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MARCH - BO CALLAWAY

AGRICULTURE BORCHURE	2
CAMPAIGN '76 ADVISORY BOARD	1
COPY CLEARANCE	10
COPY CLEARANCE	11
COPY CLEARANCE	11
FLORIDA NEWSPAPER	1
MEETING WITH THE PRESIDENT	1
OPERATING COSTS	12
FUTURE COMMERCIAL RESEARCH	10
FUTURE COMMERCIAL AND NBC	5
OLDER AMERICANS CAMPAIGN IN ILLINOIS	2
REAGAN IN WISCONSIN	6
REAGAN IN THE DPPE SOUTH	11
USE OF NIXON '68 VOTE IN MEDIA PLANNING	15
WISCONSIN MEDIA PLAN	11



Campaign '76

Media Communications, Inc.

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

March 1, 1976

MEMORANDUM TO: BO CALLAWAY
FROM: LEN MATTHEWS
SUBJECT: CAMPAIGN '76 ADVISORY BOARD

We have scheduled the next advisory Board meeting for March 23-24.

As you know the Board consists of 10 leading advertising agency executives who are either chairman or president of some of the nation's most influential firms. A brief sketch on each is attached.

We plan to bring them up to date on our activities on the afternoon of March 23 here at Campaign '76 Headquarters. We will brief them again on communications strategy, key research findings, and our assessment of results in New Hampshire, Florida and Illinois.

This March 23 meeting will be a brain storming session to get input from these men who have been kept advised on our strategy since early December.

On Thursday morning, March 24, we would like to put this group together with you and Messrs. Morton and Cheney at the White House for about 60 to 90 minutes. Our purpose would be to outline for Morton/Cheney any changes that we see in our strategy and/or execution as a result of experience and research in the first four primaries. Of course, we too, want any advice/input/reactions that Morton and Cheney would have to offer.

Following the session with Messrs. Morton and Cheney, we would hope to schedule a 30 minute visit with the President.

The objectives for this brief visit with President Ford are these:

- 1) Convey to the President first hand the communications strategy as seen by these highly experienced people.
- 2) Enable the President to stick to the strategy we have designed for him in the face of well meaning but conflicting advice which comes from many sources.



- 3) Provide an additional stimulus and dedication to the Advisory Board to give even more time and enthusiasm to the President's campaign.

Bo, we need to get a reasonably quick answer as to Rogers Morton and Dick Cheney's availability so that travel and hotel plans can be made. Obviously, we will not commit the President but it would be great if we can meet with him.

c.c.: Peter H. Dailey
Bruce Wagner



THOMAS B. ADAMS

Mr. Adams is Chairman of Campbell Ewals Agency in Detroit which is part of the Enterprise Group. His agency is the largest of the General Motors agencies and handles Chevrolet advertising in addition to several other divisions of GM.

Mr. Adams is also the current Chairman of the Advertising Council - a pro bono group which does volunteer work on a variety of governmental, civic and charity projects. Mr. Adams is a past chairman of the American Association of Advertising Agencies.

VICTOR G. BLOEDE

Mr. Bloede is Chairman of Benton and Bowles, New York, one of the nation's ten largest agencies. Principal accounts - Proctor and Gamble and General Foods. Mr. Bloede is a past chairman of the American Association of Advertising Agencies.

BARTON CUMMINGS

Mr. Cummings is Chairman of the Executive Committee of Compton Advertising, New York City. He formerly was president and chairman of that agency. He is also a past chairman of the American Association of Advertising Agencies and the American Advertising Federation. He is a Director of the Advertising Council.

His agency is prominent in the package goods field - largest account is Proctor and Gamble.

PETER DAILEY

Mr. Dailey is Chairman and Chief Executive Officer of Campaign '76. He was formerly chairman of the November Group Agency in the 1972 campaign.

He is President and Chief Executive Officer of Dailey & Associates a Los Angeles based agency with important activities throughout the Far East in addition to their U.S.A. activity.



JOHN (JOCK) ELLIOTT

Mr. Elliott is Chairman of Ogilvy and Mather in New York. He is very active in the American Association of Advertising Agencies, the Advertising Council and other major industry groups.

His agency handles such major companies as Lever Brothers, Shell Oil and many others.

JAMES HENDERSON

Mr. Henderson heads the agency bearing his name, Henderson Advertising Agency, Inc., in Greenville, S.C.

His is one of the nation's most successful agencies in the industry. Mr. Henderson also has been involved in Republican politics in South Carolina and at one time ran for Lieutenant Governor of that state.

PHILIP JOANOU

Mr. Joanou is Executive Vice President of Dailey & Associates, Los Angeles.

In 1972 he was the executive vice president and chief operating officer of the November Group.

LEONARD S. (LEN) MATTHEWS

Mr. Matthews was formerly president and later vice chairman of Leo Burnett Co., Inc. in Chicago. Leo Burnett is the world's fourth largest agency.

He is Chairman of the Campaign '76 Advisory Board.

Mr. Matthews is also Vice Chairman of the Advertising Council and a member of the board of the American Association of Advertising Agencies.

CLIFFORD MILLER

Clifford Miller is President of Braun & Company, a leading counseling and corporate consulting firm with offices in Los Angeles and New York. Mr. Miller has been active in political counseling, and the firm's president, Mr. Theodore Braun, was Advisor to President Eisenhower and held several appointed positions in that administration.



CHESTER (CHET) POSEY

Mr. Posey is President of deGarmo Advertising of New York City. He formerly was the senior creative executive of McCann-Erickson.

DeGarmo has a substantial creative reputation in New York City and, although a medium sized agency, handles such major accounts as Best Foods and Lorillard.

PHILIP H. SCHAFF, JR.

Mr. Schaff is Chairman of Leo Burnett Co., Inc. in Chicago, the parent company of this world-wide agency.

He had some personal involvement with Republican advertising activities when Burnett worked for the Republican National Committee in 1962-3-4.

ARTHUR W. SCHULTZ

Mr. Schultz is Chairman of Foote, Cone & Belding Communications, the parent company of a world-wide group of agencies. Mr. Schultz is headquartered in Chicago. Foote, Cone & Beldins is one of the nation's top ten agencies.

He, with many others in the group, has had a major involvement over the years in the American Association of Advertising Agencies, the Advertising Council and other industry groups.



Campaign '76

Media Communications, Inc.

