use of One Half Hour of Florida TV Time		2
Use of Nixon '68 Vote in Florida		15
Wisconsin Advocacy Radio Schedule		22
Wisconsin Media Plan		9



President Ford Committee

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

x: Peter Dailey
John Sibley
Clayton Wilhite
John Overacre

741

Bruce
3/2

1 March 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: GINGER NUSSLE *VON*
RE: ADVERTISING IN KANSAS CITY

3/2/76

As you know, we have contracted for outdoor advertising in Kansas City in conjunction with the convention in August. It consists of:

Eller Outdoor: (July 20 - August 20)

45 paper bulletins
2 painted bulletins

Winston Network (July 21 - August 20)

Bus advertising on 7 dime-a-times
all side and rear panels (4 side and 1 rear per bus)

We have the option of supplying the advertising companies with the finished paper work (with the exception of the painted bulletins) or giving them the art work and letting them make the paper, at an additional charge to us. I will let you decide what you want to do, and am listing below the contacts and specs for each company.

Eller: paper bulletins: 3/4" to 1' - size 9'7" by 21'7" (30 sheet)
painted bulletins: 1/2" to 1' - size 14' by 48'
To scale are work must be at Eller no later then May 20.

Contact: Marty Nohe
Eller Outdoor
2459 Summitt Street
Kansas City, Mo. 64108
(816) 421-5720

Winston: side panels - 22" by 144" (2 per side)
rear panels - 21" by 72" (1 per bus)

If we do the art it must be printed on 3M sprint paper and be in their office by July 1. Also Kansas City Transit required that the words "Paid political advertising" appear on the cards, in addition to our disclaimer.

Contact: Bill Campbell, Operations Manager
Winston Network
c/o ATA
10th and Lister
Kansas City, Mo. 64127
(816) 231-4477



page 2

I suggest that you get in touch with these folks and work out the details, since you are the authority in these matters. Stan and I would appreciate getting together with you before the art work is submitted to discuss what you all have planned.

Thank you for your assistance in this matter, and if you have any questions please let me know.

cc: Stan Anderson



x: Peter Danley
Clayt Wilhite

March 1, 1976

MEMORANDUM FOR:

BRUCE WAGNER

FROM:

FRED SLIGHT *FS*

SUBJECT:

New York Times/CBS News Poll

I attach a somewhat dated summary of a national survey commissioned by the New York Times and CBS News which indicates:

1. The personalities of the candidates are a more significant factor in obtaining voter support than their position on major issues.
2. Those issues which generate large majorities, pro and con, include abortion, busing, government sponsored jobs for all, and the transferring of Federal social programs to the States.
3. Supporters for the President and Reagan appear to differ very little on the range of major national issues (detente and government responsiveness being two exceptions).
4. Reagan is perceived at 19.5 to the right of center on a 20 point scale among all voters, but only 26% of the Republicans consider him too extreme.

FS/dp

cc: Bo Callaway
Bob Mosbacher
Stu Spencer
Bob Marik
Ed DeBolt
Peter Kaye





Poll Finds Voters Judging '76 Rivals on Personality

By ROBERT REINHOLD

Nine months before the American public elects a President and two weeks before the first primary is held, the personalities that the candidates have projected appear to be a much more important source of support among potential voters than the stands they have staked out on major issues.

On most issues, the Ford and Reagan backers differed little, suggesting that less tangible elements such as the candidate's personality were more influential than policy positions. Mr. Reagan's supporters tended, however, to be slightly more opposed to pursuing détente with the Soviet Union, and Mr. Reagan was

sue, favoring a woman's right to have an abortion, but on the conservative side of the busing question, heavily opposing its use.

Rough Gauge Provided

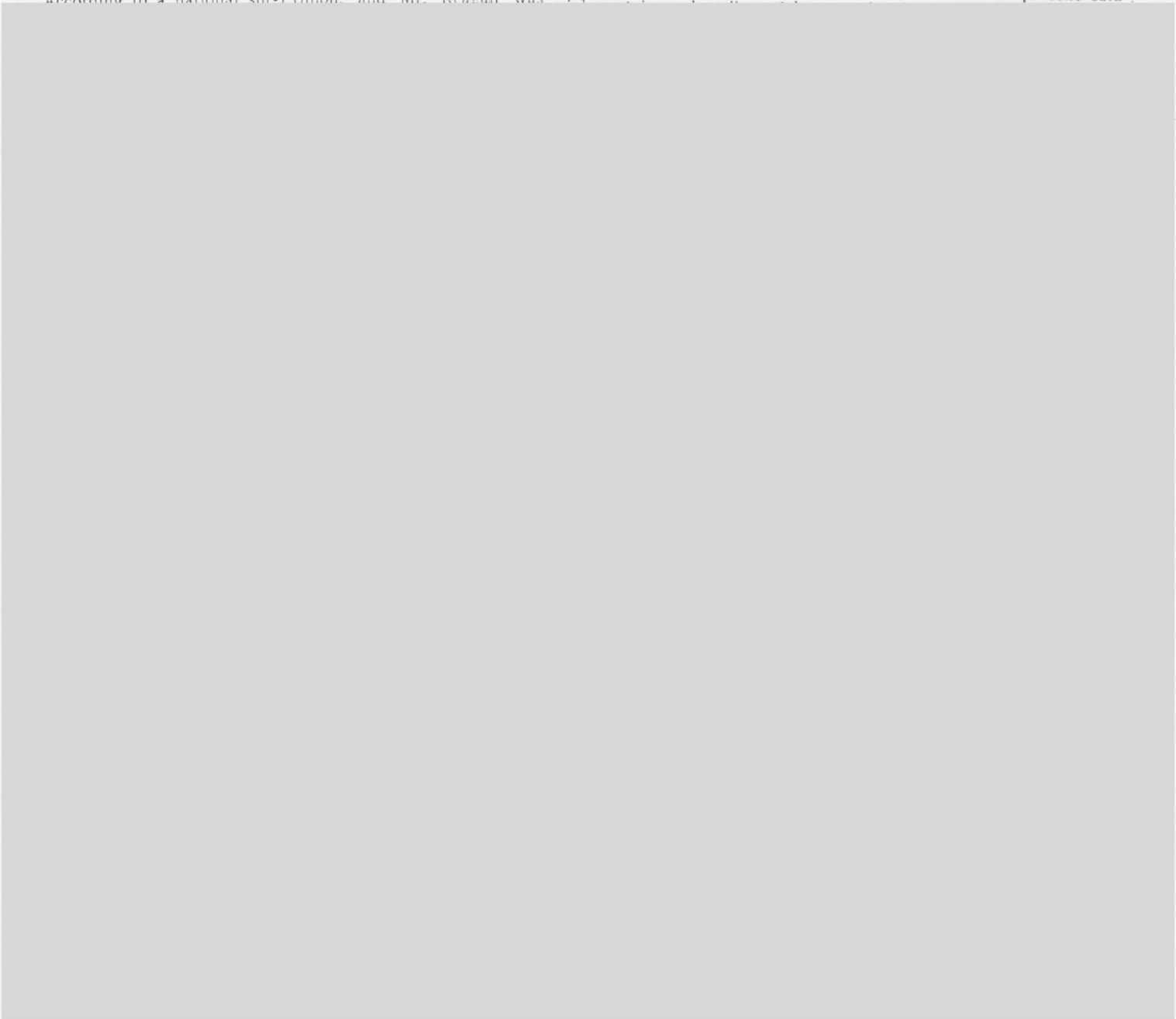
The survey was taken by The Times and CBS News to assess voter attitudes on issues and candidates. This first poll was intended to serve as a benchmark for analyzing changes in the attitudes of the electorate as the campaign progresses. Other nationwide polls will be taken in future months, along with polls in major primary states.

The results provide only a rough gauge of sentiment, both because of the margin of error

attention to the problems of blacks and other minorities." By contrast, most of the other Democrats—Morris K. Udall, Mr. Shriver, Senator Birch Bayh and Fred R. Harris,—are viewed as heavily in favor of more aid to minorities.

Mr. Carter was seen much less clearly than other candidates on the racial issue, as he seems to be on most issues.

Indeed, Mr. Carter, whose critics say he takes both sides of every issue, was seen by 21 per cent as favoring a ban on abortions and 36 per cent against a ban, while 43 per cent said they did not know. Thirty-six per cent said he opposed détente, while 33 per cent said



Campaign '76

Media Communications, Inc.

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

March 2, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: BARRY LAFER *BSL*
SUBJECT: APPROVAL OF MEDIA BUDGETS

After discussing media authorizations and related distribution of cash with Bob Moot, the following seems to be a workable solution.

Six weeks before the primary date in each state we should submit an overall media budget broken down by medium, spill-out factor and weekly cash flow requirements. This statement should be signed by Bo and used for financial projections until modified. In addition, we should present to Bo weekly actual cash flow projections for approval.

The decision must be made downstairs as to whether any cost savings due to effective media buying should be plowed back into the budget or expended in other areas. To date we have recommended any unspent media dollars be put back into the budget and have done so upon proper authorization.

c.c. Peter Dailey
Dawn Sibley
George Karalekas
Clayton Wilhite
John Vinson
Peggy Pillas

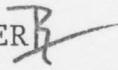


Campaign '76
Media Communications, Inc.

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

March 2, 1976

MEMORANDUM FOR: SKIP WATTS

FROM: BRUCE WAGNER 

SUBJECT: ILLINIOS

Skip, when you have a moment, I'd like to see the Illinois brochure.

Many thanks.

c.c. Peter Dailey



file

Campaign '76

Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 843-8500

March 2, 1976

Mr. Bruce Wagner
Executive Vice President
Campaign '76 Media Communications, Inc.
1828 L Street, N.W.
Washington, D.C. 20036

Dear Bruce:

Enclosed are the following materials relative to the Spanish radio effort in Florida.

