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CAMPAIGN 80  
ORGANIZATION STRUCTURE

July 11, 1980

CAMPAIGN 80

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CAMPAIGN 80 - NEW YORK OFFICE

Executive  
Savage

Secretary  
Santelli

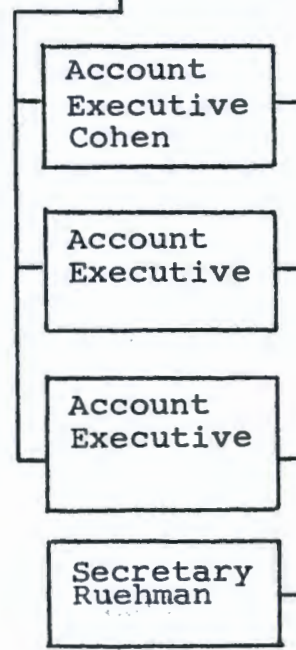
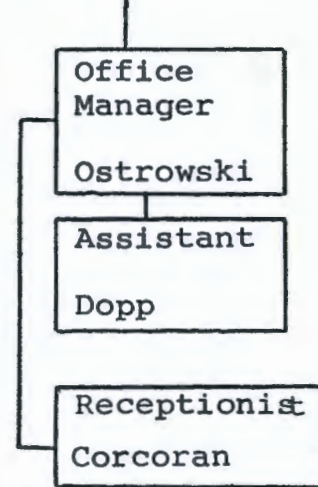
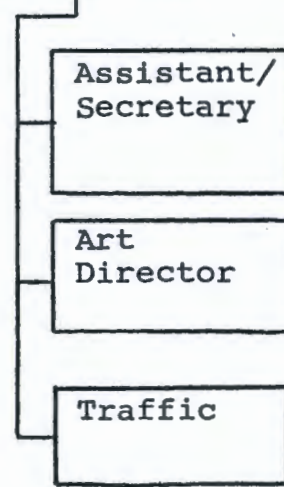
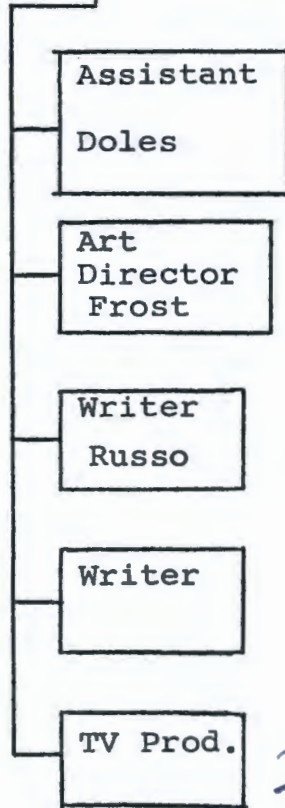
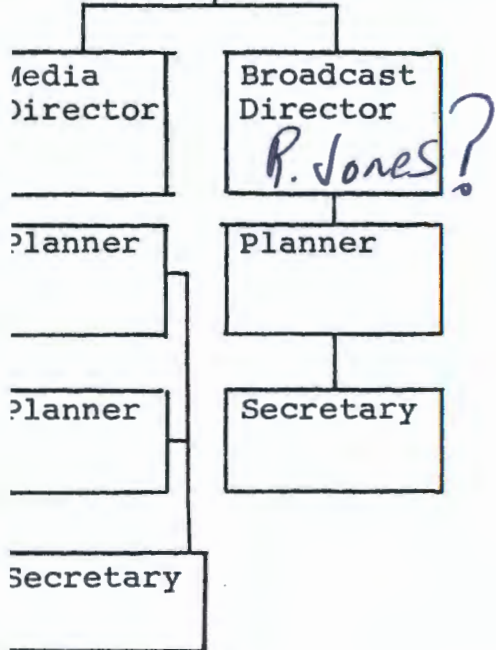
Media Consultant  
K.

Creative Consultant  
Overacre

Promotions Department  
Heinrich

Office Staff  
Muller

Washington Liason  
Calahan



ACCOUNT MANAGEMENT DEPARTMENT - NEW YORK

The Account Management Department in New York will be responsible for developing and coordinating Campaign 80's advertising activities. It will supervise the planning, development, operations and coordination of activities, in conjunction with the Washington office and the RFP Committee.

