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THE WHITE HOUSE

WASHINGTON

March 21, 1984

12:00 noon ✓
Roosevelt Room

MEMORANDUM FOR MIKE McMANUS

FROM: MARGIE CRAWFORD

SUBJECT: Media Luncheon and Meeting Scheduled
for Thursday, March 22, 1984

12 NOON

Media Luncheon w/ Mr. Deaver, Mr. McManus,
Mr. Lake, Mr. Roger Ailes, Mr. Jim Travis
who is President of Della Femina, Travisano
& Partners Inc. and three creative people.

Roosevelt Room

NOTE: The menu for lunch is attached
and that this meeting is scheduled to
last 1½ hours.

2:00pm

Media Meeting w/

Roosevelt Room

from the White House: Mr. Deaver
Mr. Baker
Mr. McManus
Mr. Darman
Ms. Tutwiler

from R-B '84: Sen. Laxalt
Mr. Rollins
Mr. Atwater
Mr. Lake
Mr. Wirthlin
Mr. Nofziger
Mr. Black
Mr. Spencer

(tentative) Mr. Teeter

from Media Field: Mr. Jim Travis
3 creative people

Mr. Roger Ailes
(tentative) Mr. Phil Dusenberry

NOTE: This meeting will run approximately
2 hours in length.

cc: Donna Blume

THE WHITE HOUSE

WASHINGTON

March 20, 1984

MEMORANDUM FOR MIKE McMANUS

FROM:

MARGIE CRAWFORD *MC*

SUBJECT:

Menu for Thursday's
Luncheon Meeting

Soup	-	Caldo Tlapeno (Mexican) Crackers & Relishes
Main Course	-	Chicken Salad Croissants/Butter
Dessert	-	Praline-Pecan Ice Cream Butter Cookies
		Beverages

Approve

Disapprove

Ailes Communications Inc.

March 19, 1984

Mr. Michael K. Deaver
Deputy Chief of Staff
The White House
Washington, DC 20500

Dear Mike:

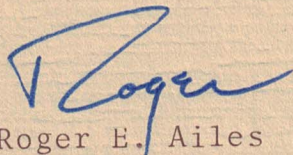
It was a pleasure finally meeting you after having heard so much about you.

As you requested, I've put in writing some of my thoughts about how the Reagan campaign should approach advertising. I've done that in the enclosed memo.

If you have any questions after looking this over, please don't hesitate to call me.

I look forward to seeing you again.

Best regards,



Roger E. Ailes
President

REA:ig
Enclosure

M E M O R A N D U M

TO: MICHAEL DEEVER

FR: ROGER AILES

~~C O N F I D E N T I A L~~

DETERMINED TO BE
ADMINISTRATIVE MARKING
E.O. 12958, as amended, Sect. 3.3(c)
BY UCB DATE 7/15/11

I believe the original approach for the President's advertising campaign was not a bad one -- to find one agency to handle everything. The problem with finding one agency to do everything is that some of the people assigned to the account may not be pro-Reagan or even neutral, but, in fact, anti-Reagan. However, assuming that could be overcome, another potential problem is that an agency with a strong creative group often has a weak media buying department or vice versa.

Many major agencies view a political campaign as an annoying disruption of their normal orderly business, and as only a short term project, not an ongoing relationship. Because of this, political clients sometimes are not treated as well as they should be. Many agency people tend to be "elitist" and feel that there is something slightly dirty about working in a political campaign. I've always been amused by this observation, but I've noticed the feeling in terms of how so-called "real" advertising people feel about Dave Garth, Roger Ailes, and Deardourff & Bailey. Somehow to them we work on the nefarious side of advertising.

I now believe time is of the essence, therefore I would advise putting together an ad hoc agency of the most talented people possible. I suggest that you find a good full-time administrator to negotiate and put it all together. I recommend working with a separate media buying service that does nothing except buy media. They should do the placement, both for network and spot advertising. In my opinion, under no conditions should you hire SFM. I know that a Mr. George Karalekas, whom I believe came from D'Arcy, McManus, has in the past used SFM. If Mr. Karalekas is involved in the race this time, he should be advised against using SFM. I can make that case separately.

There are several good buying services -- Western Media, and in particular, Ed Libov and Associates in New York. Ave Butensky of Libov has met President Reagan and, I believe, presented him with an award. I have found the Libov agency to be excellent in their political strategy judgment, quick to respond, and extremely cost effective; and for your purposes, the media buying services should be primarily based on the East Coast.

