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March 15, 1976

MEMORANDUM FOR:

FROM:

SUBJECT:

BRUCE WAGNER

FRED SLIGHT

Congressman Hebert's Remarks  
at VFW Award Presentation

Last Wednesday, Bo asked that I acquire the tape and/or transcript of the proceedings at the VFW meeting on March 9 as Democrat Congressman Edward Hebert, former Chairman and currently the second-ranking majority Member on the House Armed Services Committee, provided a brief off-the-cuff statement praising the President for his support of a strong national defense.

Attached are the pertinent excerpts of Hebert's remarks. You may wish to review them carefully for whatever potential value they might have. Because Hebert is a Democrat and sits on a very important and sensitive Committee, I would strongly advise against using any of his statements without his concurrence. The White House might be of assistance to you on this latter matter.

Attachment

cc: Stu Spencer  
Peter Kaye

x: Peter Dailen  
Clayt Wilhite  
John Overacre  
Phelps Johnston



EXCERPTS OF REMARKS

by

HON. F. EDWARD HEBERT AT

VFW AWARD PRESENTATION, SHERATON PARK HOTEL

Washington, D.C. - March 9, 1976

"Let's get down to the nitty-gritty, and talk about exactly what is going on in this country today. First of all let me say that it is most fortunate that we have a man sitting in the White House who has expressed himself in no uncertain, no diluted, terms of his appreciation of military strength in this nation. Nobody can charge him with being "milktoast." He's as much a "Hawk" as I am. (applause). He was the same way when he was in the House and on the Appropriations Defense Committee. You could always depend upon Jerry Ford. And as President of the United States, you can depend upon him, and the words he said tonight were articulate, lucid, and definite. Except there is one way I'll disagree-- "Peace Through Strength". I'll change the word "strength", and say "Peace through First", we can't be second. (applause). In this race among people, and the race among nations, let us look around and examine what is going on in the world today. We fought World War II to make the world safe for democracy. Is it? We lost 50,000 people in Vietnam trying to fight for an ideal. We didn't win because those in power at that time wouldn't let us win. (applause). .....speech.....

Thank you Mr. President for accepting the fact that I believe in fiscal responsibility, which I do.....speech.....I have every confidence, Mr. President, that you do believe in the Constitution of the United States. I know you...that Constitution says that the Congress shall raise and maintain an Army and a Navy (applause). That Congress (sic) doesn't say the Bureau of the Budget is going to do it. And Mr. President, being the loyal constitutionalist that you are, you're going to follow the Constitution...I have every confidence in you because I know of no more dedicated individual than you in national defense. And your words, I couldn't add to them tonight, more than what you said. You, to me, are a top patriot, and I'm glad you didn't stay in Congress because I wouldn't be here tonight making this speech. You'd be getting that award. ....speech.....

...it is the responsibility of the Congress to give to the President of the United States what he has asked for tonight---"Peace through Strength". He hasn't quivered; he hasn't faltered; he hasn't halted. And there is only one place to get the "Peace through Strength" is through the Congress discharging its responsibility and who is responsible for the Congress is the people.



But as long as we have in the White House, a man who expresses himself, as the President did tonight, and tells what his goal is, that man we can follow because we can give him what he knows is for the good of the country. And yes, Mr. President, I don't apologize for sharing with you Tom Paine. I don't apologize at all, because as the young lady says, we learn from our ancestors..."





bcc: Stu Spencer -- fyi. ✓

March 15, 1976

MEMORANDUM FOR:

BRUCE WAGNER

FROM:

FRED SLIGHT

SUBJECT:

Fact Sheets

As you may recall, the President recently said that, because of potential misunderstanding about the word "detente," he thought it should be clarified. The clarifying phrase that he would prefer is "Peace through Strength."

We are updating the '76 FACTBOOK to reflect this definition of our foreign policy, and it occurred to me that you might want to do the same to the collateral material that is being sent out, as well as to any other copy which might discuss foreign policy.



Campaign '76  
Media Communications, Inc.

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

March 15, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: DAWN SIBLEY *DS*  
SUBJECT: REAGAN IN NORTH CAROLINA

Additional competitive information from SFM tells us that Reagan reduced week of 3/9 TV pressure on WSOC TV Charlotte (major station in market) however he plans to resume full schedule on last week of campaign (week of March 16th).

cc: P. Dailey  
C. Wilhite  
G. Karalekas

*x: Stu Spencer  
Ed Terrill  
Peter Kaye  
3/15/76  
Bm*




# Campaign '76

Media Communications, Inc.

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

March 15, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: DAWN SIBLEY   
SUBJECT: USE OF NIXON '68 VOTE IN FLORIDA

The following is in response to Bo Callaway's query on the validity of using the Nixon '68 vote as a guide for placing media in Florida.

The Nixon '68 vote was utilized initially in preparing the media plans because it was the only data available. However, following the first presentation of these plans an analysis was prepared by Fred Slight (attached) comparing '76 registered Republican data to the Nixon '68 and '72 data. It was agreed that the results of this analysis confirmed our media placement as originally planned.

Bruce, whenever possible we are utilizing voter registration or whatever other input is available. North Carolina is a recent example of this, where registered Republican data was incorporated into our planning.

Currently, we have no data other than the Nixon votes for Illinois through Texas. Beyond Texas we have no voter data collected whatsoever. Fred Slight is the source of the raw data and, as we have advised previously, some of the states beyond Texas have incomplete information available. Let's have a meeting to discuss responsibilities and timing for the collection of this information.

cc: Clayt Wilhite  
Peggy Pilas  
George Karalekas  
Carol Karasick



February 3, 1976

*X. George K.  
✓ Down 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



# Campaign '76

Media Communications, Inc.

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

March 17, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: DAWN SIBLEY  
SUBJECT: TEXAS AND FUTURE VOTING ANALYSES

Per our discussion we have developed by ADI Texas raw data for the voting analysis. This needs to be put into summary form.