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

March 1, 1976

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

Attached for your approval, please find Florida newspaper copy.

We've kept very close to the New Hampshire format with specific addition of copy referring to 1) Older Americans and 2) opposition to international lawlessness (i.e., Castro).

c.c. Peter Dailey
Bill Roberts
Stu Spencer
Fred Slight
Ed DeBolt
Peter Kaye

Attachment



Campaign '76

Media Communications, Inc.

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

March 1, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: MEETING WITH THE PRESIDENT

This will serve to summarize today's meeting with the President.

1. The "Future" commercials (:60 and :30) will go on-air immediately in Florida, Illinois and North Carolina.

These commercials will be scheduled at 50% of our media weight, except in Florida where they'll be at 66% of our weight.

The "Accomplishment" advertising (:60 and :30) will be the other 50% of the weight (with 34% in Florida).

Implicit in this is withdrawal of the "Momentum" Candid's in Florida for the last week of the Campaign--if we don't have momentum now, we never will.

2. Regarding the "Future" execution, we'll be looking at the possibilities of:
 - a) laying in some applause at the close of the President's quote,
 - b) perhaps, shortening the opening where the President is waiting to move forward, and
 - c) considering a copy revision for "under President Ford..."
3. On the subject of the "Accomplishment" revision, the President continues to be uncomfortable with the "confident and candid" picture.

We are proceeding with three options:

- a) using the hands-on-hips picture,
- b) starting the pull-back on the Rumsfeld picture further back in frame, and

Meeting With The President
Page two

c) finding new pictures

We'll run the current commercial on-air until we
solve this issue.

Please let me know if you have any additional comments.


c.c. Peter Dailey



Campaign '76
Media Communications, Inc.

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

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.



March 2, 1976

MEMORANDUM FOR: BO CALLAWAY
STU SPENCER

THROUGH: BOB MARIK *BM*

FROM: JIM MILLS *JM*

SUBJECT: OLDER AMERICANS CAMPAIGN IN ILLINOIS

Attached is an overview of the campaign plan for older Americans in Illinois.

The activities are similar to those employed in Florida with the addition of a telephone/manpower field operation currently underway.

I have also included an estimated program budget based on information available. It is my understanding that the actual expenditures will tend toward the high and not the low.

cc: Ed DeBolt
Skip Watts
Fred Slight
Bruce Wagner ✓
Ed Terrill



ILLINOIS OLDER AMERICANS PRIMARY CAMPAIGN PLAN

The activities and tasks presented below are designed to maximize voter support from senior Republicans in the Illinois March 16th primary. The objectives defined are limited to those which will have the most impact and are immediately accomplishable.

I. ACTIVITY: Establishment of The Older Americans for PFC.

A. Tasks:

1. Identify two prominent older Republicans who will:
 - a. serve as Co-Chairpersons of the Committee.
 - b. assist in carrying those actions discussed below which they deem appropriate.
 - c. expand the Committee membership on a regional/county basis after the primary for the purposes of further general election activities to be developed.
 - d. lend their names for use in campaign materials and advertising.
2. Potential Co-Chairpersons have been identified and will be confirmed no later than Wednesday, March 3rd. They are:
 - a. Mr. Clarence Lipman - Governor's call pending.
 - b. Mrs. Elizabeth Percy - pending - to serve after the primary for general election purposes.
 - c. Mr. Ken Ogilvie - pending.
3. Attempts are currently underway to identify well-known non-controversial older Americans in all major Illinois communities to be members of the Committee (see Activity 4).

II. ACTIVITY: Advocacy/Scheduling

A. Tasks:

1. The PFC advocacy operation at the state and national levels will place spokesmen and will schedule drop-bys before senior citizen groups.
2. In addition to the materials already generated for surrogate briefing, a separate memorandum developed jointly by Commissioner Flemming, Slight and Mills



presenting a recommended approach to explain the President's Catastrophic Health Insurance proposal will be available on March 5th. A copy of this memorandum will be forwarded to James Shuman.

3. Older Americans Forums - per previous discussions.

III. ACTIVITY: Communications Strategy. Communication of the fact that President Ford is helping older Americans will be accomplished through:

A. Tasks:

1. Newspaper Advertisement:

Based on in-house response to the Florida senior citizen ad and the need to emphasize the President's commitment to a strong Social Security system, a new ad for appropriate nationwide use is being developed in time for placement in Illinois papers.

The copy of this full-page ad is currently being developed. Space is being provided for the insertion of name(s) of a locally prominent, non-controversial senior Republican supporter(s) serving on the above-mentioned committee. If an appropriate non-controversial chairman is not confirmed by March 5th, no names will be inserted in the ad.

? Campaign '76, in cooperation with Mills, will submit the recommended newspapers for ad placement and budget no later than March 4th.

? The impact of this ad and the Florida ad should be measured. Therefore, it is recommended that Slight, Mills, and Campaign '76 develop a proposed procedure, criteria, and budget plan for such a test on a post-election day basis.

AGREE _____ DISAGREE _____

2. Brochures:

25,000 older Americans PFC brochures have just been sent to the Chicago headquarters. On March 1st, Mr. Walter Parker was hired as the Older Americans for President Ford Director in Illinois. Among other things (see below) Mr. Parker is responsible for the distribution of these brochures in target areas throughout the state.



3. Press Release:

The Illinois Press Director, Mr. Fred Bird, in cooperation with Mills and Kaye, will develop and issue a press release announcing the formation of the Older Americans Committee, and why. A sample press release is attached.

4. Interviews:

If scheduling and other conditions permit, the President's cabinet-level advisor on aging, Dr. Arthur S. Flemming, United States Commissioner, Administration on Aging, will participate in interviews with local media when in Illinois.

Scheduling of such interviews will be coordinated through Mills and the Commissioner's office. When such interviews occur, the fact will be communicated to all appropriate PFC Directors through field reports.

IV. ACTIVITY: Field Operations. On February 28th, the Illinois PFC, at Mills' recommendation, employed Mr. Walter Parker (age 72, good health) as of March 1st for a fee of \$250.00 per week for the purposes presented below.

Mr. Parker was the Director of the Older Americans effort in 1972 and has complete records from that time. He had the best organization of all states for Older Americans in 1972. It was comprised of 168 committees throughout the state. He staged more Older Americans events in Illinois in 1972 than did any other senior citizens staff man in other states.

