

The original documents are located in Box 5, folder “Spencer, Stu (4)” of the Bruce S. Wagner Papers at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Bruce S. Wagner donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

FEBRUARY - STU SPENCER

ADVOCATE PERSONALITIES	4
ADVOCATES FOR FLORIDA RADIO	6
CAMPAIGN MATERIALS FOR NEW HAMPSHIRE	13
CAMPAIGN MATERIALS	18
FLORIDA FILMING	4
ILLINOIS BROCHURE	4
NATIONAL BROCHURE	10
RE-ORDERING CAMPAIGN MATERIALS	23
RE-ORDERING CAMPAIGN MATERIALS	21
SPANISH MEDIA	16



Campaign'76
Media Communications, Inc.

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

FEBRUARY 4, 1976

TO: STU SPECNER
FROM: BRUCE WAGNER
SUBJECT: ADVOCATE PERSONALITIES

We need your suggestions for additional Advocate personalities for New Hampshire radio.

For example, how about Norris Cotton?

Please give us a few names that would be appropriate as soon as possible.

Thanks very much.

cc: Peter Dailey
Dick Mastrangelo



Campaign '76

Media Communications, Inc.

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

February 4, 1976

TO: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: FLORIDA FILMING

We need a good contact for Jerry McGee, our producer, to work with in the Miami area on Thursday of this week.

We've got to generate a good bunch of people for potential commercial production use.

cc: Peter Dailey



file

Campaign '76
Media Communications, Inc.

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

February 4, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER ~~✓~~
SUBJECT: ILLINOIS BROCHURE

This is the Illinois brochure copy from the telephone wires.
I've read it.

I think it's fine.

As long as it's ok with you, it should go to print.

c.c. Peter Dailey

Attachment (10 pages)



5 (follets in)
Ford the man

man



fact's



ff

Disclaim
→ O Bug



(Headline)
Ford

'76

news

PIX A

is entire
panel -

same as
most'd b+w
brochure

copy to be
forwarded to
FBI. Sides
can be optional
I have his
personal OK
to use.

Card 2

Common Advice

Serious

← fold →

Ref

Seely

← fold →



4

4

1

all 17 picas

8/9
wed

In his most comprehensive address ~~to~~ ^{common sense} to date, President Ford outlined his vision and his goals for the nation ~~in the State of the Union~~ ^{speech to the Congress} Jan. 19.

Extracts capture highlights that go to the ~~the~~ heart of the concerns of Illinois voters.

In man's long upward march from savagery and slavery there have been many deep, ~~and~~ terrifying valleys, but also many bright and towering peaks.

One peak stands highest in the ranges of human history--the United States of America.

We have not remade paradise on earth. But think for a minute how far we have come.

Sometimes we have tried and failed. We thought we could transform the country through massive national programs. But often the programs did not work; too often, they only made things worse.

In our rush to accomplish great deeds quickly, we trampled on sound ~~principles~~ principles of restraint, and ~~endangered~~ endangered the rights of individuals.

We must introduce a new balance to our economy... in our relationship between ~~the individual~~ the individual and the government...between spending on ~~domestic~~ domestic programs and spending on defense...and in our system of federalism.

9 (more)

del
the
new
politics



In all that we do, we must be more honest with the American people, promising them no more than we can deliver, and delivering all that we promise.

The government must stop spending so much and borrowing so much of our money; more money must remain in private hands.

A necessary condition in a healthy economy is freedom from the petty ~~tyranny of~~ tyranny of massive government regulation. We are wasting ...billions of consumers' dollars because of bureaucratic red tape. ~~the~~

The American ~~farmer~~ farmer...has shown how much more he can produce without the shackles of government control. Now we need ~~the~~ reforms in other key areas. For the sake of future generations, we must preserve the family farm and family-owned small businesses.