Additionally, there is nothing prepared, nor is there any raw data in house for states beyond Texas. For your information, it takes at least 2 or 3 days to prepare a state.

cc: Peter Dailey  
Clayt Wilhite  
Peggy Pilas  
George Karalekas



# Campaign'76

Media Communications, Inc.

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

March 18, 1976

MEMORANDUM FOR: BRUCE WAGNER  
FROM: LEN MATTHEWS  
SUBJECT: ADVISORY BOARD MEETING

How's this for an outline of the March 23rd Advisory Board Meeting?

- A. Review primary results to date with post-election analysis or results related to basic strategy.
  - Review of our basic strategy, reaffirmation of this strategy.
- B. Review of demographic and issue research:
  - Use Florida and/or Illinois as examples.
- C. Brief review North Carolina communications strategy to show Advisory Board how we use this data.
- D. Creative Review --
  - TV commercials
  - Radio commercial examples
    - 1) generic
    - 2) advocacy
  - Newspaper ads -
    - 1) current
    - 2) future
  - TV copy research
- E. Future strategy questions
  - 1. Convention as a media event
  - 2. General Election
    - Issues - changes from primary
    - Strategic differences Re: Humphrey or Carter



Advisory Board Meeting  
Page Two

Bruce, I would see us dealing with Section A very briefly but it is useful as a reference point for the advertising and future strategy discussion later.

In other words - we set out to accomplish certain strategic objectives -- How we have done so far--and what issues we have learned from experience to date which will help direct future efforts.

I'm working on a plan for the Wednesday White House meeting and will have that to discuss on Monday.

c.c. Peter Dailey





To Campaign '76

March 18, 1976

MEMORANDUM

TO: BRUCE WAGNER  
FROM: MARK ROSENKER  
RE: BILLING CAMPAIGN '76 FOR  
RADIO COMMERCIAL PRODUCTION

ok TV  
PAM  
BSW  
3/19/76

Request funds be transferred from Campaign '76 to the President Ford  
Committee Press Office for broadcast services rendered. The following  
work was performed as specified:

Governor Holshouser promos - March 16 - 2 hours  
(recording and production)

Mrs. Ford promos (production) - 3 hours

Request payment for the 5 hours at the rate of \$25.00 per hour which includes  
manpower, equipment and materials. Total cost - \$125.00.



Campaign '76  
Media Communications, Inc.

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

March 18, 1976

MEMORANDUM FOR: BRUCE WAGNER  
FROM: LEN MATTHEWS  
SUBJECT: MARCH 23RD ADVISORY BOARD MEETING

Attendees are:

— Bloede  
Henderson  
Cummings  
Schultz  
— Miller  
— Christian  
Wagner  
Dailey  
Matthews

Not available:

Elliott  
Adams  
Posey  
Joanou  
Meyer  
O'Reilly

Time: 2:30pm here Tuesday 3/23/76  
11:15am Roosevelt Room - White House Wednesday 3/24/76

No plans have been made for Tuesday night. Should we buy them  
a drink or ???

c.c. Peter Dailey



# Campaign '76

Media Communications, Inc.

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

March 18, 1976

MEMO TO: BRUCE WAGNER  
FROM: CLAYT WILHITE  
SUBJECT: PRE-CONVENTION ADVERTISING PRODUCTION BUDGET

Per your request, I have reviewed the advertising production budget with Barry Lafer. As a starting point for further discussion, the highlights of that review are below:

## Current Status

1. As the attachments indicate, the advertising budget can be broken down as follows:

Actual/Estimated Expenditures 1/1-3/31	\$ 240,908
Budget 1/1-3/31	<u>150,000</u>

Overage: \$ 90,908

Original Pre-Convention Budget	\$ 231,500
Revised Pre-Convention Budget (3/19)	<u>290,000</u>

Estimated Overage: \$ 58,500

2. The revised budget assumes that the President will continue to contest the major primaries through California and is therefore subject to significant change based on the decisions of Reagan. In any event, the great majority of advertising production costs have been expended unless a last minute revival by Reagan causes a drastically revised communications strategy.
3. Given the frequent need for rapid production and trafficking requirements, charges from most outside suppliers appear to be in line.

The major questionmark is Winkler, which accounts for an estimated \$85,000 of expenditures. The concern does not arise from any specific set of dollar charges, but from a collective lack of knowledge on our part as to



BRUCE WAGNER  
PRE-CONVENTION ADVERTISING PRODUCTION BUDGET  
PAGE TWO

reasonable expectations. The great majority of charges were incurred without estimates and often based on time considerations, making it extremely difficult to reconcile actual invoices against standard measures (Film library production costs are excluded from this discussion since you dealt directly with the suppliers and are fully informed of costs vs. estimates.).

4. The high costs necessitated by overtime notwithstanding, it appears that the greatest opportunity for short-term cost savings lies in talent residuals. The use of different V/O for copy and the disclaimer in commercials has increased residual costs by approximately \$2000.

It can be argued that having the same individual record both segments of the commercial dilutes the objectivity of the message in the voters' minds. However, judgment also says that voters expect bias in a political commercial. Given the year-to-date costs of the former, plus the anticipated increases for the more comprehensive general campaign, it seems that only one person should be used in future radio and TV spots, effective immediately.

*agrec.*

NEXT STEPS

✓ Your comments on the above notwithstanding, our essential next step is refinement of anticipated pre-convention expenditures so that Barry can finalize his budgets for that time period.

In addition, we should discuss Winkler charges and performance to determine: 1) if we should continue to use them during the general campaign (exclusively or in conjunction with other suppliers), and 2) if affirmative, what the most economical cost arrangement would be. As a means of answering the above, I would recommend that a qualified TV production expert examine the Winkler invoices to determine how competitive their charges are to the norm in the industry.

Let's discuss at your convenience.

