

M93
Box 7
Thompson
File

MEMO

TO: Speaker Tom Loftus
FROM: Assembly Democratic Caucus Staff
DATE: November 18, 1987
RE: "The Twelve Days of Tommy"

Several years ago, the Republicans ran property tax relief ads against Governor Earl and Democrats.

Turn about is fair play. Therefore, we have developed a four-point package to run during December against Thompson and the Republicans. Of course, with property tax bills coming out in December, the timing is just right.

Part One

We have written a song called "The Twelve Days of Tommy." We have been talking to various staff and Legislators who can carry a tune. We would tape the song and release it. The best of all worlds, is that the song would play just like the the song "Like a Regent." Suellen would release the song on December 4 statewide to radio and in print form to the press, along with a press release.

Part Two

The song would be incorporated into a paid radio ad which would run the week of December 7 in major markets and some targeted Republican Legislative Districts.

Part Three

A print ad would be offered in targeted Legislative Districts to the County Parties in those areas. We would promise to run the radio ad in those areas if the County Party will pick-up the tab for the print ads that tie the Republican Legislator to the Governor. We would target the following:

- Rep. Turba
- Rep. VanGorden
- Rep. Schmidt
- Rep. Tregoning
- Rep. Ladwig
- Rep. Goetsch
- Rep. Gard (if he votes against the override)

(We are avoiding the Green Bay area because of the Special Election there.)

The print ad would run in weeklies the same week the radio ads are on the air. There is also a press release that the County Parties can distribute in the District.

Part Four

The County Chairs in the major media markets will hold a press conference on December 14 discussing the record behind the song and radio ads. We will provide a press release and talking points.

TO: Julia Sherman, Caucus Director

FROM: Kathy Schalow, Analyst

RE: Radio budget for Christmas ad plan

DATE: November 17, 1987

This memo gives you two budgets to recommend to the speaker. The first scenario assumes a \$2,000 ADCC kick in with an equal match from the SDCC. The second scenario assumes that our only source of money will be the \$2000 from ADCC.

Both budget scenarios have a few things in common. Both assume a run of 4 ads per day for five days; Monday, Tuesday, Thursday, Friday and Saturday, for a total of 20 ads on each selected station. The ads would run December 14 to December 19. The dollar totals in the right column reflect a 60 second ad cost times 20 ads.

A second common assumption is production costs. We are hoping to have in house talent which will cost us little or nothing. Studio time at Abella's runs \$45 per hour and I have assumed a maximum of three hours required. Dubs run \$6 a copy and I assumed a maximum of 13 dubs required. The total production cost in this case is then \$213. I realize that I may have over-guessed these costs, but this was intentional to give us a small cushion should anything go wrong.

Finally, the stations are divided into major and smaller markets. Those in the major markets are assumed to be both more expensive and to have a larger reach. However, two of the major market stations were chosen to target specific incumbents. The incumbents are listed after the station in the same manner as they are after stations listed under smaller markets.

Whatever is decided, air time will have to be reserved very soon. With Christmas approaching, schedules are filling up very fast. It would not hurt to reserve time on these and any other possible stations by the end of this week. Most stations have a policy of paying before air time, so we could go up to air time before cutting a check. That would make sure we have the time, yet still give us the option of withdrawing from certain stations later.

\$4,000 Budget

Major market stations:

WAXXfm	Eau Claire	\$740	
WKTYam	La Crosse	540	
WRJNam	Racine	440	(Ladwig)
WHBLam	Sheboygan	600	(Turba, Ott)

Smaller market:

WDMPam	Dodgeville	\$161	(Tregoning)
WCCNam	Neilsville	126	(Van Gorden)
WIXKam	New Richmond	240	(Paulson)
WBEVam	Beaver Dam	280	(Goetsch)
WQWMam	Kaukauna	456	(Schmidt)

Total ad cost:	\$3,583
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Production costs:	213
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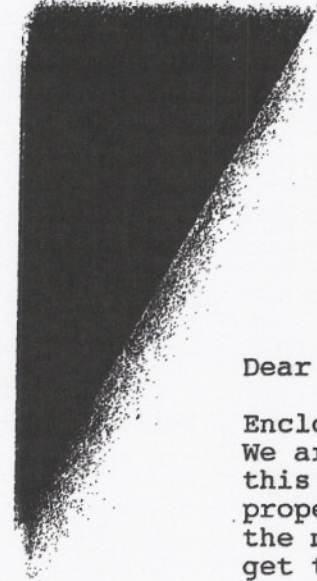
Total:	\$3,796
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Explanation:

Of the major market stations, only Eau Claire and La Crosse do not include a specific targeted Republican incumbent. Both Racine and Sheboygan were added to our buy list because of specific districts in these listening areas. They were put in the major market categories because of their cost and their reach. It will be up to you to decide whether we wish to put that much money in those areas for one Republican incumbent or whether the entire listening area is useful to our own and the Senate's strategy.

As for minor markets, again there is a lot of leeway. New Richmond would be valuable to the Senate. It has a large reach in that area of the state and covers Harsdorf's district. However, the other smaller market stations are not in areas the Senate has targeted.

If I had to keep any in negotiations with the Senate, the best would be Neilsville and Dodgeville. Both are cost efficient and both are in valuable areas to us, especially Neilsville. Kaukauna would be the first to go. We may not wish to spend quite as much as \$400 to



Dear (County Chair):

Enclosed is a packet called the "Twelve Days of Tommy." We are going to introduce a song on the Governor's record this year. Of course, one of his biggest failures is property tax relief. With property tax bills arriving in the mail in December, we see an excellent opportunity to get the word out.

Therefore, we will be releasing the song and running a radio ad in major markets. A script of the radio ad is attached.

We see a window of opportunity here to also tie Rep. Republican to the Thompson failures. We have provided a draft of an ad that could be run in your local weeklies that ties Rep. Republican to Thompson. The cost would be approximately \$_____.

If the County Party will pick-up the tab to run the ad in the local weeklies, we will pay to run the radio ad at your local radio stations.

We will provide the camera-ready ad when you give us dimensions. In addition, we have a press release for you to put out to those same weeklies when you run the ad.

We would like the ad to be in the newspaper published the week of December 7. Therefore, you can see we need to move quickly.

Please let me know as soon as possible if we should go ahead.

Sincerely,

Suellen Albrecht
Democratic Party Chair