

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Deaver, Michael: Files
Folder Title: 1984 Campaign Advertising (4)
Box: 67

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/30/2011

File Folder 1984 CAMPAIGN ADVERTISING (4)

FOIA

F97-0066/19

Box Number 70

COHEN, D

190

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	NOTE	RE ATTACHED LETTER	1	ND	C
2	LETTER	TO JERRY DELLA FEMINA	2	12/15/1980	C
3	LETTER	TO JERRY DELLA FEMINA	1	1/28/1981	C
4	LETTER	TO JAMES BAKER	2	3/1/1984	C

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE
WASHINGTON

Jell

February 20, 1984

Margie: Per Mr. McManus, there will be a pre-meeting to the Della-Femina meeting in Mr. Deaver's office at 2:00 on Tuesday with:

Mr. Deaver
Mike McManus
Jim Lake
Phil Dusenberry
Jerry Della Femina

Donna knew about the change. I called Jim Lake's office (Roger Bolton) and told them of the change. I also notified those on the attached list I could reach about the change in time for the "large group" meeting from 2:00 to 2:30. There was no answer at Della Femina -- however, they were planning to be here at 2:00 anyway.

THE WHITE HOUSE

WASHINGTON

February 17, 1984

MEMORANDUM FOR MIKE DEAVER

FROM: MARGIE CRAWFORD ^{Mer}

SUBJECT: Participants in Presentation
by Della Femina, Travisano &
Partners, Inc. on Tuesday,
February 21st at 2:00 p.m.,
in the Roosevelt Room

The participants in the meeting stated above
are as follows:

From the White House: Mr. Deaver
Mr. Baker
Mr. McManus
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

Mr. Phil Dusenberry

1 add Doug Watts - Teel
J. Lake
could not
attend

Della Femina, Travisano & Partners Inc.

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

February 8, 1984

Mr. Michael Deaver
Assistant to the President
Deputy Chief of Staff
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

2:00 p.m.

Dear Mr. Deaver:

I hope I was able to demonstrate how tremendously enthusiastic I am about the possibility of Della Femina, Travisano & Partners becoming associated with the Reagan Reelection Campaign. I feel we have a unique understanding of what must be communicated in advertising to help assure the President's reelection. There is no other Agency in the country that will be as dedicated to the President's reelection.

I would also want you to know up-front that if we were to be selected, I personally would serve as the Agency's Creative Director and as one of the copywriters on this campaign. I will write on this because, quite frankly I don't know anyone else who can bring as much energy, as much commitment, and as much passion to this task.

Phil Dusenberry asked if we would submit alternative compensation proposals covering the eight months through the election with a total media and production budget of approximately \$25MM. The following are compensation alternatives and the Agency's preferred compensation arrangement, with rationale:

1. Straight fee against commission. We would propose a fee of \$150,000 per month through the election. This monthly fee would help defray payroll and operating expenses, especially during the initial months of the campaign when media placement would be relatively low.

Mr. Michael Deaver
February 8, 1984
Page Two

The fee would be applied against commissions earned on commissionable media and production. The commission would be the standard 15% against all media up to \$15MM. Above \$15MM, all media would be charged with 11% commission.

Production would be charged at cost plus 10% commission, as opposed to the standard 17.65%. This reduction from the standard commission for production reflects our desire to put every possible advertising dollar in media. All out-of-pocket travel expenses will be billed at cost.

2. Hourly rate plus reduced commission. All media would be charged at net plus 4% commission and production again at net plus 10% commission. Above this reduced commission, an estimated monthly fee of \$300,000 would be charged at the beginning of each month through the election. This fee would be reconciled within 10 days following the month, with an invoice reflecting actual hours charged for all Agency personnel working on the campaign.

The formula for preparing the chargeable hourly rate is based on salary parameters plus overhead factors for each of these following six categories:

AAA Agency Principals

Jerry Della Femina, Chairman
Ron Travisano, Vice Chairman
Jim Travis, President
Jim Weller, Co-Creative Director
Alan Pando, President, West Coast Office
Management Director (to be named) with
overall account responsibility

- A Account, Creative, Media and Financial Management
- B Senior Executives
- C Middle Management Executives
- D Junior Executives
- E Secretarial/Clerical/Estimators

Mr. Michael Deaver
February 8, 1984
Page Three

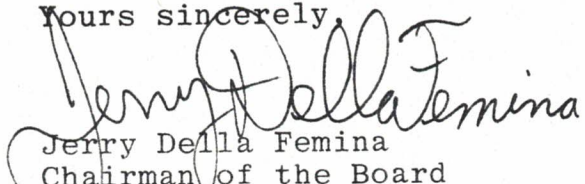
An estimated monthly breakdown of hours with the hourly rate per job classification extended to an estimate of monthly costs per classification and total Agency fee per month follows:

