

etc. ~~with~~
some depth:

1. Major campaign issues, treatment
2. Problem areas, tone

MEMO TO: Bill Moyers
Larry O'Brien
Kenny O'Donnell
Walter Jenkins
Jack Valenti
Cliff Carter
Dick McGuire
Wayne Phillips

DATE: March 25, 1964

FROM: Lloyd Wright

These members of the Doyle, Dane and Bernbach staff will be here Thursday for an initial orientation session:

Dorothy Parisi, Vice President
Al Potcavage, Media Director
Lester Blumenthal, New York Account Supervisor
George Abraham, Washington Account Supervisor

Wayne Phillips and I will be meeting with them in the Committee Conference Room Thursday morning to discuss specific requirements and timetables. At 11:30 A.M. we are scheduled for a session in the White House with those of you who can attend.

Basic objective of this session will be to get from each of you an analysis of campaign problems, issues, needs, etc. Here are some of the items I hope we can cover in some depth:

1. Major campaign issues, treatment
2. Problem areas, target markets
3. General campaign theme
4. Advertising timetable
5. Method of operation (clearance of materials, etc.)