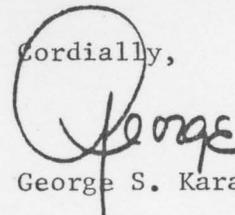
1. Spanish translations of the three Facts radio spots we agreed to produce
2. A copy of the SAMS estimate I approved detailing the estimated cost for recording the three commercials
3. Four extra tapes of the commercials SAMS produced and duped under my supervision

As discussed, these commercials are on-air today on Spanish stations in both Tampa (1 station) and Miami (4 stations).

I will have the master of the commercials sent to Winkler in the event we want to use them again in other states with heavy Spanish populations.

If you have any further questions, please advise.

Cordially,



George S. Karalekas

GSK/hf
Enc.

- cc: P. Dailey
C. Wilhite
D. Sibley
B. Lafer
J. Vinson



Sams copy

Client PRESIDENT FORD COMMITTEE-
CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

Job No. SAMS-9009

Media RADIO: PFSP 2066 SPANISH

Size 60 SECONDS

(SPANISH TRANSLATION OF ENGLISH COPY ATTACHED)

Authorized signature _____

MARCH 1, 1976

FACTS OLDER AMERICANS REV.

Translation of English Tape (PFUS 1466 :60)

ANNCR.:

Este es un momento de decisiones difíciles, de realidades, no de promesas vagas. Y realidades es la consigna del Presidente Ford.

Esta es una realidad: para mejorar el nivel de vida de los ciudadanos mayores, el Presidente Ford ha pedido un aumento en los beneficios del seguro social.

Esta es una realidad: el Presidente Ford ha recomendado un seguro especial en caso de enfermedades graves repentinas para todos aquellos que disfrutaban del Medicare.

Esta es una realidad: con mano firme el Presidente Ford nos ha sacado de la peor crisis económica que hemos tenido en 40 años.

El Presidente Ford ve el mundo como es. Estas son sus palabras:

FORD TAPE:

Tenemos que ser honrados con el pueblo, no prometer más de lo que podamos hacer y hacer todo lo que prometamos.

ANNCR.:

El Presidente Ford es tú presidente. Con tu ayuda seguirá siéndolo. Vota por él.

ANNCR.:

Pagado por el Comité del Presidente Ford.



As Recorded

Develop "interview" Rec'd 2/29

ANNOUNCER: This is a time for hard decisions, a time for courage and common sense.

A time for facts, not vague promises. And facts are what President Ford is all about.

FACT: To make life better for older Americans who have given so much of their energies to America, President Ford has called for the full "cost of living" social security increase during the coming year.

FACT: The President has recommended catastrophic health insurance for everyone covered by Medicare, so as to ease the fear of sudden, disastrous illness.

FACT: Quietly and firmly, President Ford is leading us out of the worst recession in 40 years.

President Ford sees the world as it really is. 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."

ANNOUNCER: President Ford is your President. Keep him.

SECOND ANNOUNCER: Paid for by the President Ford Committee.



Sams copy

PRESIDENT FORD COMMITTEE-
Client CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

Job No. SAMS-9009

Media RADIO: PFSP 2166 SPANISH

Size 60 SECONDS

(SPANISH TRANSLATION OF ENGLISH COPY ATTACHED)

Authorized signature _____

MARCH 1, 1976

FACTS RECOVERY REV.

Translation of English Tape (PFUS 1566 :60)

V.O.: Estos son tiempos de realizaciones, no de conjeturas; de promesas que se cumplen, no de promesas que se hacen hoy y se olvidan mañana.

El Presidente Ford ha prometido colocar la economía sobre senderos seguros y los hechos demuestran que él está alcanzando esta meta.

Esta es una realidad: en el mes de enero casi 800,000 personas volvieron al trabajo, el aumento mensual de empleo más grande en 16 años. Y más personas regresan al trabajo cada día.

Esta es una realidad: la inflación se ha cortado a la mitad. Una de las razones para ello es que el Presidente Ford ha tenido el coraje de decir "no" a los frenéticos programas de gastos federales. Como el Presidente Ford dijo en su Mensaje anual al Congreso:

FORD TAPE: "Mi primer objetivo es el de tener un crecimiento económico sólido sin inflación".

V.O.: La recuperación continúa, la inflación ha disminuido. Este es el camino que el Presidente Ford ha tomado, con coraje y con sentido común.

El Presidente Ford es tú presidente. Con tu apoyo seguirá siéndolo. Vota por él.

Pagado por el Comité del Presidente Ford.



"Facts Recovery"
60: Radio
As Recorded

Rev. P.J. 2/13/76 1:00pm

Develop into Spanish
Rec'd 2/79

VO: These are times that call for achievement, not second guessing. Promises delivered, not promises made today and forgotten tomorrow.

President Ford has promised to put our economy back on track... and the facts tell us that he is achieving his goal.

FACT:

In January alone, employment increased almost 800 thousand, the largest monthly increase in sixteen years. And more Americans are going back to work every day.

FACT:

Inflation has been cut in half. One of the reasons is that President Ford had the courage to say "no" to frantic Federal spending programs.

As the President said in his State of the Union message:

FORD
(TAPE): "My first objective is to have sound economic growth without inflation."

VO: The recovery continues...inflation has slackened. This is the firm course President Ford has set, with courage and common sense.

President Ford is your President. Keep him.

Announcer #2: Paid for by The President Ford Committee.



Sams copy

PRESIDENT FORD COMMITTEE-
Client CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

Job No. SAMS-9009

Media RADIO: PFSP 2266 SPANISH

Size 60 SECONDS

(SPANISH TRANSLATION OF ENGLISH COPY ATTACHED)

Authorized signature _____

MARCH 1, 1976

FACTS REV. #2

Translation of English Tape (PFUS 1666 :60)

ANNCR.:

En vez de promesas vagas ... sentido común.
En vez de palabras ... realidades.
Realidades es la consigna del Presidente Ford.

Esta es una realidad: el Presidente Ford nos ha sacado de la peor crisis económica que hemos tenido en 40 años ... no con promesas vagas y gastos frenéticos, sino con decisiones fuertes y el coraje de decir "no".

Esta es una realidad: el Presidente Ford está ganando la batalla en contra de la inflación y la ha cortado a casi la mitad.

Esta es una realidad: en el mes de enero, comparado con la época más grave de la crisis económica, más de 2 millones de hombres y mujeres volvieron a sus trabajos. Y más vuelven al trabajo cada día.

Esta son realidades. Como el Presidente Ford nos dijo en su Mensaje anual al Congreso:

FORD TAPE:

"El sentido común me dice que continúe firmemente en la misma dirección".

ANNCR.:

El Presidente Ford es tú presidente. Con tu ayuda seguirá siéndolo. Vota por él.

Pagado por el Comité del Presidente Ford.



FILE: FACTS #1
STATUS: AS RECORDED

COPY: BROADCAST
Radio: 60

DATE: 2/2/76

REV #1

Develop into Spanish
Rec'd 2/2/76

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, over two million 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.



Sams

Special Advertising Agency
Advertising and Public Relations

605 Third Avenue, New York 10016, Tel: 682-5500

ESTIMATE

March 1, 1976

Advertiser: PRESIDENT FORD COMMITTEE - CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

Product: _____

Period: _____

Description: FOR THE PRODUCTION OF 3-60" FACTS RADIO SPOTS: "OLDER AMERICANS REV.",
"FACTS REV. #2", "FACTS RECOVERY REV."

JOB #: SAMS-9009

Announcer	\$225.00
1 1/2 hour recording at \$50.00 an hour	75.00
1 hour dubbing	25.00
1 reel 1/4" tape	25.00
	<u>350.00</u>
17.65% A/C	61.78
Sales Tax 8%	10.00
Messenger	5.00
	<u>\$426.78</u>

=====

Approved.

George S. Karalekas
3/1/76



Campaign '76

Media Communications, Inc.

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

March 2, 1976

MEMO TO: BRUCE WAGNER
FROM: CLAYT WILHITE
SUBJECT: UPDATE OF FLORIDA MEDIA PLAN

The purpose of this memo is to provide the following information:

- 1) Review of current Florida media plan.
- 2) Recommended revision to same.
- 3) Broadcast and newspaper rotation schedule.

I. Current Plan

Highlights of the current plan are:

- A. The approved Florida media budget totals \$228,262. However, due to lower-than-anticipated political advertising rates, expenditures required to purchase the approved schedule have totaled only \$204,975. This results in a savings of approximately \$23,000.
- B. The current plan places primary emphasis on television in the major ADI's (accounting for 90% of the 1968 Nixon vote) culminating in 350-370 GRP's the week of March 1-9. These levels are comparable to those bought for Ronald Reagan.
- C. Under the current plan, the secondary centers (8% of the 1968 Nixon vote) receive 24 radio spots (:60's) per station during the entire three week campaign.
- D. The plan also includes two newspaper insertions in major Florida newspapers. Thirteen papers will carry the full page generic Ford ad and seven have also run the "Older Americans" half page.

Attachment A contains the current plan.



MEMO TO: BRUCE WAGNER
SUBJECT: UPDATE OF FLORIDA MEDIA PLAN
PAGE TWO

II. Recommended Revision to Florida Plan

Given the critical nature of the Florida effort, it is recommended that the bulk of the \$23,000 budget surplus be spent during the last week of the primary. The following additions are proposed:

- A. Additional Radio and TV in the Florida Panhandle
As a first step, 200 television GRP's would be added to those markets which previously had only radio:
Mobile/Pensacola
Tallahassee
Gainesville
Panama City

Secondly, twelve additional :60 radio commercials would go into the above markets plus Jacksonville, bringing the total for each ADI to 36 per station.

Thirdly, twelve additional :60 radio announcements would be added in the following markets, bringing the total to 42 per station:

St. Petersburg
Miami/Ft. Lauderdale
West Palm Beach
Orlando

TOTAL COST: \$11,159

- B. Additions to the Newspaper Schedule
A second insertion of the one-half page "Older Americans" endorsement ad would be added on Monday, March 8, in the seven papers which carried the March 1 insertion.

TOTAL COST: \$ 7,653

- C. Ethnic Media
A 24 spot radio schedule would be included on four stations in Miami and one in Tampa.

