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THE WHITE HOUSE

WASHINGTON

March 13, 1984

*what did
Ketchum do
for Levi Strauss*

MEMORANDUM FOR MICHAEL K. DEAVER

FROM: MICHAEL A. McMANUS *manm*
SUBJECT: Advertising Agency for the Campaign

This memorandum is intended to bring you up to date on where we are in our effort to try to find a suitable advertising vehicle for the campaign. As you know Jim Lake and I spent several days in New York last week and I have done a summary of the results of that visit which are attached under Index A.

In summary, we continue to find that most large advertising agencies either have a formal policy against taking political accounts or have made a decision not to take such an account during this campaign season. Our goal, therefore, has been to try to find one or two smaller agencies who could be the vehicle for a campaign effort and also to look into the possibility of putting together another in-house advertising agency. We have come up with at least two possibilities for a small agency for you to take a look at in New York this week. The first is Rumrill-Hoyt, a relatively small agency which is part of the Compton Group and is now owned by Sachi and Sachi, the London based advertising agency which did the Margaret Thatcher campaign. A letter from Rumrill-Hoyt is attached as Index B and we also have some additional creative work that they've submitted.

We have also received a letter from the Ketchum Agency suggesting that they would be willing to handle the account at cost. I've spoken with their President, Don Sullivan, and we will arrange to see them as well this week. The letter from Ketchum is attached under Index C.

Jim Lake and I also had lunch with Jim Travis, the President of Della-Femina Travisano and Partners, to discuss an in-house agency. Jim was the administrative person in charge of opening and developing their California office. He has given us the names of a number of people who we can check as references and also included a well thought-out plan for the creation of an in-house agency. The letter and

plan from Jim Travis are attached under Index D. Both Phil Dusenberry and Phil Joanou, who was involved in the 1972 in-house agency, have recommended Mr. Travis as a good person for the administrative job.

Jim Lake is discussing with a number of people the possibility of seeing other agencies and we may have some additional suggestions for you. In the meantime, it may also be a good idea to see one of the political advertising people as a number of our political advisors feel that this is critically important. Jim Lake and I met with Roger Ailes while we were in New York and I was impressed by his presentation and willingness to work with us on a part-time basis as needed to provide some political oversight and direction to the creative people. It may be worthwhile setting up a meeting for you with Roger Ailes while we are in New York.

I think it's also important to note that the Ketchum Agency and Rumrill-Hoyt are both willing to bring in outside creative talent to expand present operations to handle our account. As you know, we have heard from a number of creative people who would be willing to work with us and some of the names mentioned are the most creative people on Madison Avenue today. There may be some benefit in using the administrative and organizational capabilities of these agencies as a basis for building an in-house agency with some of our own creative talent. This could be a compromise between a totally new in-house agency and a totally independent agency.

If you have any questions about our status to date, I would be happy to discuss any of these matters further.

THE WHITE HOUSE

WASHINGTON

March 13, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: MICHAEL A. McMANUS *mm*

SUBJECT: Advertising Agency for the Campaign

Last week Jim Lake and I spent a number of days in New York continuing our search for an advertising agency. The following is a review of that effort and our results to date.

We met and had lunch with Jerry Della-Femina to catch up on his efforts to try to find another major advertising agency which would be interested in the account. Jerry went through a list of all the major creative advertising agencies including those that you and I had mentioned to him on the phone and he explained that he had had no luck with any of the agencies. It seems that they all either have a policy against taking political accounts, or are not interested in this particular political account, or had decided for the purpose of this campaign to stay out of the political arena. He did say, however, that he had come across a number of creative people who were interested in working with us during this campaign and who would be willing to dedicate some time to an in-house agency if one were being set up. This list includes the creative people on the Federal Express account, the Light Beer account, the person in Jerry's firm who did the "New Beginning" ads in addition to a number of writers and art producers. Jerry recommended that his partner, Jim Travis, had the administrative talent necessary to set up an in-house agency and that it appeared that that would be the best direction for us to head.

That evening, I had the opportunity to spend some time with Drew Lewis who felt that the problems associated with an in-house agency that we would have to set up from scratch would be too great and that we ought to find an existing agency into which we could put additional creative talent for the purpose of this particular account. He suggested that we talk to a couple of firms which he mentioned, Compton Advertising and Ogilvy & Mather.

That evening, I spent some time with Jim Baker who told both Jim Lake and me how important he felt it was to have a political advertising type who could be closely associated

with the advertising agency or in-house agency we created. He suggested that we talk to Roger Ailes, Bobby Goodman, and some of the other political advertising types.

The next morning, Jim and I went over to Drew Lewis' office to follow-up on our conversation with him. He arranged for us to see a person at Ogilvy & Mather and was following up on an introduction to Compton Advertising, if they expressed an interest in the account. At the same time I called Don Johnston, the Chairman of the Board of J. Walter Thompson, who said that he would be willing to help us but had no specific ideas of an agency that might be interested in handling the accounts. He advised us that setting up an agency similar to the one set up in 1972 had not proved to be that difficult and that there were not considerable problems in trying to bring creative talent together. I also attempted several times to contact Ed Ney, the Chairman of the Board of Young & Rubicam, and although I could not contact him, Jerry Della-Femina advised me that he had talked to Mr. Ney who had said that although Young & Rubicam would not be interested in handling the account, Mr. Ney himself would see that we got some personnel out of that agency and said that he would personally be interested in helping where he could.

