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JANUARY - STU SPENCER

CAMPAIGN MATERIALS

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FLORIDA OUTDOOR

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Campaign '76

Media Communications, Inc.

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

January 27, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE S. WAGNER
SUBJECT: FLORIDA OUTDOOR

Per your suggestion on Saturday that we think about various ways to inject some pzazz into the PEC effort in Florida, let me pass along the following information regarding Florida Outdoor.

We're opposed to using outdoor due to:

- 1) it's inefficiency
- 2) lead times render it a relatively moot issue in terms of advertising at this time

Rather, we'll suggest on Thursday afternoon the initiation of broadscale advertising utilizing a specific broadcast media schedule. This will have the double-edged effect of motivating a broad range of voters in addition to building field-force enthusiasm.

Outdoor costs follow:

- 1) 30 sheet posters will run about \$20-25 per posting (limited basis)
- 2) One painted board in Miami will cost us \$675 per month and one sheet board would be \$190 per month.
- 3) In Tampa, paint would cost approximately \$500 per board and 30 sheet would run at approximately \$100 per board.
- 4) Outdoor availability in Southern Florida is currently tight because it is the height of the winter season.

All in all, we believe an outdoor showing in Florida would be a mistake at this time. We're much better advised to move with broadcast media as soon as appropriate.

c.c. Peter Dailey
George Karalekas

Campaign '76

Media Communications, Inc.

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

January 28, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: CAMPAIGN MATERIALS

Our current inventory of Campaign Materials follows:

- Large color poster
- Large B/W poster
- National brochures
- Issue bulletins (6)
- Red Window Posters
- Red Lawn Signs
- Blue Wall Banner
- Bumper Stickers (4 types)
- Buttons

In addition, we are initiating production of the following by the end of this week:

- . Small color poster (19" x 25")
- . Lapel stickers (blue)
- . Biography brochure
- . SOTU brochure

As convenient, we'd appreciate your perspective regarding additional material needs, other than issue pamphlets.

Many thanks.

c.c. Bo Callaway



January 31, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER

Per our discussion this morning, Campaign '76 is anxious to assume the total responsibility of shipping campaign materials.

Effective today, we will execute all shipping procedures, tracking, and problems associated with delivery.

cc: Bo Callaway
Mimi Austin
Peter Dailey
Bob Marik
Jim Cochran

January 31, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER

Our data indicates that the following has been spent (excluding
shipping) for campaign materials:

- . New Hampshire - \$4045
- . Florida - \$9486

cc: Bob Marik
Jim Cochran
Barry Lafer
Dodie Kazanjian