*big  
need to  
get a  
grip on  
Winkler  
\$.*





# ANALYSIS OF PRE-CONVENTION ADVERTISING PRODUCTION BUDGET

	<u>JAN-FEB</u>	<u>MARCH</u>
FILM LIBRARY		
Accomplishments	\$ 16,000	
Future	16,000	
Trust		\$ 16,000
Fee to Spiegel	8,000	4,000
Day of President	24,542 *	
Mr. Rabin	11,536 *	
New Hampshire Candids	7,530 *	
Florida Candids	7,800	
Florida - Motorcade	5,500 *	
	<u>\$ 96,908</u>	<u>\$ 20,000</u>
TV FINISHING, EDITING & PRINTS - AT WINKLER -	<u>\$ 70,000</u>	<u>\$ 15,000</u>
RADIO	6,000	5,000
BROADCAST RESIDUALS	5,000	5,000
NEWSPAPERS	5,000	5,000
SHIPPING & MISCELLANEOUS	<u>4,000</u>	<u>4,000</u>
	<u>\$ 186,908</u>	<u>\$ 54,000</u>

GRAND TOTAL: \$240,908

ESTIMATED ADDITIONAL EXPENDITURES \$ 50,000  
(April - July)

TOTAL PRE-CONVENTION  
ADVERTISING BUDGET \$290,908

\* Actual Costs



7.  
Wolper  
costs?

must  
analyze  
quickly

SCHEDULE 2

CAMPAIGN '76

ADVERTISING PRODUCTION CASH FLOW

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY	TOTAL
FILM LIBRARY	\$29,000	\$10,000						\$39,000
TV		35,000						35,000
TV REVISIONS		2,000	31,000	6,000	6,000			45,000
RADIO		6,000	6,000	5,500	5,000			22,500
NEWSPAPERS		2,000	14,000	7,000	7,000			30,000
PRINTS & SHIPPING		7,500	7,500	7,500	7,500			30,000
CONVENTION FILM						25,000	5,000	30,000
TOTAL:	<u>\$29,000</u>	<u>\$62,500</u>	<u>\$58,500</u>	<u>\$26,000</u>	<u>\$25,500</u>	<u>\$25,000</u>	<u>\$5,000</u>	<u>\$231,500</u>

MARCH 8, 1976



x: Peter Daley  
Barry Lafer

bm  
3/24/76

MEMORANDUM

March 19, 1976

TO: Bruce Wagner  
FROM: Tim Ryan *TRH*  
RE: Advertiser's Errors and Omissions Insurance Coverage

As we previously discussed, this memo is to confirm the fact that we have decided after consultation with Peter Daley, yourself and Barry Lafer, that the Chubb & Sons insurance policy with a \$10,000 deductible clause would not be advantageous to Campaign '76. Accordingly, it is our opinion that Campaign '76 should remain self-insured. If you have any questions or comments in this regard, please contact us.



Campaign'76  
Media Communications, Inc.

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

March 19, 1976

MEMO TO: BRUCE WAGNER  
FROM: CLAYT WILHITE  
SUBJECT: RESEARCH: "PRESIDENT FORD IS YOUR PRESIDENT.  
KEEP HIM."

During some preliminary discussions regarding convention strategy, John Overaker raised the subject of researching the line, "President Ford is your President. Keep him." Given the fact that we have used it extensively during the primaries, and in the absence of any negative feedback, will continue to do so through the convention and the general campaign, it seems John's suggestion is worth consideration.

I know the difficulty in obtaining reliable quantitative data on copy lines, but it seems something we should discuss with Teeter and/or some other outside supplier before rejecting out-of-hand.

Let's discuss at your convenience.

cc: John Overaker  
Peggy Pilas  
MASTER





# Campaign '76

Media Communications, Inc.

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

March 22, 1976

MEMO TO:

BRUCE WAGNER

FROM:

DODIE KAZANJIAN

RE:

RE-ORDERING BUTTONS &  
BUMPER STICKERS

As per a meeting with Stu Spencer this morning, I suggested that we order 500 M bumper stickers and 500 M buttons based on the projected needs of Ed Terrill's and Skip Watts' states. Stu agreed the re-order is appropriate, but wishes to wait until Wednesday, after the North Carolina primary. However, he said to hold the remainder of stickers and buttons for Texas and Wisconsin until the new order is produced and received.

Here is what the new order costs:

500 M buttons.....	\$8,875.00
250 M square bumper stickers.....	\$6,255.00
250 M rectangular bumper stickers.....	\$8,120.00
Total.....	\$23,250.00

cc: 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

March 22, 1976

MEMO TO: BRUCE WAGNER  
FROM: CLAYT WILHITE  
SUBJECT: WISCONSIN ADVOCACY RADIO SCHEDULE

Below is a brief description of today's developments regarding advocacy radio commercials for Wisconsin:

1. We will record Melvin Laird and John Byrnes this afternoon at 3 p.m. Warren Knowles was done this morning in Wisconsin by Phelps Johnston.
2. Congressman Bill Steiger is ill and has not returned to Washington from Wisconsin. We anticipate recording him on Wednesday or Thursday of this week.
3. The "Facts-Farmer" radio commercial was recorded this morning in New York and will be shipped to Wisconsin tonight or tomorrow morning.
4. The status of Bart Starr remains doubtful. He has not responded to our requests and it appears that his position as General Manager of the Green Bay Packers will make it impossible for him to record any commercial.

Reviewing our lists of advocates for Wisconsin:

1. We will have Melvin Laird and Warren Knowles running throughout the state for the last ten days of the campaign.
2. Congressman Steiger and former Congressman Byrnes will be used in the important Fox River Valley region, with both commercials emphasizing the President's fiscal responsibility.
3. The Betty Ford commercial, adapted to Wisconsin, will run on the Monday before the primary, rotating equally with the Warren Knowles spot.