Too many of our welfare programs are inequitable and invite abuse. We are wasting badly needed resources without reaching many of the truly needy...(yet) we cannot simply dump welfare into the laps of the states, their taxpayers or private charities.

Today the state of our ~~foreign~~ foreign policy is sound. The American people have heard too much about how terrible our mistakes, how evil our deeds. The American people know better.

The truth is that we are the world's greatest ~~democracy~~ democracy. We are the embodiment of hope ~~for~~ progress. I say it is ~~the~~ time ~~we~~ we quit downgrading ourselves as a nation. But our greater duty is to look to the future. *more see red sheet*



FORD HED SENSE set bodoni bold c/c to fit in approx. 58 picas

[Common sense for Illinois and the nation

FORD HED SIDEY med roman to fit 16 picas 2 lines

] Budget bares
Ford philosophy [

FORD HED MAN medium italic, large as possible to fit in 17 picas

] Ford the man [

FORD HED FACTS bold roman to fit in 17 picas two lines

] Illinois
Election facts [

#

(FORD) DISCLAIMER set 17 picas, 8 pt. ~~wt~~ italic

The President Ford Committee, Howard H. Callaway, chairman,
Robert C. Moot, treasurer. A copy of our report is filed
with the Federal Election Commission and is available for
purchase from the commission, ~~Washington~~ Washington, ~~DC~~ DC 20463

ad 2
FORD-sense

If we remain true to our constitution and our ideals, then we
can know that the future will be better than the past.

I see America resurgent...moving forward as before toward
a more perfect union where the government serves ~~us~~ and
the people rule.

#



ford--sidey set 9 on 10 ~~with~~ 16 picas

Women
Hugh Sidey, who covers the President ^{Ford} for Time magazine, is a seasoned observer in the White House, but he still reflects his Middle West background.

One the presentation of the Ford budget, ^{SIDEY} ~~he~~ wrote:
(Ford)

"Last week he ^A may have found his format. Of all things, it was the budget. He walked through its corridors of forbidding figures with brisk confidence. He expertly handled hours of briefings for officials and newsmen. He rarely had to refer to his notes or call on aides....There was a kind of boardroom eloquence about the President in this environment....Even those who disagree philosophically with Ford admitted that he had done a masterly job of presenting his case.

Boiled
"One old budget bureaucrat who has seen Presidents come and go said, 'God, but he is good at this....'

"Ford not only put the figures together (for the budget); it is plain to almost anyone who reads the budget documents that here is a splendid profile of Ford himself--a statement of his personal and political philosophy....

"It is a middle-class budget. Ford made no bones about that.

~~He~~ "I don't want to take anything away from the people who need it," he said about his tax proposals, "but if I have anything

to ~~give~~ give, I want to give it to the middle-income people." He

Believes the burdens of our society have grown disproportionately



ad 1
ford-sidey

heavy for those in that bracket.

"To the extent that Ford ever registers shock over anything on his benign face, he did when (an aide) told him there were 700,000 children below the poverty line who could not qualify for school lunches. Yet (the aide's) kids at Bethesda's high-income Walt Whitman High School get a 23¢ subsidy for each meal at ^(INCLUDED) ~~with~~ school. Ford ordered his proposal to cut aid for those who can pay and target it for the destitute,....

"Between the terse, simple sentences, a ~~care~~ careful reader can ~~find~~ find even more of Ford's soul. He has suggested a line where government responsibility should end, ~~in~~ and ~~the~~ family responsibility begin. He has described where he believes basic ~~support~~ support should be provided for those who cannot make it on their own, but he also declared that beyond this point, the competitive instincts of free men and women should carry them as far as their ability will ~~allow~~ allow."

#



FORD Man

17 picas regular,
bold & Italics

9/10 Italics

A recent column by Washington's hard-hitting Jack Anderson--the
foe of Washington phonies--spotlighted ~~President Ford~~ Ford as a ~~man~~ man. Here's part
of Anderson's profile:

10/12 bold

"The experience of ascending the ~~pinnacle of~~ pinnacle of
power ~~can~~ can change a ~~man~~ man.