	<u>Hours</u>	<u>Hourly Rate</u>	<u>Total</u>
<u>AAA</u>	406	\$200	\$ 81,200
<u>A</u>	1080	\$100	\$108,000
<u>B</u>	840	\$ 75	\$ 63,000
<u>C</u>	540	\$ 50	\$ 27,000
<u>D</u>	1690	\$ 30	\$ 50,700
<u>E</u>	1200	\$ 15	\$ 18,000
			<hr/>
			\$347,900

Although Alternative 2, which reflects actual hours and covers overhead plus a reduced commission, would assure that Agency costs would be covered, we would prefer Alternative 1, with overall compensation on earned commissions against a fee. The basic reason for supporting this compensation proposal is that a national campaign makes incredible demands on the people involved and their efforts. The job has to be done, no matter what demands we make on ourselves and our people. No one at the Agency or the Client (in this case, the Reelection Committee) should ever be concerned with the Agency's commitment in time.

Let me again express my deep-felt conviction that President Reagan must be reelected, and that Della Femina, Travisano & Partners can add valuable assistance in assuring that it happens.

Yours sincerely,


Jerry Della Femina
Chairman of the Board

JDF/mwc

THE WHITE HOUSE

WASHINGTON

February 16, 1984

MEMORANDUM FOR DONNA BLUME/GAIL LUDWIG

FROM: MARGIE CRAWFORD *MC*

SUBJECT: Meetings Set-Up for the Week of February 20th

The following are meetings I have set-up for next week which are on Mr. Deaver's schedule:

Tuesday, February 21st

11:00am Mtg w/Deaver, McManus, Kimmitt, Darman Deaver's Off.
re: Presidential Speeches
(30 Minutes)

30 pre-mtg
2:00pm Presentation by Della Femina, Travisano & Partners Inc.

Participants: White House: Mr. Deaver Roosevelt Rm
Mr. Baker
Mr. McManus
Mr. Darman

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

Della Femina: Jerry Della Femina
Jim Travis
Michael Meyer

(30 minutes) I have the Roosevelt Room for 60 minutes
but I expect the meeting to only go 30 minutes.

cc: Mike McManus

Della Femina, Travisano
& Partners Inc.

file here

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

February 28, 1984

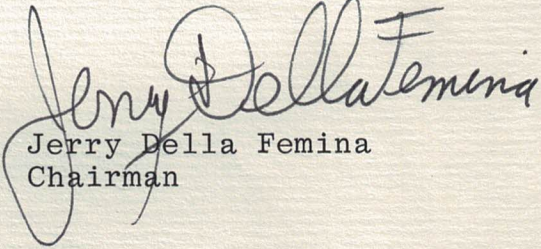
Mr. Michael A. McManus Jr.
Assistant to the President
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Michael:

Attached are three of the letters we discussed, written
by the following people:

1. Mr. David Dolgenos
Marshall, Bratter, Greene, Allison & Tucker
2. Mr. Mort Persky, Editor
OUI MAGAZINE
3. Mr. Donald E. Creamer, Chairman & Chief Executive Officer
Creamer Advertising

Yours sincerely


Jerry Della Femina
Chairman

ENCS.

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/30/2011

File Folder

1984 CAMPAIGN ADVERTISING (4)

FOIA

F97-0066/19

COHEN, D

Box Number

70

190

DOC Document Type

No of

Doc Date

Restric-

NO Document Description

pages

tions

1 NOTE

1

ND

C

RE ATTACHED LETTER

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/30/2011

File Folder

1984 CAMPAIGN ADVERTISING (4)

FOIA

F97-0066/19

COHEN, D

Box Number

70

190

DOC Document Type

No of Doc Date Restric-

NO Document Description

pages tions

2 LETTER

2 12/15/1980 C

TO JERRY DELLA FEMINA

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Della Femina, Travisano & Partners Inc.

This letter from the editor of OUI MAGAZINE was in response to a letter sent to him by Saul Waring, President of Waring & LaRosa Advertising. In his letter, Mr. Waring condemned the article and the way in which the introduction depicted advertising and the advertising industry.

Mr. Waring is one of the most respected members of the advertising profession, and an officer in the American Association of Advertising Agencies.

January 7, 1981.

Mr. Saul Waring
Waring & LaRosa, Inc.
555 Madison Avenue
New York, New York 10022

Dear Mr. Waring:

I just received my copy of your letter to Derick Daniels. It reminds me that someone once characterized the press as a playful bear who slaps you on the back and sends you reeling three blocks down the street. That appears to be the effect we've achieved here, to no positive purpose whatsoever.

I don't think there were any bad intentions at work, just a lot of carelessness and naivete leading to the same bad results. When I was in New York two weeks ago, Henry Marks asked me to come into his office and then read to me -- with feeling, as only Henry can do -- the lead-in to the Della Femina article. Henry managed to communicate a sense of outrage at least as strong as yours, maybe stronger.