TOTAL COST: \$ 3,070

TOTAL EXPENDITURE: \$21,882.



MEMO TO: BRUCE WAGNER
SUBJECT: UPDATE OF FLORIDA MEDIA PLAN
PAGE THREE

It should also be noted that if additional funds become available, we would recommend a Monday, March 8 insertion of the full page generic Ford ad in all papers carrying the Sunday insertion. We would not recommend more broadcasting as we are already at saturation levels in the major markets.

The recommended schedule is attachment "B".

III. Broadcast and Newspaper Rotation Schedule

Attached is a schedule indicating the creative material that will run for the final week of the campaign, March 1-9. Summary points are below:

- A. The schedule has been developed following detailed discussion with both Bill Roberts and Fred Slight. It takes into consideration a demographic breakdown of three individual voter groups in addition to the general Republican voter identified through analysis of the 1968 Nixon vote:
1. 60-and-over age category which represents 21% of the population in the state but up to 40% in certain counties of five Florida ADI regions.
 2. The Cuban-American in the Miami region.
 3. The Panhandle voter who may support President Ford, but who is less favorably disposed toward the First Lady.
- B. Local advocates are featured in ADI's that correspond to Congressional districts or areas of the individual's positive influence. This schedule presumes that Congressmen Frey and Young will record commercials on March 2.
- C. The Betty Ford commercial will run on Monday, March 8 in all markets with the exception of the Panhandle for the reason stated above.

Attachment "C" contains the complete rotation schedule along with the Older American demographic data.

If you have any questions, please let me know.

cc: Sibley, Karalekas, Vinson, Kettmer, Pilas

MASTER FILE



A handwritten signature in dark ink, appearing to be "C. Slight", located at the bottom right of the page.

CURRENT FLORIDA MEDIA PLAN

ATTACHMENT "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 (1/2-60's; 1/2-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (30/Week/Station - 13 Sta.)	150 GRP's/WK	200 GRP's/WK	350 GRP's/WK Sun - Pg. B/W
<u>TAMPA/ST. PETERSBURG</u>	TV (1/2-60's; 1/2-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (30/Week/Station - 20 Sta.)	150 GRP's/WK	200 GRP's/WK	300 GRP's /WK Sun - Pg. B/W
<u>ORLANDO/DAYTON BEACH</u>	TV (1/2-60's; 1/2-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (24/Week/Station - 13 Sta.)	150 GRP's/WK	200 GRP's/WK	380 GRP's/WK Sun - Pg. B/W
<u>JACKSONVILLE</u>	TV (1/2-60's; 1/2-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (24 Week/Station - 11 Sta.)	150 GRP's/WK	200 GRP's/WK	370 GRP's/WK Sun - Pg. B/W
<u>WEST PALM BEACH/FT. PIERCE/V.B.</u>	TV (1/2-60's; 1/2-30's) Radio (60 sec.) Newspapers (Pg. B/W)	150 GRP's/WK (24/Week/Station - 7 Sta.)	150 GRP's/WK	200 GRP's/WK	350 GRP's/WK Sun - Pg. B/W
<u>TALLAHASSEE</u>	Radio (60 sec.)			(24/Week/Station - 7 Sta.)	
<u>MOBILE/PENSACOLA</u>	Radio (60 sec.)			(24/Week/Station - 7 Sta.)	
<u>GAINESVILLE</u>	RADIO (60 SEC.)			(24/Week/Station - 2 Sta.) Included in Orlando \$'s	

Current 2/25



MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of	Week of	Week of	Week of
<u>FT. MYERS</u> Radio (60 sec.)	(24/Week/Station - 5 Sta.)			
<u>PANAMA CITY</u> RADIO (60 SEC.)	(24 WEEK/STATION - 5 STA.)			
<u>DOTHAN, ALA.</u> (No Local Media Activity Scheduled)				



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</u>
		<u>(\\$)</u>	<u>(\\$)</u>	<u>(\\$)</u>	<u>(\\$)</u>	<u>Total</u>
<u>MIAMI</u>	TV	5,173	7,000	8,480	13,345	33,998
	Radio	5,579	5,811	5,732	4,950	22,072
	Newsp.	-	-	-	7,704	7,704
	Total	<u>10,753</u>	<u>12,811</u>	<u>14,212</u>	<u>25,999</u>	<u>63,774</u>
<u>TAMPA-ST. PETERSBURG</u>	TV	2,576	3,812	3,698	7,140	17,226
	Radio	4,762	4,762	4,762	4,833	19,119
	Newsp.	-	-	-	6,832	6,832
	Total	<u>7,338</u>	<u>8,574</u>	<u>8,460</u>	<u>18,805</u>	<u>43,177</u>
<u>ORLANDO- DAYTONA BEACH</u>	TV	2,546	2,036	3,014	6,681	14,277
	Radio	2,747	2,747	2,747	3,290	11,531
	Newsp.	-	-	-	5,526	5,526
	Total	<u>5,293</u>	<u>4,783</u>	<u>5,761</u>	<u>15,497</u>	<u>31,334</u>
<u>JACKSONVILLE</u>	TV	1,284	1,524	1,246	3,791	7,845
	RADIO	3,085	3,085	3,085	3,526	12,781
	NEWSP.	-	-	-	2,404	2,404
	TOTAL	<u>4,369</u>	<u>4,609</u>	<u>4,331</u>	<u>9,721</u>	<u>23,030</u>
<u>WEST PALM BEACH/ FT. PIERCE/VB</u>	TV	2,112	2,227	3,222	5,364	12,925
	RADIO	1,838	1,838	1,838	3,190	8,704
	NEWSP.	-	-	-	1,600	1,600
	TOTAL	<u>3,950</u>	<u>4,065</u>	<u>5,060</u>	<u>10,154</u>	<u>23,229</u>
<u>TALLAHASSEE</u>	TV	-	-	-	-	-
	RADIO	765	765	765	1,086	3,381
	NEWSP.	-	-	-	-	-
	TOTAL	<u>765</u>	<u>765</u>	<u>765</u>	<u>1,086</u>	<u>3,381</u>





3/9 FLORIDA PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

<u>ADI/MEDIUM</u>		<u>2/9</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	1,029	1,029	1,029	1,295	4,382
	Newsp.	-	-	-	-	-
	Total	1,029	1,029	1,029	1,295	4,382
<u>GAINESVILLE</u>	TV	-	-	-	-	-
	Radio	214	214	214	215	857
	Newsp.	-	-	-	-	-
	Total	214	214	214	215	857
<u>FT. MYERS</u>	TV	-	-	-	-	-
	Radio	486	486	486	542	2,000
	Newsp.	-	-	-	-	-
	Total	486	486	486	542	2,000
<u>PANAMA CITY</u>	TV	-	-	-	-	-
	RADIO	535	535	535	537	2,142
	NEWSP.	-	-	-	-	-
	TOTAL	535	535	535	537	2,142
<u>DOTHAN, ALA.</u>	TV	-	-	-	-	-
	RADIO	-	-	-	-	-
	NEWSP.	-	-	-	-	-
	TOTAL	-	-	-	-	-
<u>TOTAL STATE</u>	TV	13,691	16,599	19,660	36,321	86,271
	RADIO	21,040	21,272	21,193	23,464	86,969
	NEWSP.	-	-	-	24,066*	24,066
	GRAND TOTAL	34,731	37,871	40,853	83,851	197,306

*INCLUDES 3/1 OLDER AMER. \$ FOR 1/2 PG. NEWSPAPER AD.

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

REVISED FLORIDA MEDIA PLAN

ATTACHMENT "B"



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(1/3-60's; 2/3-30's) RADIO (60 SEC.) NEWSPAPERS (Pg. B/W) (1/2 Pg. B/W)	150 GRP'S/WK (30/WEEK/STATION - 13 STA.)	150 GRP'S/WK	200 GRP'S/WK MONDAY (3/1)	350 GRP'S/WK 42 WEEK 13 STA. SUN - Pg. B/W MONDAY (3/8)
<u>TAMPA/ST. PETERSBURG</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.) NEWSPAPERS (Pg. B/W) (1/2 Pg. B/W)	150 GRP'S/WK (30/WEEK/STATION - 20 STA.)	150 GRP'S/WK	200 GRP'S/WK MONDAY (3/1)	300 GRP'S/WK 42 WEEK/20 STA. SUN - Pg. B/W MONDAY (3/8)
<u>ORLANDO/DAYTONA BEACH</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.) NEWSPAPERS (Pg. B/W) (1/2 Pg. B/W)	150 GRP'S/WK (24/WEEK/STATION - 13 STA.)	150 GRP'S/WK	200 GRP'S/WK MONDAY (3/1)	380 GRP'S/WK 36 WEEK - 13 STA. SUN - Pg. B/W MONDAY (3/8)
<u>JACKSONVILLE</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.) NEWSPAPERS (Pg. B/W)	150 GRP'S/WK (24 WEEK/STATION - 11 STA.)	150 GRP'S/WK	200 GRP'S/WK	370 GRP'S/WK 36 WEEK/11 STA. SUN - Pg. B/W
<u>WEST PALM BEACH/FT. PIERCE/V.B.</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.) NEWSPAPERS (Pg. B/W) (1/2 Pg. B/W)	150 GRP'S/WK (24/WEEK/STATION - 7 STA.)	150 GRP'S/WK	200 GRP'S/WK MONDAY (3/1)	350 GRP'S/WK 36 WEEK - 7 STA. SUN - Pg. B/W MONDAY (3/8)
<u>TALLAHASSEE</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.)	(24 WEEK/STATION - 7 STA.)			200 GRP'S 36 WEEK - 7 STA.
<u>MOBILE/PENSACOLA</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.)	(24 WEEK/STATION - 7 STA.)			200 GRP'S 36 WEEK - 7 STA.
<u>GAINSVILLE</u> TV(1/3-60's; 2/3-30's) RADIO (60 SEC.)	(24 WEEK/STATION - 2 STA.)			200 GRP'S 36 WEEK - 2 STA.
<u>FT. MYERS</u> RADIO (60 SEC.) NEWSPAPERS 1/2 Pg. B&W	(24 WEEK/STATION - 5 STA.)		MONDAY (3/1)	6 STA. MONDAY (3/8)

