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Deaver
Campaign
Advertising

10566

NAKA

(Khachigian)

October 10, 1984

FUTURE FOR YOUNG PEOPLE :30

The kind of future our young people [gestures toward White House] will have is something you never forget when you live here. Their security, their job opportunities and the dreams they will take into the next century all begin with what we do today. When we work hard to ensure a strong economy with inflation and taxes under control, we're taking care of tomorrow -- and in this magnificent house, nothing could be more important than that.

(Khachigian)

October 10, 1984

FUTURE FOR YOUNG PEOPLE :60

This place [gestures back toward White House] has a way of making us think about the kind of future our young people will have. Everything we do here -- we weigh on tomorrow's scales.

Keeping our economy strong and free from the terrible inflation of a few years ago will bring stability into the lives of those just beginning their families.

Keeping taxes down and big government under control encourage creativity and economic freedom. These will expand new employment opportunities so important to those just leaving school for their first jobs.

And keeping America strong and always searching for peace -- well, nothing is more important than that.

This magnificent house is 170 years old now. It stands watch on our stewardship -- a guardian for future generations. What we do here may be important, but what we leave behind is even more important. I take no obligation more seriously.

(Roger Ailes)

October 10, 1984

PRIORITIES :30

We don't have all the answers, but we know the direction America must go in to maintain our place in the world. That's why my priorities are to continue the economic recovery by holding down interest rates, inflation and taxes so we'll never return to the economic chaos we inherited. Our defenses need to be strong and our confidence as a can-do people must never waver. I believe in this country; I believe in our people.

THE TUESDAY TEAM, INC.

1270 AVENUE OF THE AMERICAS, NEW YORK, NY 10020 (212) 315-0440

TUESDAY TEAM
REAGAN-BUSH '84

Amin.

QRRP0446 :60 "INFLATION"
QRRP0473 :30 "INFLATION"
QRRP0463 :30 "EMPLOYMENT"

9/8/84




**Winkler Video
Associates, Inc.**

248 East 48 Street
New York, N.Y. 10017

212 753-9300

9/14/84
THE TUESDAY TEAM
PRESIDENT REAGAN BIO 18 MIN.
MRS. REAGAN BIO 8 MIN.
8/31/84

The
Tape Behind
the Olympics 
AMPEX
196/197



Winkler Video Associates, Inc.

248 East 48 Street, New York, N.Y. 10017 212 753-9300

TUESDAY TEAM
REAGAN BUSH 84
08FP0500
"REAGAN PRESIDENCY"
28:29
9/8/84

29 men

Reaver

Bill

October 10, 1984

Mr. Charles Allen
ABC Television Network
1330 Avenue of the Americas
New York, NY 10019

Dear Charlie:

On behalf of Reagan-Bush '84, this will formally request clearance of a half-hour program segment on the ABC Television Network on Election Eve, November 5 at 8:30-9PM.

If you have any questions or comments regarding this request, please let me know.

Cordially,

Bob

Robert W. Hinson
Media Director

RWH/ad

cc: J. Blayney - TTT
D. Watts - Reagan-Bush

October 10, 1984

Mr. Neil Turner
NBC Television Network
30 Rockefeller Plaza
New York, NY 10112

Dear Neil:

On behalf of Reagan-Bush '84, this will formally request clearance of a half-hour program segment on the NBC Television Network on Election Eve, November 5 at 8:30-9PM.

Since NBC was unable to accomodate our request for a half-hour program segment in prime time on October 25, we urgently request that every reasonable action be taken to provide the requested 8:30-9PM time slot on Election Eve.

If you have any questions or comments regarding this request, please let me know.

Cordially,

Bob

Robert W. Hinson
Media Director

RWH/ad

cc: J. Blayney - TTT
D. Watts - Reagan-Bush

October 10, 1984

Mr. Ray Dillon
CBS Television Network
51 West 52nd Street
New York, NY 10019

Dear Ray:

On behalf of Reagan-Bush '84, this will formally request clearance of a half-hour program segment on the CBS Television Network on Election Eve, November 5 at 8:30-9PM.

Since CBS was unable to accomodate our request for a half-hour program segment on October 25, we urgently request that every reasonable action be taken to provide the requested 8:30-9PM time slot on Election Eve.

If you have any questions or comments regarding this request, please let me know.

Cordially,

Bob

Robert W. Hinson
Media Director

RWH/ad

cc: J. Blayney - TTT
D. Watts - Reagan-Bush

October 10, 1984

MEMORANDUM FOR MIKE DEEVER

FROM: KEN KHACHIGIAN

Here are the first four. Two more to come. These will all be shot in the Oval Office.

(Khachigian)

October 10, 1984

FUTURE ECONOMIC (II) :30

When the economy was on its back four years ago, our people came together to lift America up. Our bold new economic plan gave us low inflation and over six million new jobs. And that's only the beginning because today's economic progress is getting us ready for tomorrow -- full of steady growth, new opportunities, and continued low inflation. What we've done only got us ready for what we're going to do.