Jim and I had lunch with Jim Travis who outlined his plan for an in-house agency which structurally would be very similar to the organizational chart that he gave us during his presentation in the Roosevelt Room. He said he felt that based on the people who had expressed an interest, the creative part of the agency would be no problem and that setting up the production and other aspects would take approximately two to three weeks. I had talked with both Don Trump and Lou Ruden the previous evening and confirmed that office space could be available at a reasonable rate to us in a good part of Manhattan. Drew Lewis also suggested that Warner-Amex may have some unused space which they could make available. We asked Jim Travis to give us a list of people we could talk to about his qualifications and also to give some thought to how he might put an in-house agency together in more detail.

Jim and I then went to meet with Roger Ailes, the political advertiser who confirmed Jim Baker's feeling that there needed to be some very strong political input into the creative process. Roger Ailes stated that the political advertising person should be involved in presenting the project to the creative types so that they can create exactly what we are looking for. He also said it would be important for somebody with strong political experience to screen the proposed ads before they present it to the

Washington group in order to take out any aspects which may be political problems not obvious to the creative types. Roger Ailes said that he would be available to perform this service for us if requested.

Jim and I then went to Ogilvy & Mather to meet with Brendan Ryan and Bill Taylor. Mr. Ryan explained that Ogilvy could not accept a political account but thought that we might be interested in meeting with Bill Taylor who had been one of creative directors for the 1972 Nixon in-house agency. Mr. Taylor had been suggested to me by Bill Carruthers as well. Mr. Taylor confirmed the fact that there had been no problems with quickly putting together an in-house agency and that there were no problems with creative types from other agencies working together for the first time. He said that the greatest problem they had was the change in signals and the conflict in signals between the White House and the re-election campaign in 1972.

The following morning, I went to see Rumrill-Hoyt, a relatively small advertising agency which is part of the Compton Group and now owned by Sachi and Sachi, the London based advertising agency which handled the Margaret Thatcher campaign. Rumrill-Hoyt was established primarily to handle the Kodak account but has since expanded into such other accounts as Molson Ale, Bacardi Rum, and the New York City Opera among others. The three principals I spoke with explained to me that they were Reagan supporters, Republicans and extremely interested in re-electing the President. They are prepared to make a presentation to you this week, and after some discussion said that they would have no problem with bringing in some creative types from other agencies who expressed an interest in working on the campaign.

Upon my return to Washington, I received a letter from the Ketchum agency which expressed an interest in working on the campaign at cost. I called their president, Don Sullivan, and discussed his concept with him. He said that he would prefer to work the account out of New York, and that he would have no problem with bringing additional creative types in from other agencies to help them with the account. Ketchum is also willing to make a presentation to you in New York this week.

I have continued to follow up on my contacts to see if there are other agencies that might be interested in this account, but without any success to date. I do have the names of some people in other advertising agencies who could not handle the account, but who are some people we might want to call for additional advice. In addition, Jim Lake has received the name of an agency from Jim Robinson, the Chairman of American Express, and will be following up to see if they have an interest in making a presentation.

March 8, 1984

Mr. Michael A. McManus, Jr.
Assistant to the President
The White House
Washington, D.C. 20500

Dear Mike:

Re: Examples of Rumrill-Hoyt Work

We really enjoyed your visit this morning, and we are genuinely excited and extremely interested in working with you to help re-elect President Reagan.

As you requested, I am enclosing a few samples of recent print advertising produced by Rumrill-Hoyt. We are not forwarding any radio or television commercials, because we would rather present those to you, along with the appropriate strategic thinking, when we meet next week.

To briefly explain the rationale and results of the enclosed advertising:

NEW YORK CITY OPERA - This two page advertisement ran in the New York Times in February, 1983. Our aim was to convince potential opera goers (old and new) that this form of entertainment could be exciting, enjoyable and affordable. Results were more than we had a right to expect. This single advertisement generated more subscriptions than any other ever done by the Opera.

MOLSON GOLDEN ALE - I am forwarding some examples of our current print campaign for this Canadian import. Our advertising has always tried to be slightly irreverent, very imaginative and full of "appetite-appeal." These advertisements along with some very unusual radio commercials, have helped make Molson the second leading imported brand in the United States.

LADIES' HOME JOURNAL - As you know, this magazine was 100 years old last fall, and is enjoying its greatest year in terms of advertising revenues and circulation. Two years ago, when Ladies' Home Journal first assigned their account to Rumrill-Hoyt, the magazine was in deep trouble. Advertising revenues were slipping, and media planners and buyers at major advertising agencies thought

Mr. Michael A. McManus, Jr.
Page 2
March 8, 1984

of the magazine as stodgy and outdated. With unique trade advertising that repositioned Ladies' Home Journal as being really "with-it", we did the trick. The advertisements we are sending you represent just a small part of a most exciting campaign. We will show you the rest of the work next week.

