



RONALD REAGAN 1980 PRESIDENTIAL CAMPAIGN PAPERS, 1964-1980

Finding Aid Type

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Record Type

Textual

Series List

SERIES V: Peter Dailey (Media, Promotion and Advertising)

Peter Dailey ran the media functions of the 1980 Campaign. These are working files, and do not appear to contain strategy or policy material.

SUBSERIES A: Media Campaign (Boxes 221-229)

This subseries consists of memos, correspondence, reports and other material documenting the various aspects of the national media campaign. Of note are the original graphics for buttons, bumper stickers and stationary developed for the campaign.

SUBSERIES B: Promotional and Advertising (Boxes 229-232)

This subseries contains factual information from press clippings, reports, brochures, and other handouts.

SUBSERIES C: Promotional / Promotional Department (Boxes 233-237)

This subseries contains information about the logistics of the television campaign, including scheduling and finances. Also included are the storyboards for television spots.

Subseries A: Media Campaign

Subseries B: Promotional and Advertising

Subseries C: Promotional / Promotion Department

Last Modified Date

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SERIES V: Peter Dailey (Media, Promotion and Advertising)

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SUBSERIES B: Promotional and Advertising (Boxes 229-232)

This subseries contains factual information from press clippings, reports, brochures, and other handouts.

SUBSERIES C: Promotional / Promotional Department (Boxes 233-237)

This subseries contains information about the logistics of the television campaign, including scheduling and finances. Also included are the storyboards for television spots.

Subseries A: Media Campaign

Box 221

Status	Title
CLOSED	Absentee Voters (Citizens Abroad)
CLOSED	Ad – Thank You Detroit
CLOSED	[Advertising Strategy]
CLOSED	Anti-Carter Advertising [from Tony Dolan, Based on Anti-Carter Research] (1)(2)
CLOSED	Audio Tapes
CLOSED	Budget (1)-(3)
CLOSED	[Campaign '80 Estimated Production Costs]
CLOSED	[Campaign '80 – 10/08/1980 Meeting]
CLOSED	Campaign '80 News, Vol. III, 10/21/1980-11/16/1980 (1)-(4)
CLOSED	Campaign Materials
CLOSED	[Jimmy Carter Positions and Record] (1)-(4)
CLOSED	[Clippings]
CLOSED	Commitment '80
CLOSED	County Executives for Reagan-Bush, Commissioner Bob Eckles (Texas)
CLOSED	Creative Input
CLOSED	Campaign '80 Media Plan (Eleanor Callahan Copies) (1)(2)

Box 222

Status	Title
CLOSED	Campaign '80 Media Plan (Eleanor Callahan Copies) (3)-(4)

Status	Title
CLOSED	Campaign Regulations – Federal
CLOSED	Commitment '80 (Timeline)
CLOSED	Debates
CLOSED	Eastern Regional Conference, 08/20/1980-08/21/1980, Columbus OH (1)-(4)
CLOSED	EKC Expense Reports (Empty)
CLOSED	[Election Eve Television Address Drafts]
CLOSED	Governor Reagan on the Issues
CLOSED	[Hispanics]
CLOSED	[Invitation Review for Deputy Directors]
CLOSED	[Jackson – Vanik Amendment]
CLOSED	[Jewish Media Plans]
CLOSED	Kennedy Material
CLOSED	Legal
CLOSED	[Local Broadcast Procedures]
CLOSED	Man in the Arena (TV Programs)
CLOSED	[Marketing Plan Draft, 07/30/1980]
CLOSED	Marketing Plan (Election Eve)
CLOSED	[Marketing Plan for Campaign '80, 08/08/1980] (1)(2)
CLOSED	[Marketing Plan for Campaign '80 – Master Copy, 08/08/1980]
CLOSED	Mayors for Reagan-Bush, Mayor Pete Wilson, San Diego
CLOSED	Media (1)(2)