"We consulted our backstairs White House sources to find out
what effect this heady experience has had on Gerald Ford.

10/12

"He is still the same plodding, unpretentious guy who moved
into the White House almost 18 months ago.

Italics

"He has an easy, locker-room camaraderie with men, a
courteous ~~and~~ graciousness toward women.

"Ford's favorite ~~pet~~ pet is a golden retriever name ~~Liberty~~ Liberty.

10/12
regular

On Christmas day, 1974, Liberty had an accident on the presidential
rug. Stewards rushed to clean up her mess, but Ford ~~saved~~ saved them
away. He got up from his Christmas dinner and cleaned the rug
himself. "No one should have to clean up after someone else's
dog," he said.

10/12
Italics

"Ford's worst two days in the White House began on ~~a~~ the dark,
rainy Friday that his wife went into the hospital for a cancer
operation. Out of a sense of duty, the President sat through a
moribund economic conference he could have avoided. He also kept
a commitment to ~~to~~ speak at the closing session. His only con-
cession to his personal feelings was to cut the speech short.

Active visitors to the hospital, he also kept appointments.

(MORE)



10/12
bold { " Those who know Ford intimately say he is a most
considerate and compassionate person.

10/12
Italics { "There is nothing suave or subtle about Gerald Ford--none
of those sophisticated mannerisms which Americans are ~~inclined~~
inclined to distrust.

10/12
bold { "Ford has brought a warmth to ^{an} ~~the~~ office which in less than a
decade had gone from the chicness of Camelot to the deviousness
of Byzantium."



FORD Facts

SET

10 on 12

17 picas

~~bullet~~

regular
and bold

15 picas

10/12 regular 17 picas

● Illinois has a key role in the Presidential race, since it is the first "swing" state of large ~~size~~ size to hold ~~primary~~ primary in which voters can vote for President Ford directly-- although the ~~choice~~ choice is not binding on the convention--and and alternate delegates for Ford delegates ~~either~~ pledged to the ~~President~~ President on the ballot, or authorized to act ~~ON~~ his behalf by the ~~national~~

~~President~~ President Ford Committee.

set bold 10/12 15 picas

● Delegate candidates running either as a slate or as individuals will appear on special ballots for each of the ~~state's~~ state's 24 congressional districts.

10/12 regular 17 picas

● In the bewildering array of names on the ballot, voters will find a head-on contest between the President and other candidates, ~~as well as~~ the names of delegate candidates either pledged to him or authorized as Ford delegates.

10/12 bold 15 picas

● Regardless of the outcome of earlier primaries, the nation's news media will regard the outcome in Illinois as crucial to the ~~President's~~ President's march to victory in the national convention.

10/12 regular 17 picas

● As seldom before, Illinois primary voters have a chance this year to make news and to make history.

10/12 bold 15 picas for

● Every primary vote for President Ford ~~will~~ and Ford delegates is vital. ~~The choice is between Ford and Nixon.~~

~~If you believe in common sense for a nation,~~

~~and by heavy~~
~~burden by wild spending and a~~



Campaign '76

Media Communications, Inc.

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

February 6, 1976

MEMORANDUM FOR: STU SPENCER
FROM: HARRY KETTNER
SUBJECT: ADVOCATES FOR FLORIDA RADIO

As discussed with Skip Watts today, we are exploring possible advocates for Florida radio including Lou Frey, Skip Bafalis, Bill Young, Tom Galloghes, and John Ware.

Further possibilities will be coordinated with Oscar Juarez.

Scripts are being prepared for :60 spots to allow for Frey or others to serve in this role.

We are analyzing the option to record a series of advocate spots and watch the advocate with appropriate congressional districts.

We will inform you of future activities.


c.c. Peter Dailey
Skip Watts
Bruce Wagner



Campaign '76
Media Communications, Inc.