Let me explain that I'm the new editor of OUI, that when I got here last September the issue in question was on the assembly line. I may be innocent of originating the piece, but I can't absolve myself, or any of us, from guilt in letting that introduction break into print. It's the sort of thing that should never have been written, but most certainly never should have reached the printed page. It should have been caught by any one of several different staff members. That it wasn't caught testifies to the age of our staff (very young, to match the age of our readers). Along with youth, alas, goes a sometimes dismaying tendency to criticize institutions and overlook interests that can't be ignored. The words themselves, though, were written by a freelance interviewer. I think it's fair to say that they were written for cleverness and effect with little or no regard for who got hurt in the process.

The results of all this are much more villainous than the intentions. But a man who's been sent reeling down the street by a bear's backslap may not care much about that.

...2

OUI MAGAZINE

8560 Sunset Boulevard, Los Angeles, California 90069, 213/652-7870

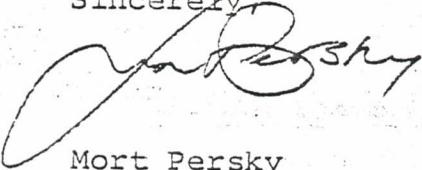
page two

Anyway, we don't think it's "our right" to publish material of this kind, and we're not in business to make our friends feel "embarrassed and betrayed". If we were going to invoke our "rights" it ought to be in the name of responsible journalism -- which this is not. I wouldn't expect anything like this to happen again: but if anything remotely resembling it found its way into print, I would expect you to hold me directly accountable.

Alas, all I can do now is apologize for all of us.

With all good wishes, and I hope you will want to sit down and chat one of these days.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mort Persky". The signature is written in dark ink and is positioned above the typed name and title.

Mort Persky
Editor

OUI MAGAZINE

3560 Sunset Boulevard, Los Angeles, California 90069, 213/652-7870

Della Femina, Travisano
& Partners Inc.

This is a letter that I received from Donald Creamer,
Chairman of Creamer Advertising, in response to a
note I sent him regarding the article.

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/30/2011

File Folder

1984 CAMPAIGN ADVERTISING (4)

FOIA

F97-0066/19

COHEN, D

Box Number

70

190

<i>DOC Document Type</i>	<i>No of</i>	<i>Doc Date</i>	<i>Restric-</i>
<i>NO Document Description</i>	<i>pages</i>		<i>tions</i>

3	LETTER	1	1/28/1981	C
	TO JERRY DELLA FEMINA			

Freedom of Information Act - [5 U.S.C. 552(b)]

- B-1 National security classified information [(b)(1) of the FOIA]
- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
- B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

Della Femina, Travisano & Partners Inc.

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

February 28, 1984

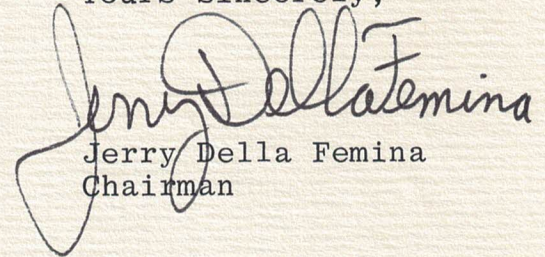
Mr. Michael A. McManus, Jr.
Assistant to the President
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Michael:

The attached is my statement regarding the article which appeared in the January 1, 1981 issue of OUI MAGAZINE.

I am sorry this has held up the very important advertising work that must be done to ensure the reelection of President Reagan. Lets get to work.

Yours sincerely,

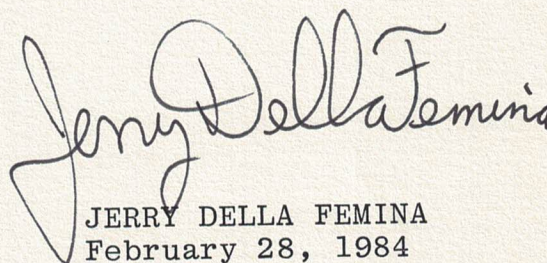


Jerry Della Femina
Chairman

The so called "interview" in the January 1, 1981 issue of OUI MAGAZINE is filled with falsehoods and misstatements. If it were even remotely accurate, Della Femina, Travisano & Partners could not have become a \$200 million agency that is one of the most respected in the industry.

The statements attributed to me in OUI MAGAZINE are not what I believe, and are not what I advocate. It is an article that has been dismissed as a lie and a bad joke by every responsible member of the advertising and business community who has known and worked with me.

Perhaps the best and certainly the final words on this article should be those of Mort Persky. He said, "The article was not responsible journalism". He also said, "It was written for cleverness and effect with little or no regard for those who got hurt in the process". Mr. Persky was the Editor of OUI MAGAZINE at the time.


JERRY DELLA FEMINA
February 28, 1984

Della Femina, Travisano
& Partners Inc.