(Khachigian)

October 10, 1984

PRIORITIES :30

In four years, Americans put their shoulder to the wheel and started a national recovery, but there's more to do. We must create jobs through continued economic growth without inflation and spread the recovery to others. We'll keep this peace, and make it last. Let's build new promise in our cities and countrysides. Excellence in education. Security for the elderly. Bright hope for the young. We'll never stop trying to do better.

(Khachigian)

October 10, 1984

ECONOMIC FUTURE :30

Four years ago, nothing was more important than saving the economy. Cutting taxes and interest rates, beating back inflation, and controlling government growth -- these gave us our strong recovery. Now, there's something more important, and that's to make it last into the next decade. High tech, great new opportunities, and, yes, more jobs for the hardest-working people in the world. What we've done only got us ready for what we're going to do.

(Khachigian)

October 10, 1984

PRIORITIES :60

Campaigning in 1980, we promised to reduce inflation, interest rates and the growth of the Federal Government, and we have. We said we would reduce taxes to get the economy moving and put people back to work, and more than six million new jobs have been created in less than 2 years. We said we would again be respected throughout the world, and we are.

The American people got these jobs done -- and now we've got more to do.

Above all, we will search for a peace that lasts while shielding our freedoms. We must help those who haven't fully shared in our recovery. We'll find more jobs through continued economic growth without inflation. We seek cities of promise, a countryside of renewed vigor, and excellence in education. Security for the elderly, and bright hope for the young.

I don't think America ever stops wanting to be better -- because Americans are only satisfied with doing their best.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

file

MEMORANDUM TO: James A. Baker, III
Michael K. Deaver ✓
Richard G. Darman
Margaret D. Tutwiler
Michael A. McManus

FROM: Doug Watts *DW*

RE: Attached Maps

DATE: September 10, 1984

Attached please find color-coded maps indicating spot television market buys and gross rating points for each through the periods of 9/11-9/17 and 9/18-9/24.

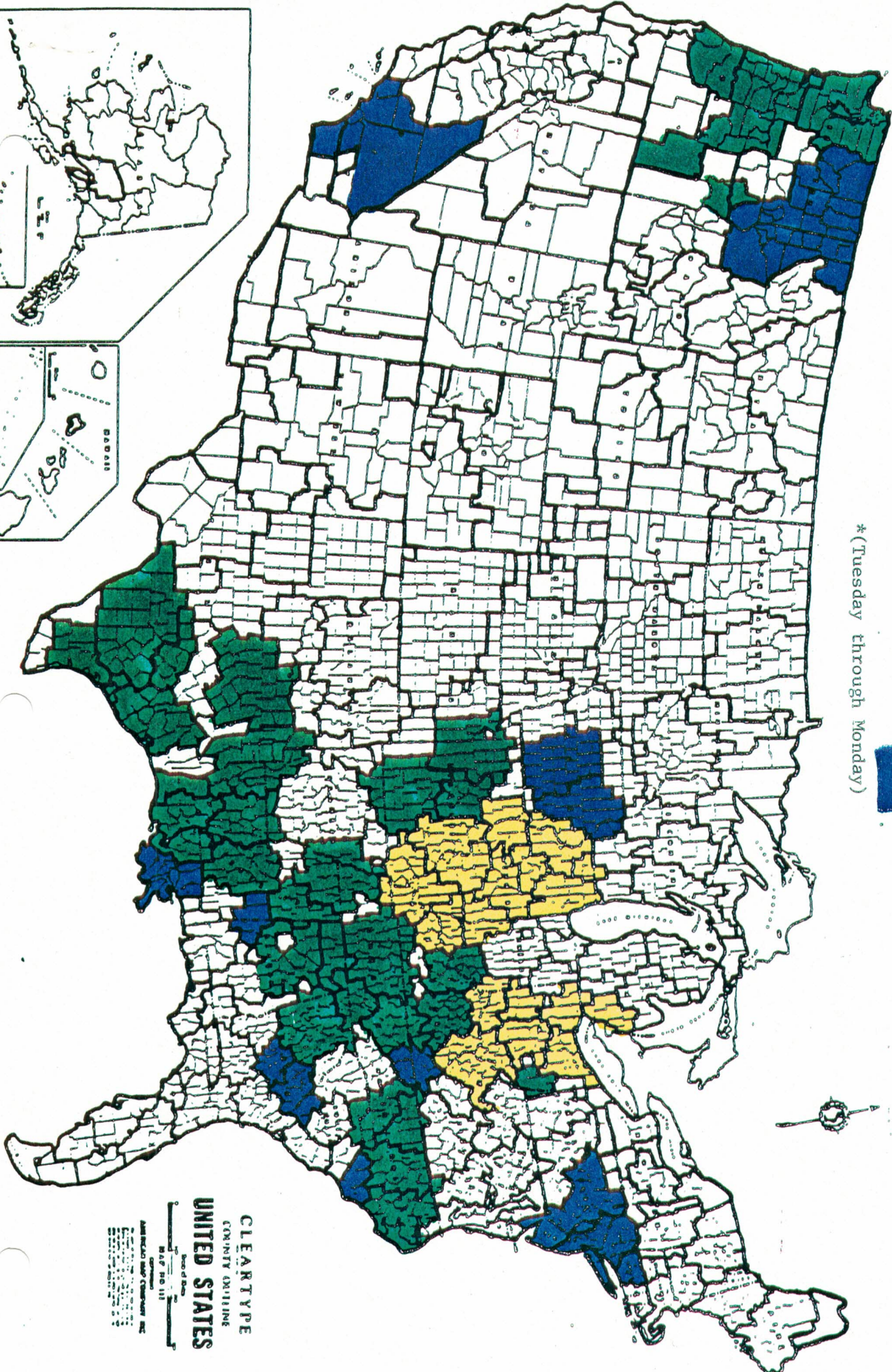
Please call if you have any questions.