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

February 10, 1976

MEMORANDUM FOR: STU SPENCER
FROM: BRUCE WAGNER 
SUBJECT: NATIONAL BROCHURE

Assuming we approve an opening copy line and lead-in today, we'll get delivery of the new national brochure on Friday.

This 2 color brochure is "lifted" off the New Hampshire mailer. Therefore, North Carolina will be receiving their material either Saturday or Monday morning.

c.c. Peter Dailey



Media Communications, Inc.

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

February 13, 1976

MEMO TO:

STU SPENCER

FROM:

DODIE KAZANJIAN

RE:

CAMPAIGN MATERIALS FOR
NEW HAMPSHIRE

As per your request, the following materials have been sent to New Hampshire:

8,000 buttons - by Greyhound

6,000 bumper stickers - 2,300 by Emery (2/13)

3,300 by Emery (2/16)

100 red window posters - by UPS

John Michels has been informed and anxiously awaits their arrival.

cc: Bruce Wagner
P. Dailey



Campaign '76
Media Communications, Inc.

1928 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 16, 1976

MEMORANDUM TO: STU SPENCER
FROM: BRUCE WAGNER
SUBJECT: SPANISH MEDIA

As indicated in George Karalekas' attached memo, we are recommending against paid Spanish media in Florida.

Available data does not seem to indicate that significant funding should be used.

George's analysis indicates that a great number of the Spanish community will not be eligible or interested in voting in the primary.

Nevertheless, we do believe it appropriate to avail ourselves of the occasional :60 free radio time; Spanish translation of existing copy can be executed for several hundred dollars in production funds.

Since Bill Roberts and I discussed this subject over this past weekend without the benefit of George's analysis, we should probably seek input from the Florida PFC regarding this decision.

By carbon of this note we're soliciting Bill's perspective.

c.c.: Peter Dailey
Dawn Sibley
George Karalekas
Clayton Wilhite
John Vinson
Bill Roberts
Skip Watts



Campaign '76
Media Communications, Inc.

1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-6950

February 16, 1976

MEMORANDUM FOR: BRUCE WAGNER
FROM: GEORGE KARALEKAS
SUBJECT: FLORIDA PRIMARY: SPANISH VOTER RECOMMENDATION

This will serve to provide you with an Agency position as to whether or not a separate effort should be mounted against Spanish voters in the forthcoming 3/9/76 Florida Primary.

I. Relevant Background Information

The Spanish influence (primarily Cuban) in the state of Florida is considerable. This state has a Spanish adult 18+ index of 131 versus the total U.S.

Immediately following is the important state demographic, geographic and psychographic data that must be placed in perspective prior to making a strategic decision.

- A. It is estimated that 5.5% of the total adult state population in Florida is Spanish with 88% of them being of Cuban extraction.
- B. Of the total Spanish adults in the state, 97.8% reside in areas covered by five major ADI'S, one of which is Miami, which has 78.5% of the total as noted below:

% of total adult Spanish Population

Miami	78.5
Tampa-St. Pete.	11.5
Orlando-Daytona	2.1
Jacksonville	2.3
W. Palm Beach	3.4
Sub Total	97.8
Bal. Fla.	2.2

- C. Due to their fairly recent migration and intense loyalty to their native homeland, only an estimated 23% are in fact full citizens. Among them, the smallest percentage of citizens is in the 36-45 year old age group (20%). The younger 18-25 year olds have and are becoming citizens in greater proportion (29%).

- D. Those Spanish who are citizens represent a very small proportion of the total eligible voters in the state (1.8%). In practically every ADI they account for less than 1% of the total eligible voters except in the case of Miami where they represent 4.7% of the eligible voters.
- E. Based on a 1975 study of Miami's Latin Community (Dade County) 75% of the Spanish citizens have a preference for a political party with the Republicans having a 33% "sympathy incidence" and the Democrats 35%. Unfortunately, we have had considerable difficulty confirming this based on actual voter registration. We believe that it would be reasonably safe to assume that the voter registration data would follow the "sympathy incidence" factors.