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 2/10	Week of 2/17	Week of 2/24	Week of 3/2
<p><u>PANAMA CITY</u> TV (1/3-60's; 2/3-30's) RADIO (60 SEC.)</p>	<p>(24 WEEK/STATION - 5 STA.)</p>			<p>200 GRP'S 36 WEEK</p>
<p><u>DOTHAN, ALA.</u> (NO LOCAL MEDIA ACITVITY SCHEDULED)</p>				



3/9 FLORIDA PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY

(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

ADI/MEDIUM		2/10	2/17	2/24	3/2	Grand Total
		(\\$)	(\\$)	(\\$)	(\\$)	(\\$)
<u>MIAMI</u>	TV	5,173	7,000	8,480	13,345 #	33,998
	Radio	5,579	5,811	5,732	10,131	27,253
	Newsp.	-	-	3,031	10,735	13,766
	Total	10,752	12,811	17,243	34,211	75,017
<u>TAMPA-ST. PETERSBURG</u>	TV	2,576	3,812	3,698	7,140	17,226
	Radio	4,762	4,762	4,762	6,444	20,730
	Newsp.	-	-	2,920	9,752	12,672
	Total	7,338	8,574	11,380	23,336	50,628
<u>ORLANDO- DAYTONA BEACH</u>	TV	2,546	2,036	3,014	6,681	14,277
	Radio	2,747	2,747	2,747	4,370	12,611
	Newsp.	-	-	1,404	6,930	8,334
	Total	5,293	4,783	7,165	17,981	35,222
<u>JACKSONVILLE</u>	TV	1,284	1,524	1,246	3,791	7,845
	RADIO	3,085	3,085	3,085	4,526	13,781
	NEWSP.	-	-	-	2,404	2,404
	TOTAL	4,369	4,609	4,331	10,721	24,030
<u>WEST PALM BEACH/ FT. PIERCE/VB</u>	TV	2,112	2,227	3,222	5,364	12,925
	RADIO	1,838	1,838	1,838	3,886	9,400
	NEWSP.	-	-	685	2,285	2,970
	TOTAL	3,950	4,065	5,745	11,535	25,295
<u>TALLAHASSEE</u>	TV	-	-	-	1,222	1,222
	RADIO	765	765	765	1,236	3,531
	NEWSP.	-	-	-	-	-
	TOTAL	765	765	765	2,458	4,753

INLCUDES \$3,070 FOR SPANISH RADIO



CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



3/9 FLORIDA PRIMARY

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

ADI/MEDIUM		2/9 (\$)	2/17 (\$)	2/24 (\$)	3/2 (\$)	Grand Total (\$)
<u>MOBILE/PENSACOLA</u>	TV	-	-	-	1,464	1,464
	Radio	1,029	1,029	1,029	1,577	4,664
	Newsp.	-	-	-	-	-
	Total	1,029	1,029	1,029	3,041	6,128
<u>GAINESVILLE</u>	TV	-	-	-	500	500
	Radio	214	214	214	415	1,057
	Newsp.	-	-	-	-	-
	Total	214	214	214	915	1,557
<u>FT. MYERS</u>	TV	-	-	-	-	-
	Radio	486	486	486	542	2,000
	Newsp.	-	-	395	395	790
	Total	486	486	881	937	2,790
<u>PANAMA CITY</u>	TV	-	-	-	500	500
	RADIO	535	535	535	737	2,342
	NEWSP.	-	-	-	-	-
	TOTAL	535	535	535	1,237	2,842
<u>DOTHAN, ALA.</u>	TV	-	-	-	-	-
	RADIO	-	-	-	-	-
	NEWSP.	-	-	-	-	-
	TOTAL	-	-	-	-	-
<u>TOTAL STATE</u>	TV	13,691	16,599	19,660	40,007	89,957
	RADIO	21,040	21,272	21,193	33,864	97,369
	NEWSP.	-	-	8,435	32,501	40,936
	GRAND TOTAL	34,731	37,871	49,288	106,372	228,262

*INCLUDES 3/1 OLDER AMER. \$ FOR 1/2 PG. NEWSPAPER AD.

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.

COMPLETE ROTATION SCHEDULE
and
OLDER AMERICAN DEMOGRAPHIC DATA

Schedule "C"



FLORIDA PRIMARY

3/9

OLDER AMERICANS

<u>ADI/COUNTY</u>	<u>NUMBER</u>	<u>% OF COUNTY</u>
<u>MIAMI</u>		
Dade	289,800	20.5%
Broward	209,000	25.9%
<u>TAMPA/ST. PETERSBURG</u>		
Pinellas	226,500	35.4%
Hillsborough	80,600	14.1%
Sarasota	60,600	38.1%
Polk	46,900	17.8%
Pasco	44,500	36.4%
Manatee	43,500	36.6%
Citrus	11,400	30.0%
<u>ORLANDO</u>		
Orange	51,600	12.6%
Brevard	30,300	13.2%
<u>PALM BEACH</u>		
	121,700	27.4%
<u>JACKSONVILLE (DUVAL)</u>		
	65,600	11.9%
<u>STATE</u>		
	1,693,800	20.9%

Source: July 1974 census update
Older Americans: 60 plus



Campaign '76
Media Communications, Inc.

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

March 2, 1976

TO: BRUCE WAGNER

FROM: CLAYT WILHITE

SUBJECT: USE OF ONE-HALF HOUR OF FLORIDA TV TIME

This memo will confirm that we will not recommend making use of the free one-half hour of TV time offered to President Ford by three Florida television stations: WPLG (Miami), WJXT (Jacksonville) and WPTV (West Palm Beach).

The main reason for this position is simply that the value of the media time does not justify the costs required to produce a quality film package consistent with Presidential standards. It's estimated that the program would reach approximately three percent of Florida Republicans and have a media value of \$1500. Correspondingly, the cost of producing the program could be in excess of \$15,000.

I talked with Bill Roberts about the whole subject and he essentially agrees with the recommendation. However, he did ask that consideration be given to developing a documentary for use in the general election when time and dollars are more readily available.

If you have any questions or comments, please let me know; otherwise, Dawn Sibley will officially notify the stations of our decision.

cc: Peter Dailey
Dawn Sibley



x: Peter Dailen
C. White
J. Overace
J. Vinson
P. Pilas

March 8, 1976

MEMORANDUM FOR:

BRUCE WAGNER

FROM:

FRED SLIGHT *FWS*

SUBJECT:

Agriculture Brochure

Several Administration actions have occurred over the last couple of days that have had favorable impact on the agricultural community. Briefly stated, these are:

1. Secretary Butz announced on March 3 a 3.5 cent-a-gallon increase in the Federal government's milk price supports which is to take effect on April 1. The purpose of this action is to keep milk prices sufficiently high so as to forestall any reduction in production that would lead to milk shortages and higher consumer prices.

You should be aware, however, that the price supports increase will prevent any general retail price declines on dairy products in the immediate future.

The Secretary also announced on March 3 that he will review milk price supports once every three months as opposed to semi-annual review as has been the case.

2. President Ford announced on Friday, March 5, that he will propose to the Congress legislation that would increase estate tax exemption from the current level of \$60,000 to \$150,000. While the proposed exemption increase would apply to everyone, it has particular importance to farmers who suffer heavy estate tax burdens due to inflated land prices. The proposed legislation, if adopted by the Congress, will not be effective immediately, but will require a five year phase-in period.

As you may recall, the President in his St. Louis speech last fall and in the SOTU this January, stated he would propose legislation to lengthen the tax payment period from five to twenty-five years and to lower interest rates on deferred estate tax payments. The actions announced yesterday go much further than the earlier proposed revisions.



3. The President also announced yesterday the formation of the Agricultural Policy Committee, a Cabinet-level committee to be chaired by Secretary Butz and to be composed of ten additional members. The APC is to take over the direction of U.S. food policies, including the international aspect, and will replace two existing agricultural policy groups (International Food Review Group and the EPB/NSC Food Committee) that have been under the direction of the State and Treasury Departments.

These actions should be incorporated immediately in your agriculture brochure. The milk price support increase is of particular importance in Wisconsin, although I would seriously question its relevancy in Illinois and North Carolina. I have asked Rob Quartel to work with Clayton Wilhite in order to assist your people in developing appropriate copy.

cc:Bo Callaway
Ed DeBolt
Stu Spencer
Bob Marik
Peter Kaye



Campaign '76
Media Communications, Inc.

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

3/4

March 2, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: AGRICULTURE BROCHURE

Attached for your approval is the agriculture brochure.

This copy reflects input from a variety of sources. We plan to print promptly for use in Illinois.

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

Attachment



(COVER HEAD):

Why Farmers
Should Vote For
President Ford

What farmers look for in a President, they find in
President Ford:

(SUB-HEAD)

FARMERS WANT A PLAIN-TALKING, COMMON SENSE
PRESIDENT.

That's what President Ford is. Even his opponents
respect him for his honesty...and for his refusal to
allow the Presidency to change his natural, down-to-
earth way of solving problems. The answers aren't
always easy, but he has the courage to make unpopular
decisions if he believes they are right.

(SUB-HEAD)

FARMERS WANT A PRESIDENT WHO SHARES THEIR
BELIEFS--AND ACTS.

The President said: "The least that America can do
today is to let the farmer live in freedom from the
stifling interference and control of big government."

These are words which reveal the President's philosophy
of freedom for farmers. Acting on his words, President
Ford concluded a long-term grain purchase agreement
with the Soviet Union. What this means to farmers is
a more stable long-term foreign market...a more consistent
flow of payments from abroad...and the assurance of regular
purchase of grain at fair market prices.

He has proposed estate tax changes so that family



and family businesses can stay in the family instead of having to be sold off to pay taxes.