Sr. Vice President - Account Manager, New York Operations

Job Description: The Account Manager, New York Operations will be responsible for supervising the work flow of the agency; coordinating media, promotion, creative and account activities; and for providing liaison between the New York staff and the Washington-based Account Department in implementing advertising strategy.

The New York Account Manager will report directly to the Executive Vice President.

Account Executive, New York

Job Description: One of the New York Account Executives will be responsible for analyzing demographics of voter groups and post-voting trends on a state-by-state, market-by-market basis and translating that data for the Media Department's use in developing media plans. Other major responsibilities include television and print production follow-up; supervision of the radio, television and print traffic areas; budget control for all advertising production expenditures; supervision of the competitive retrieval system and the weekly competitive strategy analysis report; supervision of legal clearances for all print, television and radio advertising in accordance with Federal and State regulations; and coordination of media plans, advertising and collateral materials designed specifically for the ethnic voter group.

The Account Executive will report directly to the Sr. Vice President - Account Manager.

Account Executive, New York

Job Description: The second Account Executive will be



responsible for all voter-group advertising and promotion, including coordinating all collateral and advertising materials produced by Campaign 80, and ensuring they meet copy and graphic design requirements as well as printing and distribution deadlines.

The Account Executive will report directly to the Sr. Vice President - Account Manager.

#### Account Executive, New York

Job Description: The third Account Executive will be responsible for coordinating the special-interest voter groups' promotional material and for the competitive information retrieval system. Additional responsibilities include contracting with local production houses in key states to monitor selected opposition commercials, analyzing the opposition's advertising expenditures and creative strategy and writing a section of the weekly competitive advertising analysis report for use by the RFP Committee.

The Account Executive will report to the Sr. Vice President - Account Manager.

#### Traffic Manager

Job Description: The Traffic Manager will be responsible for scheduling all broadcast commercials for the campaign; ordering and shipping commercials to television stations throughout the country; supervising talent residuals and related union problems in conjunction with the radio and television commercials produced by Campaign 80; and coordinating all print schedules to meet closing dates, obtaining clearance on print materials, and distribution of print ads to publications.

The Traffic Manager will report directly to the Account Executives.

ACCOUNT MANAGEMENT DEPARTMENT - WASHINGTON, D.C.

The primary function of the Account Management Department in Washington will be to develop and supervise campaign advertising copy and collateral materials for all voter blocs; and to coordinate Campaign 80 - New York strategies and plans with RFP Committee people based in Washington.

The Account Management Department, Washington, will consist initially of a Senior Account Manager, three Account Executives and a Secretary/Traffic Manager. As the election nears, we may need to add a Girl Friday/Assistant Account Executive who we may recruit as a volunteer.

Job Description -- Senior Account Manager

The Senior Account Manager is responsible for staffing the Washington office and for supervising the Department in the following areas:

1. Voter Bloc Program Masterplanning

Specific research findings as they pertain to voter bloc perceptions of key issues and candidate attributes will be incorporated in a masterplanned program for each voter bloc. Each plan will include objectives, communication strategy and needs for advertising copy, media and promotional materials.

2. Coordination

The Washington office will coordinate voter bloc advertising plans with national Campaign 80 plans and strategies. This will involve budgets, production, scheduling and distribution of all ads and collateral materials.

3. Media Planning

The Washington office will assist Campaign 80 - New York in developing voter bloc media plans and placement.



#### 4. Budget Control

Voter bloc promotional materials budgets (by bloc/by category) will be developed and administered in Washington. Independent budgets will also be maintained for other groups requesting advertising materials from Campaign 80 (RNC, Democrats for Reagan, Commitment 80).

#### 5. Presentations

The Washington office staff will participate in presentations of national and voter bloc advertising strategies and budget allocations to RFP Committee officials and Voter Bloc Managers.

#### 6. Liaison

- a. Day-to-day contact with the Political Division of RFP Committee.
- b. Day-to-day contact with voter bloc managers and their staffs.
- c. Continuous contact with Campaign 80 - New York to coordinate national and voter bloc advertising activities.
- d. On-going contact with RFP Committee staff, the RNC, and Citizens for Reagan groups.