II. Agency Position/Recommendation

It is recommended that no special effort be scheduled in "paid Spanish Media" in the state of Florida for the upcoming 3/9 Primary. We would though recommend utilizing any non-paid Spanish media" that is given free such as the WQBA radio offer in Miami if production costs can be kept to a minimum.

The rationale for this position is predicated on three key considerations:

- A. Except in Miami, the number of eligible Spanish voters is too minimal (less than 1%) to have any real effect on the election.
- B. Even in Miami, the actual number of eligible Republican voters is too small as we would be talking an estimated total of 22,500 voters which represents 1.6% of the eligible voters in the ADI.
- C. Even though the Spanish voters are intensely loyal to their native land, they are for the most part bi-lingual and are being reached through the general market media planned.

In spite of the above position though we feel that there would be a positive rub-off to be gained if the President had some presence in the Spanish media, therefore, we would suggest using any free-time offered.

Can we please discuss this at your earliest convenience.

c.c. Peter Dailey
Dawn Sibley
Cleyton Wilhite
John Vinson



Campaign '76

Media Communications, Inc.

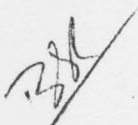
1828 L STREET, N.W., WASHINGTON, D.C. 20036 (202) 833-8950

February 18, 1976

MEMORANDUM FOR:

STU SPENCER

FROM:

BARRY LAFER 

SUBJECT:

CAMPAIGN MATERIAL

In order to make our Campaign Material accounting system more efficient and reliable, we have devised the following format:

1. All shipments to state committees (including D.C.) are to be requested by Stu Spencer, Skip Watts, Ed Terrill.
2. John Whitaker is responsible for shipments of small quantities, usually under 500 units. He should maintain a working supply of all campaign material; when additional material is required, complete Part I as outlined below.
3. Part I of Campaign Material Requisition will be filled out by Stu Spencer, Skip Watts, Ed Terrill, who will retain top copy and send four remaining copies to Dodie Kazanjian.
4. Dodie will release materials, price the quantity shipped (for state allocation purposes) complete form and distribute as follows:
 - a. Individual requesting Campaign Material
 - b. Robert Moot - Finance - PFC
 - c. Dodie Kazanjian
 - d. Jim Cochran

NOTE: 1. Whenever possible, individual requesting Campaign Material should specify mode of shipment. Please be aware that requests for immediate delivery cost additional dollars. Shipping costs are included in state spending limitations. Try to anticipate state



needs in advance, so we may control shipping costs and still
provide collateral materials AS NEEDED.

2. Requests by phone will be honored - providing they are followed
up by necessary form.

cc: Jim Cochran
Peter Dailey
Dodie Kazanjian
Robert Marik
Robert Moot
Stu Spencer
Ed Terrill
Bruce Wagner
Skip Watts
Bo Callaway



SCHEDULE OF CAMPAIGN MATERIALS AND JOB NUMBERS

<u>CAMPAIGN MATERIALS</u>	<u>JOB NUMBERS</u>
Issue Bulletins	30-104
Buttons	30-105
Bumper Stickers	30-106
Color Posters	30-107
Blue Wall Banners	30-108
Red Lawn Signs	30-109
Courage & Common Sense Brochures	30-110
Lifetime of Accomplishment Brochures	30-111
Campaign Kit	30-112
Small Color Posters	30-113
Blue Lapel Stickers	30-114
New National Brochure	30-116
8"x10" Black/White Glossy Photos	30-118
8"x10" Color Glossy Photos	30-119
Revised Issue Bulletins	30-120
Red Window Posters	30-129



Campaign '76
Media Communications, Inc.