He has directed the conclusion of agreements with 12 countries limiting their exports of beef to the U.S.

President Ford believes that expanding farm exports is vital for farmers and beneficial to the country--and he has proven it with his policies which have resulted in farm exports at the highest levels ever.

President Ford believes farmers should be permitted to hold our nation's grain reserves, and that government surpluses shouldn't be hanging over farmers' heads to depress prices and force farmers into government-controlled programs. During his presidency, surpluses have been reduced to the lowest point in 40 years.

President Ford believes in a sound food policy that works--and has developed a program which is based on freedom for farmers, minimum government interference, incentives for plentiful food production, privately-held reserves, and expanding export markets.

FARMERS WANT A PRESIDENT WHO STANDS UP FOR
THEM WHEN THE GOING GETS TOUGH.

There are times when a President who says he's a friend of farmers has to stand up for them.

For example: When very vocal special interest groups, found it easy to call for controls on farm prices as



the best way to hold down food prices, President Ford held firm. The President said that the real answer to high food prices was not to be found in action against farmers in order to please consumers. The answer, he said, was to honestly fight overall inflation by allowing the economy to operate freely while holding down government spending.

In his State of the Union message, President Ford put it this way:

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

Under President Ford's leadership, inflation has been cut almost in half.

WHAT FARMERS HAVE FOUND IN PRESIDENT FORD
IS THE KIND OF PRESIDENT THEY WANT...

the kind of President they can understand and talk to...who thinks the way farmers think on issue after issue...who is concerned about their problems.

President Ford believes strongly in the future of America's farming community--and is willing to stand up for what he believes.

That's why farmers should vote for President Ford.

(TAG LINE): President Ford is your President. Keep him.



X: Bo Callaway
Stu Spencer
Peter Kaye

441

CC: CLAY WILHITE
PETER DAILEY
BARRY LAFER
GEORGE KARALEKAS

Bruce
3/3

TO: BRUCE WAGNER
FROM: DAWN SIBBLEY DS
DATE: MARCH 3, 1976
RE: COMPETITIVE SPENDING

SFM reports that Reagan has been buying as many 5 minute slots as possible in Florida and Illinois.

DS



Campaign '76
Media Communications, Inc.

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

March 8, 1976

MEMO TO: BRUCE WAGNER
FROM: CLAYT WILHITE
SUBJECT: ILLINOIS MEDIA PLAN UPDATE

ILLINOIS

1. Final week of Illinois schedule will feature heavy advocate radio throughout the state. The spokesmen and their coverage territories are as follows:

Ex-Governor Ogilvie	Statewide
Senator Percy	Metro Chicago
Rep. McClory	Local District
Rep. Anderson	Local District
Rep. Derwinski	Local District
Rep. Michel	Local District
Rep. Findley	Southern Rural Illinois

These commercials will be interspersed with the three national issue "Facts" announcements in the following manner:

Three national issue commercials	50%
"Facts"	
"Facts - Recovery"	
"Facts - Older Americans"	
Advocate commercials (see above)	<u>50%</u>
	100% *

The above is in addition to 200-350 television GRP's and one full-page newspaper insertion as indicated in the original media plan.



* On Monday, March 15, the Betty Ford commercial will utilize 50% of all announcements per previous strategy in Florida and New Hampshire.

MEMO TO: BRUCE WAGNER
FROM: CLAYT WILHITE
MARCH 8, 1976
PAGE TWO

2. The current Illinois media budget and expenditure levels are outlined below:

Budget 3/8/76	\$ 210,402
Committed 3/8/76	201,206
	<hr/>
Total Surplus	\$ 9,196
	<hr/>

Currently, total effective state dollars are estimated at \$184,507. The underage of \$9,196 can be subtracted from this total to bring effective state dollars to \$175,311.

While the total of \$9,196 is available for rebate, it is recommended that \$7,951 be set aside for the purchase of a one-half page Older Americans newspaper ad in the Chicago metropolitan area, using the Chicago Tribune and the Chicago Sun-Times. This is advised for the following reasons:

1. Market Opinion Research data indicate that 43% of all Republican voters are 55 and over.
2. Given budget limitations, the Chicago ADI, with approximately 60% of Republican voters, represents the most efficient and effective media coverage.

All other aspects of the Illinois Plan remain unchanged. The media plan and traffic schedule are attached.

If you have any questions, please let me know.

cc: Dawn Sibley
George Karalekas

attachments

Master



ILLINOIS

RADIO COMMERCIAL ROTATION LIST

<u>MARKET(S)</u>	<u>COMMERCIALS</u>	<u>ROTATION</u>
Chicago	PFIL3366 Derwinski	17%
	PFIL3066 Ogilvie	17%
	PFIL3166 Percy	16%
	PFUS1466 Older Americans	} 50%
	PFUS1566 Recovery	
	PFUS1666 Facts #1	
Davenport/Rock Island/ Moline		
Champaign/Urbana		
Decatur .	PFIL3066 Ogilvie	25%
Bloomington	PFUS1466 Older Americans	25%
Beardstown	PFUS1566 Recovery	25%
Jerseyville	PFUS1666 Facts #1	25%
Monticello		
Monmouth		
Morris		
Rantoul		
Watseka		
Quincy		
St. Louis		
Granite City		
Rockford		
Rochelle	PFIL3666 Anderson	25%
	PFIL3066 Ogilvie	25%
	PFUS1466 Older Americans	} 50%
	PFUS1566 Recovery	
	PFUS1666 Facts #1	



Illinois Commercial Rotation Schedule
 Page Two

<u>MARKET(S)</u>	<u>COMMERCIALS</u>	<u>ROTATION</u>	
Peoria	PFIL3566 Michel	25%	
	PFIL3066 Ogilvie	25%	
	PFUS1466 Older Americans	} 50%	
	PFUS1566 Recovery		
	PFUS1666 Facts #1		
Springfield Carmi Casey Charleston Chester Columbia Fairfield Harrisburg Herrin McLeansboro Metropolis Mt. Carmel Murphysboro Olney Paris Robinson Salem Taylorsville West Frankfort	PFIL3066 Ogilvie	25%	
	PFIL3466 Findley	25%	
	PFUS1466 Older Americans	} 50%	
	PFUS1566 Recovery		
	PFUS1666 Facts #1		
	Dekalb Genesco Jacksonville Mendota	PFIL3066 Ogilvie	25%
		PFIL3166 Percy	25%
		PFUS1466 Older Americans	} 50%
		PFUS1566 Recovery	
		PFUS1666 Facts #1	
	Zion	PFIL3066 Ogilvie	25%
		PFIL3166 Percy	25%
		PFIL3266 McClory	25%
		PFUS1466 Older Americans	} 25%
		PFUS1566 Recovery	
		PFUS1666 Facts #1	



RECOMMENDED

One-half Page Older Americans Newspaper Ad

	<u>Circulation</u>	<u>\$ Half-Page B&W</u>
<u>CHICAGO TRIBUNE</u>	1,112.0	\$6,238
<u>CHICAGO SUN TIMES</u>	700.9	1,714
	<hr/>	<hr/>
	1,812.9	\$7,951



Campaign '76
Media Communications, Inc.

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

March 8, 1976

MEMO TO: BRUCE WAGNER
FROM: DODIE KAZANJIAN *Dodie*
RE: ORDERING NEW BROCHURES

As per a conversation with Stu Spencer, he suggests that when placing an order for a new brochure, we make an initial order of 25 M. This provides a good indication for future orders.

cc: Clayt Wilhite
Jack Frost
Al Whitley
Barry Lafer
Stu Spencer
Peter Dailey



Campaign '76

Media Communications, Inc.

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

March 8, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON
SUBJECT: RONALD REAGAN - MEET THE PRESS
SUNDAY MARCH 7, 1976

Attached for your information are the topics discussed during the program.

There were no revelations or meaningful attacks on the President or his administration.

Reagan assumed (it seemed) a defensive position on all issues.

I think he would make an excellent Press Secretary for Ford.

c.c. Peter Dailey
Clayton Wilhite

Attachments (2)



Campaign '76

Media Communications, Inc.

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

Msrch 8, 1976

RONALD REAGAN - MEET THE PRESS

SUNDAY MARCH 7, 1976

1. What are you going to win in Florida?
2. Why should the country change Presidents?
3. Why are the arguements made today (re: inflation) not valid in '72 when you supported Nixon?
4. If you were President would you tell farmers you would embargo further grain sales to the Soviet Union?
5. Would you use immigration as a basis for economic cooperation with the Soviet Union?
6. What action would you use against Castro?
7. Why did you slip in polls in New Hampshire and why does it seem as you are in Florida?
8. Do you think the undecided block of votes in Florida will polarize as they did in New Hampshire?
9. Would you do anything different than Ford's administration did in Angola?
10. Would you have challenged the Soviet Union and Cuban influence in Angola?
11. Is Kissinger naive about the Soviet Union?
12. Can his patroitism be questioned?
13. Does Kissinger have too much influence on Ford?
14. Are they (Ford and Kissinger) soft on Communism?
15. Has Ford abused the powers of the President in campaigning for the Florida primary?



Ronald Reagan - Meet the Press
Sunday March 7, 1976
Page Two

16. How long can fighting between you and Ford last in party before a split developes?
17. Would you have granted Nixon pardon?
18. Do you have any objections to the pardon?
19. Why did Nixon go to China?



Campaign '76
Media Communications, Inc.

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

March 8, 1976

MEMO TO: BRUCE WAGNER
FROM: CLAYT WILHITE
SUBJECT: USE OF FIRST LADY COMMERCIAL IN NORTH CAROLINA

The Betty Ford commercial will not be used in North Carolina.

cc.: Marcy Taylor Pattinson
John Vinson
John Overaker

Musta



Campaign '76
Media Communications, Inc.

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

March 9, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: JOHN VINSON
SUBJECT: NORTH CAROLINA COMMERCIAL SCHEDULING

Attached for your information is the schedule of radio commercials and rotation for North Carolina.

c.c. Peter Dailey
Harry Kettmer
Clayton Wilhite

Attachment

John

ok with me
lets have Dawn
incorporate reference
to radio and television
commercial scheduling
in media reports, etc.
for PFC consumption.

