

January 21, 1960

MEMO TO: Steve Smith
FROM: Bob Vail
RE: Kennedy Media Campaign in Wisconsin

1. DURATION OF CAMPAIGN: Three weeks before election
2. MEDIA TO BE USED: In view of the proposed economy nature of this campaign, I believe we should think only in terms of TELEVISION at the moment, as far as the general, state-wide media campaign is concerned. I think we should use RADIO in the three districts which are most likely to be considered Humphrey territory, but I will take this up at the conclusion of this proposal.

THE TELEVISION CAMPAIGN

- A) I recommend a minimum schedule of ONE "ID" spot per night on every station for the full three weeks. This spot should come in CLASS "AA" time, which means somewhere between 7PM and 9:30PM

The "ID" spot is an 8 SECOND message, and is the cheapest message that can be purchased on television -- usually one-half the cost of a :20 or :60 spot. It has the ability to drive home one idea very effectively, if repeated often enough.

The message I would like to drive home is simply this: "Back Jack...Vote April 5th!"

SEE SAMPLE SCRIPT #1, enclosed. Note that I call for the filming of TWO "ID" spots. Both would have the same audio message. One spot, however, would show the senator in a serious mood...the other would show the famous smile.

This spot will serve as a constant reminder to "Jack Kennedy fans," and we hope there will be a lot of them, to make certain that

they VOTE on April 5th. THERE WON'T BE TOO MUCH GOING ON IN THE WAY OF LOCAL CAMPAIGNS IN MANY PARTS OF THE STATE... WE DON'T WANT ANY KENNEDY FANS MISSING THE ELECTION JUST BECAUSE THEY FORGOT TO VOTE FOR HIM WHEN THE TIME CAME.

I might even suggest that on the day before election, we send out new "ID" spots which substitute "TOMORROW" for "APRIL 5th"

COST OF THIS SEGMENT OF CAMPAIGN:

21 "ID" Spots per station

17 Stations

357 TOTAL SPOTS

\$50 PER SPOT (APPROXIMATE)

\$17,850 APPROXIMATE TOTAL COST*

*If this program had to be "trimmed," I would first recommend cutting the campaign to TWO weeks. If it had to be trimmed still further, I would recommend that about FIVE of the LESSER stations be cut out. However, it is exactly in this LESSER STATION category where Senator Humphrey is likely to get his biggest vote, percentage-wise.

- B) I further recommend ~~that~~ an additional minimum schedule of ONE 20-second or 60-second spot per night on each of the stations between the hours of 6:45PM and 10:30PM.

In these :20 and :60 spots, we can show the candidate as he campaigns about the state -- meeting farmers...campaigning at factory gates... talking to people on the street...meeting them in crowds, etc. We can also tell something about the candidate. We can work PRESS CONFERENCE clips into these spots...perhaps do a couple of INTERVIEW SPOTS, providing the candidate can find the time to make them.

I recommend that we produce THREE :20 spots and SEVEN :60 spots to give us a range and variety in this schedule.

THE :20 and :60 SPOTS ARE VERY IMPORTANT IN A CAMPAIGN BECAUSE THEY GIVE MANY VOTERS THEIR ONLY OPPORTUNITY TO ACTUALLY SEE A CANDIDATE IN ACTION AND TO LEARN SOMETHING ABOUT HIM

THEIR ONLY OTHER CONTACT WITH THE CANDIDATE COMES FROM THE NEWSPAPERS (WHICH THEY WON'T READ OR CAN'T UNDERSTAND), OR FROM RADIO OR TV NEWSCASTS WHICH ARE FREQUENTLY GARBLES, SHOW THE CANDIDATE IN AN UNFAVORABLE LIGHT, OR ARE JUST PLAIN UNINTERESTING.

I have tried in these spots to present a reasonably complete and varied picture of Jack Kennedy as I see him from here. I think it is a good picture, consistent with what can be done in the short time available to produce the films. I have tried to capture the main theme of his campaign, which is "Wake Up, America," when reduced to its simplest terms.

SEE SAMPLE SCRIPTS (ID #1 and 2) (T-1 thru T-7) (#1-20 thru 3-20) INCLOSED, TO SEE WHAT I HAVE IN MIND. NOTE THAT I SHOW THE SENATOR IN CAMPAIGN ACTIVITY...SHOW HIM SPEAKING INTIMATELY WITH PEOPLE...AND SHOW HIM ON THE PLATFORM)

- C) I further recommend that we attempt to produce THREE 15-MINUTE SHOWS on VIDEOTAPE, probably here in Milwaukee. In a pinch, they could be produced in Washington, but without local people.

Here, briefly, is what I have in mind for each of these shows:

SHOW #1

Cast: Four college people and the Senator

SETTING: Very informal interior. Two of the college people probably sit on the floor in characteristic fashion as they chat with the Senator.

SUBJECT MATTER: I would take the material covered in your mimeographed sheets numbered I-(b) "THE 1960 ELECTION -- AND 1958," and bring this out by supplying a list of questions to the young people on the show. I would give each of them three or four MUST ASK questions directed toward the best points in I-(b), and then let them think up a further list of their own questions which they may ask if there is time.

SHOW #2

Cast: Three couples, including Mayor Ivan Nestingen and wife. We would work this show in the same manner as SHOW #1, except we would arrange the basic questions so as to bring out the best material in the Senator's news release of November 14, 1959, entitled: "The Years the Locusts Have Eaten." This format would give the Senator an opportunity to range over a wide variety of interesting subjects.