If you have any questions, please let me know.

cc: John Overaker  
Peggy Pilas  
Marcy Pattinson

*MAYOR*

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



Campaign'76  
Media Communications, Inc.

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

March 23, 1976

MEMO TO: BRUCE WAGNER  
FROM: CLAYT WILHITE  
SUBJECT: ABSENCE FROM OFFICE

I plan to be out of the office Saturday, Sunday and Monday, March 27 through 29, in order to complete our move from New York to Washington.

During my brief absence, Peggy Pilas will administrate Account Management responsibilities.

If you need me for any reason during that period, I can be reached at the following numbers:

Saturday morning & Sunday afternoon- 212/988-3407

Saturday afternoon & Sunday morning- 203/389-4977

If any of the above presents a problem, please let me know.

cc: John Overaker  
Peggy Pilas  
Marcy Pattinson  
Jack Frost  
MASTER



*From the desk of...*

BARBARA McCaffrey

Sent to

John Michaels

3/29/76





Campaign '76  
Media Communications, Inc.

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

MARCH 23, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: DAWN SIBLEY *DS*  
SUBJECT: NEW HAMPSHIRE PRIMARY  
FINALIZED MEDIA PLAN

Attached for your information and files is the finalization of the media activity purchased for the New Hampshire primary. This plan reflects the last minute heavyup of radio and newspapers on the weekend preceding the primary. All costs have been brought to actual.

Total originating dollars: \$46,456  
Total effective dollars: \$23,160

cc: Peter Dailey  
Clayt Wilhite  
Peggy Pilas  
Barry Lafer  
George Karalekas  
Carol Karasick  
Denise Considine

Mr. Lafer: Please release these figures to the committee.

Thank you.



NEW HAMPSHIRE

VOTING/DEMOGRAPHIC ANALYSIS

PRIMARY MEDIA PLAN



Prepared By: Campaign '76 Media  
Communications, Inc.

Update: 3/22/76

New Hampshire

TOTAL STATE DEMOGRAPHIC ANALYSIS

<u>Demographic Group</u>	<u>Adults 18+</u>		Index N. H. /Total U. S. (%)
	% of Total U. S.	% of Total New Hampshire	
	(%)	(%)	
<u>AGE</u>			
18-24	19.0	18.5	97
25-34	19.6	19.5	99
35-49	24.5	23.9	98
50+	36.9	38.1	103
Total	<u>100.0</u>	<u>100.0</u>	<u>100</u>

ETHNIC BACKGROUND

Blacks	10.2	.2	2
Spanish	4.2	.3	7
Total	14.4	.5	3

Family Income

Under \$5M	203	15.6	77
\$5M-\$9,999	325	36.8	113
\$10M-\$14,999	266	30.3	114
\$15M+	206	17.3	84
Total	100.0	100.0	100

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



# New Hampshire

## 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</u>	<u>% Within</u>	<u>% of State</u>	<u>% of ADI</u>	<u>% of State</u>	<u>% of ADI</u>
	<u>State</u>	<u>ADI</u>	<u>Contribution</u>	<u>Vote</u>	<u>Contribution</u>	<u>Vote</u>
	(%)	(%)	(%)	(%)	(%)	(%)
Manchester, N. H.*	30.4	100.0	27.4		30.4	64.4
Boston, Mass.	50.6	7.6	49.9		48.0	62.2
Portland/Poland Spr., Me.	<u>19.0</u>	<u>19.6</u>	<u>22.7</u>	<u>          </u>	<u>21.6</u>	<u>67.6</u>
Total State	100.0	-	100.0	52.1	100.0	64.0

\* Non ADI Market - Has separate TV facility but is considered part of Boston ADI





New Hampshire

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>
Manchester, N. H.	29.8	16.8	36.8	24.5	21.9
Boston, Mass.	50.6	18.2	36.0	23.6	22.2
Portland/Poland Spr., Me.	19.6	18.0	31.4	24.7	25.9
Total State	100.0	17.8	35.3	24.1	22.8



**CLEARTYPE**  
TRADE MARK REG. U.S. PAT. OFF.  
**COUNTY-TOWN**  
**NEW HAMPSHIRE**

Scale of Miles  
0 5 10 15 20 25

MAP NO. 6527

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**LEGEND**

- ★ State Capital
- △ County Seats

CHESHIRE County Names

**POPULATION KEY**

- 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

Population classification  
based on 1970 Federal Census.