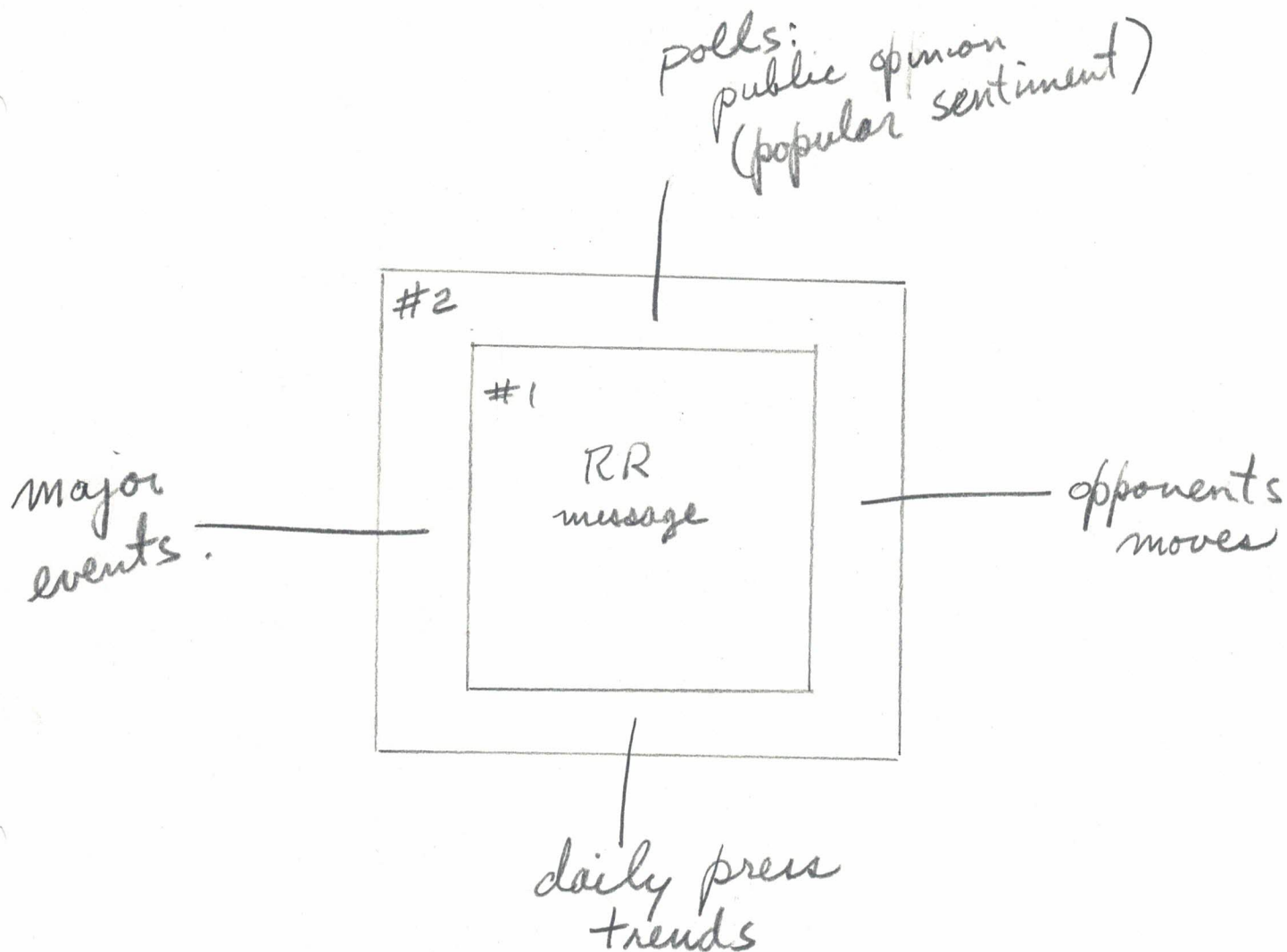
I believe a political media consultant should be involved in your senior advisory group, which as I understand it includes but is not limited to yourself, Ed Rollins, Jim Lake, Bob Teeter, Charlie Black, Dick Wirthlin, and Stu Spencer. The political media specialist should be the one who looks at advertising from a political point of view as well as providing the bridge between product and political advertising. Product advertising often takes longer to produce, is much more expensive, and tends to forget that humans are not products.