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

February 27, 1984

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

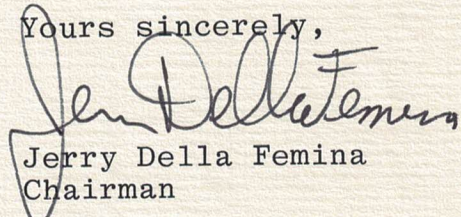
Dear Michael:

You asked for a list of people who you or I could call on for statements in the remote possibility that this article ever crops up again. Attached is a list of names in advertising, communications, and business who would be more than happy to state that I am nothing like the person who was depicted in the article.

I can give you 100 more, I may even be able to give you 1,000 more, and, if pressed (and I'm not boasting) I could probably give you 10,000 names.

The fact is that anyone who has met me or known me, or heard me speak, will be happy to speak out on my behalf.

Yours sincerely,



Jerry Della Femina
Chairman

ENC.

Robert Lipp	President, Chemical Bank New York
Alvin Shoemaker	Chairman, First Boston Corporation
Phil Dougherty	Advertising columnist, <u>The New York Times</u>
Fred Wilpon	President, The New York Mets Baseball Team
Nelson Doubleday	Chairman, Doubleday Publishing
Ed Kosner	Editor in Chief, New York Magazine
Michael Kramer	Political columnist, New York Magazine
Bill Beutel	Newscaster, WABC-TV
Jeff Greenfeld	Newscaster, WABC-TV
Jay Chiat	Chairman, Chiat/Day Advertising
Rev. Michael Shaser	St. John's Parish, Lewisboro, New York
John O'Connor	Editor in Chief, Advertising Age
Saul Waring	President, Waring & LaRosa Advertising
Marvin Sloves	Chairman, Scali,McCabe & Sloves Advertising
Jack Bowen	Chairman, Benton & Bowles
Rory Grace	Chairman & Exec. Creative Director of Doyle, Dane Bernbach Advertising
William Claggett	Director of Advertising & Marketing, Ralston Purina Company.
Phil Dusenberry	Vice Chairman & Exec. Creative Director, BBDO
Jack Reilly	Senior Vice President, General Manager, Isuzu Motors, Inc.
Joel Siegel	Television Commentator, Good Morning America

Mr. Derrick Daniels
President
Playboy Enterprises, Inc.
Chicago, Illinois

Dear Mr. Daniels:

This is to go on record re the outrageous and irresponsible slur of the advertising profession your organization endorsed by publishing the enclosed article in "Oui" magazine.

It is sad enough if your editors were so naive as to believe the characterization of the advertising industry as portrayed in this interview is representative. Or totally callous and irresponsible to publish it if they don't believe it. What price for sensationalism and promotion. What marvelous results if the Daily News picks up the story and titles it "Sex and Drugs on Madison Avenue."

However, this is America. You have your rights. It may be your prerogative to publish someone's impressions or fantasies, but the publication's editorial lead-in is outrageous and unforgiving:

"Madison Avenue is America's least favorite street, and it is no wonder. Advertising people work on Madison Avenue. Gray flannel minds produce sleezy campaigns: men Will Rogers never met. Hard sells. Hard tactics. Hard to take. Nightly nausea."

Jerry Della Femina has been used and made to look foolish. He has been taken in by slick charlatans to set up his friends and co-workers to public deprecation and ridicule.

I feel embarrassed and betrayed to see that we recommended your publication to our clients whose advertising appears in this very issue.

Sincerely,

Saul Waring

WALTON
& STARON,
INC-555
MADISON
AVENUE
NEW YORK,
NY 10022
PL 5-0700

December 19, 1980

Mr. Derrick Daniels
President
PLAYBOY ENTERPRISES INC.
919 North Michigan Avenue
Chicago, Illinois 60611

Dear Mr. Daniels:

This is to go on record re the outrageous and irresponsible slur of the advertising profession your organization endorsed by publishing the enclosed article in Qui Magazine.

It's sad enough if your editors were so naive as to believe the characterization of the advertising industry as portrayed in this interview is representative. Or totally callous and irresponsible to publish it if they didn't believe it. What price for sensationalism and circulation promotion. What "marvelous" results if the Daily News picks up the story and titles it "Sex and drugs on Madison Avenue".

However, this is America. You have your rights. It may be your prerogative to publish someone's impressions or fantasies, but the publication's editorial lead-in is outrageous and unforgivable:

"Madison Avenue is America's least favorite street, and it's no wonder. Advertising people work on Madison Avenue. Gray-flannel minds producing sleazy campaigns: Men Will Rogers never met. Hard sells. Hard tactics. Hard to take. Nightly nausea."

Jerry Della Femina has been used and made to look foolish. He has been taken in by slick charlatans to set up his friends and co-workers to public deprecation and ridicule.

Mr. Derrick Daniels
December 19, 1980
Page 2

I feel embarrassed and betrayed to see that we recommended
your publication to our clients whose advertising appears
in this very issue.

Sincerely,


Saul Waring

SW:sr

Enclosure

cc: M. Persky, Editor - Oui Magazine
H. Marks, Senior Vice President - Playboy
L. Mathews, American Association of Advertising Agencies
M. Narva, Senior Vice President - Waring & LaRosa, Inc.