IRISH MIST LIQUEUR - Three examples of a very unique campaign we recently developed for this brand. The challenge was to increase usage. Our solution was to suggest that the product could also be enjoyed before and during dinner as well as after (the time it's most consumed).

BACARDI RUM - We have helped this brand become the leading distilled spirit in the United States. As you can imagine, we have produced hundreds of terrific advertisements. However, we are proudest of the enclosed advertisement, encouraging moderation. It has been acclaimed around the world for its hard-hitting simplicity.

CHURCH OF THE NAZARENE - Last year we produced a series of radio and television commercials, print advertising and brochures to enhance the reputation of this Church as one that reaches out. A secondary objective was to increase attendance at Sunday Services and weekly prayer meetings. Advertising awareness studies and rising attendance figures have demonstrated our success on both counts.

The foregoing commentary and the enclosed materials provide nothing more than a glimpse of who we are, and what we can accomplish. We look forward to meeting with you again next week to deliver a more comprehensive presentation and to suggest how we might work together.

Best regards.

Sincerely,



Paul J. Goldsmith

PJG/reh
enc.

cc: Gary Landis
Harvey Kahn

Ketchum Advertising.

USA

Donald G. Sullivan,
President

March 8, 1984

Mr. Michael A. McManus, Jr.
Assistant to the President
White House
Washington, D.C. 20500

Dear Mr. McManus:

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. Material regarding Ketchum is in the possession of Mr. Deaver.

Sincerely,



Don Sullivan

Sent 3/7

Della Femina, Travisano & Partners Inc.

JAMES D. TRAVIS
PRESIDENT

March 8, 1984

Mr. Michael A. McManus, Jr.
Assistant to the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mike:

I enjoyed our discussion yesterday and, as promised, have put some thought to projected payroll, facilities and operating expenses required in mounting an all-star Reagan-Bush '84 advertising team.

The attached projections that I've put out on our computer reflect costs in obtaining top creative, account management, broadcast and print production, research, accounting and administrative support for the duration of the campaign. No media planning or buying costs are included, as we would recommend utilizing the established Western International Media Buying Service to handle this important function. I am currently talking with Dennis Holt, President of WIM, about working out an equitable fee arrangement versus their standard 5% commission.

Worst case I would see Reagan-Bush '84 saving approximately \$1MM by setting up this all-star creative group and ad hoc agency, as opposed to going with an agency with a standard 15% commission.

However, the key in my way of thinking is not the dollar savings, but the quality of the creative product provided by the talent that we could corral for this important assignment. When you talk to agencies that are willing to handle the assignment, be sure to isolate that group of people who will be responsible for actually creating the advertising and the people who will manage the business. It doesn't matter how big or established the agency is -- the only thing you should care about is the dedication and talent of that team committed to the Reagan-Bush '84 reelection.

The idea of establishing an advisory/review board with people of Ed Ney's and Phil Dusenberry's stature is, I believe, very worthwhile because they can make a real contribution to the campaign strategy and creative executions.

Mr. Michael McManus, Jr.
March 8, 1984
Page Two

I'm sure you will have a number of questions about this preliminary budget, so please call. In the meantime, I have included a list of people in agency management and our clients who, hopefully, have heard of me.

Best regards,

A handwritten signature in cursive script, appearing to read "Jim". The signature is written in dark ink and is positioned to the right of the typed name "Jim".

JDT:lch

Attachments

Della Femina, Travisano & Partners Inc.

JAMES D. TRAVIS
PRESIDENT

JIM TRAVIS REFERENCES

Agency Management

Jay Chiat, Chairman Chiat/Day, Inc.	212-807-4000
Dick Lord, President Lord, Geller, Federico, Einstein, Inc.	212-421-8050
Barry Loughrane, President Doyle Dane Bernbach Inc.	212-826-2000
Monty McKinney, Chairman Doyle Dane Bernbach Inc./West	213-937-5100
Ed Ney, Chairman Young & Rubicam Inc.	212-210-3000
Carl Spielvogel, Chairman Backer & Spielvogel, Inc.	212-556-5200
Saul Waring, President Waring & LaRosa, Inc.	212-755-0700

Clients

William Claggett, Division V.P., Director of Advertising & Marketing Services Ralston Purina Company	314-982-1000
Dan Howells, President Six Flags, Inc.	213-622-4300
Dick Olsen, V.P. Corporate Relations Transamerica Corporation	415-983-4000
Dick Perry, Director of Marketing Dow Chemical U.S.A.	317-873-7374
Jack Reilly, Senior V.P., General Manager American Isuzu Motors, Inc.	213-949-0611