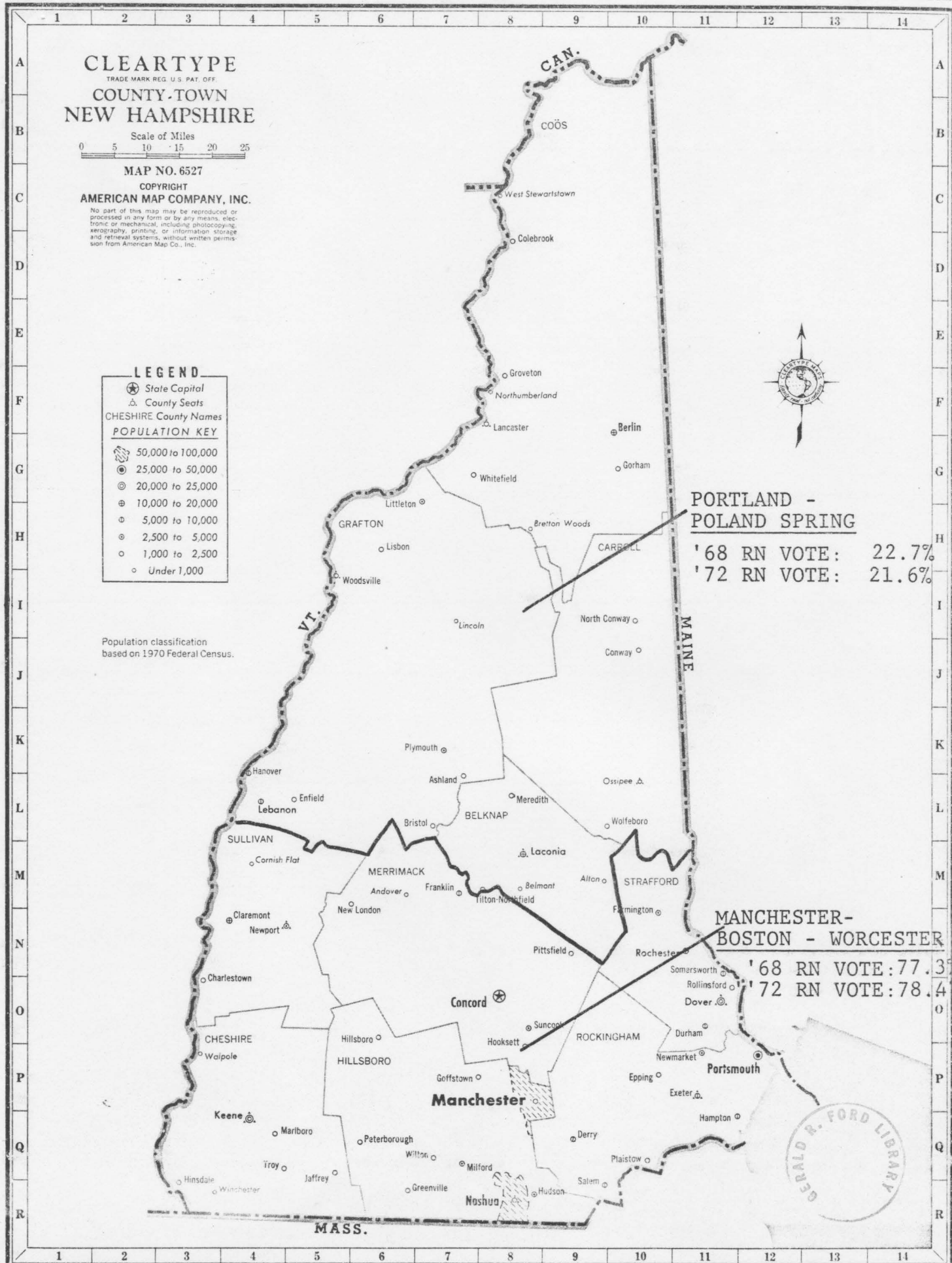


**PORTLAND -  
POLAND SPRING**

'68 RN VOTE: 22.7%  
'72 RN VOTE: 21.6%

**MANCHESTER-  
BOSTON - WORCESTER**

'68 RN VOTE: 77.3%  
'72 RN VOTE: 78.4%



NEW HAMPSHIRE 2/24  
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			210 GRP'S/WK	230 GRP'S/WK
RADIO (60 SEC)		36/WK/STA-7 STA	30/WK/-7 STA +	MON 2/23 HEAVYUPS*
NEWSPAPERS (PG. B/W)				PG. B/W FRI & SUN
				PG. B/W MON
<u>PORTLAND/POLAND SPRINGS, ME.</u>				
TV (1/2 - 60's: 1/2 - 30's)			83 GRP'S/WK	215 GRP'S/WK
RADIO (60 SEC.)		36/WK/STA-5 STA	30/WK/STA-5 STA +	MON HEAVYUP*
NEWSPAPERS (PG. B/W)				PG. B/W FRI & SUN
				PG. B/W MON
* HEAVYUP BETTY FORD ANNOUNCEMENT				

MEDIA ADVERTISING BUDGET SUMMARY  
(ORIGINATING DOLLARS)



ADI/MEDIUM		ADVERTISING WEEKS (TUES-MON)			GRAND TOTAL
		2/3	2/10	2/17	
		\$	\$	\$	\$
<u>BOSTON/MANCHESTER</u>	TV	-	11,545	10,241	21,786
	RADIO	3,142*	2,357	5,801	11,300
	NEWSP.	-	-	7,212	7,212
	TOTAL	3,142	13,902	23,254	40,298
<u>PORTLAND/POLAND</u>	TV	-	506	1,407	1,913
<u>SPRING, ME</u>	RADIO	1,308	951	995	3,254
	NEWSP.	-	-	991	991
	TOTAL	1,308	1,457	3,393	6,158
<u>TOTAL STATE</u>	TV	-	12,051	11,648	23,699
	RADIO	4,450	3,308	6,796	14,554
	NEWSP.	-	-	8,203	8,203
	TOTAL	4,450	15,359	26,647	46,456

\*LESS \$163,20 CURT GOWDY DUP. PAYMENT

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



## NEW HAMPSHIRE PRIMARY

3/22/76

2/24

EFFECTIVE STATE DOLLARS

<u>ADI</u>	<u>ORIGINATING DOLLARS</u>	<u>% SPILL-IN</u>	<u>EFFECTIVE DOLLARS</u>	<u>% SPILL-OUT</u>	<u>STATE</u>	<u>\$</u>
<u>BOSTON/MANCHESTER</u>						
TV: BOSTON	\$21,165	12.2	\$2,582	87.8	MASS	\$18,583
MANCHESTER	621	100.0	621	----	----	-----
TOTAL:	<u>21,786</u>		<u>3,203</u>			<u>18,583</u>
RADIO: BOSTON	2,949	12.2	360	87.8	MASS	2,589
NEW HAMPSHIRE	8,351	100.0	8,351	----	----	-----
TOTAL	<u>11,300</u>		<u>8,711</u>			<u>2,589</u>
NEWSPAPERS:	<u>7,212</u>	100.0	<u>7,212</u>	----	----	-----
TOTAL:	40,298		19,126			21,172
<u>PORTLAND/POLAND SPRINGS, ME.</u>						
TV:	1,913	19.6	375	80.4	MAINE	1,538
RADIO:	3,254	82.0*	2,668	18.0	MAINE	586
NEWSPAPERS:	<u>991</u>	100.0	<u>991</u>	----	----	-----
TOTAL:	6,158		4,034			2,124
GRAND TOTAL:	\$46,456		\$23,160			\$23,296