Box 223

Status	Title
CLOSED	Media (3)-(7)
CLOSED	Media – Net TV (1)-(3)
CLOSED	Media – Newspapers
CLOSED	Media – Radio
CLOSED	Media Plan
CLOSED	[Media Plan]

Status	Title
CLOSED	Media Plan (07/28/1980 Revision)
CLOSED	[Negative Carter Ads]
CLOSED	Old Schedules, July 1980-October 1980 (1)-(3)
CLOSED	Organizational Chart
CLOSED	Photos for Office
CLOSED	Photos - [Proof Sheets]
CLOSED	Photos - S. Rosen
CLOSED	[Political Advertising Policy from TV networks]
CLOSED	Polls
CLOSED	[Printed Material & Button Order Forms]
CLOSED	Production Job Jackets: Acceptance & Urban League Speech Reprints (Press), Job # 1042
CLOSED	Production Job Jackets: Letterhead (Arts / Entertainment), Job # 1080

Box 224

Status	Title
CLOSED	Production Job Jackets: (Athletes) Bumper Stickers, Job #1016
CLOSED	Production Job Jackets: (Athletes) Buttons
CLOSED	Production Job Jackets: (Athletes) Letterhead, Job #1019
CLOSED	Production Job Jackets: [(Blacks)] Ebony Ad, Job #1013 - See Oversize Box 924
CLOSED	Production Job Jackets: Black Enterprise Ad, Job #1120
CLOSED	Production Job Jackets: Black Radio (Abernathy), Job#1145
CLOSED	Production Job Jackets: (Blacks) Radio Spots, Job #1062
CLOSED	Production Job Jackets: (Blacks) Newspaper Ads, Job #1131
CLOSED	Production Job Jackets: Black Newspaper Ad, Job #1146
CLOSED	Production Job Jackets: (Business) Stationary, Job# BS10025
CLOSED	Production Job Jackets: Catholic Ad #3 Tuition, Job #1113

Status	Title
CLOSED	Production Job Jackets: Catholic & Nationalities Ad #2, Job #1112
CLOSED	Production Job Jackets: (Catholic) Media Plan, Job #1056
CLOSED	Production Job Jackets: Direct Mail – Leadership, Job #TV1042
CLOSED	Production Job Jackets: (Evangelicals) Media Plan, Job #TV1088
CLOSED	Production Job Jackets: Farm Brochure, Job #1011
CLOSED	Production Job Jackets: (Farm & Food) Bumper Stickers, Job #1032
CLOSED	Production Job Jackets: Farm Buttons / Specialized, Job #1031
CLOSED	Production Job Jackets: Junior Page Farm Journal Ad, Job #1027
CLOSED	Production Job Jackets: Junior Page Farm Ad #2, Job #1127
CLOSED	Production Job Jackets: (Farm) Letterhead Stationary / Envelopes, Job #1004
CLOSED	Production Job Jackets: (Farm & Food) Media Plan, Job #1087
CLOSED	Production Job Jackets: (Farm & Food) Radio Commercials, Job #1117
CLOSED	Production Job Jackets: (Health Care) Brochure, Job #1093
CLOSED	Production Job Jackets: (Hispanic) Letterhead, Job #1100
CLOSED	Production Job Jackets: (Jewish) Anti-Carter Ad, Job# JW1010
CLOSED	Production Job Jackets: (Jewish) Buttons, Job #JW1007
CLOSED	Production Job Jackets: (Jewish) Community Leader Kit, Job #JW1005
CLOSED	Production Job Jackets: (Jewish) Handouts, Job #1089
CLOSED	Production Job Jackets: (Jewish Voters) Media Plan, Job #1090