3/7/84

REAGAN-BUSH
SUMMARY OF EXPENSES

	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
EXPENSES:											
PAYROLL:											
ACCOUNT MANA	38.5	64.3	67.8	69.1	72.4	72.5	71.1	72.9	24.8		553.4
CREATIVE	12.6	62.8	56.0	53.0	62.8	31.9	73.9	61.1	1.2		415.3
BRDCST, PRINT ADMIN, ACCTG, RESEARCH	14.0	19.0	33.1	26.8	27.9	28.0	27.1	23.1	15.7		214.7
TOTAL P/R	65.1	146.1	156.9	148.9	163.1	132.4	172.1	157.1	41.7		1,183.4
FACILITIES	36.2	36.2	36.2	36.2	36.2	36.2	36.2	36.2			289.6
OPERATING	47.1	71.4	72.2	73.8	73.9	74.3	76.3	76.0			565.0
TOTAL EXPENS	148.4	253.7	265.3	258.9	273.2	242.9	284.6	269.3	41.7		2,038.0 *

* EXCLUDES MEDIA PAYROLL, PLANNING AND BUYING FEES.

3/7/84

REAGAN-BUSH
PAYROLL EXPENSES
PROJECTED PAYROLL EXPENSE

	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
PAYROLL:											
ACCOUNT MANAGEMENT	38.5	64.3	67.8	69.1	72.4	72.5	71.1	72.9	24.8		553.4
CREATIVE	12.6	62.8	56.0	53.0	62.8	31.9	73.9	61.1	1.2		415.3
BRDCST, PRINT, ADMIN ACCTG, RESEARCH	14.0	19.0	33.1	26.8	27.9	28.0	27.1	23.1	15.7		214.7
TOTAL	65.1	146.1	156.9	148.9	163.1	132.4	172.1	157.1	41.7		1,183.4 *

* MEDIA DEPARTMENT PAYROLL NOT INCLUDED.
PROJECTED WITH WESTERN INTERNATIONAL
MEDIA, AS THE PLANNING AND BUYING UNIT.

3/7/84

REAGAN-BUSH '84
ACCOUNT MANAGEMENT
PROJ. PAYROLL EXPENSE

	ANNUAL BASE	@ PROJECT YEAR BASE	% TIME	TOTAL PAY	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
DAYS															
					30.0	31.0	30.0	31.0	31.0	31.0	30.0	31.0	30.0	31.0	275.0
MANAGER	250.0	75.0	187.5	171.9	15.6	20.8	20.8	20.8	20.8	20.8	20.8	20.8	10.7		171.9
CONSULT	75.0	75.0	56.3	48.2	4.6	6.2	6.2	6.2	6.2	6.2	6.2	6.2			48.0
MS	100.0	75.0	75.0	68.6	6.2	8.3	8.3	8.3	8.3	8.3	8.3	8.4	4.2		68.6
AS	75.0	75.0	56.3	48.2	4.6	6.1	6.3	6.1	6.3	6.3	6.1	6.4			48.2
AS	75.0	75.0	56.3	45.6		6.1	6.3	6.1	6.3	6.3	6.1	6.5	1.9		45.6
AE	40.0	75.0	30.0	25.7	1.5	3.3	3.4	3.3	3.4	3.4	3.3	3.4	0.7		25.7
AE	40.0	75.0	30.0	24.3		3.3	3.4	3.3	3.4	3.4	3.3	3.4	0.8		24.3
AC	25.0	75.0	18.8	15.2		2.0	2.1	2.0	2.1	2.1	2.0	2.1	0.8		15.2
AC	25.0	75.0	18.8	9.0					2.1	2.2	2.0	2.2	0.5		9.0
EX SECT	35.9	75.0	26.9	24.9	3.0	2.9	3.0	2.9	3.0	3.0	2.9	3.0	1.2		24.9
EX SECT	35.9	75.0	26.9	24.9	3.0	2.9	3.0	2.9	3.0	3.0	2.9	3.0	1.2		24.9
SECTY #	29.9	75.0	22.4	18.2		2.4	2.5	2.4	2.5	2.5	2.4	2.5	1.0		18.2
SECTY #	29.9	75.0	22.4	15.7			2.5	2.4	2.5	2.5	2.4	2.5	0.9		15.7
SECTY #	29.9	75.0	22.4	13.2				2.4	2.5	2.5	2.4	2.5	0.9		13.2
TOTAL	866.5		649.9	553.4	38.5	64.3	67.8	69.1	72.4	72.5	71.1	72.9	24.8		553.4