SPOT TELEVISION MARKETS: THE PERIOD 9/11-9/17*

Revised: 9/10/04

- TOP PLUS PRIORITY MARKETS = 300 GRPs
- TOP PRIORITY MARKETS = 250 GRPs
- HIGH PRIORITY MARKETS = 200 GRPs

*(Tuesday through Monday)



CLEARTYPE
COUNTRY OUTLINE
UNITED STATES

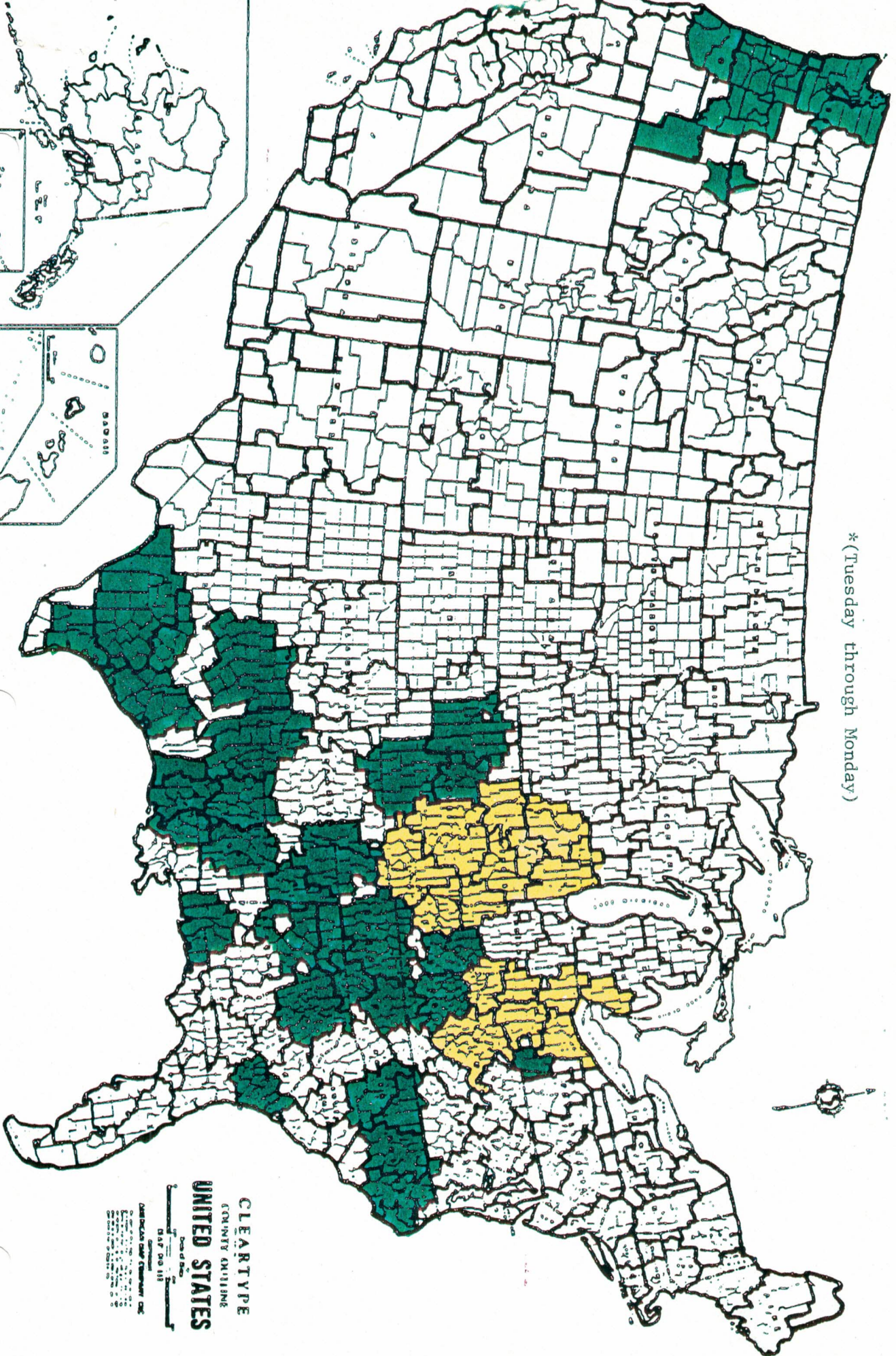
Scale of Miles
0 100 200
0 100 200
Map No. 111
AMERICAN MAP COMPANY, INC.
1000 17th Street, N.W.
Washington, D.C. 20036
Tel: (202) 462-6080
Fax: (202) 462-6081
www.americanmap.com