Status	Title
CLOSED	Production Job Jackets: (Jewish) Pro-Reagan Ad, Job #JW1009
CLOSED	Production Job Jackets: (Jewish) Rosh Hashanah Ad, Job #JW1002
CLOSED	Production Job Jackets: (Jewish) Stationary, Job #JW1003 (1)(2)
CLOSED	Production Job Jackets: (Jewish) Testimonial Ads, Job #JW1008
CLOSED	Production Job Jackets: (Labor) Bumper Stickers, Job #1065
CLOSED	Production Job Jackets: (Labor) Buttons, Job #1066
CLOSED	Production Job Jackets: Labor Flyer, Job #1129
CLOSED	Production Job Jackets: (Labor) Letterhead, Job #1064

Box 225

Status	Title
CLOSED	Production Job Jackets
CLOSED	Production Job Jackets: Letterhead / Envelopes, Job #1007 (1)(2)
CLOSED	Production Job Jackets: (Life Underwriters) Letterhead
CLOSED	Production Job Jackets: (Mayors) Letterhead, Job #1041
CLOSED	Production Job Jackets: Nationalities Brochure, Job #1132
CLOSED	Production Job Jackets: (Nationalities) Bumper Stickers, Job #1053
CLOSED	Production Job Jackets: Nationalities Buttons, Job #1047
CLOSED	Production Job Jackets: Nationalities Foreign Policy Ad, Job #1119
CLOSED	Production Job Jackets: (Nationalities, et. al.) Media Plan, Job #1055
CLOSED	Production Job Jackets: Nationalities Newspaper Ad, Job #1022
CLOSED	Production Job Jackets: (Nationalities) Radio Commercials, Job #1048

Status	Title
CLOSED	Production Job Jackets: (Nationalities) Translations Issue Brochures, Job #1050
CLOSED	Production Job Jackets: Photo Blow-ups (Campaign '80, Dailey), Job #CAM1043
CLOSED	Production Job Jackets: (Physicians) Stationary & Envelopes, Job #1006
CLOSED	Production Job Jackets: Senior Citizen Ad, Job #1096
CLOSED	Production Job Jackets: (Seniors) Bumper Stickers, Job #1082
CLOSED	Production Job Jackets: Senior Citizens Buttons, Job #1044 (1)(2)
CLOSED	Production Job Jackets: Senior Citizen full page ad revision, Job #1118
CLOSED	Production Job Jackets: Senior Citizens letterhead, Job #1029
CLOSED	Production Job Jackets: (Seniors) Media Plan, Job #1054
CLOSED	Production Job Jackets: Senior Citizen Position Brochure, Job #1046
CLOSED	Production Job Jackets: (Seniors) Radio Commercial, Job #1140
CLOSED	Production Job Jackets: (Seniors) Social Security Brochure, Job #1122
CLOSED	Production Job Jackets: (Special Ballot) Bumper Stickers / Buttons, Job #1076
CLOSED	Production Job Jackets: (Special Ballot) [Generic] Bumper Sticker, Job #1099
CLOSED	Production Job Jackets: (Special Ballot) Letterhead, Job #1018
CLOSED	Production Job Jackets: (Special Ballot) Media Plan, Job #1109
CLOSED	Production Job Jackets: (Special Ballot) Overseas Ad, Job #1108

Status	Title
CLOSED	Production Job Jackets: (Sportsmen) Bumper Stickers, Specialized, Job #1038
CLOSED	Production Job Jackets: (Sportsmen) Buttons, Specialized, Job #1039
CLOSED	Production Job Jackets: (Sportsmen) Full Page Ad "Gun Week," Job #1036
CLOSED	Production Job Jackets: (State Legislators) Letterhead & Envelopes, Job #1040
CLOSED	Production Job Jackets: (Traditional Values) Bumper Stickers, Job #1077
CLOSED	Production Job Jackets: (Traditional Values) Buttons, Job #1078
CLOSED	Production Job Jackets: (Traditional Values) Stationary, Job #TV1034