A. Tasks: Mr. Parker is, in order of priority, responsible for re-activating his former Older Americans network with these objectives:

1. identifying fifty former local Older Americans Chairmen in fifty key communities,
2. having them conduct a home telephone campaign using the pyramid system (see attached instructions),
3. having them supply capable manpower to the telephone bank operations in those area's designated by the state telephone bank coordinator,
4. having them distribute the Older Americans brochure to senior citizen clusters in their areas,
5. re-activating, to the extent possible, his former down-state farm network to carry out a home telephone campaign using the pyramid system, and
6. distributing PFC-approved background material and instructions to the above-mentioned contacts. Attached are portions of the Older American's packet he will be sending to his contacts.



Mr. Parker will quantitatively and qualitatively account the results of the above-designated activities. He has been given office space and will work both at the headquarters and at home.

If his performance meets expectations it is possible Mills will recommend that Mr. Parker be employed on a part-time basis in other states.

V. ACTIVITY: Transportation. As previously discussed.

VI. BUDGET. Estimated Program Budget Expenditures for Older Americans In Illinois (excludes overall effort impacting older Americans)

<u>March 1 through March 16</u>	<u>Low</u>	<u>High</u>
A. State Staff Fees (Walter Parker)	\$ 500.00	\$ 600.00
B. State Staff Expenses (telephone, mailings, travel)	200.00	250.00
C. Newspaper Ad	15,000.00	30,000.00
D. Brochures	500.00	700.00
E. Radio (Feb., March)	26,000.00	30,000.00
F. Advocacy (estimated)	2,000.00	5,000.00
TOTALS	\$44,200.00	\$66,550.00



- COVER LETTER TO THE LOCAL OLDER AMERICANS CHAIRMEN -

March ____, 1976

Dear _____:

I was pleased to talk with you again and learn of your desire to help President Ford.

As promised, I am enclosing guideline instructions and background information to help you in carrying out this project. If you have any questions, please call me at 312/641-6716 or evenings at 312/432-5757.

If everyone you call agrees to contact at least ten friends and some are able to help out at the telephone center, we will have contributed tremendously to the President's campaign.

Again, it is great to be back in contact. I am sure with this kind of effort, the President will win on March 16th and in November.

Many thanks and best of luck.

Sincerely,

Walter Parker



- INSTRUCTIONS -

TASK #1. Telephone Campaign

The goal here is for you to call every Republican you know in your area and

1. tally:
 - a. how many are intending to vote for President Ford
 - b. how many are intending to vote for the opposition
 - c. how many are not intending to vote
 - d. how many are undecided and
 - e. who would like more information on a specific issue, what the issue is and their address.
2. ask those who support President Ford if they would get involved in helping him by
 - a. calling every Republican friend they have (at least ten) and asking them to make calls if they support the President,
 - b. ask them to call you back and report the tally results as outlined above and on the enclosed tally sheet.
Be sure to tell each person you call who you have called so that they do not repeat calls you have made. This is especially important in cases where the circle of friends is the same.

TASK #2. Volunteer Support

1. Ask those you call to help gather volunteers to help in the telephone banks in the area. The telephone bank in your area is coordinated by _____. You should call _____ and ask how many volunteers he/she needs, when and where.
2. Ask if they want transportation to the telephone banks (or to the polls). If they do, contact the telephone bank coordinator.

TASK #3. Brochures

Per our telephone conversation, we are sending you _____ brochures explaining how the President is helping older Americans. As you know,



these can be distributed in a variety of ways such as in areas where older people shop, lobbies of retired persons residence complexes, etc.

Be sure to ask permission where necessary and advisable and do not hand them out around churches or where political activity is forbidden.



MEMORANDUM FOR: State Press Directors
FROM: Jim Mills 202/466-2113
SUBJECT: Sample Press Release -- Older Americans for
President Ford Committee

Date

FOR IMMEDIATE RELEASE

CONTACT: _____ Telephone: _____

HEADLINE: "Older (Senior)* Americans (State; e.g., Nevadans)
for Ford"

Mr. (Mrs.) _____, Chairman of the
(State) President Ford Committee in (State) announced today the
formation of the _____ (e.g., Senior Texans
for President Ford Committee).

"Older people want to be actively involved in President Ford's
campaign, Mr. _____ said. Mr. _____ of
(city) and Mrs. _____ of (city) have been appointed to
chair this important committee.

"President Ford is helping those of us who are retired, now we
are going to help him," Mr(s). _____ said. "Older
people support Ford for many reasons including his success at cutting
down inflation and determination to improve and strengthen the Social
Security Trust Fund," according to Mr(s). _____.

"Older people will vote for Ford because he acts rather than
talks and because they know that a healthy economy is in their as
well as everybody's best interest," Mr(s). _____, the
Committee's other Co-Chairman said.

("We older people have been around a long time. We are not
about to be hoodwinked by glamour and fancy-dan rhetoric," Mr(s).
_____, the Committee's Co-Chairman said.)

* Parentheses indicate optional language.



President Ford Committee

P.O. BOX 1976, GREAT FALLS, MONTANA 59403 (406) 733-3455

Contact: Kenneth R. Neill, Chairman
(727-2200)

Sharon Ann Ashton, Exec. Dir.
(727-3452)

17 February 1976

FOR IMMEDIATE RELEASE

NEWS RELEASE

Mary Stevens Carroll, for 25 years a reporter for the United Press, has been named Montana Senior Citizens Chairman for the President Ford Committee.

The appointment was announced by State Ford Chairman, Kenneth R. Neill.

Mrs. Carroll currently authors a column in the Republican party's state newspaper TRUNK LINE titled "A Carroll Line." She is a member of the Cascade County Republican Central Committee and editor of "Woman Talk," a monthly county GOP publication.

In accepting the appointment Mrs. Carroll said, "I feel President Ford deserves our support for the way in which he has tried to stem this tide of deficit spending. Our paychecks have had more and more withholding and the dollars left buy less and less.

It took courage for the President to try with his vetos to stop this. People of every party should vote for a "common sense" man such as Gerald Ford."

Mrs. Carroll currently is a board member of the College of Great Falls Guild, and the Cascade County Republican Women's Club. She is an active member in the Salvation Army Auxillary and the Travel Club.

She is a former school teacher. During WW II she was Chairman of the American Committee for the Greek War Relief, public relations chairman for the British War Relief and the Cascade County Chapter of the American Red Cross.