SPOT TELEVISION MARKETS: THE PERIOD 9/18-9/24*

TOP PLUS PRIORITY MARKETS = 300 GRPs

TOP PRIORITY MARKETS = 250 GRPs

*(Tuesday through Monday)



CLEARTYPE
COUNTY OUTLINE
UNITED STATES

DATE: 08/11/84
DRAWN BY: [illegible]
CHECKED BY: [illegible]
APPROVED BY: [illegible]

Read file

THE WHITE HOUSE
WASHINGTON

August 31, 1984

Bul
is the President's
voice only
The pre-recorded.
J spoke to MT
and Joe [unclear]
is [unclear] Potes [unclear]
and [unclear]

MEMORANDUM FOR JAMES A. BAKER, III
MICHAEL K. DEEVER ✓
STUART SPENCER
RICHARD DARMAN

FROM: MARGARET TUTWILER *mt*

SUBJECT: **PROPOSED CAMPAIGN COMMERCIAL SCRIPTS**

Attached are the recommendations of The Tuesday Team for the six (6) commercials which they would like to cut for airing on September 11th.

As you know, we already have 30 minutes reserved on the President's schedule on Thursday, September 6th at 3:30 pm for the taping of the audio for these proposed commercials.

Bob Teeter worked with The Tuesday Team on these for the last two days, but he has not approved these final scripts -- we are all receiving them simultaneously for review.

Teeter has asked that Mr. Baker, or whoever he designates, get back to him with your collective recommendations no later than noon on Tuesday, September 4th. Teeter can be reached at his cabin in Michigan over the Labor Day weekend.

Thanks a million.

"Employment"
30: Television

AUDIO

The chance to earn your own way.

To reap the rewards of your labor.
That was the American Dream.

Today that dream lives again.

Today more people are employed than
ever before. In the past two years,
we've created over six and a half million new jobs.

And America has experienced its greatest
growth opportunity since World War II.

(President On-camera: pre-recorded)

I believe this opportunity must continue
and expand. . . . And look to the day when
no one can be denied the promise that is
America.

(Applause)

"Inflation"
60: Television

AUDIO

This was America in 1980.
A nation that wasn't working.

Huge Government spending
had led to the worst
inflation in 65 years.
Interest rates were at
an all-time high.

The elderly were being
priced out of their homes.
And people were beginning
to lose faith in the American Dream.

But the spirit that built
the greatest country the
world has ever known,
cannot die.

Today, inflation is down.
Interest rates are down.

In the past two years, over
6 1/2 million new jobs have been
created. And more Americans
are working than ever before.

(President On-camera: pre-recorded)

If the dream that built America is
to be preserved, we must not waste the
genius of one mind.
The strength of one body.
Or the spirit of one soul.

We need all our people.
Men, women, young and old.
Individuals of every race
to be healthy and happy. . .
and whole.

"Inflation"
30: Television

AUDIO

This was America in 1980.
A nation that wasn't working.

Interest rates were at an
all-time high.
Inflation was at its highest
in sixty-five years.

And people were beginning
to lose confidence in the
future.

But the heart of America
is strong.

Today, interest rates are
down. Inflation is down.

More Americans are working
than ever before.

(President On-camera: pre-recorded)

And we will carry on in
the Eighties unafraid,
unashamed and unsurpassed.

THE TUESDAY TEAM, INC.

1270 AVENUE OF THE AMERICAS, NEW YORK, NY 10020 (212) 315-0440

"Foreign Policy"
30: Television

AUDIO

This was America in 1979,
held hostage in Iran.

At the same time, the people
of Afghanistan were losing their
freedom.

Other countries were wondering
if America had seen its day.

But the spirit of America is strong.

Since 1980, America is back.

The Communists havn't taken an
inch of ground.

And Americans are starting to look
to the future again, with courage and
confidence and pride.

(President On-camera: pre-recorded)

I've never felt more strongly that
America's best days lie ahead.

"Peace"
60: Television

AUDIO

In my life we've lived through
two world wars.

The Korean conflict.

A disastrous war in Vietnam. And
I know this. My most important job
is to make sure our children never
have to face another.

Only through peace can we guarantee
the future of the American people.

But it takes a strong nation to build
a lasting peace.

And I believe with all my heart, that
America is stronger and more secure today
than it was three years ago.

Only through strength can we negotiate a
meaningful arms reduction and fashion a
realistic policy that will protect our interests,
while ensuring a lasting peace.

For our children and their children to come.

America is prepared for peace.

(President On-camera: pre-recorded)

We will negotiate for it; sacrifice for it;
but we will not surrender for it.

Not now, or ever.

"Peace"
30: Television

AUDIO

In my life we've lived through
two world wars.