\*BASED ON 80.4% of WMTQ's \$

## NEW HAMPSHIRE NEWSPAPER LIST

3/22/76

<u>ADI/NEWSPAPER</u>	<u>ED</u>	<u>CIRC.</u>	<u>DATE</u>	<u>COST</u> <u>PG. B/W</u>	<u>DATE</u>	<u>COST</u> <u>PG. B/W</u>
<u>BOSTON</u>						
MANCHESTER NEW HAMPSHIRE	SUN	58.2	2/22	\$1,102.86	2/23	\$1,203.52
NASHUA TELEGRAPH	E	22.8	2/20	511.70	2/23	511.70
PORTSMOUTH HERALD	E	18.1	2/20	477.13	2/23	477.13
DOVER FOSTERS DEMOCRAT	E	18.5	2/20	496.56	2/23	496.56
CONCEOR MONITOR-N.H. PATRIOT	E	17.5	2/20	406.50	----	-----
KEENE SENTINEL	E	11.5	2/20	352.66	2/23	352.66
CLAREMONT EAGLE TIMES	SUN	<u>9.9</u>	2/22	<u>411.36</u>	2/23	<u>411.36</u>
TOTAL		156.5		3,758.77		3,452.93
 <u>PORTLAND/POLAND SPRINGS</u>						
LACONIA CITIZEN	E	7.1	2/20	330.75	----	-----
EBANON/WH.RIV.JUNC.VLLY NW-W	E	<u>11.7</u>	2/20	<u>330.04</u>	2/23	<u>330.04</u>
TOTAL		18.8		660.79		330.04
 TOTAL N. H. 175.3 \$4,419.56 \$3,782.97						
TOTAL NEWSPAPERS 8,202.53						



Campaign '76  
Media Communications, Inc.

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

March 24, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: DAWN SIBLEY  
SUBJECT: REAGAN NETWORK TIME

As of noon today, all three television networks have been contacted and report that Reagan has not approached them regarding the purchase or availability of a half hour of national time.

The possibility exists that he is planning to call a news conference. We are in the process of checking radio networks now.

cc: Peter Dailey  
Clayt Wilhite  
George Karalekas

x: Stu Spencer  
Peter Kaye  
3/24/76  
Bm



# Campaign '76

Media Communications, Inc.

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

X: P. Dailey  
3/25/76  
BM

March 25, 1976

MEMO TO: BRUCE WAGNER  
FROM: CLAYT WILHITE  
SUBJECT: REVIEW OF WISCONSIN ASSIGNMENTS

Listed below is a summary of the decisions reached in yesterday's meetings regarding additional projects for the Wisconsin Primary:

1. Media Plan Heavy-Up:

Dawn Sibley will construct a recommendation to increase media weight across the state for the last week of the campaign. This will include increasing television to 350 GRP's, radio to 36 spots per week, and one additional full-page newspaper ad.

Due to the perceived importance of the undecided vote, we will endeavor to schedule the bulk of media during the last five days preceeding the election.

2. Five-Minute Presidential Television Commercial on National Defense:

While the format of this particular spot is dependent on a number of decisions made outside the agency, we will use SFM to determine the availability and cost of such announcements on television stations across the state of Wisconsin, on the Sunday before the election.

The format of the message is still to be determined, but timing requirements may dictate the use of footage from a Presidential speech on defense. We would construct lead-in and conclusion to the spot.





Bruce Wagner  
March 25, 1976  
Page Two

3. :60 Radio Commercial

Given the apparent increase in the importance of the defense/detente issue amongst the electorate, we will develop a :60 radio commercial summarizing the President's position on these issues. It will be designed to "set the record straight" on the nation's defensive capabilities, vis a vis the U.S.S.R., and imply that comments made by others outside of government border on irresponsibility because they do not know the facts.

As we discussed last night, we can also consider the use of an advocate to deliver this message, but we should make certain that standard V/O format is also ready for review.

More information will be coming to us over the course of the next couple of days so we should be ready with all aspects of the above no later than midday tomorrow (Friday).

If you have any questions, please let me know.

cc: John Overaker  
Phelps Johnston  
Peggy Pilas  
Dawn Sibley



# Campaign '76

Media Communications, Inc.

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

March 26, 1976

MEMO TO: BRUCE WAGNER  
FROM: CLAYT WILHITE  
SUBJECT: PROJECTS TO BE ADDRESSED DURING MY ABSENCE

Below is a review of projects that should be addressed between Friday afternoon and the close of business Monday:

1. Copy for the full-page Wisconsin newspaper ad has been sent to Tim Austin with a request for verbal approval by the close of business on Friday. He will call either you or Peggy. Type has been ordered and Al Whidley will be available over the weekend to complete work on the art mechanical if we get the White House approvals. Fred Slight has already initialed copy.
2. We should get a decision by close of business on Monday regarding the use of the full-page "Leadership" newspaper ad as a second insertion in Wisconsin on the Monday before the primary. I assume you, Pete Dailey and the White House will handle that.
3. We are trying to get Melvin Laird to record a second defense-oriented commercial over the weekend. John Overaker is working on the copy and should review it with you before the close of business on Friday.
4. The bus and outdoor advertising is in my office. You had mentioned the possibility of reviewing it with Stu Spencer. Perhaps that can be done on Monday. On this subject, Ginger Nessel and Gene Anderson were in Kansas City on Friday, and they have additional information.
5. We will plan to record Wisconsin Advocate Congressman William Steiger between 12 and 1:30 p.m. on Monday. His advocacy commercial will be in the field by Wednesday.