She and her late husband, Walker B. Carroll, have two children, a son, Dr. Joseph M. Carroll, Superintendent of Schools of Palm Beach County, Florida, and a daughter, Mrs. Charles E. Allen, Gig Harbor, Washington.

#####



The President Ford Committee, Howard H. Callaway, Chairman, 1000 N. 1st St., Great Falls, Montana 59403, is a non-profit organization. It is not affiliated with the Federal Election Commission and is not eligible for federal funds. It is a 501(c)(3) organization.

SUGGESTED TARGET AREAS, OLDER
AMERICANS

1970

COUNTY	POPULATION	CITY	POPULATION
Adams	13,672	Quincey	9,778
Champaign	13,935	Champaign Urbana	5,431 3,208
Cook	755,206	Chicago	516,353
Suburbia (Cook County)			
	(a)		(b)
	Berwyn 12,769	Maywood 3,568	
	Cicero 12,293	Evergreen Park 4,419	
	Elgin 10,381	Niles 3,176	
	Evanston 15,518	Harvey 3,827	
	Des Plaines 5,618	Elmwood Park 4,297	
	Oak Park 14,088	Arlington Heights 4,547	
	Oak Lawn 6,709	Blue Island 4,098	
	Skokie 8,367	Chicago Heights 4,296	
	Park Ridge 6,243		
DuPage	42,548	Bensenville	1,194
		Glen Ellyn	2,221
		Hinsdale	2,094
		Lombard	2,829
		Villa Park	3,208
		Wheaton	3,102
		Elmhurst	6,353
		Downers Grove	3,590
		Naperville	1,921
Kane	32,013	Aurora	10,102
		St. Charles	1,604
Kankakee	15,177	Kankakee	5,208
Knox	11,638	Galesburg	7,121
Lake	35,947	Waukegan	7,732
		Highland Park	3,470
		Lake Forest	1,978
		Zion	1,608
		North Chicago	2,097
LaSalle	19,208	Ottawa	3,337
		LaSalle	2,383
		Peru	1,962
		Streator	2,964
McLean	14,485	Bloomington	6,725
		Normal	1,949



<u>COUNTY</u>	<u>POPULATION</u>	<u>CITY</u>	<u>POPULATION</u>
Macon	18,804	Decatur (Urbanized Area)	15,689
Madison (See St. Clair County)	34,410	Alton	7,437
		Collinsville	2,921
		Granite City	5,180
		Wood River	1,724
		Edwardsville	2,155
Peoria	30,317	Peoria	19,958
		Urbanized area	35,085
Rock Island	23,962	Rock Island	8,328
		Moline	7,591
		Ill. Urban Balance	10,880
		Davenport, Ill. portion	14,455
St. Clair	37,760	E. St. Louis	10,736
		Belleville	8,326
		Remainder in Ill. portion of SMSA	33,713
Saugmon	26,721	Springfield	17,015
Tazewell	13,832	East Peoria	2,125
		Pekin	4,344
Vermilion	16,449	Danville	7,665
Will	26,142	Joliet	12,448
Winnebago	30,385	Rockford	21,664
		Rockford Urbanized Area	26,179
		Total Rockford SMSA	33,540
Total population 60 and over for these twenty counties:			1,212,611
Total population 60 and over statewide:			1,571,497



Campaign '76
Media Communications, Inc.

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

March 5, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: "FUTURE" COMMERCIAL AND NBC

Let me clear the air regarding our use of the NBC pool
"feed" of the SOTU message in the "Future" commercial.

...NBC had given approval to Campaign '76 (Carolyn Hopewell)
over the telephone several weeks ago to use the videotape
material in our commercial.

...In the absence of a written record, we had to locate
the various parties involved to confirm their approval.

...Mr. Frank Jordan of NBC is confirming this to me in a
letter today.

There does not appear to be a problem.

c.c. Tim Austin
Peter Dailey
Bob Marik
Bob Mead
Bob Visser



Campaign '76
Media Communications, Inc.

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

March 6, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: REAGAN IN WISCONSIN

Interestingly, Ronald Reagan is not reported to be active as yet in planning Wisconsin media markets.

Normally, his agency would be publicly planning the broadcast buys by this time.

Said another way, he may be feeling a financial pinch.

c.c. P. Dailey
D. Sibley
G. Karalekas
C. Wilhite
S. Spencer
P. Kaye



Campaign '76
Media Communications, Inc.

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

March 10, 1976

TO: BO CALLAWAY
FROM CLAYTON WILHITE
SUBJECT: COPY CLEARANCE

The following material is attached for copy clearance:

1. Full page version of Older Americans ad for Illinois with penciled changes (half page was previously approved).
2. Estate and inheritance tax ad requested by the North Carolina PFC for their use in selected rural newspapers.

cc: Ed DeBolt
Peter Kaye
Bob Marik
Bob Moot
Fred Slight
Stu Spencer
Bob Visser
Pete Dailey
Bruce Wagner

clayt

Attachments (2)

MASTER



AUTHOR: PJ
TITLE: NORTH CAROLINA ESTATE
TAX NEWSPAPER 1/4 page
STATUS: DRAFT #3

COPY: COLLATERAL

TIME: 5:45 pm
DATE: 3/10/76

PRESIDENT FORD WANTS TO HELP
YOU KEEP YOUR FAMILY FARM IN THE FAMILY

President Ford believes the family farm is a vital part of America. And he knows that, all too often, family farms have to be sold off to pay taxes.

To help American farmers, President Ford is fighting for major changes in Federal estate and inheritance taxes.

The first thing that he says must be done is to raise Federal tax exemptions from \$60,000 to \$150,000. By more than doubling exemptions on average family farms, the tax burden will be drastically reduced. The heirs can carry on without having to go deeply into debt or, worse yet, be forced to sell.

On the tax that is owed, the President's plan will allow payments to be spread out for as long as 25 years with greatly reduced interest rates as low as 4%. This is President Ford's basic plan. It is one more way that he is helping America's family farmers. It's real proof that he believes it when he says, "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

President Ford is your President. Keep him.



Why Older Americans help themselves by voting for President Ford



President Ford has a deep concern for the special needs of older Americans. Under his leadership, there is a renewed confidence that you will be able to live secure and meaningful lives.

President Ford doesn't just worry out loud about your problems. He quietly goes about the business of getting things done. President Ford acts to help you.

With typical common sense, he says, "The single greatest threat to the quality of life of older Americans is inflation."