#### Job Description -- Account Executives

Voter blocs (business & industry, labor, women, farmers, ethnics, veterans, youth, special ballot, Spanish-speaking, blacks, etc.) will be divided among the account executives who will be directly responsible for developing a promotional plan and attendant collateral materials. Between now and the election, this will fall in two phases:

##### 1. Planning, Budgeting and Scheduling

- a. Account Executives, together with the Senior Account Manager, will personally meet with each voter bloc manager immediately after the Convention to establish their need for collateral materials, budget and timing.



- b. Account Executives will develop a program plan and estimated budget and delivery schedule for approval.
- c. Each Account Executive will be responsible for maintaining a budget for each group; one Account Executive will monitor a master budget, by category/media.
- d. Account Executives will secure all necessary advertising copy approvals at the voter bloc manager level and will coordinate all activities with the creative and account group in New York.
- e. Account Executives will be responsible for advising voter bloc managers when their requests are inconsistent with what is logically possible time-wise and otherwise. This means they will assist managers in selecting priorities and dovetailing their individual campaigns with what we are trying to accomplish on a national level.

## 2. Implementation

- a. Account Executives will have day-to-day contact with the creative, media and production departments in New York.
- b. Day-to-day contact and access with each voter bloc manager is essential.
- c. Where necessary, Account Executives will draw upon local vendors and suppliers and should keep current files of both.
- d. Through the Senior Account Manager, Account Executives will keep abreast of Political Division activities with respect to key state expenditures and collateral materials distribution.
- e. Account Executives will function as liaisons between the New York staff and voter bloc managers.
- f. Each Account Executive will be responsible for trafficking his/her own projects, from approvals, through production and delivery.

## THE CREATIVE DEPARTMENT

The Creative Department will be responsible for developing the overall creative strategy and graphic designs for the campaign. The Department will develop and produce the radio and television commercials, the documentary films on the Governor and Mrs. Reagan, the magazine and newspaper ads, direct mail, and all campaign materials.

### Creative Consultant

Job Description: The Creative Consultant will be responsible for the development and implementation of the over-all copy strategy for the campaign. Under his direction, a staff of writers, art directors and television producers will create all newspaper ads, radio and television commercials used in the national campaign. Additionally, he will be responsible for overseeing the direction of documentaries produced for the campaign.

The Creative Consultant will report to the Executive Vice President.

### Writers

Job Description: The writers will be responsible for developing and writing radio and television commercials as well as newspaper and magazine ads for the campaign. They will also be responsible for supervising and coordinating the production of all commercials and spots.

The writers will report to the Creative Consultant.

### Art Director

Job Description: The Art Director will be responsible for developing the creative "look" of the campaign and for the design and lay-out of all newspaper and magazine ads, as well as all promotional materials.

The Art Director will report to the Creative Consultant.

TV Producer

Job Description: The TV Producer will be responsible for coordinating the production and post-production of all television commercials.

The TV Producer will report to the Creative Consultant.



## PROMOTIONAL MATERIALS DEPARTMENT

The Promotional Materials Department is to be established within the New York office and will be responsible for planning, developing, purchasing, warehousing and distributing all promotional materials for the campaign.

### Promotional Materials Director

Job Description: The Promotional Materials Director will be responsible for the design, production and nationwide distribution of all campaign promotional materials. Additional major responsibilities include supervision of the printing and production of all newspaper ads prepared by the Group; production of all issue brochures and graphic materials required for presentation to voter groups; supervision of the major distribution centers which, in turn, will be responsible for distributing campaign materials to all fifty states; the design, production and distribution of a campaign materials catalogue; and budget control for all materials purchased.

The Promotional Materials Director will report to the Sr. Vice President - Account Manager.

### Assistant Promotional Materials Director

Job Description: The Assistant Promotional Materials Director will be primarily responsible for setting up and supervising the key distribution centers and for ordering and expediting promotional materials to these centers for ultimate nationwide distribution. Additional responsibilities include working with material suppliers in designing and coordinating materials to maintain the continuity of the campaign's graphics and logo designs; and developing and implementing a cost-control and administrative system.

The Assistant Promotional Materials Director will report to the Promotional Materials Director.

Art Director

Job Description: The Promotional Materials Art Director will be responsible for developing the creative "look" of promotional materials, and ensuring that they complement the overall campaign materials.

The Art Director will report to the Promotional Materials Director.