Unclass

CLASSIFICATION

CIRCLE ONE BELOW

MODE

PAGES 3

IMMEDIATE

SECURE FAX # _____

RELEASER _____

PRIORITY

NON-SECURE FAX # 12

DTG 292120Z FEB 84

ROUTINE

TTY # _____

FROM/LOCATION/

1. Jerry Della Femia

TO/LOCATION/TIME OF RECEIPT

1. Mr. Michael A. McMunnis, Jr.

2. TUR: 292207Z Feb 84

3. _____

4. _____

INFORMATION ADDRESSEES/LOCATION/TIME OF RECEIPT

2. _____

SPECIAL INSTRUCTIONS/REMARKS:

Unclass

CLASSIFICATION

Della Femina, Travisano
& Partners Inc.

URGENT

The following two-page letter should be delivered immediately to:

Ms. Marge Crawford
The office of:
Mr. Michael A. McManus, Jr.
Assistant to the President
The White House Office

Thank you.

Jacqui Topche
Assistant to
JERRY DELLA FEMINA

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/30/2011

File Folder

1984 CAMPAIGN ADVERTISING (4)

FOIA

F97-0066/19

COHEN, D

Box Number

70

190

<i>DOC Document Type</i>	<i>No of</i>	<i>Doc Date</i>	<i>Restric-</i>
<i>NO Document Description</i>	<i>pages</i>		<i>tions</i>

4 LETTER

2 3/1/1984 C

TO JAMES BAKER

Freedom of Information Act - [5 U.S.C. 552(b)]

- B-1 National security classified information [(b)(1) of the FOIA]
- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
- B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

THE WHITE HOUSE
WASHINGTON

Date: 2/17/84.

TO: MICHAEL K. DEEVER
FROM: **Michael A. McManus, Jr.** *for*
Assistant to the President
and Deputy to Deputy Chief of Staff

- Information
- Action
- Let's Discuss



February 16, 1984

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

Dear Mike:

Following our telephone conversation of yesterday, we would like to offer a few additional thoughts. In thinking about your questions relating to audience for the PRES Project, and for the "China" and "European Summit" specials, it is clear that those of us in the cable business have accepted the "cable solution" as reality, because we have watched it occur day-by-day. For those who are not so close to the situation, it is understandable that some convincing may be needed to the effect that "narrowcasting" is here, and viewers are accepting it nationally by the tens of millions. In order to provide you and your colleagues with some additional background on cable penetration, we are obtaining material from the cable industry regarding cable penetration levels, which we will provide as promptly as possible.

You also expressed concerns that some assurance is needed that cable operators will be motivated to carry the PRES Programming, and that significant numbers of viewers will want to watch. These are concerns that we share completely. We have watched, with some surprise, as viewers who were formerly addicted to soap operas, are now just as hooked on daily coverage of the House of Representatives. It is our opinion that millions of viewers will be attracted to follow the PRES, on the campaign trail. Our format can make this into a view from the inside, offering viewers an unprecedented opportunity to travel with a Presidential campaign. This is the stuff of good television, and we have no doubt that a substantial audience will develop, given effective promotion. However, we do not expect an audience projection to be taken on faith, and that is why we have proposed the phased approach to the project. It seems to us that this approach reasonably well assures the identification of an audience before major funds are spent.

Mr. Michael McManus
February 16, 1984
Page 2

We fully understand the rationale for delaying any major decisions regarding our proposed Phase IV (PRES), until your media team is in place. However, we would still encourage you to proceed with the limited research which we have proposed and to secure prime transponders, on a tentative basis, in order to keep our options open (Phase I).

Finally, we would like to offer our assistance in one or more additional areas. You mentioned that one or more media consulting groups will be making presentations next week. If you agree, I could be available to attend any or all of these presentations to help in evaluating the probable impact of the spots to be produced by these people. As you know, effective spot production is of such importance to the campaign and is such a specialized part of the television/radio business that we suggest these productions be evaluated on the basis of production values to have this additional perspective on which to base your decision.

Our group does not make commercial spots per se, so we have no competitive or vested interest in this phase of the campaign. Frequently, however, we are in a position to evaluate the talents of various agency and production groups, and to make judgments about matching particular production talents for cinematic style with specific projects or services. As you probably know, there are many talented production teams in California and New York, all of them making effective commercials at various times. The trick is to find the right group for the particular product (or candidate), and setting modesty aside, we must tell you that we feel we could be helpful here, in giving a second opinion. If you feel that this sort of informal consultation will be useful to you, I will be happy to sit in on the presentation(s), in a silent role, simply to give you my thoughts afterwards, without any obligation. If that aspect of your evaluations is already adequately covered, this is fine, and we will await your call to set our next meeting.

Please feel free to call me at (916) 283-4070 or 283-3102, including over the weekend. Thanks for your continuing interest.