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

Nº 1001

CAMPAIGN MATERIAL REQUISITION

Date _____

Authorized by: _____

Requisition No. _____

Request from PFC to Campaign '76 for shipping of Material Required:

Description of material required: _____

Ship to: _____

Attention: _____

Deliver no later than: _____
(date)

P.P. _____

U.P.S. _____

Other _____

From Campaign '76 to PFC

Date: _____

Allocable cost of material shipped to _____
(State)

Cost _____
(Estimate _____ Actual _____)

Shipping _____
(Estimate _____ Actual _____)

Total _____

Shipping instructions:

P.P. _____

U.P.S. _____

Other _____

Air Freight No. _____

Date Shipped _____

Accounting Job No. _____

(Authorized Signature)



Campaign '76

Media Communications, Inc.

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

February 21, 1976

MEMO TO: STU SPENCER

FROM: DODIE KAZANJIAN

RE: RE-ORDERING CAMPAIGN
MATERIALS

Campaign materials have no meaning if they're not delivered on time. That's why it's necessary to anticipate needs. According to a conversation with Ed Terrill this morning, he requires the following:

National Brochures.....	230,000	
Issue Bulletins.....	100,000	of each
Buttons.....	200,000	
Bumper Stickers.....	100,000	
Wall Banners.....	200	
Window Posters.....	10,000	
Lawn Cards.....	50,000	
Courage/Common Sense.....	200,000	
Lifetime of Accomplishment.....	200,000	
Campaign Kits.....	2,500	
Small Color Posters.....	5,000	
Large Color Posters.....	2,500	

I have not been able to get together with Skip Watts. However, I suggest we go ahead with Ed Terrill's requests.

Do you want to order National Brochures in quantity....
..1 million, 2 million? Prices are attached.

cc: Barry Lafer
✓ Bruce Wagner
Peter Dailey
Ed Terrill
Skip Watts



Campaign '76
Media Communications, Inc.

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

February 17, 1976

MEMO TO: BARRY LAFER
FROM: DODIE KAZANJIAN *DK*
RE: NAT'L BROCHURES &
LIFETIME BROCHURES

Here are the costs you requested:

Lifetime of Accomplishment (30-111)
300,000.....\$7,875
500,000.....\$12,875

New National Brochure (30-11b)
500,000.....\$13,096
1,000,000.....\$22,830

cc: Bruce Wagner
Peter Dailey



Campaign '76

Media Communications, Inc.

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

February 23, 1976

MEMORANDUM TO:

STU SPENCER

FROM:

DODIE KAZANJIAN

SUBJECT:

RE-ORDERING CAMPAIGN MATERIALS

Yesterday, we discussed the urgency of re-ordering campaign materials. Below is a listing of the quantities you suggested with prices:

Nat'l Brochures (30-116).....	1 million.....	\$22,830
Six Issue Bullentins (30-120)...	200M of each.....	\$11,890
*Buttons (30-105).....	400M.....	\$ 7,100
*Bumper Stickers (30-106):		
Square.....	200M.....	\$ 7,448
Rectangular.....	200M.....	\$ 9,576
Wall Banners (30-108).....	500.....	\$ 3,450
(1) Window Posters (30-108).....	20M.....	\$ 1,560
Lawn Cards (30-109).....	100M.....	\$19,000
Courage/Common Sense (30-110)...	200M.....	\$ 3,250
Lifetime Accomp. (30-111).....	200M.....	\$ 5,250
Large Color Posters (30-107).....	.5M.....	\$ 4,291.67
Small Color Posters (30-113).....	10M.....	\$ 1,720
Blue Lapel Stickers (30-114).....	50M.....	\$ 212 per IM

Most items have a turn around time of at least five days before shipping.

*Reorders applied to open purchase orders

(1) Ordered today

c.c.: Bruce Wagner
Peter H. Dailey
Barry S. Lafer
Ed Terrill
Skip Watts