In his fight against inflation, the President has had the courage to say "No" to runaway spending. He has consistently vetoed big spending. He stood up for his principle: "To hold down the cost of living, we must hold down the cost of government."

He cut inflation. Inflation has been cut nearly in half as a result of his sound fiscal policies. That's the best news of the year for people on fixed incomes, retirement incomes. That's one reason why a vote for him in next Tuesday's primary election is a good way of helping yourself.

But cutting inflation is only one part of President Ford's record of strong, steady, sympathetic support for older Americans.

He asks for Social Security

increases. President Ford has asked Congress to make available the full cost-of-living increase in Social Security benefits, payable in July, 1976.

This would add to the income and purchasing power of 32 million older Americans.

More than this: President Ford is vigorously acting to maintain the financial integrity of the Social Security System.

He told Congress, "Simple arithmetic warns all of us that the Social Security Trust Fund is headed for trouble. Unless we act soon to make sure the Fund takes in as much as it pays out, there will be no security for old or for young."

President Ford does not favor tampering with Social Security. He resists suggestions that it should be made voluntary. He strongly opposes any plan that would endanger the 100% safety of its funds—your funds.

He asks for Catastrophic Health Insurance.

In his State of the Union message in January, President Ford said, "The burden of catastrophic illness can be borne by very few in our society. We must eliminate this fear from every family."

So he proposes catastrophic health insurance for every person covered by Medicare. Nobody, after reaching age 65, would have to pay more than \$500 a year for covered hospital or nursing home care, nor more than \$250 for one year's doctor bills.

And President Ford wants to ~~slow down and limit~~ **slow** increases in Medicare rates in 1977-78 to 7% for hospitals and 4% for medical services.

He believes in you. Believe

in him. President Ford firmly believes in the principles of the Older Americans Act and will continue to strengthen it. He is particularly concerned with the improvement of nursing home standards.

To help state and local governments give better health care, President Ford initiated the social services revenue sharing programs so that local officials and senior citizen representatives can make their own decisions. He believes that older Americans certainly have as good an understanding of their needs as any individual in Washington.

All these things President Ford is doing now, instead of merely talking about what he will do after election. Where others can only promise, he acts.

He has earned your vote.

Remember President Ford's record when you vote on Tuesday. He has earned your support—and your vote for him is the best way you have of helping yourself.

President Ford is your kind of President. Keep him.



President Ford '76

Campaign '76
Media Communications, Inc.

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

March 10, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER
SUBJECT: "FUTURE" COMMERCIAL RESEARCH

I've just gotten a telephoned, top-line report for the copy research people.

We researched the new State of the Union advertising in Chicago over this past weekend among 100 registered Republican voters.

I'm told that the "Future" commercial communicates as well, if not better than the "Accomplishment" commercial.

Evidently, voters played back phrases like "honest, open, integrity, solid/proven leader" in their comments about the President in the advertising.

In questions designed to probe their reactions to the commercials, the respondents are slightly more enthusiastic about this "Future" commercial in contrast to the "Accomplishment" commercial.

We'll have a written report in Washington on Friday of this week.

c.c. Peter Dailey
Stu Spencer
Clayton Wilhite



Campaign '76
Media Communications, Inc.

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

March 11, 1976

MEMO TO: BO CALLAWAY
VIA: TIM AUSTIN
FROM: CLAYT WILHITE
SUBJECT: COPY CLEARANCE

Attached for copy clearance are the following materials:

- 1) Earl Butz advocate radio for Southern Illinois (previously reviewed with Stu Spencer).
- 2) 1000 line agriculture newspaper ad for Southern Illinois (previously reviewed with Department of Agriculture, Stu Spencer, and Fred Slight).
- 3) Additional Governor Holshouser advocate radio (2) covering estate tax and New River (provided affirmative announcement is made during weekend of March 13-14).
- 4) Estate tax ad to be distributed by the North Carolina PFC.
- 5) Omnibus "Get Out the Vote" ad to be distributed by North Carolina PFC.
- 6) North Carolina generic full page newspaper ad.

cc: Stu Spencer
Bob Moot
Bob Visser
Fred Slight
Bob Marik
Bruce Wagner
Peter Kaye
Ed DeBolt
Peter Dailey

Clayt



TITLE: PJ
STATUS: ILLINOIS ADVOCATE-BUTZ RADIO :60
DRAFT

TIME: 3/10/76
3:25

SEC'Y BUTZ: This is Earl Butz, speaking to Illinois farmers. In the important Republican primary Tuesday, I urge you to support President Ford, whose policies give farmers the biggest and most profitable markets ever, with long-term guarantees of foreign sales.

President Ford has created an Agricultural Policy Committee to develop and direct food policy, domestic and foreign. As Secretary of Agriculture, I will be chairman, reporting only to the President.

And President Ford is trying to help keep family farms in the family. He wants to raise Federal estate and inheritance tax exemptions from \$60,000 to \$150,000, and give heirs up to 25 years to pay estate taxes. In the President's own words

FORD (TAPE): "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

SEC'Y BUTZ: President Ford acts for farmers where others can only promise. Give him your vote Tuesday.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



APPROVED: _____

TITLE: IL FARM AD
STATUS:

TIME: 9 am

How President Ford
Has Earned the Support
Of Illinois Farmers

President Ford is the man who ---

Expanded foreign markets for the production of Illinois farms --
the biggest and most profitable markets farmers have ever
had. Farm exports are at all-time highs.

Provided farmers with guaranteed long-term foreign markets
at fair prices.

Wants to help keep family farms in the family. President
Ford urges changes in Federal estate and inheritance tax
laws that would raise tax exemptions for farms and small
businesses from \$60,000 to \$150,000. Heirs would have up
to 25 years, instead of only 10, to pay Federal estate
taxes, with interest rates sharply reduced. As President
Ford says,

"Too much love and too much labor go into the
development of a paying farm to dismantle it with
every new generation."

Created an Agricultural Policy Committee, with Secretary Butz
as chairman. The Committee will have full authority to
develop and coordinate food policy, domestic and foreign, and
will report directly to President Ford.

Courageously stood up to pressure from special interest groups
who wanted controls on food prices. He refused to penalize

APPROVED: _____



AUTHOR:
TITLE: IL FARM AD
STATUS:

DATE: 11-11-76

TIME: PG TWO

farmers. He believes the right way to hold down inflation is to hold down the cost of government. As a result of his policies, inflation has been cut nearly in half.