The Korean conflict.

A war in Vietnam. And I know this.
My most important job is to make sure
our children never have to face another.

Only through peace can we guarantee
our future.

But it takes a strong nation to build a
lasting peace.

America is prepared for peace.

(President On-camera: pre-recorded)

We will negotiate for it; sacrifice for it;
but we will not surrender for it.

Not now, or ever.

*file here
and campaign*

THE WHITE HOUSE
WASHINGTON

6/7/84

*my James
photo*

*Carol
Lalor*



Dear Gail,

Here is the memo we discussed this morning. I understand from Doug Watts that Mr. Deaver requested this, however, Legal Counsel's office suggested that this was really "too confidential" to DACOM over to London.

I've given copies to everyone listed on the memo and explained the circumstances.

If you talk with Mr. Deaver and he would like us to go ahead and send this to him in London, please just let me know and we'll hand-carry it to the Situation Room for dispatch.

Thanks a million,

*- Reinforce Mordale
negotiations —
Carson
- Reinforce RR
High-Road
- Go after Hart*

CARON JACKSON *constituent on*
Office of Margaret D. Tutwiler
456-7620

REAGAN-BUSH '84

The President's Authorized Campaign Committee

M E M O R A N D U M

TO: Jim Baker, Mike Deaver, Dick Darman, Margaret Tutwiler,
Mike McManus

THROUGH: Ed Rollins

FROM: Doug Watts

DATE: June 6, 1984

RE: **Television Advertising**

Recently, the idea was advanced that Reagan-Bush '84 should develop negative television advertising - utilizing derisive issue and personality oriented statements made by Democratic presidential candidates about one another - to be broadcast during the periods ten days before and after the Democratic Convention (July 16-20). The thought apparently was to highlight within an issue framework, not only the chaotic and contentious democratic contest, but to point out the insipid, petty and self-serving manner in which the debate has been conducted. The attack themes presumably were to be directed primarily at Mondale and Hart before the convention and at the nominee following the convention.

The above described approach was discussed Thursday and Friday (5/31/84 & 6/1/84) during a meeting with myself, Ed Rollins, Lee Atwater and Jim Lake, and then myself and the Tuesday Team. Additionally, the contents of this memorandum have been discussed with Dick Wirthlin personally and with Stu Spencer and Bob Teeter by telephone.

The purpose of this memorandum is to:

- o Discuss more fully the strategy,
- o Define optional scenarios,
- o Provide a recommendation,
- o Provide creative concepts and draft scripts,
- o Discuss execution of the plan when adopted.

STRATEGY

The strategy presumes Walter Mondale will be the Democratic nominee for President. After his nomination and without regard for his selection of a running mate, we presume the beginnings of a drive for unity and closing of ranks. The expected traditional euphoria following his nomination will undoubtedly register with public opinion. This is a time when his negative ratings will remain constant or dip slightly while his positive ratings will increase.

An intense, sharply focused attack on Mondale, immediately following his nomination (July 25-August 3) will drive up his negative scores and, additionally, make it very difficult for him to enhance his positive scores. It should, in effect, curtail, if not stifle his effort to develop momentum from the convention.

SCENARIOS

There are basically four scenarios that have been suggested:

- Option #1: Negative before convention. Negative following convention.
- Option #2: Nothing before convention. Negative immediately following convention.
- Option #3: Positive immediately before convention. Positive immediately after convention.
- Option #4: Positive immediately before convention. Negative immediately following convention.

RECOMMENDATION

The consensus opinion holds that any negative advertising prior to the Democratic convention is too risky in that it may:

- o Provide a catalyst for Democrats to unify more readily, and
- o Be perceived as interfering in their selection process.

Options #2 and #4 merit strongest consideration, in our view, because of their ability to meet the strategic objective. The positive commercial program in option #4 (immediately before the convention) would consist of re-running some or all of the ads run during the May flight. This is the preferred approach. However, because of budget constraints, this approach may be unrealistic. In that event, we recommend option #2 wherein no advertising takes place between now and the Democratic convention but a 7 to 10 day flight of negative attack ads begin within seven days of the nomination of Walter Mondale.

SCRIPTS

Attached are draft scripts and rough concepts of negative attack spots. Their focus is directed at those issue areas where Mondale's negative scores are most credible and therefore those scores will most likely be increased as a result of an advertising program. These areas are:

- o The Carter connection,
- o AFL-CIO "special interest" politics, and
- o Lacks leadership/old policies of tax more, spend more.

As you will see by reviewing the scripts, we have employed the concept of Democrats attacking each other and we have developed attack concepts that stand on their own. Additionally, we are considering "man-on-the-street" ads which focus on a single issue, i.e., Carter connection, etc. These "men-on-the-street" would be exclusively democrats.

Regardless of which ad or ads are used, it is our strong recommendation that these spots be aired under the aegis of "Democrats for Reagan."

I would like to emphasize that nobody is wedded to any of the concepts or scripts. Please feel free to harshly judge their content and style.