## THE MEDIA DEPARTMENT

The Media Department will be responsible for planning the geographical areas to receive advertising support, establishing the medium or combination of media that would most effectively carry the Reagan campaign message, purchasing the media time and space, and controlling the amount of money to be expended in each medium by state and local market in accordance with the limitations set forth in the Federal Campaign Spending Act.

### Media Consultant

Job Description: The Media Consultant will be responsible for the development and implementation of the national media strategy for the campaign, including planning the national, state and specific voter bloc media buys. Under his direction, a staff of professional media buyers will negotiate, purchase and schedule national network television and radio, print and outdoor advertising. Additional responsibilities include overall direction of the local media purchases, and liaison between Campaign 80 and the RFP Committee in channeling state media plans to the various state chairmen.

The Media Consultant will report to the Executive Vice President.

### Media Director

Job Description: The Media Director will be responsible for assisting in the development and implementation of the national media strategy for the campaign. Additional major responsibilities include coordinating political strategy and polling data on a week-to-week basis and translating that data into a state-by-state, market-by-market media plan; establishing the advertising pressure level objectives; allocating the dollar amounts to be spent per state; and coordinating the over-all and state media budgets with the Broadcast Director to ensure the accomplishment of media objectives.

The Media Director will report to the Media Consultant.



## Broadcast Director

Job Description: The Broadcast Director will be responsible for purchasing all radio and television time for the campaign and for coordinating these purchases either directly or with the Group's media buying service. Responsibilities include authorizing the time buys and analyzing them to ensure that the purchased time periods fulfilled media objectives in reaching specific audiences; authorizing payment to stations for those buys and coordinating this operation with the Group's Finance Department; ensuring that the Group's media purchasing system meets all the regulations established by the Federal Campaign Spending Act; resolving any FCC problems relating to clearance, availability of time slots and equal time regulations; and charting the media strategy of the opposition candidates and advising of any changes in media trends.

The Broadcast Director will report to the Media Consultant.

## THE OFFICE STAFF

The Office Staff will be responsible for all agency budgeting, disbursements and billings, payroll and tax accounting, and all campaign advertising expenditures. The staff will handle all advertising certifications and related records to ensure that advertising expenditures meet the requirements set forth in the Federal Campaign Spending Act. The Department will be further charged with overseeing the physical security of the agency and for the general administration of Campaign 80's office operations.

### Sr. Vice President - Finance

Job Description: The Office Staff will be headed by the Sr. Vice President - Finance who will be responsible for the financial and administrative functions of Campaign 80. His major responsibilities will include the design and implementation of audit procedures to assure that the records of inventory and state allocation balances maintained are accurate and timely; all contractual arrangements between the RFP Committee, Campaign 80, and outside services (in conjunction with legal counsel); and liason with the Group's external auditors, to ensure that proper records are maintained and all tax returns are filed properly.

The Chief Financial Officer will also serve as liaison with the Federal Communications Commission and the General Accounting Office (in conjunction with the Committee's legal counsel) in making recommendations for the amendment and clarification of the Federal Campaign Spending Act.

In addition, he will be responsible for final disposition of all Campaign 80 records, and ultimate transfer of those records to the appropriate body.

The Sr. Vice President - Finance will report to the President of Campaign 80.

Office Manager

Job Description: The Office Manager will be responsible for the development and implementation of all accounting, payroll and billing procedures for Campaign 80. He will be further responsible for billing the Committee for the agency's fees; overseeing the agency's budgets; supervising the accounting functions required by the Federal Campaign Spending Act of 1971 and supervising all office service and equipment requirements.

The Office Manager will report to the Sr. Vice President - Finance.