Bruce
3/9



NORTH CAROLINA
RADIO COMMERCIAL ROTATION SCHEDULE



<u>MARKET(S)</u>	<u>COMMERICAL</u>		<u>ROTATION</u>
(beginning 3/2)			
ALL	Facts Older Americans	PFUS 1466	equal
	Facts Recovery	PFUS 1566	
	Facts I Rev. II	PFUS 1666	
(beginning 3/9)			
ALL	Holshouser I	PFNC 2666	25%
	Holshouser II	PFNC 2766	
	Holshouser III	PFNC 2866	
	Facts Older Americans	PFUS 1466	25%
	Facts Recovery	PFUS 1566	25%
	Facts I Rev. II	PFUS 1666	25%
(beginning 3/11)			
In Charlotte only. (all others remain the same.)	Holshouser I	PFNC 2666	20%
	Holshouser II	PFNC 2766	
	Holshouser III	PFNC 2866	
	Martin	PFNC 3966	20%
	Facts Older Americans	PFUS 1466	20%
	Facts Recovery	PFUS 1566	20%
	Facts I Rev. II	PFUS 1666	20%

Campaign '76
Media Communications, Inc.

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

March 9, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: DAWN SIBLEY
SUBJECT: ORLANDO SENTINEL

*Dawn -
Thanks. In the future,
I think you should
arrange for somebody to
call the key papers to
verify everything is
o.k.*

*Bruce
3/9*

*x: Dailey
Wilhite*

As you are aware the Orlando Sentinel missed the Monday, March 8th insertion of the Older Americans half page.

The publication is accepting total responsibility for this error. They had both the material and the contract with the money, however, they overlooked the page when laying out the newspaper. The person responsible is Melody Kiefer, who is the assistant to Sam Atkins the National Advertising Manager of the Sentinel.

As we discussed, the paper was holding their press open to run this page on Tuesday instead. However, we chose not to run on Tuesday because of the legal restrictions in Florida forbidding advertising on the day of an election which could be interpreted as presenting an issue to which an opponent would not have time to respond.

- cc: Mr. Dailey
- Mr. Wilhite
- Ms. Pilas
- Mr. Kempner
- Mr. Vinson
- Mr. Lafer
- Mr. Karalekas
- Ms. Karasick
- Ms. Considine

ATTN: Mr. Lafer - We will be receiving a credit for this page in the amount of \$1,404.10. Please adjust records accordingly.



Campaign '76
Media Communications, Inc.

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

March 9, 1976

MEMORANDUM TO: BRUCE WAGNER ✓
FROM: DAWN SIBLEY DS
SUBJECT: WISCONSIN MEDIA PLAN

Attached please find the Wisconsin media plan.
Please submit for approval.

cc: Mr. Wilhite
Mr. Dailey
Ms. Pilas
Mr. Kempner
Mr. Vinson
Ms. Karasick
Mr. Karalekas
Ms. Considine



WISCONSIN

VOTING/DEMOGRAPHIC ANALYSIS

PRIMARY MEDIA PLAN



Prepared By: Campaign '76 Media
Communications, Inc.

Date: March 9, 1976

WISCONSIN

1968/1972 REPUBLICAN VOTE BY ADI

<u>ADI</u>	<u>TV Households</u>		<u>1968 Nixon Vote</u>		<u>1972 Nixon Vote</u>	
	<u>% Within State</u> (%)	<u>% Within ADI</u> (%)	<u>% of State Contribution</u> (%)	<u>% of ADI Vote</u> (%)	<u>% of State Contribution</u> (%)	<u>% of ADI Vote</u> (%)
MILWAUKEE, WISC.	41.7	100.0	41.3		39.5	51.7
GREEN BAY, WISC.	17.8	90.2	21.5		19.7	58.5
MADISON, WISC.	10.7	100.0	9.3		10.0	47.9
WAUSAU-RHINELANDER, WISC.	8.6	100.0	7.6		8.6	52.8
LACROSSE-EAUCLAIRE	8.2	86.2	8.3		8.9	61.2
MINNEAPOLIS-ST. PAUL	3.9	6.5	3.7		4.1	53.8
ROCKFORD	2.9	26.7	3.1		3.1	58.1
CHICAGO (KENOSHA), ILL.	2.6	1.5	2.1		2.4	54.0
DULUTH-SUPERIOR	2.5	24.1	1.7		2.4	58.2
CEDAR RAPIDS-WATERLOO, IOWA	1.0	5.3	1.3		1.2	62.3
MARQUETTE	<u>.1</u>	1.9	<u>.1</u>		<u>.1</u>	<u>55.5</u>
TOTAL STATE	100.0	----	100.0		100.0	53.7



WISCONSIN

TOTAL STATE DEMOGRAPHIC ANALYSIS

<u>Demographic Group</u>	<u>Adults 18+</u>		<u>Index</u> <u>/Total U. S.</u> <u>(%)</u>
	<u>% of Total</u> <u>U. S.</u> <u>(%)</u>	<u>% of Total</u> <u>(%)</u>	
<u>AGE</u>			
18-24	19.0	17.8	94
25-34	19.6	34.4	176
35-49	24.5	24.4	100
50+	36.9	23.4	63
Total	<u>100.0</u>	<u>100.00</u>	<u>100</u>

ETHNIC BACKGROUND

Blacks	10.2	3.0	29
Spanish	4.2	0.9	21
Total	<u>14.4</u>	<u>3.9</u>	<u>27</u>

Family Income

Under \$5M	20.3		
\$5M-\$9,999	32.5		
\$10M-\$14,999	26.6		
\$15M+	20.6		
Total	<u>100.0</u>		

Sources: Population: 1975 Estimates - U.S. Census Bureau
Voting Pop: RNC - 1970 Estimates
Income: IRS

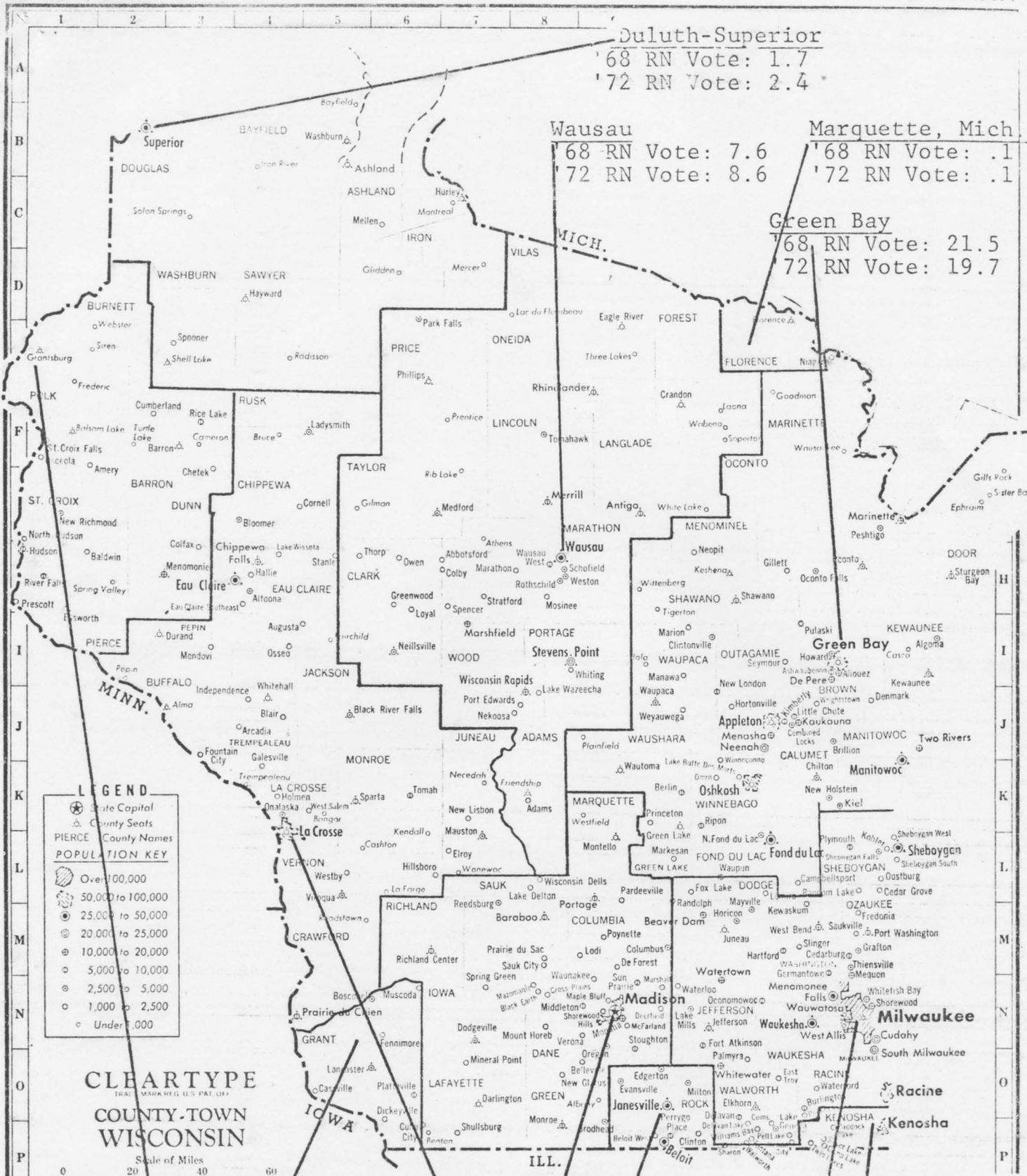


WISCONSIN

DEMOGRAPHIC ANALYSIS OF ELIGIBLE VOTERS BY ADI

<u>STATE/ADI</u>	<u>% of Total Within State (%)</u>	<u>Eligible Voters By ADI</u>			
		<u>18-24 (%)</u>	<u>25-44 (%)</u>	<u>45-59 (%)</u>	<u>60+ (%)</u>
MILWAUKEE, WISC.	42.4	16.8	36.2	24.9	22.1
GREEN BAY, WISC.	17.9	17.4	33.8	24.4	24.4
MADISON, WISC.	10.6	23.0	35.5	21.4	20.1
WAUSAU-RHINELANDER, WISC.	8.2	16.3	32.1	25.6	26.0
LACROSSE-EAUCLAIR, WISC.	8.2	18.5	30.6	25.0	25.9
MINNEAPOLIS-ST. PAUL, MINN.	3.7	18.0	29.7	24.3	28.0
ROCKFORD, ILL.	2.9	17.1	38.3	23.1	21.5
CHICAGO (KENOSHA), ILL.	2.6	17.1	36.5	25.2	21.2
DULUTH-SUPERIOR	2.4	16.7	26.4	23.0	31.9
GRAND RAPIDS-WATERLOO	1.1	13.1	30.2	21.5	25.2
MARQUETTE, WISC.	<u>.01</u>	<u>11.1</u>	<u>30.3</u>	<u>26.9</u>	<u>31.7</u>
	100.0	17.8	34.4	24.4	23.4