EXECUTION

Upon your return from Europe, we are prepared to meet and discuss the strategy, options, concepts and scripts. Please advise as to your first opportunity for such a meeting and I will make the necessary arrangements. I propose the following people in attendance:

Jim Baker	Stu Spencer	Jim Travis
Mike Deaver	Ed Rollins	Wally Carey
Richard Darman	Lee Atwater	Sig Rogich
Margaret Tutwiler	Jim Lake	Roger Ailes
Mike McManus	Doug Watts	Additionally Tuesday
	Dick Wirthlin	Team Creative
		Directors-Jim Weller
		and Tom Messner will
		be available if
		desired.

We are also prepared to produce the agreed upon spots quickly and inexpensively. They should be thoroughly tested with focus groups and recall testing before general broadcasting.

ROUGH DRAFT

Date June 6, 1984	Title Bush Standup :30
Client Reagan-Bush '84	Comm'l. ID# QRRP 0213
Job # 4110-11-16	

VIDEOAUDIO

THIS IS ANOTHER APPROACH THAT WOULD BE SPONSORED BY REAGAN-BUSH.

Stand up delivery by Vice President Bush. Style of delivery should be very relaxed.

Now that the Democratic Convention is over, you have to remember that the democrats are not quite as bad as they appear.

For instance, many of them supported President Reagan's programs which are bringing about our economic recovery.

And many of them have backed the President all along on defense.

So don't be too swayed by all that talk at their convention.

A lot of democrats are really sensible people who will continue to support President Reagan after his reelection in November.

Super: Reagan-Bush '84

ROUGH DRAFT

Date June 6, 1984	Title "I Apologize" :30
Client Democrats for Reagan	Comm'l. ID# QRRE-0223
Job # 4110-11-17	

VIDEO

Various outtakes of Walter Mondale and Senator Hart in debates, on The Stump, etc., etc.

Cut to real "man-in-the-street."

Super: Democrats for Reagan

AUDIO

Hart: "And I think Mr. Mondale owes an apology to the voters of..."

Mondale: "Mr. Hart owes the voters of New Jersey an apology..."

Mondale: "Mr. Hart should clearly apologize..."

Hart: "Walter Mondale owes the nation an apology."

I'm a Democrat. All my life I've voted democratic. This year, I'm going for Reagan. And I've got nothing to apologize for.

ROUGH DRAFT

Date June 6, 1984	Title "The 10 Second Pause" :60
Client Democrats for Reagan	Comm'l. ID# QRRP-0236
Job # 4110-11-18	

VIDEOAUDIO

THIS COMMERCIAL IS TAKEN DIRECTLY FROM A CALL-IN SHOW ON PBS CHANNEL 13 IN NEW YORK

Mondale on talk show
 Caller on phone:

Caller: My question is, "What leader
 in the world today do you
 respect the most, and Why?"

Cut to same caller's next
 question.

Caller: I was hoping you could give me
 me a leader who's living.

Mondale says nothing: He
 stares innocuously into
 camera for 10 seconds.

Mondale: Well, uh, let me think a
 minute here, uh...
 (PAUSE)
 (PAUSE)
 (PAUSE)

FADE UNDER. ANNCR. VO:
 Alternate Ending #1

If he can't answer the easy questions,
 what's he going to do with the
 difficult ones?

Alternate Ending #2

Ah, the decisiveness of a man who
 wants to be President. Now you know
 why there's an organization called
 Democrats for Reagan.

Alternate Ending #3

Walter Mondale has said there are no
 easy answers, but this is kind of
 ridiculous. Now you know why there's
 an organization called Democrats for
 Reagan.

Super: Democrats for Reagan

ROUGH DRAFT

Date June 6, 1984	Title "Democratic Party Leaders" :30
Client Democrats for Reagan	Comm'l. ID# ORRP-0243
Job # 4110-11-19	

VIDEOAUDIO

Various outtakes from New Hampshire, Des Moines debates in which contenders beat up on Mondale about his promising everything to everybody.

Glenn:	(Disparaging remarks)
Hart:	()
Hollings:	()
Askew:	()
Cranston:	()
McGovern:	()

FADE UNDER, ANNCR. VO

Alternate Ending #1:

If this is the way the leaders of our party feel, well, the only thing to do is vote for Reagan.

Alternate Ending #2:

Who are we, the rank and file of the Democratic party, to disagree with our leaders?

Super: Democrats for Reagan

ROUGH DRAFT

Date 6/5/84	Title "They're Both Right" :30
Client Democrats for Reagan	Comm'l. ID# QRRP-0163
Job # 4110-11-03	

VIDEO

AUDIO

CU of Gary Hart behind Walter Mondale at New Hampshire debate.

(Mondale) ".I seek the Presidency." (Hart interrupts . . ."Fritz, you cannot lead this country if you have promised everybody everything."

Sound under, video continues; Anncr V.O.

According to Senator Hart, Walter Mondale's promises represent quote "t failed policies of the past."

Cut to Mondale and Glenn at New Hampshire debate.

(Mondale): "Hold it."
(Glenn) : "It's because your administration gave us 21 percent interest rates and 17 percent inflation."