Sincerely,

David E. Caldwell / *dkw*

David E. Caldwell

THE WHITE HOUSE
WASHINGTON

Date: 3-1-84

TO: Mike Deaver
FROM: **Michael A. McManus, Jr.**
*Assistant to the President
and Deputy to Deputy Chief of Staff*

- Information
- Action
- Let's Discuss

Attached is an article regarding ad agencies and those considered to be the most effective. We might want to consider one of them.

MARKETING

Creativity, Not Budget Size, Is Vital to TV-Ad Popularity

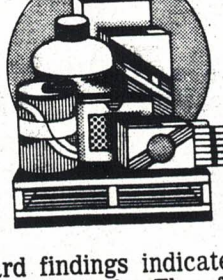
By JOHN KOTEN
Staff Reporter of THE WALL STREET JOURNAL

MCDONALD'S CORP. SPENT a whopping \$185.9 million televising its commercials in 1983. But when viewers were asked what TV ads they liked best, more of them cited the advertising of the No. 2 hamburger chain, Burger King Corp., whose budget last year was less than half the size of its rival's.

Last year's outcome in the fast-food ad wars was one of the findings in an annual survey conducted by Video Storyboard Tests Inc., a New York ad-testing company. During the course of the past year, it asked 20,000 adults to name the "most outstanding" TV commercial they had seen. Listed below are the 25 most often noticed, remembered and liked.

For the third straight year, the most popular advertising on television was the campaign featuring the gags and pratfalls of celebrities and sports figures for Miller Lite beer. Fifteen other campaigns were repeaters from the top 25 list for 1982.

Among other things, the Video Storyboard findings indicate the veracity of a sometimes forgotten Madison Avenue rule: The effort that goes into the creation of an ad can be far more important than the size of the budget for putting it on the air.



CONSIDER THE PRESENCE of British Airways on the list. The airline, the only one from its industry to make the top 25, spent just \$3.5 million to broadcast its commercials. Yet the ads, with their elaborate special effects to show the landing of an airborne New York City at a London airport, were among the best-liked in 1983.

To further measure the effectiveness of ads, Video Storyboard conducted a separate survey of 4,000 adults in which regular users of a product were asked to cite a commercial they had seen for that product category in the previous week. The number of mentions for each brand was divided by its TV ad budget—estimated by Broadcast Advertisers Reports, a measurement service—to develop a measure that Video Storyboard calls "cost per 1,000 retained impressions." The figure for each of the top ads is shown in the far right column below. (Ad spending figures, however, don't include outlays by McDonald's, Burger King and Wendy's franchises, or by Ford dealers.)

1983 RANK	1982 RANK	BRAND (AGENCY)	1983 TV SPENDING*	1983 COST EFFICIENCY
1	1	Miller Lite (Backer & Spielvogel)	\$50.1	\$30.06
2	5	Pepsi (BBDO)	74.1	14.31
3	•	Stroh's (The Marschalk Co.)	19.3	31.71
4	3	Federal Express (Ally & Gargano)	22.9	20.09
5	6	Burger King (J. Walter Thompson)	82.4	26.07
6	2	Coca-Cola (McCann Erickson)	40.1	9.81
7	4	McDonald's (Leo Burnett)	185.9	38.69
8	24	MCI Communications (Ally & Gargano)	26.9	10.20
9	•	Jell-O (Young & Rubicam)	31.3	NA
10	•	Diet Coke (SSC&B)	20.4	18.32
11	23	Ford (J. Walter Thompson)	166.2	79.78
12	21	Levi's (Foote Cone & Belding)	27.0	12.73
13	7	Budweiser Light (Needham Harper & Steers)	45.6	84.23
			154.9	33.51

INSIDE:

U.S. ASSESSES Iran's threat to oil supply, page 32.
GM and Daewoo near accord to produce cars, page 33.
GULF CANADA shares rise on takeover speculation, page 59.

SHOP TALK

Who Gets Bonuses At Chrysler?

By WALL STREET JOURNAL Staff Reporters
Chrysler Corp. has come up with a novel variation on management bonuses: an "incentive compensation" plan that rewards managers for last year's profits.

Retroactive incentives? Ridiculous, says Douglas A. Fraser, the former United Auto Workers president who sits on the Chrysler board of directors. Mr. Fraser, who says he'll vote against the plan at today's board meeting, believes that if workers can't get a chunk of last year's record earnings of \$700.9 million, then managers shouldn't either.

The problem is that back in the lean year of 1982, hourly workers gave up their right to a share of 1983 profits in return for a wage increase. Management also had no bonus plan; the previous plan had expired at the end of 1981, and the announcement of a new bonus might have been a bit unseemly in the midst of a government bailout.

But 1983 turned out to be a banner year, and now management thinks there should be "a reward for the men and women who spent five years in the trenches earning it," says a company spokesman. Hence the "incentive compensation" plan, which, if approved by the board and the shareholders, would parcel out \$52 million among 1,400 top officials. As for Mr. Fraser's objection to a retroactive "incentive" plan, the company spokesman responds: "Incentive" is just an accounting term.