Is opposed to government-held grain reserves, with their depressing effect on prices paid to farmers. Surpluses are at the lowest point in 40 years.

Understands the needs of farmers. President Ford was elected to Congress for 13 consecutive terms, from a Michigan district that includes thousands of farmers and their families.

Believes that farm policy should "let the farmer live in freedom from the stifling interference and control of big government."

President Ford acts for farmers, where others can only promise. He has earned the support of Illinois farmers in the Republican primary next Tuesday.

President Ford is your President. Keep him.

President Ford '76

The President Ford Committee, Howard H. Callaway, Chairman, etc.



APPROVED: _____

STATUS: DRAFT #2
AUTHOR: PJ

COPY - BROADCAST

RADIO :60

TIME: 11:30 am
CODE #:

HOLSHOUSER: This is Governor Holshouser, with an important message for the people of North Carolina: President Ford wants to help you keep your family farm in the family.

All too often, farms and small businesses have to be sold to pay taxes. To help prevent this, President Ford urges that Federal estate and inheritance tax laws be changed.

He wants inheritance tax exemptions more than doubled, from \$60,000 to \$150,000. And he wants estate tax payments spread out for as long as 25 years, with interest on the unpaid balance sharply reduced.

In the President's own words:

FORD (TAPE): "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

HOLSHOUSER: President Ford knows what farmers need. He was elected to Congress 13 times from a district with thousands of farm families.

He has earned your vote in the Republican primary, March 23.

President Ford is your President. Keep him.

ANNOUNCER: Paid for by the President Ford Committee.



STATUS: NEW RIVER - GOVERNOR HOLSHOUSER
AUTHOR: draft
:60 RADIO

TIME: 11:30 am
CODE #:

HOLSHOUSER: This is Governor Holshouser, with great news for the people of North Carolina.

President Ford has ended years of wrangling about our superb natural asset, New River, by directing the Secretary of the Interior to make it part of the National Wild and Scenic Rivers System.

This will prohibit the building of dams. The unspoiled grandeur of New River will remain unchanged, forever.

President Ford's decision means that the lives of 3,000 North Carolinians in New River Valley will not be violently upset. They can continue to farm on 40,000 acres of choice land that would have been flooded, along with whole towns, if the dams had been built.

The preservation of New River for future generations of North Carolinians recalls a statement by President Ford:

FORD (TAPE) "The genius of America has been its incredible ability to improve the lives of its citizens."

HOLSHOUSER: New River is one of many reasons why President Ford has earned your vote in the Republican Primary.

President Ford is your President. Keep him.

DISCLAIMER: Paid for by the President Ford Committee.



AUTHOR: PJ
TITLE: NORTH CAROLINA ESTATE
TAX NEWSPAPER 1/4 page
STATUS: DRAFT #3

COPY: COLLATERAL

TIME: 1:00 p
DATE: 3/11/76

PRESIDENT FORD WANTS TO HELP
YOU KEEP YOUR FAMILY FARM IN THE FAMILY

President Ford believes the family farm is a vital part of America. And he knows that, all too often, family farms have to be sold off to pay taxes.

To help American farmers, President Ford is fighting for major changes in Federal estate and inheritance taxes.

The first thing that he says must be done is to raise Federal tax exemptions from \$60,000 to \$150,000. By more than doubling exemptions on average family farms, the tax burden will be drastically reduced. The heirs can carry on without having to go deeply into debt or, worse yet, be forced to sell.

On the tax that is owed, the President's plan will allow payments to be spread out for as long as 25 years with greatly reduced interest rates as low as 4%. This is President Ford's basic plan. It is one more way that he is helping America's family farmers. It's real proof that he believes it when he says, "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."

President Ford is your President. Keep him.

DISCLAIMER

President Ford '76



TITLE: NC AD
STATUS: DRAFT #2

TIME: 2:30 p

Good Reasons to Vote for
President Ford
In the Republican Primary

Your vote on Tuesday, March 23, will help keep President Ford on the road to victory in November.

In the election of 1976, President Ford is the best-qualified candidate in either party. He understands the Presidency, and he has the ability to get things done to meet the needs of North Carolina and the nation.

There is ample proof of that in President Ford's record.

He has started to turn the economy around, put it on the road to recovery by vetoing the big-spending bills passed by Congress.

He has said "no" to those who want to slash the military budget, calling a strong defense the one sure way to keep the peace.

He is fighting for major changes in Federal estate and inheritance tax laws, to help prevent the forced sale of family farms and small businesses to pay taxes. He urges that tax exemptions be raised from \$60,000 to \$150,000, and that tax payments be spread out for as long as 25 years, with interest on the unpaid balance reduced from 7% to 4%.

In the President's own words, "Too much love and too much labor go into the development of a paying farm to dismantle it with every new generation."



APPROVED: _____

FILED NC AD
STATUS:

TIME: 2:30 p
Pg. Two

He has proposed tough anti-crime legislation, demanding more concern for the safety of victims than the rights of criminals.

And he has, in his own common sense way, restored public confidence in government with his unquestioned character and his frank, open honesty in the office of President.

That's why he has earned your support...and your vote...on Primary Day.

President Ford is your President. Keep him.

The President Ford Committee. Howard H. Callaway, Chairman, etc.



APPROVED: _____

AUTHOR:
TITLE: NC FULL PAGE GENERIC AD
STATUS: AS PRESENTED

DATE: 3/23/76
TIME: 3 pm

On Tuesday, North Carolina
will keep President Ford on the road
to victory in November.

This Tuesday, March 23, we can cast votes that will count in the North Carolina Primary.

We can endorse the man whose unquestioned character and strong, steady leadership have restored public confidence in government and started to turn the economy around: President Ford.

In the election of 1976, he is the best-qualified candidate in either party. He understands the Presidency, and he has the ability to get things done to meet the needs of North Carolina and the nation.

President Ford will lead the Republican Party to a great victory in November. He will rally all Republicans and millions of Independents with his realistic, responsible approach to government.

North Carolina voters have strong personal reasons for believing in President Ford.

1. We trust him when he says, "We must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise."
2. He has the courage to say "No" to runaway spending and the funding of massive new government programs. Under his firm leadership, inflation has been cut nearly in half, and full economic recovery is now in sight. The country is on the move, with over two million more Americans working now than in the depths of the recession.