The requirements for the job are: someone who has been through the political wars from an advertising standpoint and has faced every possible situation, from technically knowing how to produce television, the costs, the use of tape, film, and special effects, turnaround time, and what the political interpretation of the advertising would be. This person should also be imaginative and able to offer suggestions and ideas to the creative people. It should be someone who understands a good idea and knows how to get people to work together enthusiastically and creatively.

The political media person should work as a member of the advisory group as well as a specific counselor to the head of the ad hoc agency. He should assist in the selection of the creative people, and should have strong input into the selection of the production team. He should sign off on advertising at least at two or three stages: 1) script; 2) storyboard; and 3) the finished product. I view this role as limited in power, but extremely important in influence. It's up to the political media advisor to use his persuasive powers to influence the creative people in a positive way. The head of the ad hoc agency should work closely with the political media advisor and should use him as a great resource. This will lessen the possibility of embarrassing mistakes as the advertising plan develops. The political media advisor should also work with whoever oversees the media placement in the ad hoc agency.

The coordination of political media with your press operation is absolutely critical, as I outlined on the attached chart during our meeting. The political media specialist should be uniquely qualified not only to determine whether or not the techniques used in the advertising make a good picture, but also to work within the framework provided by polls, opposition moves, daily press trends, and unexpected events which always affect a campaign. Pure advertising people seldom have to deal in those terms, and rarely if ever do on a day-to-day basis as we must do in politics.

AILES



#1. Represents commercial message or "picture" created by agency

#2. Represents outside influences or "frame" surrounding the message

The political media consultant always views the message in the frame which purely creative advertisers are often not accustomed to doing.

The political advisor would meet with the agency group as often as necessary to assist in determining the theme, the messages, the symbols, the words, the pictures, the link to the press, the use of radio and print, how to budget the production, what technology to use, what the cost should be, what the turnaround time should be, quality control, political content, etc. Also, this political media person should stay aware of the media buying end of it -- when, how much, where it's placed, turnaround time, cost efficiencies, monitoring opponents, distribution of materials to stations. Many of these areas are the day to day responsibility of the head of the ad hoc agency. But political and creative questions will arise daily and the political media specialist should be no further than a phone call away.

The most important thing is to develop an intelligent, creative hardworking team that is committed to re-electing the President. The emphasis should be on team. There will often be disagreements among this group, but it is essential that they all work together to get the best results in the shortest amount of time.

There are only a few consultants qualified to fill the role of political media specialist to the President's senior advisory group. My entire background -- both in political advertising and in commercial television as executive producer of several television programs, both network and syndicated -- I feel uniquely qualifies me for this role. It's impossible to have produced television for a Presidential campaign, as I have, or for the many statewide campaigns I've done since, without facing practically every situation that is likely to arise in terms of political television.

Whoever you select, the political media advisor should be available as much as possible during the first few weeks of setting up the ad hoc agency and then probably two days a week after that, with a third day being the "swing day". Once the ad hoc agency is set up, and with the exception of major surprise events -- which would be reacted to as needed -- a few days notice should generally allow anyone to alter their schedules to assist the President. That would certainly be true in my case. And I'm available 24 hours a day by telephone.

Since I do run a business that supports a staff of a dozen people, the economics of this would have to be worked out. However, I have arranged my campaigns so that I only need to be on the road a few days a month, and with the exception of debate preparation and a couple of days of actually shooting material with the candidates in the field, my work is done in New York.

Please let me know your feelings with regard to this. I look forward to hearing from you soon.

cc: Jim Lake

RUMRILL-HOYT
MARCH 14, 1984
AGENDA

*file
Campaign
advertising
file*

- I. INTRODUCTION
- II. AGENCY CREDENTIALS
- III. CASE HISTORIES/ADVERTISING
- IV. ORGANIZATION
 - PHASE I (PRIMARIES)
 - PHASE II (ELECTION)