Bruce Wagner  
March 26, 1976  
Page Two

6. John Overaker will write a first draft of a foreign policy/foreign affairs brochure over the weekend for review on Monday. In addition, he will examine the State of the Union Address to see if we can fashion a 60 second or 5-minute commercial should that become a requirement for use in Wisconsin.
7. Peggy and I had two more conversations with Texas PFC people today, and the more we listen the more apparent it becomes that the media and creative planning for Texas has the potential of differing greatly from our plans in previous states. I have asked Peggy to draw up a brief summary of the salient issues for review with you no later than Monday. We will then have to make some internal recommendations, but the media objectives should be discussed in a second meeting with Stu Spencer to make certain that he fully grasps the implications of the information that we have obtained.

I'll be in the Washington area sometime midday on Monday, and will give you a call. You already have my phone numbers in the New York and Connecticut areas for the weekend should you need to reach me.

cc: Peggy Pilas  
John Overaker  
Marcy Pattinson



Campaign '76  
Media Communications, Inc.

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

x: Pete Dailey  
(wire)  
L.A.

March 29, 1976

MEMO TO: BRUCE WAGNER  
FROM: PEGGY PILAS  
SUBJECT: SALIENT ISSUES PER DISCUSSION WITH TEXAS PFC

This summarizes the salient issues in Texas drawn from conversations Clayt and I recently had with the following Texas PFC people:

Roger Wallace, Campaign Manager  
Jacque Irby, Deputy Campaign Manager  
John Knaggs, Texas PFC Press Department

1. Nature of Primary

The Texas primary is a delegate selection process with 100 delegates at stake. 96 of the delegates are selected by Congressional District vote (with 4 delegates per Congressional District). The remaining 4 are selected by State Convention. As a result of this procedure, each district carries an enormous amount of weight, regardless of the size of its Republican population.

There is no "beauty contest" in this primary. The delegates' names are listed on the ballot with the Presidential candidates' names they are supporting. For example:

John Doe, delegate for President Ford.

The voter is allowed to split his vote, e.g. selecting two delegates for Ford and two for Reagan.

The PFC field personnel have suggested that there may be a need for an educational process explaining the primary procedure to the voter. This is the first Presidential primary in the state.





Bruce Wagner  
March 29, 1976  
Page Two

There is no party registration in the state; thus the possibility of a cross-over problem exists. However, at this time, the extent of cross-over is unknown. Field personnel report that the Market Opinion Research may provide some additional information on this subject.

### Implications

The complicated primary process will have significant implications on our planning.

Because the primary is like 24 separate elections throughout the state, extensive media coverage is more critical than originally thought.

Due to the importance of the delegate elections, and to the fact that the Ford delegates are authorized, it may be necessary to incorporate in our advertising, copy supporting the individual delegates. (Authorized delegates are allowed to work closely with the PFC, but are prohibited from spending their own money. Reagan's delegates are unauthorized and are not allowed to work with the Reagan organization, but are free to raise their own money and thus spend over the limit in Texas.)

It is possible that our delegate advertising could be handled with direct mail. Additionally, due to the complex nature of the primary, it may be necessary to include "directions for voting" in the copy.

## 2. Research

Market Opinion Research will conduct an issue study, but unfortunately, they do not plan to go into the field until March 27, which means results won't be available until April 9 at the earliest.

Roger Wallace took a rough cut at identifying the issues, citing Energy, Defense and Agriculture as significant in Texas. Reagan has already begun to attack the energy problem, linking it to the Washington bureaucracy. Further, conservatives in the state are annoyed that Ford did not veto an Energy bill. We are currently trying to outline additional information on this subject.



Bruce Wagner  
March 29, 1976  
Page Three

Other research has been done by the Texas PFC, but nothing that so far appears to be useful to our planning on a statewide basis.

Jacque Irby gave me the topline results of a limited issue study conducted in Houston. This research showed Economy/Inflation to be clearly the most significant issue with 64% of respondents mentioning it. The same respondents however, did not express a high concern over the Energy problem (11%).

I have requested that the complete report be sent to us.

### 3. Areas of Strength

At this time, Ford's areas of popularity appear to be in the central part of the state (Austin, Waco), the Valley (Laredo), Dallas, El Paso, Galveston and the Beaumont/Port Arthur areas. (See attached map.)

Reagan's strongest areas are the Panhandle (Amarillo), West Texas (Midland, San Angelo) and Harris County (Houston).

It should be noted however, that a large undecided section does exist. The following are possible swing areas: Odessa, Tyler, Texarkana, Ft. Worth and Abilene.

Roger Wallace is estimating the current undecided vote in the state at 38-45%.

### 4. Voter Turnout

Republican voter turnout is currently estimated at 200-225 thousand people. However, this figure is questionable and could be higher depending on the number of Democrats and Independents who decide to call themselves Republicans this year.

### 5. Key Groups

As in previous primary states, the older American group is considered to be a source of strength for the President vs. Ronald Reagan.



Bruce Wagner  
March 29, 1976  
Page Four

Retired military represent a significant number of the conservative population in San Antonio and El Paso and should be considered in our strategy, particularly when addressing the defense issue.

Mexican Americans are Democrats and should not be a factor in the Primary election.

6. Advocates

According to PFC sources, there appears to be only one advocate available for use in Texas - John Tower. Roger Wallace did indicate that there were two local Congressmen, but that they were running for re-election and intended to remain neutral.

When questioned about the use of Barry Goldwater, both Roger and John responded favorably and noted that he would be particularly useful in conservative West Texas.