Box 226

Status	Title
CLOSED	Production Job Jackets: Veteran Brochure, Job #1121
CLOSED	Production Job Jackets: (Veterans) Bumper Stickers, Job #1017
CLOSED	Production Job Jackets: (Veterans) Buttons & Bumper Stickers, Job #1079
CLOSED	Production Job Jackets: (Veterans) Buttons, Job #1021
CLOSED	Production Job Jackets: [Veterans Envelopes]
CLOSED	Production Job Jackets: (Veterans) Letterhead, Job #1020
CLOSED	Production Job Jackets: VFW Print Ad, Job #1102
CLOSED	Production Job Jackets: Youth Buttons, Job #1030
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of July 14, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of July 21, 1980 (1)-(3)
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of July 28, 1980 (1)(2)

Status	Title
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of August 4, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of August 11, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of August 18, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of August 21, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of August 25, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of September 1, 1980
CLOSED	Promotional & Advertising Program (E. Callahan) – Week of September 8, 1980

Box 227

Status	Title
CLOSED	Promotional & Advertising Program (E Callahan) – Week of September 15, 1980 (1)(2)
CLOSED	Promotional & Advertising Program (E Callahan) – Week of September 22, 1980
CLOSED	Promotional & Advertising Program (E Callahan) – Week of September 29, 1980
CLOSED	Promotional & Advertising Program (E Callahan) – Week of October 6, 1980 (1)(2)
CLOSED	Promotional Materials / Costs
CLOSED	Questions for Ronald Reagan – TV Taping
CLOSED	The Reagan Record, 1967-1974 (1)(2)
CLOSED	Reagan Photos
CLOSED	Regional Political Chairman (Empty)
CLOSED	Research (1)(2)
CLOSED	[Research – Focus Group Analysis]
CLOSED	Roger Sandler Proof Sheets (Copies) (1)-(4)

Status	Title
CLOSED	[Speech print – A Strategy of Peace for the 80s]
CLOSED	[Speech print – Acceptance Speech, 07/17/1980]
CLOSED	[Speech print – Veterans of Foreign Wars Conventions, 08/18/1980]
CLOSED	[Speech print – American Legion National Convention, 08/20/1980]
CLOSED	[Speech print – Roundtable National Affairs Briefing, 08/22/1980]
CLOSED	[Speech print – Labor Day Address at Liberty State Park, 09/01/1980]
CLOSED	[Speech print – B’Nai B’Rith Forum, 09/30/1980]
CLOSED	[Speech print – International Business Council, 09/09/1980]
CLOSED	[Speech print – Louisiana State University, 09/23/1980]
CLOSED	Speeches, September 1980 (1)(2)

Box 228

Status	Title
CLOSED	Speeches, September 1980 (3)(4)
CLOSED	Speeches (Draft Speech, September 1980)
CLOSED	[Spot – Scripts – Television Commercials] (1)(2)
CLOSED	State Legislators for Reagan-Bush, Senator Paul Coverdell (Georgia)
CLOSED	[“The Time is Now” folder]
CLOSED	[Television]
CLOSED	Television Commercials
CLOSED	[Unsolicited Material letter]
CLOSED	Voter Block (1)(2)
CLOSED	[Voter Groups – Activity Reports Binder] (1)-(6)
CLOSED	Voter Groups – Expenditure Report, 09/18/1980 (1)(2)
CLOSED	Box 229
CLOSED	[Voter Groups – Black Media Plans]

Status	Title
CLOSED	[Voter Groups – Catholic Media Plan]
CLOSED	[Voter Groups – Evangelicals Media Plan]
CLOSED	Voter Group – Media Plans (1)-(4)
CLOSED	[Voter Groups – Nationalities Media Plan]
CLOSED	[Voter Groups – Senior Citizens Media]

Subseries B: Promotional and Advertising

Box 229, cont.