ACCOUNT MANAGEMENT

MANAGEMENT SUPERVISOR
P. GOLDSMITH

ACCOUNT SUPERVISOR
H. KAHN

ACCOUNT EXECUTIVE
WEST

ACCOUNT EXECUTIVE
CENTRAL

ACCOUNT EXECUTIVE
EAST

2 SECRETARIES

CREATIVE

RUMRILL-HOYT TEAM

ART DIRECTOR

COPYWRITER

COMPTON TEAM

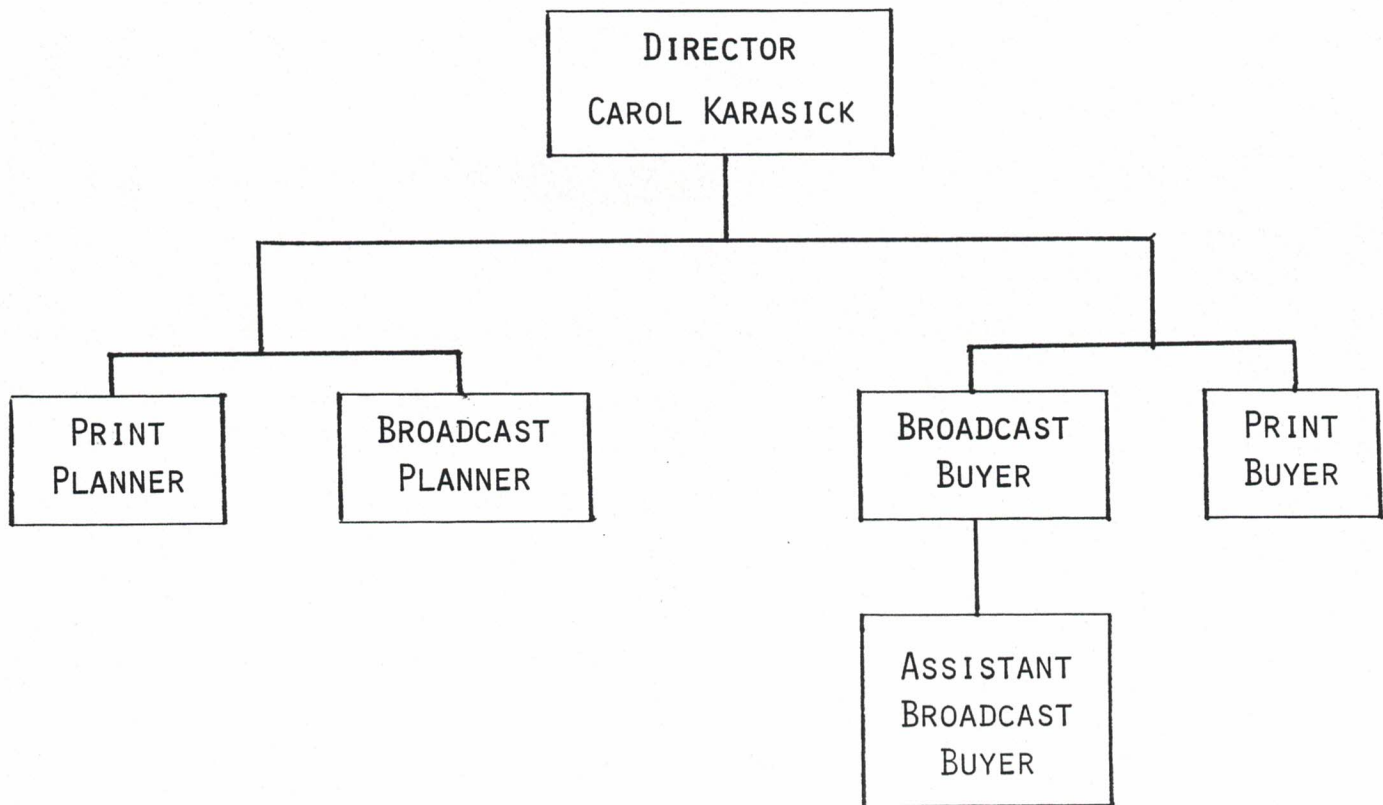
ART DIRECTOR

COPYWRITER

GRAPHIC DESIGNER

1 SECRETARY

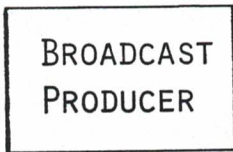
MEDIA
PLANNING/BUYING GROUP



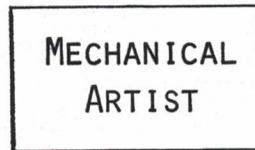
2 SECRETARIES

PRODUCTION

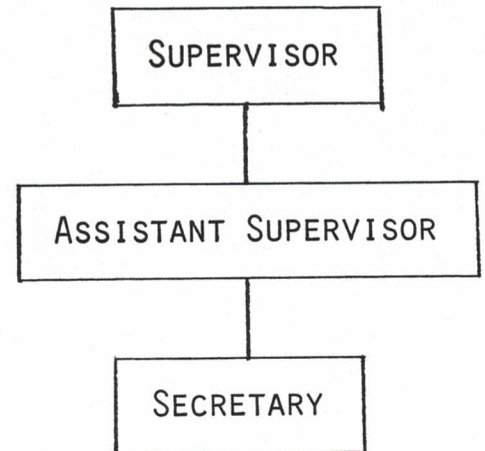
BROADCAST



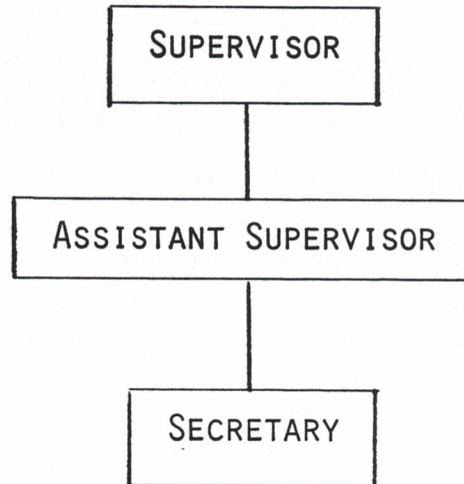
PRINT



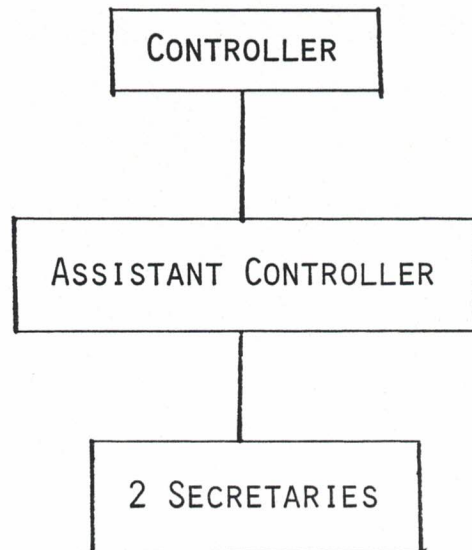
FORWARDING



TRAFFIC



FINANCIAL
GROUP



PHASE I
ORGANIZATION

ACCOUNT MANAGEMENT	5
CREATIVE	5
MEDIA	6
PRODUCTION	4
TRAFFIC	2
RESEARCH	*
FINANCIAL	2
SECRETARIAL	<u>9</u>
	33

* AS NEEDED; TV COMMERCIAL TESTING

EXECUTIVE COMMITTEE
RUMRILL-HOYT
PRESIDENT REAGAN CAMPAIGN

GENE NOVAK, CHAIRMAN, CREATIVE DIRECTOR - RUMRILL-HOYT

GARY LANDIS, PRESIDENT, RUMRILL-HOYT

PAUL GOLDSMITH, EXECUTIVE VICE PRESIDENT, RUMRILL-HOYT

STEVE FAJEN, MEDIA DIRECTOR, COMPTON COMMUNICATIONS

ED ROSENSTEIN, MARKET RESEARCH DIRECTOR, COMPTON COMMUNICATIONS

Ketchum Advertising.

USA

copy sent
to memo
2/18
83

sell
Donald G. Sullivan,
President

March 8, 1984

Michael K. Deaver
Assistant to the President,
Deputy Chief of Staff
White House
Washington, D.C. 20500

Dear Mr. Deaver:

We at Ketchum consider the re-election of President Reagan vital to the economic, social and international interests of our country.

I have learned that Mr. Della Femina has declined to do the advertising for President Reagan's re-election campaign.

I would like to volunteer the services of Ketchum Advertising to help re-elect the President. I want to state unequivocally that we do not view this as a business venture, but rather a service to our country. We are willing to work as the agency for the President's re-election campaign without profit. We would return all commissions to the committee above the costs that we incur. These monies could then be employed to increase media weight behind the President's campaign.