3/7/84

REAGAN-BUSH '84
CREATIVE DEPT.
PROJECTED PAYROLL EXPENSE

ANNUAL BASE	% YEAR	PROJEC BASE	% TIME	TOTAL PAY	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
					31.0	30.0	31.0	30.0	31.0	31.0	30.0	31.0	30.0	31.0	
TITLE:															
TEAM A:															
SR. AD	250.0	75.0	187.5	35.6	66.8	6.3	12.6	12.6	3.0	4.1	12.6	12.6			66.8
SR. W.	250.0	75.0	187.5	35.6	66.8	6.3	12.6	12.6	3.0	4.1	12.6	12.6			66.8
TEAM B:															
SR. AD	250.0	75.0	187.5	35.6	66.8		12.6	7.1	6.3	3.0	12.6	12.6			66.8
SR. W	250.0	75.0	187.5	35.6	66.8		12.6	7.1	6.3	3.0	12.6	12.6			66.8
TEAM C															
SR. AD	150.0	75.0	112.5	35.6	40.1		6.2	6.2	12.3		3.0				40.0
SR. W	150.0	75.0	112.5	35.6	40.1		6.2	6.2	12.3		3.0				40.0
TEAM D															
SR. AD	50.0	75.0	37.5	35.0	13.1		2.1	2.0		4.2	4.1	0.8			13.2
SR. W	50.0	75.0	37.5	35.0	13.1		2.1	2.0		4.2	4.1	0.8			13.2
COMP 1	25.0	75.0	18.8	40.6	7.6			1.0	1.0	2.1	2.0	1.5			7.6
COMP 2	25.0	75.0	18.8	24.6	4.6				1.0	1.0	1.3	1.3			4.6
BULLPEN 1	20.0	75.0	15.0	40.6	6.1			1.2	1.2	1.2	1.2	1.2			6.0
BULLPEN 2	20.0	75.0	15.0	24.6	3.7					1.2	1.2	1.3			3.7
SECTY	20.0	75.0	15.0	58.9	8.8			1.6	1.7	1.7	1.6	1.7	0.5		8.8
PROOFREAD	25.0	75.0	18.8	58.9	11.0			2.0	2.1	2.1	2.0	2.1	0.7		11.0
TOTAL	1535.0		1151.3		415.3	12.6	62.8	56.0	53.0	62.8	31.9	73.9	61.1	1.2	415.3

3/7/84

REAGAN-BUSH '84
BRDCSDT, PRINT, ADMIN., ACCTG. & RESEARCH
PROJECTED PAYROLL EXPENSE

	ANNUAL BASE	% YEAR	PROJEC BASE	% TIME	TOTAL PAY	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
BROADCAST																
PRODUCER	60.0	75.0	45.0	33.3	15.0			5.1	2.4	2.5	2.5	2.5				15.0
PRODUCER	60.0	75.0	45.0	33.3	15.0			5.1	2.4	2.5	2.5	2.5				15.0
ASST PROD	35.0	75.0	26.3	70.0	18.4			3.0	2.9	3.0	3.0	2.9	3.0	0.6		18.4
SECTY	20.0	75.0	15.0	100.0	15.0	1.7	1.6	1.7	1.6	1.7	1.7	1.7	1.7	1.6		15.0
PRINT PRO																
MANAGER	40.0	75.0	30.0	81.1	24.3		3.3	3.4	3.3	3.4	3.4	3.3	3.4	0.8		24.3
TRAFFIC	25.0	75.0	18.8	100.0	18.8	2.1	2.0	2.1	2.0	2.1	2.1	2.1	2.2	2.1		18.8
ADMIN.ASS	30.0	75.0	22.5	81.1	18.2		2.4	2.5	2.4	2.5	2.5	2.4	2.5	1.0		18.2
MAIL ROOM	10.0	75.0	7.5	100.0	7.5	0.9	0.8	0.9	0.8	0.9	0.9	0.8	0.9	0.6		7.5
MESSENGER																
ACCTG:																
BILLING	30.0	75.0	22.5	100.0	22.5	2.5	2.4	2.5	2.5	2.5	2.5	2.4	2.6	2.6		22.5
ADMIN:	20.0	75.0	15.0	100.0	15.0	1.7	1.6	1.7	1.6	1.7	1.8	1.6	1.7	1.6		15.0
RESEARCH	60.0	75.0	45.0	100.0	45.0	5.1	4.9	5.1	4.9	5.1	5.1	4.9	5.1	4.8		45.0
GRAND TOT	390.0		292.5		214.7	14.0	19.0	33.1	26.8	27.9	28.0	27.1	23.1	15.7		214.7

3/7/84

REAGAN-BUSH
FACILITIES
EXPENSES

	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.,	NOV.	DEC.	TOTAL
FACILITIES:											
OFFICE RENTAL	29.2	29.2	29.2	29.2	29.2	29.2	29.2	29.2			233.6
FURNITURE RENTA	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0			16.0
APART.: N.Y & D.C.	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0			40.0
TOTAL FACILITIES EXPENSE	36.2	36.2	36.2	36.2	36.2	36.2	36.2	36.2			289.6