Sound under, video continues. Anncr V.O.

According to Senator Glenn, if Walter Mondale's promises are met he will quote "break the bank."

Cut to split screen freeze of John Glenn and Gary Hart. Anncr V.O.

maybe they're both right.
After all.

Dissolve to black. "Democrats" super begins to crawl up on screen from bottom.

Why should the party that gave us Roosevelt and Truman

"For Reagan" super appears crawling up from bottom.

have to settle for Walter Mondale.

Final super: Democrats for Reagan.

ROUGH DRAFT

Date 6/6/84	Title "The Mad Hatter" :30
Client Democrats for Reagan	Comm'l. ID# QRRP 0193
Job # 4110-11-11	

VIDEOAUDIO

Pix: Walter Mondale in hard hat.

"I have promised..."

Anncr. V.O.:

When it comes to making political promises, Walter Mondale wears many hats.

To labor, he's promised a 20 billion dollar a year training program for jobs.

Pix: Walter Mondale in business hat.

To industry, he's promised a \$130 billion a year subsidy for business.

Pix: Walter Mondale in mortarboard.

To education, he's promised to increase federal support to 45 billion a year.

To the point that Gary Hart has accused Walter Mondale of promising everything to everybody.

Super: Democrats for Reagan

Other Democrats simply think that he's talking through his hat.

ROUGH DRAFT

Date 6/6/84	Title "Land of Promises" :30
Client Democrats for Reagan	Comm'l. ID# QRRP 0203
Job # 4110-11-15	

VIDEO

Beautiful fairy tale music under beautiful stock footage of workers, factories, happy school children, lovely scenery, etc. throughout.

Show yellow brick road illustration leading up to castle.

Super: Democrats for Reagan

AUDIO

Today, Walter Mondale is turning America into the land of promise.

To labor, he's promised a 20 billion dollar a year training program for jobs.

To industry, he's promised a 130 billion dollar a year subsidy for business.

To education, he's promised to increase federal support to 45 billion dollars a year.

As Gary Hart and John Glenn have said, Walter Mondale is promising everything to everybody.

It's easy to lead a nation down a yellow brick road until you realize that the streets aren't paved with gold.

ROUGH DRAFT

Date 6/6/84	Title "Bill of Goods" :30
Client Democrats for Reagan	Comm'l. ID# QRRP 0183
Job # 4110-11-10	

VIDEO

AUDIO

Walter Mondale giving a speech throughout.

"If elected I promise"

Sound fades under Anncr.
V.O.:

During his 1984 Presidential campaign, Walter Mondale has been trying to sell us a bill of goods.

SFX: Ringing cash register
Super over face: \$20,000,000,000

He's promised a new 20 billion dollar a year job training program for labor.

SFX: Ring
Super: \$150,000,000,000

He's promised a new 130 billion dollar a year subsidy for business.

SFX: Ring
Super: \$195,000,000,000

He's promised to increase the federal share of education to 45 billion dollars a year.

SFX: Ring
Super: \$205,000,000,000

He's promised tens of billions to be spent on programs for the inner cities...

SFX: Ring
Super: \$215,000,000,000

To the point that Walter Mondale's new promises alone could cost the average taxpayer \$5000 a year in additional taxes.

Fade to black
SFX: Ring
Super: \$230,000,000,000

If Walter Mondale sells our nation this bill of goods, we'll all end up paying the price, Democrats, Republicans, all of us.

Super: Democrats for Reagan

Date 6/5/84	Title "I Have Promised" :30
Client Democrats for Reagan	Comm'l. ID# QRRP-0173
Job # 4110-11-05	

VIDEO

CU of Walter Mondale at New Hampshire debate.

Freeze frame on Walter Mondale with Announcer V.O.

Cut to Walter Mondale

Freeze frame on Walter Mondale with Announcer V.O.

Cut to Walter Mondale.

Freeze frame; Announcer V.O.

Cut to ECU of Walter Mondale.

Freeze frame on ECU of Walter Mondale. Announcer V.O.

Pull back on freeze of Walter Mondale to reveal giant poster of Jimmy Carter behind Walter Mondale.

Super: Democrats for Reagan.

AUDIO

"I have promised. . . "

Today Walter Mondale is running for President based on promises he made for the future.

"I have promised. . . "

How soon he thinks we forget. As Vice President, his Administration brought us the highest inflation rate in 20 years.

"I have promised. . . "

And interest rates over 20 percent.

"I have promised. . . "

Because behind all of Walter Mondale's promises for the future. . . .

Lie the failures of his past.

ADVERTISING PRINCIPALS

•THE TUESDAY TEAM, INC.