We believe Ketchum is very well qualified to develop and place the advertising that will help re-elect the President.

- 1) Ketchum has the size and resources required. Ketchum is the 23rd largest agency, with billings in excess of \$350 million. We have been established for 61 years.
- 2) We have a network of offices throughout the United States, which can be helpful in working with regional campaign organizations. We have full-service offices in New York, Washington (Rockville, Md.), Philadelphia, Pittsburgh, San Francisco, and Houston.
- 3) Ketchum has the full-service capabilities you will need. In addition to creative, media and marketing, Ketchum has research, promotion, public relations and direct-response capabilities.

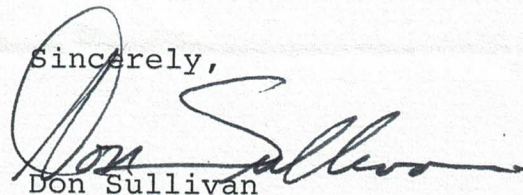
- 4) Ketchum works with some of America's largest companies, and has a very successful track record with them. We have major assignments with companies like Pillsbury, Esmark, Bank of America, Schering-Plough, General Foods, Hanes Hosiery, Pepsico, H. J. Heinz, Westinghouse, Safeway Stores, Levi Strauss, PPG Industries and Gulf Oil.
- 5) Ketchum not only advertises many leading consumer products and services, we are one of the largest business-to-business advertising agencies. While we do not have extensive experience in political advertising, we are experienced in positioning major corporations. We believe the skills are transferrable.
- 6) We have the management and creative talent available which the committee will need. I consider the issue so important that I will personally head up Ketchum's account team. My own 22 years of experience includes working with companies like Procter & Gamble, General Foods, Bank of America, Monsanto, Esmark, Levi Strauss and many others. Peter Cornish, Executive Vice President, Creative Director in New York will take personal responsibility for the creative work. The account would be headquartered in New York, with service also available in Rockville, Md. and our other offices.
- 7) We want to see the President re-elected. We are committed to his policies, his leadership and to him personally. Perhaps this is the most important reason why Ketchum should be the committee's agency.

I will be most happy to meet with you at your convenience and discuss Ketchum's capabilities in greater detail, and to show to you the kind of outstanding creative work our agency is producing.

A copy of a booklet on Ketchum has been sent under separate cover for your information.

mcmanis has

Sincerely,


Don Sullivan

DGS/smt

(Same as
letter)

copy to
memo
2/1

1-017954A067 03/07/84

ICS IPMWGWC WSH

09021 03-07 0755P EST

PMS WHITE HOUSE DC 20500

4-053033S067 03/07/84

ICS IPMRNCZ CSP

4157819480 TDRN SAN FRANCISCO CA 499 03-07 0740P EST

PMS MICHAEL K DEEVER, ASST TO PRESIDENT, DEP. CHIEF OF STAFF RPT D
MGM

WHITE HOUSE

WASHINGTON DC 20500

DEAR MR DEEVER,

WE AT KETCHUM CONSIDER THE REELECTION OF PRESIDENT REAGAN VITAL TO
THE ECONOMIC, SOCIAL AND INTERNATIONAL INTERESTS OF OUR COUNTRY.

84 MAR 7 PG: 45

I HAVE LEARNED THAT MR DELLA FEMINA HAS DECLINED TO DO THE
ADVERTISING FOR PRESIDENT REAGAN'S REELECTION CAMPAIGN.
I WOULD LIKE TO VOLUNTEER THE SERVICES OF KETCHUM ADVERTISING TO
REELECT THE PRESIDENT. I WANT TO STATE UNEQUIVOCALLY THAT WE DO NOT
VIEW THIS AS A BUSINESS VENTURE, BUT RATHER A SERVICE TO OUR COUNTRY.
WE ARE WILLING TO WORK AS THE AGENCY FOR THE PRESIDENT'S REELECTION
CAMPAIGN WITHOUT PROFIT. WE WOULD RETURN ALL COMMISSIONS TO THE
COMMITTEE ABOVE THE COSTS THAT WE INCUR. THESE MONIES COULD THEN BE
EMPLOYED TO INCREASE MEDIA WEIGHT BEHIND THE PRESIDENT'S CAMPAIGN.
WE BELIEVE KETCHUM IS VERY WELL QUALIFIED TO DEVELOP AND PLACE THE
ADVERTISING THAT WILL HELP REELECT THE PRESIDENT.