The Deal Maker

In the increasingly complicated battle for control of Gulf Oil Corp., Texas oil tycoon T. Boone Pickens Jr. can call upon the expertise of a man who knows a thing or two about playing "Let's Make a Deal."

Monty Hall, who hosted the long-lived television game show of that name, is a director of Far West Financial Corp., a member of the Pickens investor group that has raised nearly \$1 billion to buy Gulf shares. Mr. Hall says he was asked to join the board of the Newport Beach, Calif., company about four years ago with the idea that he would make some television commercials for its savings and loan unit.

Esm

Aft

Staff Reporter
CHICAGO—holding compa
proaching cro
Mr. Kelly,
Esmark and
is talking abo
nual meeting
"You get to
chase isn't t
year-old chie
meeting and
over the pla
need it."

But with
self may be
It has made
cial manuev
panies at a
into more of
sizing food
builds cash
shedding de
tractive tal

In fact,
Mr. Kelly's
to sell the
Esmark
August, an
ward diges
off all of th
the purcha
uity offerin

Problems
The No
ever, been
newly acq
mark's Sw
ful. And N
cosmetics
gery than

Mr. Ke
stay long
nies were
that job
meet with
months
play over
company

Esmar
Kelly to s
pany is p
that is c
Simon's
turnaroun
car unit
Norton Si
firing 17
pected to
for the
doubled
To main

14	10	AT&T Bell System (N.W. Ayer)	134.3	33.51
15	•	Calvin Klein Jeans (CRK Advertising)	5.0	8.01
16	•	Wendy's (Dancer Fitzgerald Sample)	49.7	32.74
17	9	Atari Video Games (Doyle Dane Bernbach)	45.9	NA
18	•	British Airways (Saatchi & Saatchi Compton)	3.5	NA
19	11	Polaroid (Doyle Dane Bernbach)	26.9	13.61
20	13	Shasta (Needham Harper & Steers)	5.7	11.01
21	•	American Express Credit Cards (Ogilvy & Mather)	20.5	NA
22	•	Medow Mix (Della Famina Travisano)	7.6	11.88
23	12	Oscar Mayer (J. Walter Thompson)	9.2	7.56
24	•	Crest (Benton & Bowles)	32.4	8.76
25	20	Kibbles 'n Bits (J. Walter Thompson)	6.1	26.66

*Millions

THE MOST ACCLAIMED newcomer on the 1983 list is the Stroh's campaign, starring Alex, the beer-lapping dog. Nine campaigns on the 1982 list didn't make last year's top 25. They are: Dr Pepper, Velveeta cheese, Tab, Life Cereal, Seven-Up, French's Mustard, Toyota, Kodak and Wonder Bread. The ad agency with the most commercials on the 1983 list was J. Walter Thompson, with four. No other Madison Avenue concern had more than two.

Viewers who participated in the survey frequently commented that they liked humorous commercials the best. And seven of the campaigns listed above took a light approach. "Count me out, if it isn't funny," a Washington viewer told the ad research firm.

A ranking on the list above, of course, doesn't guarantee that a campaign will move the product. Some advertising research, for instance, has demonstrated that consumers often think differently about an ad when they are polled than when they are actually shopping.

Still, nine of the products represented in the listings above are brand leaders in sales, and all of the companies whose rankings improved over 1982 also registered sharp gains in the marketplace. "After all," says David Vadehra, president of Video Storyboard, "it's only after gaining attention for itself that a commercial can hope to help the brand."

Two Small Towns — One in Siberia And One in Montana — Are Pen Pals

By JOHN J. FIALKA

Staff Reporter of THE WALL STREET JOURNAL
Last November a group of people in Eureka, a small town in northwestern Montana, wrote a letter to Siberia.

"We want to get to know your people; how they live, work and play; what they eat, read and talk about," the Eureka group wrote to the people of Rebrikha, an almost-as-small (pop. 8,000) town in central Siberia.

For good measure, the letter writers threw in a copy of the local Tobacco Valley News and a postcard of nearby Lake Koonanusa.

Benefits of Friendship

A few days ago they received a seven-page, handwritten letter signed by 33 residents of Rebrikha. Along with a copy of Pravda and a magazine called Country Woman, they got a picture of an old lady standing in front of Rebrikha's department store.

Both letters express concern about the dangers of nuclear war, and the Rebrikha group says a friendship with Eureka might "help us to save our planet before it's too late."

Earl Molander, a Portland, Ore., business professor and anti-nuclear weapons activist, helped arrange the exchange in an effort to build understanding between the two towns.

agency said such contacts were approved and that Russian cities have exchanges going with 60 cities abroad.

"I told them that I was talking about 1,000 U.S. cities," says Mr. Molander. "They were just bewildered at the size of the thing."