ANALYSIS OF ANTICIPATED FINAL  
CAMPAIGN 80 EXPENSES

<u>NATURE OF EXPENSE</u>	<u>1972</u>	<u>1980</u>
<u>Payroll:</u>		
Account Management	84,800	93,600
Account Operations	17,500	
Creative	169,500	80,500
Executive	88,300	92,300
Finance	76,300	63,600
Media	77,600	96,800
Office Services	11,900	13,000
Overtime	5,100	---
Campaign Materials (Promotions)	37,300	52,100
Total Payroll	<u>568,300</u>	<u>491,900</u>
 <u>Other Expenses:</u>		
Competitive Reporting	32,700	32,700
Equipment, Furniture Rental and Purchasing	25,000	35,000
Freelance Creative	12,200	---
Insurance	1,800	---
Legal and CPA	15,000	50,000
Research Services	---	---
Media Services	89,300	525,000
Travel, Conf., Meals	72,100	60,000
Rent	62,300	54,000
Postage, Stationery, Supplies	23,900	25,000
Taxes	23,600	30,000
Telephone, Telegraph	51,200	75,000
Computer Facilities	8,100	10,000
Security	---	30,000
Total Other Expenses	<u>417,200</u>	<u>926,700</u>
Wrap-up Expenses	29,500	30,000
GRAND TOTAL	<u>1,015,000</u>	<u>1,448,600</u>

MEDIA SPENDING

The inflationary impact on media costs would require the following expenditures merely to duplicate 1976 spending levels:

	1976 FORD CAMPAIGN	1980 COST	% INCREASE
NETWORK TELEVISION	\$4 million	\$6.25 million	+56%
SPOT TELEVISION	\$4.5 million	\$6.15 million	+37%
TOTAL	<u>\$8.5 million</u>	<u>\$12.40 million</u>	<u>+46%</u>

CAMPAIGN 80, INC.  
WORK PLAN TIMETABLE

<u>WEEK OF:</u>	<u>ACCOUNT SERVICE</u>	<u>CREATIVE</u>	<u>MEDIA</u>	<u>PROMOTION</u>	<u>TRAFFIC/ PRODUCTION</u>	<u>FINANCE</u>
6/30/80		California film documentary (conven.) Writing brochure.	Finalize staffing direction. Consult with networks as to timing. Re-activate print/TV ordering/payment systems.	Initiate campaign promotional budget. Advance mans budget. Voter group budget. Citizens group. Produce initial campaign material needs.		Open Office. Procure equipment. Set up accounting records.
7/7/80	Develop initial marketing position. Develop voter analysis by state/ADI. Develop key/swing state analyses.	California film documentary (convention). Completed brochure (copy)	Develop ADI spills by state. Initiate ethnic media analysis/costs. Prepare forms.			



CAMPAIGN 80, INC.  
WORK PLAN TIMETABLE

<u>WEEK OF:</u>	<u>ACCOUNT SERVICE</u>	<u>CREATIVE</u>	<u>MEDIA</u>	<u>PROMOTION</u>	<u>TRAFFIC/ PRODUCTION</u>	<u>FINANCE</u>
<u>7/14/80</u> Repub. Conv. (7/14-7/17)	Finalize marketing position/direction. Begin monitoring national and local media. Prepare issue analysis. Initiate coordination with RNC and RFP committee.	Working to completion on buttons, bumper stickers, signs, posters.	Finalize media directions. Develop cost modules by scheduled medium: State.	Develop distribution system. Set up financial accreditation system. Initiate purchase orders for campaign materials.	Develop traffic & production systems. Set up weekly reporting syst. Develop production budgets.	Expand telephone equipment.
<u>7/21/80</u>	Designate first wave of national spot themes. Initiate regional issue analysis and develop strategy.	Develop national & regional commer. TV. Develop Nat. & regional radio (comm.) Develop print ads for newspaper	Develop first draft of Media Plan. Provide networks with a preliminary request for time.	Implement all creative designs for campaign mat. Design order forms for individual state budgets. Contact State Chairman by letter explaining the campaign distribution & ordering procedure. Finalize distribution system. Design mat.	Initiate traffic & control syst. Develop costing for all production materials. Initiate deadline analysis.	Full scale office set up (furnishings). Complete audit arrangements.

CAMPAIGN 80, INC.  
WORK PLAN TIMETABLE

<u>WEEK OF:</u>	ACCOUNT SERVICE	CREATIVE	MEDIA	PROMOTION	TRAFFIC/ PRODUCTION	FINANCE
				for store front. (set up display and point of purchase). Meet with ethnic and voter group committees.		
<u>7/28/80</u>	Finalize regional analysis and strategy. Present storyboards of first wave national ads. Review initial strategy in light of competitive activity and updated polling data.	Present first wave of national ads, storyboards.	Present proposed plan to Committee. Adjust plan based on Committee input.	Finalize store front and campaign head-quarter designs. Finalize POP displays for issue brochures. Work w/creative on political ads for promotion. Finalize all campaign fund raising material.	Complete deadline analysis. Initiate production of first ads.	Final agreement w/media services regarding payment system.