1) KETCHUM HAS THE SIZE AND RESOURCES REQUIRED. KETCHUM IS THE 23RD
LARGEST AGENCY, WITH BILLINGS IN EXCESS OF \$350 MILLION. WE HAVE BEEN
ESTABLISHED FOR 61 YEARS.

- 2) WE HAVE A NETWORK OF OFFICES THROUGHOUT THE UNITED STATES, WHICH CAN BE HELPFUL IN WORKING WITH REGIONAL CAMPAIGN ORGANIZATIONS. WE HAVE FULL-SERVICE OFFICES IN NEW YORK, WASHINGTON (ROCKVILLE MARYLAND), PHILADELPHIA, PITTSBURGH, SAN FRANCISCO AND HOUSTON.
- 3) KETCHUM HAS THE FULL-SERVICE CAPABILITIES YOU WILL NEED. IN ADDITION TO CREATIVE, MEDIA AND MARKETING, KETCHUM HAS RESEARCH, PROMOTION, PUBLIC RELATIONS AND DIRECT-RESPONSE CAPABILITIES.
- 4) KETCHUM WORKS WITH SOME OF AMERICA'S LARGEST COMPANIES AND HAS A VERY SUCCESSFUL TRACK RECORD WITH THEM. WE HAVE MAJOR ASSIGNMENTS WITH COMPANIES LIKE PILLSBURY, ESMARK, BANK OF AMERICA, SCHERING-PLOUGH, GENERAL FOODS, HANES HOSIERY, PEPSICO, H. J. HEINZ, WESTINGHOUSE, SAFEWAY STORES, LEVI STRAUSS, PPG INDUSTRIES AND GULF OIL.
- 5) KETCHUM NOT ONLY ADVERTISES MANY LEADING CONSUMER PRODUCTS AND

SERVICES, WE ARE ONE OF THE LARGEST BUSINESS-TO-BUSINESS ADVERTISING AGENCIES. WHILE WE DO NOT HAVE EXTENSIVE EXPERIENCE IN POLITICAL ADVERTISING, WE ARE EXPERIENCED IN POSITIONING MAJOR CORPORATIONS. WE BELIEVE THE SKILLS ARE TRANSFERRABLE.

- 6) WE HAVE THE MANAGEMENT AND CREATIVE TALENT AVAILABLE WHICH THE COMMITTEE WILL NEED. I CONSIDER THE ISSUE SO IMPORTANT THAT I WILL PERSONALLY HEAD UP KETCHUM'S ACCOUNT TEAM. MY OWN 22 YEARS OF EXPERIENCE INCLUDES WORKING WITH COMPANIES LIKE PROCTOR & GAMBLE, GENERAL FOODS, BANK OF AMERICA, MONSANTO, ESMARK, LEVI STRAUSS AND MANY OTHERS. PETER CORNISH, EXECUTIVE VICE-PRESIDENT, CREATIVE DIRECTOR IN NEW YORK WILL TAKE PERSONAL RESPONSIBILITY FOR THE CREATIVE WORK. THE ACCOUNT WOULD BE HEADQUARTERED IN NEW YORK WITH

SERVICE ALSO AVAILABLE IN ROCKVILLE MARYLAND AND OUR OTHER OFFICES.
7) WE WANT TO SEE THE PRESIDENT REELECTED. WE ARE COMMITTED TO HIS
POLICIES, HIS LEADERSHIP AND TO HIM PERSONALLY. PERHAPS THIS IS THE
MOST IMPORTANT REASON WHY KETCHUM SHOULD BE THE COMMITTEE'S AGENCY.
I WOULD BE MOST HAPPY TO MEET WITH YOU AT YOUR CONVENIENCE AND
DISCUSS KETCHUM'S CAPABILITIES IN GREATER DETAIL, AND TO SHOW TO YOU
THE KIND OF OUTSTANDING CREATIVE WORK OUR AGENCY IS PRODUCING. MY
LETTER WILL FOLLOW. I HAVE ENCLOSED A COPY OF A BOOKLET ON KETCHUM
FOR YOUR INFORMATION.

SINCERELY,

DON SULLIVAN, PRESIDENT, KETCHUM ADVERTISING, USA
55 UNION ST
SAN FRANCISCO CA 94111