APPROVED: _____



3. He uses common sense. To help prevent the crushing blow of forced sales of property to meet estate taxes--to help keep family farms in the family--he urges Congress to increase Federal inheritance tax exemptions from \$60,000 to \$150,000, and to give heirs as long as 25 years to pay estate taxes.
4. He is experienced. He has grown steadily throughout his lifetime of leadership in government and his entire public career has prepared him for the Office of President.
5. He understands people's special needs --- older Americans, for example. He insists on the integrity of the Social Security System; he has called for the payment of full cost of living increases this year; he advocates catastrophic health insurance.

President Ford is a man of force and action. He acts where others can only promise. He initiates, he persuades, he leads.

His career has been dedicated to peace through strength, national defense, accountability of government to the people and, above all, financial integrity.

He is opposed to the idea that the Federal government can do everything better than the people can do for themselves.

Courage, common sense, and self-control are the prime ingredients of President Ford's character. They underlie his style of open, visible government. President Ford is not afraid to take unpopular positions if he believes they are right.

APPROVED: _____



AUTHOR:
TITLE:
STATUS:

TIME:

Pg. Three

He does not ignore criticism, he stands up to it. He will compromise on details, but not on principles.

President Ford has earned your support. Vote for the President on Tuesday.

President Ford is your President. Keep him.

President Ford '76

Disclaimer



APPROVED: _____

Campaign'76

Media Communications, Inc.

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

March 11, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER *BW*
SUBJECT: REAGAN IN THE DEEP SOUTH

We're reliably told that Ronald Reagan has reduced his television pressure in Charlotte, North Carolina.

We don't know the degree of reduction.

c.c. Peter Dailey
Peter Daye
Dawn Sibley
Stu Spencer
Clayton Wilhite



Campaign '76
Media Communications, Inc.

file

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

March 11, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER *[initials]*
SUBJECT: WISCONSIN MEDIA PLAN

Bo, the attached media plan reflects the execution of our basic "crescendo" media plan for three weeks in Wisconsin. The total cost would be \$73,458, with \$17,393 in Week 1 (commencing March 16th).

We are discussing the specifics of this plan with Charlie Davis in Wisconsin, but it's important today to bring you and Stu Spencer up to date.

Ronald Reagan is reported to be ready to execute media on Wisconsin, but he had not committed substantial funds as yet. Evidently, he has analyzed the market, planned his purchases, etc. Our last intelligence is that he's bought primetime television over the weekend prior to the Election and is planning to buy more television as his situation becomes more clear.

I suggest that we put ourselves in a similar position: specifically, we should be prepared to release the first week's funds tomorrow (March 12th) in order to commence a three week schedule next Tuesday. We should write the checks and be ready to deliver them, as required, in New York City on Friday afternoon if we make the decision to "go" in Wisconsin.

The attached media plan would use our current "Accomplishment" and "Future" commercials on 50%/50% basis. In addition to our Multi-state radio spots, we are developing a list of local Wisconsin Advocates for a portion of the radio effort. Finally, we will plan to utilize a localized version of our full page newspaper ad in the Sunday papers prior to Election Day.



Wisconsin Media Plan
Page Two

One caveat: The demographic data illustrates a lack of older people in Wisconsin; we've been looking at different sources of statistical data, and need to confirm this; I'll be talking to Bob Teeter on this question.

I suggest that the PFC release the \$17,000 to Barry Lafer for check preparation and then, we'll hold the funds pending a final determination as to whether or not to commence advertising next Tuesday.

c.c. Peter Dailey
Ed DeBolt
Charles Davis
Barry Lafer
Bob Moot
Dawn Sibley
Stu Spencer
Clayton Wilhite

Attachment



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

ADI	TV Households		1968 Nixon Vote		1972 Nixon Vote	
	% Within State	% Within ADI	% of State Contribution	% of ADI Vote	% of State Contribution	% of ADI Vote
	(%)	(%)	(%)	(%)	(%)	(%)
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	.1	1.9	.1		.1	55.5
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 /Total U. S. (%)</u>
	<u>% of Total</u>	<u>% of Total</u>	
	<u>U. S.</u>		
	<u>(%)</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