CAMPAIGN '80, INC  
WORK PLAN TIME-TABLE

ACCOUNT SERVICE

JULY 1980

WEEK OF: 6/3/80

WEEK OF: 7/7/80

Develop initial marketing position.  
Develop voter analysis by state/ ADI.  
Develop Key/swing state analysis.

WEEK OF: 7/14/80

Finalize marketing position/direction.  
Begin monitoring national and local media.  
Prepare issue analysis.  
Initiate coordination with RNC and RFP committee.

WEEK OF: 7/21/80

Designate first wave of national spot themes.  
Initiate regional issue analysis and develop strategy.

WEEK OF: 7/28/80

Finalize regional analysis and strategy.  
Present storyboards of first wave national ads.  
Review initial strategy in light of competitive activity and updated polling data.



CAMPAIGN '80, INC  
WORK PLAN TIME-TABLE

CREATIVE

JULY 1980

WEEK OF: 6/30/80

California-film documentary (Convention).  
Writing brochures.

WEEK OF: 7/7/80

California-film documentary (Convention).  
Completed brochures (copy).

WEEK OF: 7/14/80

Working to completion on buttons, bumper stickers,  
signs, and posters.

WEEK OF: 7/21/80

Developing national and regional commercial (TV).  
Develop national and regional radio (Comm).  
Develop print ads for newspaper.

WEEK OF: 7/28/80

Present first wave of national ads, storyboards.

CAMPAIGN '80, INC.  
WORK PLAN TIME-TABLE

MEDIA

JULY 1980

WEEK OF: 6/30/80

Finalize staffing direction.  
Consult with networks as to timing.  
Re-activate print/TV ordering/payment systems.

WEEK OF: 7/7/80

Develop ADI spills by state.  
Initiate ethnic media analysis/costs.  
Prepare forms.

WEEK OF: 7/14/80

Finalize media directions.  
Develop cost modules by state and medium.

WEEK OF: 7/21/80

Develop first draft of media plan.  
Provide networks with preliminary request for time.

WEEK OF: 7/28/80

Present proposed plan to Committee.  
Adjust plan based on Committee input.

CAMPAIGN '80, INC.  
WORK PLAN TIME-TABLE

PROMOTION

JULY 1980

WEEK OF: 6/30/80

WEEK OF: 7/7/80

Initiate campaign promotion budget.  
Advance mans budget.  
Voter group budget.  
Citizens group.  
Produce initial campaign material needs.

WEEK OF: 7/14/80

Develop distribution system.  
Set up financial accreditation system.  
Initiate purchase orders for campaign materials.

WEEK OF: 7/21/80

Implement all creative designs for campaign material.  
Design order forms for individual state budgets.  
Contact state chairmen by letter explaining the  
campaign distribution and ordering procedure.  
Finalize distribution system.  
Design material for store front (set up display and  
point of purchase)  
Meet with ethnic and voter group committees.

WEEK OF: 7/28/80

Finalize store front and campaign headquarter designs.  
Finalize P.O.P. displays for issue brochures.  
Work with creative on political print ads for promotion.  
Finalize all campaign fund raising material.



CAMPAIGN '80, INC.  
WORK PLAN TIME-TABLE

TRAFFIC/PRODUCTION

JULY 1980

WEEK OF: 6/30/80

WEEK OF: 7/7/80

WEEK OF: 7/14/80

Develop traffic and production systems.  
Set up weekly reporting systems.  
Develop production budgets.

WEEK OF: 7/21/80

Initiate traffic and control systems.  
Develop costing for all production materials.  
Initiate deadline analysis.

WEEK OF: 7/28/80

Complete deadline analysis.  
Initiate production of first ads.

CAMPAIGN '80, INC.  
WORK PLAN TIME-TABLE

FINANCE

JULY 1980

WEEK OF: 6/30/80

Open office.  
Procure equipment.  
Set up accounting records.

WEEK OF: 7/7/80

WEEK OF: 7/14/80

Expand telephone equipment.

WEEK OF: 7/21/80

Full scale office set up.  
(furnishings)  
Complete audit arrangements.

WEEK OF: 7/28/80

Final agreement with media services regarding payment system.