3/7/84

REAGAN-BUSH
OPERATING EXPENSES

	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
LOCAL TRAVEL	1.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2			24.0
O-T-T	6.6	13.3	13.3	13.3	13.3	13.5	13.4	13.3			100.0
AUTO	1.1	1.2	1.2	1.3	1.3	1.3	1.3	1.3			10.0
HOTEL, MEALS,	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0			80.0
UNBILL. COST			1.0	2.0	2.0	2.0	4.0	4.0			15.0
TELEPHONE	3.2	6.4	6.4	6.4	6.4	6.4	6.4	6.4			48.0
POSTAGE		0.5	0.5	0.6	0.6	0.6	0.6	0.6			4.0
SHIPPING		1.0	1.0	1.2	1.2	1.2	1.2	1.2			8.0
EQUIP. RENTAL	6.4	6.4	6.2	6.2	6.2	6.2	6.2	6.2			50.0
COMPUTER:											
SPOT		5.0	5.0	5.0	5.0	5.0	5.0	5.0			35.0
PRINT		1.1	1.2	1.1	1.2	1.1	1.2	1.1			8.0
OFFICE EXP.	1.3	2.6	2.6	2.7	2.7	2.7	2.7	2.7			20.0
MOV. & STOR.	0.3	0.2	0.3	0.2	0.3	0.2	0.3	0.0			1.8
ART SUPPLIES	1.6	3.2	3.2	3.2	3.2	3.2	3.2	3.4			24.2
SUPPERS	2.1	4.2	4.2	4.3	4.3	4.3	4.3	4.3			32.0
INSUR.	1.2	1.3	1.2	1.3	1.2	1.3	1.2	1.3			10.0
MEDIA RES.:											
NEIL./TEL.	3.1	3.1	3.1	3.1	3.1	3.2	3.2	3.1			25.0
CLIPPING SE	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.1			9.0
RAD./TV REP	1.2	1.2	1.2	1.2	1.3	1.3	1.3	1.3			10.0
CONTINGENCY	6.3	6.4	6.3	6.4	6.3	6.4	6.4	6.5			51.0
TOTAL	47.1	71.4	72.2	73.8	73.9	74.3	76.3	76.0			565.0

3/7/84

REAGAN-BUSH
SUMMARY OF EXPENSES

	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
EXPENSES:											
PAYROLL:											
ACCOUNT MANA	38.5	64.3	67.8	69.1	72.4	72.5	71.1	72.9	24.8		553.4
CREATIVE	12.6	62.8	56.0	53.0	62.8	31.9	73.9	61.1	1.2		415.3
BRDCST, PRINT ADMIN, ACCTG, RESEARCH	14.0	19.0	33.1	26.8	27.9	28.0	27.1	23.1	15.7		214.7
TOTAL P/R	65.1	146.1	156.9	148.9	163.1	132.4	172.1	157.1	41.7		1,183.4
FACILITIES	36.2	36.2	36.2	36.2	36.2	36.2	36.2	36.2			289.6
OPERATING	47.1	71.4	72.2	73.8	73.9	74.3	76.3	76.0			565.0
TOTAL EXPENS	148.4	253.7	265.3	258.9	273.2	242.9	284.6	269.3	41.7		2,038.0 *

* EXCLUDES MEDIA PAYROLL, PLANNING AND BUYING FEES.

3/7/84

REAGAN-BUSH
PAYROLL EXPENSES
PROJECTED PAYROLL EXPENSE

	MARCH	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
PAYROLL:											
ACCOUNT MANAGEMENT	38.5	64.3	67.8	69.1	72.4	72.5	71.1	72.9	24.8		553.4
CREATIVE	12.6	62.8	56.0	53.0	62.8	31.9	73.9	61.1	1.2		415.3
BRDCST, PRINT, ADMIN, ACCTG, RESEARCH	14.0	19.0	33.1	26.8	27.9	28.0	27.1	23.1	15.7		214.7
TOTAL	65.1	146.1	156.9	148.9	163.1	132.4	172.1	157.1	41.7		1,183.4 *

* MEDIA DEPARTMENT PAYROLL NOT INCLUDED.
PROJECTED WITH WESTERN INTERNATIONAL
MEDIA, AS THE PLANNING AND BUYING UNIT.

3/7/84

REAGAN-BUSH '84
ACCOUNT MANAGEMENT
PROJ. PAYROLL EXPENSE

	ANNUAL BASE	@ PROJECT YEAR BASE	% TIME	TOTAL PAY	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
DAYS															
					30.0	31.0	30.0	31.0	31.0	31.0	30.0	31.0	30.0	31.0	275.0
MANAGER	250.0	75.0	187.5	171.9	15.6	20.8	20.8	20.8	20.8	20.8	20.8	20.8	10.7		171.9
CONSULT	75.0	75.0	56.3	48.2	4.6	6.2	6.2	6.2	6.2	6.2	6.2	6.2			48.0
MS	100.0	75.0	75.0	68.6	6.2	8.3	8.3	8.3	8.3	8.3	8.3	8.4	4.2		68.6
AS	75.0	75.0	56.3	48.2	4.6	6.1	6.3	6.1	6.3	6.3	6.1	6.4			48.2
AS	75.0	75.0	56.3	45.6		6.1	6.3	6.1	6.3	6.3	6.1	6.5	1.9		45.6
AE	40.0	75.0	30.0	25.7	1.5	3.3	3.4	3.3	3.4	3.4	3.3	3.4	0.7		25.7
AE	40.0	75.0	30.0	24.3		3.3	3.4	3.3	3.4	3.4	3.3	3.4	0.8		24.3
AC	25.0	75.0	18.8	15.2		2.0	2.1	2.0	2.1	2.1	2.0	2.1	0.8		15.2
AC	25.0	75.0	18.8	9.0					2.1	2.2	2.0	2.2	0.5		9.0
EX SECT	35.9	75.0	26.9	24.9	3.0	2.9	3.0	2.9	3.0	3.0	2.9	3.0	1.2		24.9
EX SECT	35.9	75.0	26.9	24.9	3.0	2.9	3.0	2.9	3.0	3.0	2.9	3.0	1.2		24.9
SECTY #	29.9	75.0	22.4	18.2		2.4	2.5	2.4	2.5	2.5	2.4	2.5	1.0		18.2
SECTY #	29.9	75.0	22.4	15.7			2.5	2.4	2.5	2.5	2.4	2.5	0.9		15.7
SECTY #	29.9	75.0	22.4	13.2				2.4	2.5	2.5	2.4	2.5	0.9		13.2
TOTAL	866.5		649.9	553.4	38.5	64.3	67.8	69.1	72.4	72.5	71.1	72.9	24.8		553.4