SHOW #3

Cast: Four "housewives, young to middle-aged. Here again we adopt the same informal format -- perhaps an intimate coffee-break sort of thing. We supply the women with a list of questions based upon the "human interest" kind of thing...what kind of world will Johnny grow up in....social security...automation and my husband's job...inflation, etc.

I recommend that we schedule these three shows at good times during the evening on each TV market--- one per week. IF THE MONEY IS AVAILABLE, THESE PROGRAMS SHOULD BE ADVERTISED ON THE RADIO-TV PAGES OF LOCAL NEWSPAPERS WITHIN THE TV STATION'S AREA OF INFLUENCE.

COSTS OF TV PROPOSALS OUTLINED IN "B" AND "C" ABOVE

(Cost estimates, con't. page 5)

Memo -- Steve Smith (5)

COST OF :20 and :60 SPOT SEGMENT OF CAMPAIGN

21 SPOTS Per station

17 Stations

357 TOTAL SPOTS

\$95 PER SPOT (APPROXIMATE)

\$33,915 APPROXIMATE TOTAL COST*

*Again, if this budget cannot be met
I would recommend trimming procedures
as suggested in section "A" (ID SPOTS),
page 2, this memo.

COST OF 15-MINUTE SHOWS

3 SHOWS PER TV MARKET

10 Markets

30 15-MINUTE SHOWS

\$230 AVERAGE COST PER SHOW

\$6,900 APPROXIMATE TOTAL COST

THE ABOVE PROPOSALS REPRESENT WHAT WOULD BE CONSIDERED
IN WISCONSIN AS A MINIMUM TV BUDGET FOR A MAJOR STATE-
WIDE CAMPAIGN ON TELEVISION

RECAP OF TIME COSTS:	ID SPOTS.....	\$17,850
	:20 & 1:00 SPOTS..	33,915
	15-MINUTE SHOWS...	<u>6,900</u>
	TOTAL	\$58,665

APPROXIMATE COST OF MILWAUKEE, MADISON, GREEN BAY HOOK-UP FOR 1/2-HOUR LIVE SHOW THAT BOB KENNEDY ASKED ABOUT.....	1,300
	<u>\$59,665</u>

THE RADIO CAMPAIGN

- D) If we want to make a special effort to get the attention of the farmer, especially in key Western County areas, I suggest we go to the one-minute radio spot.

The State KENNEDY FOR PRESIDENT CLUB is now gathering names and addresses of people in rural and small town areas who will be willing to have their names used over the air in connection with this campaign

The plan, simply, is to have Senator Kennedy answer wuestions about farm problems -- using the names and addresses of local folk in order to establish an intimacy of feeling.

SEE SAMPLE RADIO SPOTS R-1, R-2 and R-3, attached.

WE CAN DO THESE SPOTS ALL IN ONE OR TWO SITINGS AT SOME RADIO STATION -- EITHER IN MILWAUKEE OR IN WASHINGTON.

COST OF THIS SEGMENT OF CAMPAIGN

27 STATIONS ARE RECOMMENDED, AS LISTED BELOW

14 DAYS IS SUGGESTED DURATION OF CAMPAIGN

3 SPOTS PER DAY IS SUGGESTED SCHEDULE (2 spots between 6AM and 9AM and 1 spot at noon hour)

1134 IS TOTAL NUMBER OF SPOTS UNDER THIS PLAN

\$6 IS APPROXIMATE COST PER SPOT

~~\$6,804~~ IS APPROXIMATE TOTAL TIME COST

STATIONS RECOMMENDED

DULUTH
SUPERIOR
HAYWARD
PARK FALLS
ASHLAND
RICE LAKE

LADYSMITH
STILLWATER
MENOMONIE
RED WING
EAU CLAIRE
MEDFORD

WINONA
SPARTA
LA CROSSE
VIROQUA
NEILLSVILLE
REEDSBURG

RICHLAND CENTER
PRAIRIE DU CHIEN
PLATTEVILLE
MONROE
JANESVILLE
BELOIT

PLUS 3 POWERFUL FARM STATIONS IN MADISON

TOTAL CAMPAIGN COSTS FOR TIME, WITH RADIO ADDED

TELEVISION.....\$59,665
RADIO..... 6,804
TOTALS.....\$66,469

WITH THE FIGURES PROVIDED IN THIS MEMO, THE BUDGET CAN BE CUT AND TRIMMED CONVENIENTLY TO BRING IT WITHIN ANY DESIRED TOTAL

- a) by cutting down duration of campaign
- b) by cutting out certain segments of campaign
- c) by reducing number of stations involved in each program

E) PRODUCTION COSTS

IF PRODUCED HERE IN MILWAUKEE, EACH TV SPOT WILL COST ABOUT \$500, INCLUDING COST OF PRINTS TO BE SENT TO ALL STATIONS (DOUBLE SYSTEM SOUND ON INTERVIEWS)

IF PRODUCED HERE IN MILWAUKEE, THE RADIO SPOTS WILL COST ABOUT \$600, INCLUDING STUDIO TIME AND DUBBING TO PROVIDE EACH STATION WITH COMPLETE SET OF SPOTS

IF PRODUCED IN MILWAUKEE, THE 15-MINUTE PROGRAMS WOULD COST ABOUT \$1000 EACH, INCLUDING COPIES TO SUPPLY STATIONS.

66,469
5,500 SPOTS (11)
3,000 15 MIN SPOTS
74,969
600 RADIO PRO
75,569