James D. Travis (Jim), President
1270 Avenue of the Americas, 11th Floor
New York, New York 10021
Phone: 212/315-0440

•REAGAN-BUSH '84

Douglas E. Watts (Doug), Media Director
440 First Street, NW
Washington, D. C. 20001
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*file here
campaign*

THE WHITE HOUSE
WASHINGTON



April 3, 1984

MEMORANDUM FOR MICHAEL K. DEEVER
FROM: MICHAEL A. McMANUS, JR. *McMan*
SUBJECT: Campaign Advertising

Now that the Campaign Advertising team is in place and we have begun the process of providing them with basic campaign information I would like to suggest that we consider taking the following steps to assure that we are in a position to promptly give them the specific information necessary to begin the production of the first campaign:

1. The campaign strategy group needs to meet to come up with a agreed upon theme for the campaign and at least an outline of a general agreed upon strategy. There should then be a discussion of what kind of ads we want, in what sequence and when do we want to begin the production. Do we want to see ads that are general in nature, related to the leadership issue, related to the improvement in the economy, the renewed faith in America, or what. All of this should be discussed and reduced to writing so that all of the participants can agree upon an overall plan. I would think that the end result should be a theme, an outline of a strategy, and a schedule of when we would like to see certain kinds of ads produced with some specific guidelines or instructions for each such ad. This strategy and schedule would naturally not include the necessity of having to produce some ads very quickly in response to certain issues which may come up during the campaign and would not include the need to produce some attack or negative ads which would be more opponent related. This theme and strategy paper should be reviewed and signed off on by you, Baker, Spencer and perhaps others before it goes to the creative people.
2. After the theme strategy and schedule for ads has been signed off on I would suggest that we have a meeting with the advertising people to bring them up to date on what has been agreed upon and to give them an opportunity to discuss any of these items with the principals involved. After this meeting Ailes and Watt should work with them to make sure that the political strategy can be properly translated into a creative strategy. I would suggest that the first time around we ask that the creative people come back to us with a written plan for the creation of the first requested ads. By quickly checking the written plan we can be assured that they are tracking right and that the message has been conveyed

properly. After this review the creative process could begin and the overall coordination and review would be as we discussed in the meeting yesterday.

Out of yesterday's meeting we also discussed the possibility of getting the creative advertising people involved in a number of other projects. First let me say that I think that any use that we can find for the caliber of creative people that we have on board is worthwhile. With regard to the documentary and the convention however let me raise a couple of concerns which we need to keep in mind as we proceed with the advertising types.

With regard to the documentary we have on several occasions discussed with Bill Carruthers and others the question of whether or not we should hire an expert in documentaries or a movie producer or some other type of person to do the filming around the President's visit to China, the Summit and the Olympics for the purpose of creating footage for both a documentary and footage which could be available for future ads. All of these discussions lead us to Warren Bush who is an established producer of documentaries and everyone agreed that he was the appropriate person to proceed with this project. Our agreement caused us to enter into what is at least a semi-formal agreement with Warren Bush for the filming of the China trip, the Summit trip and the Olympics. His crew will be traveling with us to China. It's the same crew that went with us to the Far East and includes one of his producers. As you know we also send Jann DuVal along to coordinate all of the shooting and to work with the advance people to assure access of the documentary crew. To include a new producer or creative person actually on the trip would be somewhat disruptive in my view. I would suggest that at the point at which we have a theme agreed upon for the documentary we could sit down with the creative types and get their input to Warren Bush with regard to the kinds of footage that we would like to have them shoot not only for the documentary but for future advertising purposes. I think this input would be welcomed and would not add too many cooks in the actual shooting of the film footage. In addition, as part of the Warren Bush agreement he is providing us with a number of research people who will go through the various film libraries and recover for us the footage from the last three years for those events that we think are important to have available for either a documentary or for advertising purposes. I think it is also important to have the creative advertising people review our list of footage which will be researched to make certain that they have the necessary footage from the past that they would like to have for their own advertising purposes. Again in order to do all of this I think it necessary to have the meeting and agreed upon document with regard to the theme for the campaign and the documentary as well as an overall strategy for both the documentary and future advertising to enable the creative advertising people to give the necessary input to Warren Bush for these processes. It may then be possible once we get the footage back from China to make a duplicate copy and let the advertising people have their own copy for the purpose of creating future material for their advertising program.

In addition to the overall documentary filming on China we have also contracted with David Caldwell to take a copy of the film footage from China and edit it down to a 27 minute film on the President's trip to China to be made available on cable stations three or four days after our return from the China trip. As you know we have a meeting on Friday to discuss the overall theme for this film on the President's China trip and to discuss its format. Once we have this discussion and agreed upon format I would suggest that we ask the advertising people to give us some of their input to see if it is possible to improve the quality of the product.

With regard to the convention I think it's important to remember that we have no idea how much of the 1½ - 2 hours of prime time television coverage will actually be focused on whatever program we design. This is important in considering how much additional money you may want to spend for films or other creative ideas in the available time slots on the program for each evening. We need to remember that alot of this may only be produced for viewing by the people actually in the hall or perhaps some of the additional coverage we will provide to cable stations.

I want to emphasize the fact that I think that there is alot that these creative all-stars can do to help us but we need to be certain that we are focusing on the best use of their time and the best use of our money to assure that this effort can be well coordinated and effective. I think its also important that you, Baker and Spencer see written plans, schedules and strategies which you can sign off on before they go into effect.