3/7/84

REAGAN-BUSH '84
CREATIVE DEPT.
PROJECTED PAYROLL EXPENSE

ANNUAL BASE	% YEAR	PROJEC BASE	% TIME	TOTAL PAY	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
					31.0	30.0	31.0	30.0	31.0	31.0	30.0	31.0	30.0	31.0	
TEAM A:															
SR. AD	250.0	75.0	187.5	35.6	66.8	6.3	12.6	12.6	3.0	4.1	12.6	12.6			66.8
SR. W.	250.0	75.0	187.5	35.6	66.8	6.3	12.6	12.6	3.0	4.1	12.6	12.6			66.8
TEAM B:															
SR. AD	250.0	75.0	187.5	35.6	66.8		12.6	7.1	6.3	3.0	12.6	12.6			66.8
SR. W	250.0	75.0	187.5	35.6	66.8		12.6	7.1	6.3	3.0	12.6	12.6			66.8
TEAM C															
SR. AD	150.0	75.0	112.5	35.6	40.1		6.2	6.2	12.3		3.0				40.0
SR. W	150.0	75.0	112.5	35.6	40.1		6.2	6.2	12.3		3.0				40.0
TEAM D															
SR. AD	50.0	75.0	37.5	35.0	13.1		2.1	2.0		4.2	4.1	0.8			13.2
SR. W	50.0	75.0	37.5	35.0	13.1		2.1	2.0		4.2	4.1	0.8			13.2
COMP 1	25.0	75.0	18.8	40.6	7.6			1.0	1.0	2.1	2.0	1.5			7.6
COMP 2	25.0	75.0	18.8	24.6	4.6				1.0	1.0	1.3	1.3			4.6
BULLPEN 1	20.0	75.0	15.0	40.6	6.1			1.2	1.2	1.2	1.2	1.2			6.0
BULLPEN 2	20.0	75.0	15.0	24.6	3.7					1.2	1.2	1.3			3.7
SECTY	20.0	75.0	15.0	58.9	8.8			1.6	1.7	1.7	1.6	1.7	0.5		8.8
PROOFREAD	25.0	75.0	18.8	58.9	11.0			2.0	2.1	2.1	2.0	2.1	0.7		11.0
TOTAL	1535.0		1151.3		415.3	12.6	62.8	56.0	53.0	62.8	31.9	73.9	61.1	1.2	415.3

3/7/84

REAGAN-BUSH '84
BRDCSDT, PRINT, ADMIN., ACCTG. & RESEARCH
PROJECTED PAYROLL EXPENSE

ANNUAL BASE	% YEAR	% PROJEC BASE	% TIME	TOTAL PAY	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
BROADCAST															
PRODUCER	60.0	75.0	45.0	33.3	15.0		5.1	2.4	2.5	2.5	2.5				15.0
PRODUCER	60.0	75.0	45.0	33.3	15.0		5.1	2.4	2.5	2.5	2.5				15.0
ASST PROD	35.0	75.0	26.3	70.0	18.4		3.0	2.9	3.0	3.0	2.9	3.0	0.6		18.4
SECTY	20.0	75.0	15.0	100.0	15.0	1.7	1.7	1.6	1.7	1.7	1.7	1.7	1.6		15.0
PRINT PRO															
MANAGER	40.0	75.0	30.0	81.1	24.3		3.3	3.4	3.3	3.4	3.3	3.4	0.8		24.3
TRAFFIC	25.0	75.0	18.8	100.0	18.8	2.1	2.0	2.0	2.1	2.1	2.1	2.2	2.1		18.8
ADMIN. ASS															
ADMIN. ASS	30.0	75.0	22.5	81.1	18.2		2.4	2.5	2.4	2.5	2.4	2.5	1.0		18.2
MAIL ROOM	10.0	75.0	7.5	100.0	7.5	0.9	0.8	0.8	0.9	0.9	0.8	0.9	0.6		7.5
MESSENGER															
ACCTG:															
BILLING	30.0	75.0	22.5	100.0	22.5	2.5	2.4	2.5	2.5	2.5	2.4	2.6	2.6		22.5
ADMIN:	20.0	75.0	15.0	100.0	15.0	1.7	1.6	1.6	1.7	1.8	1.6	1.7	1.6		15.0
RESEARCH															
RESEARCH	60.0	75.0	45.0	100.0	45.0	5.1	4.9	5.1	4.9	5.1	4.9	5.1	4.8		45.0
GRAND TOT	390.0		292.5		214.7	14.0	19.0	33.1	26.8	27.9	28.0	27.1	23.1	15.7	214.7