Duluth-Superior
 '68 RN Vote: 1.7
 '72 RN Vote: 2.4

Wausau
 '68 RN Vote: 7.6
 '72 RN Vote: 8.6

Marquette, Mich.
 '68 RN Vote: .1
 '72 RN Vote: .1

Green Bay
 '68 RN Vote: 21.5
 '72 RN Vote: 19.7

LEGEND

- ☆ State Capital
- △ County Seats
- PIERCE County Names

POPULATION KEY

- Over 100,000
- 50,000 to 100,000
- 25,000 to 50,000
- 20,000 to 25,000
- 10,000 to 20,000
- 5,000 to 10,000
- 2,500 to 5,000
- 1,000 to 2,500
- Under 1,000

CLEAR TYPE
 TRADE MARK REG. U.S. PAT. OFF.
COUNTY-TOWN WISCONSIN

Mineapolis-St. Paul '68 RN Vote: 3.7 '72 RN Vote: 4.1
 Eau Claire-LaCrosse '68 RN Vote: 8.3 '72 RN Vote: 8.9
 Rockford '68 RN Vote: 3.1 '72 RN Vote: 3.1
 Chicago '68 RN Vote: 2.1 '72 RN Vote: 2.4

Cedar Rapids '68 RN Vote: 1.3 '72 RN Vote: 1.2
 Madison '68 RN Vote: 9.3 '72 RN Vote: 10.0
 Milwaukee '68 RN Vote: 41.3 '72 RN Vote: 39.4



WISCONSIN PRIMARY APRIL 6

MEDIA ADVERTISING FLOW CHART

ADI / MEDIUM	Week of 3/16	Week of 3/23	Week of 3/30
MILWAUKEE			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(24 SPOTS PER STATION - 18 STATIONS)		
NEWSPAPERS (PG. B&W)			
GREEN BAY			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRPS WK.
RADIO (60 SEC.)	(24 SPOTS PER STATION - 15 STATIONS)		
NEWSPAPERS (PG. B&W)			
MADISON			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(24 SPOTS PER STATION - 10 STATIONS)		
NEWSPAPERS (PG. B&W)			
WAUSAU/RHINELANDER			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(24 SPOTS PER STATION - 7 STATIONS)		
NEWSPAPERS (PG. B&W)			
LA CROSSE/EAU CLAIRE			
TV (2/3 30's; 1/3 60's)	150 GRP'S WK.	200 GRP'S WK.	250 GRP'S WK.
RADIO (60 SEC.)	(24 SPOTS PER STATION - 8 STATIONS)		
NEWSPAPERS (PG. B&W)			
DULUTH/SUPERIOR			
NO MEDIA ACTIVITY SCHEDULED			
ROCKFORD, ILL			
NO MEDIA ACTIVITY SCHEDULED			

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



WISCONSIN PRIMARY APRIL 6

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

ADVERTISING WEEKS (Tues-Mon)

<u>ADI/MEDIUM</u>		<u>3/16</u>	<u>3/23</u>	<u>3/30</u>		<u>Grand</u>
		<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>Total</u>
		<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>	<u>(\$)</u>
MILWAUKEE	TV	3,704	4,338.	5,423		13,465
	Radio	5,348	5,348.	5,348		16,044
	Newsp.			6,890		6,890
	Total	9,052	9,686	17,661		36,399
GREEN BAY	TV	1,040	1,570	1,963		4,573
	Radio	1,748	1,748	1,748		5,244
	Newsp.			3,383		3,383
	Total	2,788	3,318	7,094		13,200
MADISON	TV	888	1,188	1,485		3,557
	Radio	1,798	1,798	1,798		5,394
	Newsp.			1,503		1,503
	Total	2,682	2,986	4,786		10,454
WAUSAU/RHINELANDER	TV	343	465	581		1,389
	Radio	648	648	648		1,944
	Newsp.			1,914		1,914
	Total	991	1,113	3,143		5,247
EAU CLAIRE/LA CROSSE	TV	982	1,325	1,656		3,963
	Radio	898	898	898		2,694
	Newsp.			1,501		1,501
	Total	1,880	2,223	4,055		8,158
DULUTH/SUPERIOR	TV	-----	-----	-----		-----
	Radio	-----	-----	-----		-----
	Newsp.	-----	-----	-----		-----
	Total	-----	-----	-----		-----
ROCKFORD, ILL	TV	-----	-----	-----		-----
	Radio	-----	-----	-----		-----
	Newsp.	-----	-----	-----		-----
	Total	-----	-----	-----		-----



WISCONSIN (2)

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

<u>ADI/MEDIUM</u>		<u>ADVERTISING WEEKS (Tues-Mon)</u>			<u>Grand Total</u>
		<u>3/16</u>	<u>3/23</u>	<u>3/30</u>	
TOTAL STATE		(<u>\$</u>)	(<u>\$</u>)	(<u>\$</u>)	(<u>\$</u>)
	TV	6,953	8,886	11,108	26,947
	Radio	10,440	10,440	10,440	31,320
	Newsp.			15,191	15,191
	Total	<u>17,393</u>	<u>19,326</u>	<u>36,739</u>	<u>73,458</u>



WISCONSIN

PROPOSED NEWSPAPER LIST

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u>	<u>COST</u> <u>PG. B/W</u>	<u>WNG*</u> <u>(COST PG. B/W)</u>
		<u>M</u>	<u>\$</u>	<u>\$</u>
<u>MILWAUKEE</u>				
MILWAUKEE JOURNAL SENTINEL	SUN	537.6	4,058	
RAUNE JOURNAL TIMES	SUN	41.5	696	
FRATHINSON JEFFERSON CO. UNION	E	6.2	255	
JONESVILLE GAZETTE	E	28.0	481	
WEST BEND NEWS	E	9.1	327	
WAUKESHA FREEMAN	E	23.7	470	
SHEBOYGAN PRESS	E	32.1	602	
			<u>\$6,889</u>	
<u>GREEN BAY</u>				
GREEN BAY PRESS GAZETTE	SUN	65.0	842	
APPLETON POST CRESCENT	SUN	54.6	770	
OSHKOSH NORTHWESTERN	E	30.2	564	
FOND DU LAC REPORTER	E	24.1	541	
MARINETTE EAGLE STAR	E	11.1	341	
MANITOWAC/TWO RIVERS HERALD-TIMES REPORTER	E	20.3	416	
			<u>\$3,384</u>	
<u>MADISON</u>				
WISCONSIN STATE JOURNAL	SUN	119.9	1,249	
PORTAGE REGISTER	E	7.3	254	
			<u>\$1,503</u>	
<u>WAUSAU/RHINELANDER</u>				
MARSHFIELD NEWS HERALD	E	14.1	361	(331)
WAUSAU/MERRIL HERALD	E	27.7	573	(525)
STEVENS POINT JOURNAL	E	12.2	294	(269)
WISCONSIN RAPIDS TRIBUNE	E	12.0	372	(341)
RHINELANDER NEWS	E	7.1	313	
			<u>\$1,913</u>	



WISCONSIN (2)

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u>	<u>COST</u>	<u>WNG*</u>
		<u>M</u>	<u>PG. B/W</u>	<u>(COST PG. B/W)</u>
			<u>\$</u>	<u>\$</u>
<u>LA CROSSE/EAU CLAIRE</u>				
LA CROSSE TRIBUNE	SUN	34.8	649	(595)
EAU CLAIRE LEADER TELEGRAM	E	33.3	602	(551)
CHIPPEWA FALLS HERALD-TELEGRAM	E	9.4	251	
			\$1,502	(\$2,612)

STATE TOTAL

\$15,191

*WISCONSIN NEWSPAPER GROUP
COST PER INSERTION WITH DISCOUNT

(2,612)**

NEW STATE TOTAL (INCLUDING WNG DISCOUNT)

\$14,952

**\$2,612 VS. INDEPENDENT COST OF \$2,851



Campaign '76
Media Communications, Inc.

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

March 10, 1976

MEMO TO:

BRUCE WAGNER

FROM:

DODIE KAZANJIAN *Dodie*

RE:

"BETTY'S HUSBAND FOR
PRESIDENT" BUTTONS

Skip Watts' office has received a number of requests for "Betty's Husband for President" buttons. Do we have future plans to print such a button?

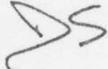
cc: Peter Dailey
Jack Frost



Campaign '76
Media Communications, Inc.

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

MARCH 10, 1976

MEMORANDUM TO: BRUCE WAGNER
FROM: DAWN SIBLEY 
SUBJECT: REAGAN COMPETITIVE INFORMATION

Attached please find latest estimates of Reagan's Competitive Spending in North Carolina, Illinois and Wisconsin.

This information has been delayed because the data submitted by SFM has been inadequate, incomplete and late. We are in the process of rectifying this situation.