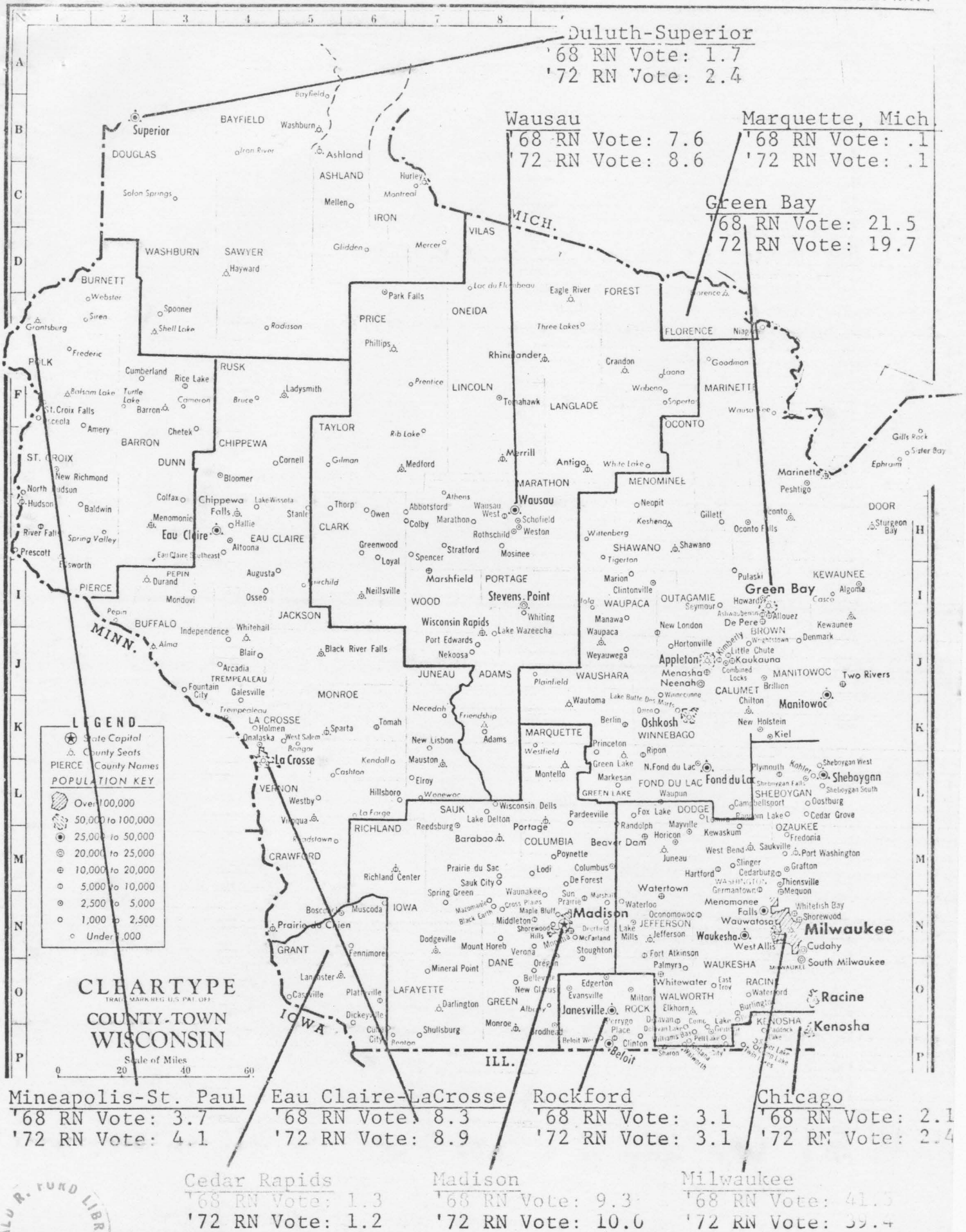


WISCONSIN

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



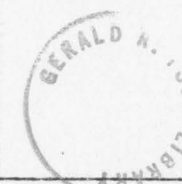


WISCONSIN PRIMARY APRIL 6

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)

ADI/MEDIUM		ADVERTISING WEEKS (Tues-Mon)				Grand Total
		3/16	3/23	3/30	(\$)	
		(\$)	(\$)	(\$)		(\$)
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	-----	-----	-----		-----

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



WISCONSIN (2)

MEDIA ADVERTISING BUDGET SUMMARY
(ORIGINATING DOLLARS)

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

CAMPAIGN '76 MEDIA COMMUNICATIONS, INC.



WISCONSIN

PROPOSED NEWSPAPER LIST

<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>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	E	20.3	416	
HERALD-TIMES REPORTER			<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>\$1,513</u>	



WISCONSIN (2)

<u>ADI/NEWSPAPER</u>	<u>ED.</u>	<u>CIRC.</u> M	<u>COST</u> PG. B/W \$	<u>WNG*</u> (COST PG. B/W) \$
<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	<u>251</u> \$1,502	<u>(2,612)</u>

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.

1733 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 434-1200

March 12, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER *BW*
SUBJECT: OPERATING COSTS

Effective this week, we've cut our Direct Salary costs on the assumption that the Agency's workload will decrease in the near future.

To illustrate, our payroll next week will be 19% below last week, which was particularly high due substantial work requirements.

The agony of success. This cutback includes termination of 2 copywriters, 1 art director and 1 account executive.

We hope to run a lean group over the next 60 days prior to adding staff for the Convention and General Election.

We continue to operate within our approved budget of \$471,000 for the Pre-Convention period.

c.c. Peter Dailey
Stu Spencer
Bob Marik
Bob Moot



Campaign '76
Media Communications, Inc.

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

March 15, 1976

MEMORANDUM FOR: BO CALLAWAY
FROM: BRUCE WAGNER ~~B~~
SUBJECT: USE OF NIXON '68 VOTE IN
MEDIA PLANNING

Please find correspondence attached regarding your question on the basis of our media planning.

A couple of observations:

- 1.) We endeavor to use more current data whenever available.
- 2.) So far, the '68 Presidential Election appears to be consistent with updated information when the more current material surfaces.
- 3.) It will be a continuing concern...but we're reasonably confident that we're handling it in the appropriate manner.

c.c. Peter Dailey
George Karalekas
Dawn Sibley
Clayton Wilhite

Attachment



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: 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

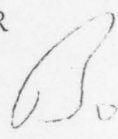


President Ford Committee

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

March 4, 1976

MEMORANDUM FOR: BRUCE WAGNER

FROM: BO CALLAWAY 

On the March 2 media plan, I notice that you are still using the 1968 Nixon vote as your guide for placing advertising in Florida.

As we have discussed, the 1968 Nixon vote is quite dissimilar from the Republican registration in Florida. There are a number of states in which the 1968 vote does not seem valid and I think you should look carefully at each state and use other criteria when the 1968 Nixon vote is not a good standard and when better criteria are readily available as is the case in Florida, where the obvious appropriate criterion is registered Republicans.



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.

'76 Registered
Republicans

Pinellas (16%)
Broward (15%)
Dade (11%)
Palm Beach (8%)
Orange (5%)
Sarasota (4%)
Brevard (4%)
Hillsborough (4%)
Duval (3%)

'72 Nixon
Vote

Dade (14%)
Broward (11%)
Pinellas (10%)
Duval (7%)
Palm Beach (6%)
Hillsborough (6%)
Orange (5%)
Brevard (3%)
Sarasota (3%)

'68 Nixon
Vote

Dade (15%)
Pinellas (12%)
Broward (12%)
Palm Beach (7%)
Duval (6%)
Orange (6%)
Hillsborough (6%)
Brevard (4%)
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

GERALD R.

STATEMENT BY HOWARD H. (BO) CALLAWAY

I have ~~been~~ submitted to The President my resignation as Campaign Chairman of the President Ford Committee.

I have enjoyed the opportunity during the last nine months to work closely with a man whom I admire greatly, and my admiration for him has grown during this period. I am proud of the campaign team that we have assembled. I am confident that President Ford will win the nomination in August and the election in November, and that the campaign organization will serve him well through that time.

It is unfortunate that circumstances made this resignation necessary. I remain confident of a full and complete exoneration, just as soon as all investigations are complete. However, in view of the recent publicity, I do not believe it is in The President's best interest that I continue.

To my successor, Rog Morton, an old friend of many years, I wish every success. Rog has the ability, personality and experience to make a great campaign chairman.

To the many workers and volunteers of the President Ford Committee, I express my deep thanks and appreciation for their support and my very best wishes for the future.

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