3/7/84

REAGAN-BUSH
FACILITIES
EXPENSES

	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.,	NOV.	DEC.	TOTAL
FACILITIES:											
OFFICE RENTAL	29.2	29.2	29.2	29.2	29.2	29.2	29.2	29.2			233.6
FURNITURE RENTAL	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0			16.0
APART.: N.Y & D.C.	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0			40.0
TOTAL FACILITIES EXPENSE	36.2	36.2	36.2	36.2	36.2	36.2	36.2	36.2			289.6

3/7/84

REAGAN-BUSH
OPERATING EXPENSES

	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
LOCAL TRAVEL	1.6	3.2	3.2	3.2	3.2	3.2	3.2	3.2			24.0
O-T-T	6.6	13.3	13.3	13.3	13.3	13.5	13.4	13.3			100.0
AUTO	1.1	1.2	1.2	1.3	1.3	1.3	1.3	1.3			10.0
HOTEL, MEALS, UNBILL. COST	10.0	10.0	10.0	10.0	10.0	10.0	10.0	10.0			80.0
TELEPHONE	3.2	6.4	6.4	6.4	6.4	6.4	6.4	6.4			48.0
POSTAGE		0.5	0.5	0.6	0.6	0.6	0.6	0.6			4.0
SHIPPING		1.0	1.0	1.2	1.2	1.2	1.2	1.2			8.0
EQUIP. RENTAL	6.4	6.4	6.2	6.2	6.2	6.2	6.2	6.2			50.0
COMPUTER:											
SPOT		5.0	5.0	5.0	5.0	5.0	5.0	5.0			35.0
PRINT		1.1	1.2	1.1	1.2	1.1	1.2	1.1			8.0
OFFICE EXP.	1.3	2.6	2.6	2.7	2.7	2.7	2.7	2.7			20.0
MOV. & STOR.	0.3	0.2	0.3	0.2	0.3	0.2	0.3	0.0			1.8
ART SUPPLIES	1.6	3.2	3.2	3.2	3.2	3.2	3.2	3.4			24.2
SUPPERS	2.1	4.2	4.2	4.3	4.3	4.3	4.3	4.3			32.0
INSUR.	1.2	1.3	1.2	1.3	1.2	1.3	1.2	1.3			10.0
MEDIA RES.:											
NEIL./TEL.	3.1	3.1	3.1	3.1	3.1	3.2	3.2	3.1			25.0
CLIPPING SE	1.1	1.1	1.1	1.1	1.1	1.2	1.2	1.1			9.0
RAD./TV REP	1.2	1.2	1.2	1.2	1.3	1.3	1.3	1.3			10.0
CONTINGENCY	6.3	6.4	6.3	6.4	6.3	6.4	6.4	6.5			51.0
TOTAL	47.1	71.4	72.2	73.8	73.9	74.3	76.3	76.0			565.0

THE WHITE HOUSE

WASHINGTON

February 21, 1984

MEMORANDUM FOR MIKE DEAVER

FROM: MARGIE CRAWFORD *mc*

SUBJECT: Participants in Presentation
by Della Femina, Travisano &
Partners, Inc. today at 2:30
in the Roosevelt Room.

The participants in the meeting stated
above are as follows:

From the White House: Mr. Deaver
Mr. Baker (drop-by)
Mr. Darman

From R/B '84: Sen. Laxalt
Mr. Rollins
Mr. Atwater
Mr. Wirthlin
Mr. Lake
Mr. Nofziger
Mr. Drew Lewis

From Della Femina: Mr. Jerry Della Femina
Mr. Jim Travis
Mr. Michael Meyer

cc: Mike McManus

THE WHITE HOUSE
WASHINGTON

March 2, 1984

MEMO FOR DONNA BLUME

FROM: MARGIE CRAWFORD *me*

When Jerry Della Femina came down to Washington the first time to give us his presentation (Feb. 21st), he left for Mr. Deaver some printed material for Mr. Deaver's review.

Mr. Della Femina's office called this morning and asked if they could have that material back as soon as possible.

This material is poster board size and is an example of their advertising as well as a proposed organization chart.

The address for Mr. Della Femina is:

Della Femina, Travisano & Partners Inc.
625 Madison Avenue
New York, New York 10022

I think it would be best to attention the material to Jackie, Mr. Della Femina's Executive Assistant.

Thanks.