Please utilize this as preliminary information, we will provide a more complete report early next week.

cc: Peter Dailey
Clayt Wilhite
George Karalekas
Bob Frank - SFM
Walter Staab - SFM



REAGAN COMPETITIVE SPENDING

BROADCAST ONLY

	<u>REAGAN</u>	<u>FORD</u>
<u>NORTH CAROLINA</u>		
# WEEKS	4	3
TOTAL COST	\$114,842	\$82,504
	TOTAL BUDGET:	\$109,192
 <u>ILLINOIS</u>		
# WEEKS	4	3
TOTAL COST	\$271,342	\$157,797
	TOTAL BUDGET:	\$210,402
 <u>WISCONSIN</u>		
NO ACTIVITY/HAVE CALLED FOR AVAILABILITIES		-----



Campaign '76

Media Communications, Inc.

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

March 11, 1976

MEMO TO: BRUCE WAGNER
FROM: CLAYT WILHITE
SUBJECT: ILLINOIS AGRICULTURE HEAVY-UP

This will summarize last minute alterations to the Illinois media and creative schedule to increase penetration among the southern Illinois farm voter:

- 1) We have doubled the use of the Congressman Findley agriculture radio commercial.
- 2) We have recorded an additional agriculture radio commercial using Secretary Earl Butz. This will begin running in Illinois on Friday.
- 3) We have developed a special 1,000 line B&W newspaper ad summarizing the President's position on issues of major importance to Illinois farmers. This ad will run Sunday or Monday prior to the primary.

All of the above will be accomplished within the confines of the existing Illinois budget.

We reviewed various quotes from the President's farm speech in Illinois but felt the material was either: 1) too self-serving; or 2) technically inappropriate.

If you have any questions please let me know.

cc: Stu Spencer
Bo Callaway
Bob Marik
Peter Dailey
Ed DeBolt
Barry Lafer
Dawn Sibley
MASTER



Campaign '76
Media Communications, Inc.

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

March 11, 1976

TO: BRUCE WAGNER
FROM: LEN MATTHEWS
SUBJECT: NORTH CAROLINA

Here's a revision of the North Carolina plan which I hope reflects the changes we agreed upon.

Principal thing missing would be competitive activity which we don't have.

As you will see too there are some numbers missing. Data needs to be found to fill these holes.

I did not get into reach and frequency goals for sub-demographic groups. Although this would be good to have, it may not be possible.

cc: Clayton Wilhite
Peggy Pilas



STATE OF NORTH CAROLINA
COMMUNICATIONS STRATEGY AND PLANS

Political Overview

Democrats outnumber Republicans 3 to 1 in North Carolina and only a very few voters (4%) count themselves as independents.

The state should be viewed as three broad political areas. The concentration of industry, the diversity of geography ranging from the tidelands in the east, the piedmont counties in the central part of the state and the mountain areas in the west all have an influence on how the people think and vote.

The tidelands and the eastern industrial areas are predictably Democratic. Republican strength lies primarily in the areas dominated by the central cities of Greensboro, Winston-Salem, Charlotte, and Raleigh-Durham.

The key issues in the minds of these voters in 1976 are the pocketbook issues; inflation and unemployment. They are especially concerned about the latter.

The question of political leadership also is in enough minds to call for major attention in the communications strategy.

One local issue which may emerge at a late stage in the primary is the New River conservation project.

Demographic Overview

Republican voters are older; 70% over 35 compared to total voters 59% over 35. They are also more affluent - 36% of Republicans earn over \$15,000 compared to all voters where only a small percentage, 11.5% make over \$15,000.

The state is predominantly white anglo-saxon protestant in make-up and the blacks are not a factor in the Republican party - only 3%. Exhibit A provides more information on voter profiles and demographics.



STATE - NORTH CAROLINA

VOTER PROFILES AND DEMOGRAPHICS

TOTAL:

Republicans	537,568	_____ %
Independents	87,824	_____ %
Democrats	<u>1,654,304</u>	_____ %
TOTAL		

Voter Turnout - 1968 _____

<u>AGE:</u>	<u>ALL VOTERS</u>		<u>REPUBLICANS</u>	
	<u>STATE</u>	<u>INDEX TO USA</u>		
18-24	20.8%	109		7%
25-34	20.5	105		23
35-49	24.7	101	35-44	18
50+	34.0	92	45-54	17
			55-64	12
			65+	20

<u>INCOME:</u>	<u>ALL VOTERS</u>		<u>REPUBLICANS</u>	
	<u>STATE</u>	<u>INDEX TO USA</u>		
Under 5 M	28.3	139	Under 5	23
5-9999	38.0	117	5-10	20
10-14999	22.2	83	10-15	21
15+	11.5	56	15-25	27
			25+	9

Date: 3/9/76
Source: Market Opinion Research
RNC, IRS, US Census Bureau



<u>ETHNIC:</u>	<u>ALL VOTERS</u>	<u>REPUBLICANS</u>
BLACKS	18.2	3.0

RELIGION:

PROTESTANT	88.0
CATHOLIC	2.0

<u>GEOGRAPHY:</u>	<u>% REPUBLICAN VOTERS</u>	<u>BDI % OF POPULATION</u>
CENTRAL PIEDMONT COUNTIES	53%	_____
WESTERN MOUNTAIN COUNTIES	24	_____
TIDEWATER (EAST) COUNTIES	23	_____

<u>ISSUES:</u>	<u>USA</u>	<u>STATE</u>
UNEMPLOYMENT	12	16
COST OF LIVING	23	14
ECONOMY	20	8
GOVT. LEADERSHIP	9	6
AGRICULTURE	_____	_____
NEW RIVER	_____	_____

NON ISSUES

FOREIGN AFFAIRS	7	_____
ENERGY	7	_____
CRIME	5	6

Date: 3/9/76
Sources: Market Opinion Research
RNC, IRS, US Census Bureau



STATE OF NORTH CAROLINA

COMMUNICATIONS OBJECTIVES

Achieve 60% of the primary vote for President Ford.

65% of Republicans.
— % of Independents.

Sub-goals for Republican voters:

— % over age 50.
— % over \$15,000.
— % farm vote.

If each of these goals is realized, the total result adds up to 60% of the primary vote for President Ford.



STATE OF NORTH CAROLINA
CREATIVE STRATEGY AND EXECUTION

CREATIVE STRATEGY

Establish creative plans which communicate:

- President Ford's overall leadership.
- The present and projected improvement in the economy and the specific effect on inflation and unemployment.
- Communicate effect of the small estate inheritance proposal to the North Carolina farmer.
- Reinforce President Ford's concern/program for the elderly since this is key support group.
- Handle local issues such as New River based upon advice of state chairman.

Address these issues in order of priority:

	<u>Message Weight</u>
- Inflation	25 %
- Unemployment	25 %
- President's leadership	25 %
- Small estate tax	15 %
- Social Security	10 %

Do not address these issues unless compelling new reasons emerge to elevate their prominence in voter minds. Issue research indicates they are of little concern in North Carolina:

- Foreign affairs
- Energy
- Crime



CREATIVE PLANS

Television

- Two generic commercials in :60 and :30 lengths will be used statewide to reinforce the leadership and accomplishments of President Ford.
 - "Accomplishment"
 - "Future"

Each will be scheduled 50% of the time.

Newspapers

- One full page generic newspaper ad which covers the leadership and accomplishments areas.
- Two small space newspaper ads for scheduling primarily in rural and small town papers.
 - One generic
 - One on small estate inheritance tax

These will be scheduled at the discretion of the state chairman and his staff.

Radio

- A series of 9 "Advocacy" radio spots featuring Governor Holshouser and other influential Republicans on the key issues to North Carolina voters:
 - Economy/Inflation/Unemployment
 - Small estate inheritance tax
 - Conservatism (Martin)
 - New River
- Three radio spots with announcer - national copy- devoted to:
 - Recovery
 - General Accomplishments
 - Older Americans



NORTH CAROLINA
CREATIVE STRATEGY AND EXECUTION
PAGE THREE

Scheduling balance of the advocacy spots will be as follows:

- Holshouser (3 spots) 25 %
- Facts - Revised 25 %
- Facts - Recovery 25 %
- Facts - Older Americans 25 %

In one district, Congressman Martin's commercial on conservatism will be scheduled 20% of the time and the above commercials will each be used 20%.



MEDIA OVERVIEW

A wide variety of media will be used in our total communication effort.

Obviously, this plan deals primarily with the major paid media of television, radio and newspapers. We recognize, of course, that all forms of direct mail; brochures, letters, bumper stickers, etc., as distributed by campaign managers, make a contribution to the total effort.

We must not forget that the largest single impact is made by the free media coverage in the state of President Ford's appearance in the state and press coverage of his daily activities in the Oval Office.

We have written produced and designed commercials and advertisements which are assumptive, designed to emphasize the incumbency. Our choice of media and our choice of advertisement sizes has also been based on the same consideration.

We want to look and sound like the President - not like a candidate.



MEDIA OBJECTIVES AND STRATEGY

Media vehicles should provide environmental qualities of believability and authority.

- Utilize TV to deliver broad, efficient coverage and to emphasize the incumbency of the President.
- Utilize Radio to communicate specific programs.
- Utilize Newspapers as a supplemental medium to summarize issues and to pinpoint specific messages against specific voters, e.g. farmers.

MEDIA OBJECTIVES

- Provide coverage of all Republican voters in North Carolina.
- Maximize the efficiency/impact of the expenditures.
- Allocate incremental support in areas with above average opportunity.
- Allocate a disproportionate share of the budget in week prior to voting day.
- Select media and allocate advertising pressure recognizing the importance of maintaining a Presidential posture in the usage of media.
- Defend against competition.

MEDIA STRATEGY

Allocation of Media Funds

- Allocate advertising dollars by ADI with the following considerations:
 - Republican strength
 - Ford's areas of potential
 - Nixon '68 vote (regarded more typical than '72 voter pattern)
 - Percent of eligible voters
 - No support will be scheduled in very small ADI's (under 3%) or in Reagan's strongest area.