Next Step

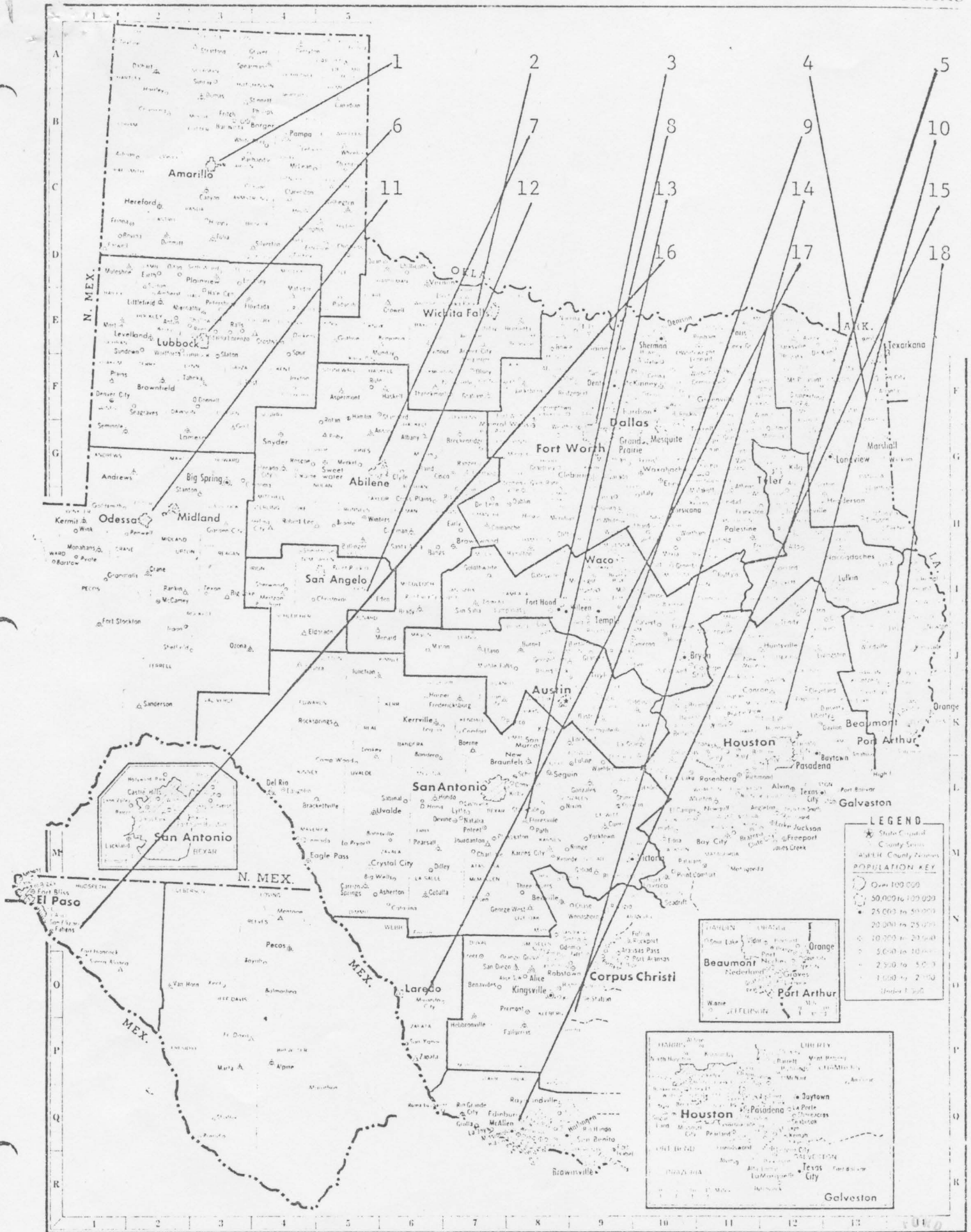
Although it would be preferable to wait for the research results before proceeding with planning, time does not allow this.

Thus, I suggest that our next step is to meet with Media and Creative as soon as possible, and decide on directions based on the information we have, recognizing that plans may have to be altered if the research so indicates.

cc: Clayt Wilhite  
Dawn Sibley  
John Overaker









# Campaign '76

Media Communications, Inc.

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

March 30, 1976

MEMO TO:

BRUCE WAGNER

FROM:

DODIE KAZANJIAN

RE:

BUTTONS/NEW YORK TIMES

*Done*

Rosilyn Retkwa from the New York Times is doing an article for the Sunday Magazine Section on Campaign Buttons. She wants to know who is making our buttons and how many have been ordered to date.

Don-Howard Associates, Inc. on 156 E. 52nd Street in New York City is our supplier. To date we have ordered 1,300,000 buttons.

Ms. Retkwa can be reached at (212) 556-1471.

cc: Peter Dailey



Campaign '76  
Media Communications, Inc.

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

March 30, 1976

MEMORANDUM TO: BRUCE WAGNER  
FROM: DAWN SIBLEY *DS*  
SUBJECT: REAGAN NBC 1/2 HOUR PROGRAM

The cost to have Radio TV Reports pull a cassette of the Reagan 1/2 hour program scheduled Wednesday, March 30, between 10:30 and 11 PM would be \$115.00.

Should we authorize this expenditure?

The price Reagan is paying for this program has been quoted as:

\$100,000 gross  
+ 1,050 network charges  
\$ 86,470 net total

We are in touch with Nielsen in order to secure overnight ratings on this program.

cc: Clayt Wilhite  
George Karalekas  
Carol Karasick  
Barry Lafer



# Campaign '76

Media Communications, Inc.

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

March 31, 1976

MEMORANDUM TO:

BRUCE WAGNER

FROM:

DODIE KAZANJIAN

RE:

RE-ORDERING OF BROCHURES

We are quickly running out of a number of brochures. Here is the present status.

Job	5,300
Energy	7,400
Economy	7,400
Crime	7,400
Federal Spending	7,400

There are 5300 Job Brochures. I have orders for 10M that are not being filled in case of last minute needs of Texas or Wisconsin.

Energy, Economy, Crime and Federal Spending Brochures are quickly diminishing, also. I am holding orders of 5M of each for the same reason mentioned above.

I suggest we evaluate our situation. Do you have any revisions? Can we re-order, immediately?

cc; Jack Frost  
Barry Lafer

*Peter Dailey*