Mr. Molander, who teaches at Portland State University, came up with the idea two years ago. Using a list of cities that had formed chapters of Ground Zero, an organization concerned about nuclear weapons, he worked nights in his basement matching them with Russian cities of similar size and geographic characteristics. Then he sent out kits giving addresses and tips on how to write the initial letter.

One Answer

Some U.S. cities responded with gusto. Palo Alto, Calif., celebrated its letter to Uzhgorod in the Ukraine with a parade and a proclamation from its mayor, but so far only Eureka has received an answer.

Mr. Molander isn't sure what happened to the other 999 letters, but he says he has received indirect reports that 89 more Soviet replies are under way. And some other Soviet citizens are taking an interest.

Recently he received a visit from two Soviet diplomats wanting to know about his or-

for its savings and loan unit.

By and large, Mr. Hall says, he has been a pretty passive director. He knew about Far West's involvement with Gulf, but never thought of buying any Gulf shares. He recently spent a month on the road doing charity telethons, and paid little attention to Gulf until he returned home. Then he saw the Gulf shares—of which he had none—had gone up about 15 points, to the high 60s.

"I said to myself, 'My God, look at this!'" he recalls. "I guess that's why I'm not a millionaire. Or should I say billionaire?"

A Sinking Asset

While the entire U.S. steel industry has been losing ground, nowhere has the slide been more noticeable than at National Steel Corp.'s mill in Liberty, Texas.

The plant was built in 1976 on a swampy peninsula north of Galveston. About five years ago, workmen discovered that the ground beneath the nine-acre plant was settling, fouling up the pipe-making machinery. The mill hasn't produced any steel since 1982, but National Steel officials blame the problem on falling demand for pipe; they say that excavation work halted the plant's descent.

Not so, says a customer who recently visited the plant. "They can't fix the whole damn bog," he says. "I can't figure out why anyone would build a plant where they did. I wouldn't give them two bits for it."

He isn't the only one. In January, National Steel's parent, National Intergovernmental Inc., abandoned a fruitless, year-long search for a buyer and took a \$56 million charge primarily to write off its interest in the plant. Now, the plant may be about to sell once more. If the Justice Department clears U.S. Steel Corp.'s purchase of National steel-making operations, the Liberty mill will resurface among U.S. Steel's new assets.

A Lack of Bulls

For years, Ted Halligan's semiannual luncheons for Wall Street money managers have exuded the joyous optimism of an American way convention. But Mr. Halligan, a vice president with Piper, Jaffray & Hopwood Inc., had a devil of a time drumming up traditional good cheer at last Friday's luncheon.

To dispel the gloom cast by the market's seven-week slump, Mr. Halligan recalled Hannibal's stunning victory over a vastly superior Roman army at the battle of Cannae in 216 B.C. "Didn't Hannibal finally get that war?" asked a cynic in the audience.

Then Mr. Halligan called on a broker who he was confident would present a bullish forecast. Instead, the broker grimly advised his colleagues to forget about any bonuses in 1984. "This is the year we've paid our salaries—and earn them," said.

"Aren't there any bulls out there?" Halligan asked in dismay. The best he could

THE WHITE HOUSE
WASHINGTON

February 14, 1984

MEMORANDUM FOR GAIL LUDWIG

FROM: MARGIE CRAWFORD *MC*

The following are the participants
in the 11:00am Mtg with Don Ringe
and Alan Landsburg scheduled for
tomorrow in the Roosevelt Room:

Mr. Deaver
Mr. Baker
Mr. McManus
Mr. Rollins
Mr. Wirthlin
Mr. Lake

I have attached a copy of a letter
from Don Ringe which might be
helpful background to Mr. Deaver.

RM
Ringe Media, Inc.

Dear Mike:

Pursuant to our meeting of January 30, Ringe Media, Inc., in association with Alan Landsburg Productions, will make a presentation seeking a contract to provide creative and production services for broadcast advertising media in behalf of the Reagan-Bush '84 Re-election Campaign. We are interested as well in providing creative and production services for the Republican National Convention, including the production of a "centerpiece" documentary for use in both the convention and campaign.

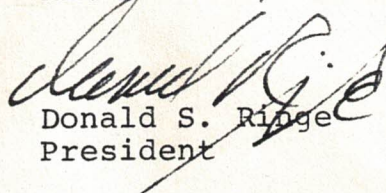
While I know you are aware of my credentials as a Republican media consultant, Mr. Landsburg is perhaps one of the most successful independent television producers in the country. His credits range from "The Undersea World of Jacques Cousteau" to the recently acclaimed network series on John F. Kennedy.

I'd like to request that this presentation be made before Messrs. Baker, Deaver, Rollins, Wirthlin, Lake and yourself, as well as any other individuals you may wish to invite.

We welcome this opportunity to offer our services to the re-election effort of The President. I look forward to hearing from you soon.

Sincerely,

RINGE MEDIA, INC.


Donald S. Ringe
President

Mr. Michael McManus
The White House
Washington, D.C.

February 6, 1984

DSR:jl