Status	Title
CLOSED	1976 Advertising Expenditures
CLOSED	Dick Allen's Advisory Groups
CLOSED	Anti-Carter (1)-(3)
CLOSED	California Record
CLOSED	[Campaign Activities Book] (1)-(5)

Box 230

Status	Title
CLOSED	[Campaign Activities Book] (6)-(11)
CLOSED	[Campaign Issues Brochures (Material Used to Prepare Brochures)] (1)-(6)
CLOSED	Campaign '80 Marketing Plan, 08/08/1980 (1)(2)
CLOSED	Campaign '80 News Clippings, 09/08/1980-09/30/1980 Vol. I (1)-(3)

Box 231

Status	Title
CLOSED	Campaign '80 News Clippings, 09/08/1980-09/30/1980 Vol. I (4)-(12)
CLOSED	Campaign '80 News Clippings, 10/01/1980-10/20/1980 Vol. II (1)-(9)

Box 232

Status	Title
CLOSED	Campaign '80 News Clippings, 10/01/1980-10/20/1980 Vol. II (10)-(11)
CLOSED	[Campaign '80 Organization Structure]

Status	Title
CLOSED	[Commitment '80 Labels]
CLOSED	[Commitment '80 Promotional Material]
CLOSED	[Dolphin Group Invoices]
CLOSED	Marketing Strategy
CLOSED	Nader Strategy
CLOSED	Platform
CLOSED	Position Papers (1)(2)
CLOSED	[Promotional Material]
CLOSED	[Reagan Press Releases (Index)]
CLOSED	[Radio & Television] (1)(2)
CLOSED	Speeches
CLOSED	Strategy – Primary
CLOSED	Voter Group Manager's Organizational Reports (1)-(5)

Subseries C: Promotional / Promotion Department

Box 233

Status	Title
CLOSED	Archive Tapes (Empty)
CLOSED	BTR (Broadcast Traffic and Residuals) (1)(2)
CLOSED	Cable TV Network Spots
CLOSED	Commitment '80
CLOSED	[Correspondence with Suppliers] – A-B-C
CLOSED	[Correspondence with Suppliers] – D-E-F
CLOSED	[Correspondence with Suppliers] – G-H-I
CLOSED	[Correspondence with Suppliers] – J-K-L
CLOSED	[Correspondence with Suppliers] – M-N-O
CLOSED	[Correspondence with Suppliers] – P-Q-R
CLOSED	[Correspondence with Suppliers] – S-T-U-V
CLOSED	[Correspondence with Suppliers] – W-X-Y-Z
CLOSED	Information – Campaign '80 (1)-(4)

Box 234

Status	Title
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CLOSED	Information – Campaign '80 (5)-(9)
CLOSED	Information – Convention Info
CLOSED	Information – [Judge John Henry Norton]
CLOSED	Information – Info from JWT [Music]
CLOSED	Insertions – Insertion Orders – Blacks
CLOSED	Insertions – Insertion Orders – George Bush
CLOSED	Insertions – Insertion Orders – Catholics
CLOSED	Insertions – Insertion Orders – Farmers
CLOSED	Insertions – Insertion Orders – General
CLOSED	Insertions – Insertion Orders – Jewish
CLOSED	Insertions – Insertion Orders – Legal Ad
CLOSED	Insertions – Insertion Orders – Nationalities (1)-(3)
CLOSED	Insertions – Insertion Orders – Seniors
CLOSED	Insertions – Insertion Orders – Sportsmen
CLOSED	Insertions – Insertion Orders – Veterans

Box 235

Status	Title
CLOSED	[John Overaker – Creative Suggestions] (1)(2)
CLOSED	[John Overaker] – Miscellaneous Advertising Suggestions (1)-(4)
CLOSED	Network / TV Confirmation – Network Confirmations (1)-(5)
CLOSED	Network / TV Confirmation – [Shipping Info and Schedules] (1)(2)
CLOSED	News / Articles
CLOSED	Purchase Orders & Log Book by Budget Codes (1)-(4)

Box 236

Status	Title
CLOSED	Purchase Orders & Log Book by Budget Codes (5)-(12)
CLOSED	Scripts

Box 237

Status	Title
CLOSED	Oversize Material – See Box 924