

Richard Nixon Presidential Library  
Contested Materials Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
54	1	11/13/1970	<input type="checkbox"/>	Campaign	Memo	From Strachen to Haldeman and Klein RE media consultants. 3pgs.

## DOCUMENT WITHDRAWAL RECORD (NIXON PROJECT)

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N 1 [29, 30]	Memo	From Strachan to Magruder Re: California Census Figures 2 copies	11/24/70	C (Nixon)
N 2 [31]	Memo	From Strachan to Haldeman and Klein Re: Media Consultants	11/13/70	C (Nixon)

FILE GROUP TITLE

WHSE GORDON STRACHAN

BOX NUMBER

2

FOLDER TITLE

Chron File -- November 1970

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: Gordon C. Strachan  
Box Number: 2

Folder: Chron. File -- November 1970

<u>Document</u>	<u>Disposition</u>
29	Retain Open
30	Retain Open
31	Return Private/Political

THE WHITE HOUSE

WASHINGTON

November 13, 1970

MEMORANDUM FOR: MR. HALDEMAN  
MR. KLEIN

FROM: GORDON STRACHAN

SUBJECT: MEDIA CONSULTANTS

You requested an analysis of the media consultants who participated in the 1970 campaign.

Attached at Tab A is a chart of the consulting firms, campaigns, and won/loss records. This chart shows only those firms which work exclusively for Republicans.

At Tab B is a chart with the same information for those firms who worked for Democrats or for Republicans and Democrats.

Information as to the fees charged by media consultants is difficult to obtain. Published figures indicate that \$100 to \$500 per day is the range. However, the real cost to the candidate depends on whether the media consultant is compensated by taking a cut of the commissions resulting from the purchase of TV or radio time. Frequently, the standard 15% commission is split so that the media consultant's fees are covered by the commissions. A very substantial cost item, though, is technical production expense. The equipment with competent operators is usually charged on a per hour basis, and frequently accounts for one-third to one-half of the total cost of the radio and TV spots. In Indiana, for example, the technical equipment expense and the creative input by Roger Ailes in Indiana cost Roudebush \$100,000 (Ailes received \$65,000 and offered to do the creative work for the entire Congressional delegation for an additional \$35,000).

The Democrats are generally considered to have had better media work during the 1970 campaign. Charles Guggenheim is the dominant figure. Most of the successful Democratic firms are spin-offs from Guggenheim.

There were some Republican bright spots, however. Mr. Dent feels that the only TV spots which stand out as excellent were those that Treleaven prepared for Cramer in Florida. He also feels that the spots prepared by Guggenheim for Gore were better than Treleaven's for Brock. In Texas, Mr. Dent has heard criticism of the "too slick" character of Bush's spots which also were prepared by Treleaven.

Mr. Chotiner referred me to Wayne Milsap from Danforth's campaign as one of the better media campaigns in his states. The spots for Danforth were prepared by Medion, Inc. of San Francisco. Dick Heffron and Albert Decker are the principals of Medion and very highly regarded by Danforth's campaign staff. Milsap would not disclose the cost. Medion's drawback is that it is a spin-off from Guggenheim. However, Jack Danforth was personally assured by Guggenheim, as an old family friend, that Medion was absolutely professional and confidential.

In Indiana, Norm Wilkens, of McQuade, Wilkens and Bloomhorst is considered very good. He is about 30, did most of the lower level Republican party TV work, and prepared the TV spots for Mayor Lugar's campaign two years ago. He purchases the time for his TV spots and so is compensated by the 15% commission.

In New York, Rick Potter has worked most recently with Al Scott on the 5-minute President Nixon Sunday half-time spots. He also worked with Treleaven on the Brock spots and with Ailes and Treleaven for the President's 1968 spots. He is a Republican in his late 20's from San Diego and is considered competent by Jeb Magruder. Rick is salaried in the low 20,000 dollar range.

The Republican Congressional Campaign Committee found the media work particularly good in three House races. Mike McKeivitt, the winner in Colorado's 1st, used Creative Services of Denver. James Bzdek is the young man in charge and is considered capable and comparatively inexpensive.

John Parks, the winner in California's 5th, used Snazelle Production Industries from Hollywood. Gregg Snazelle runs the company and charged approximately \$150 per day.

Although Jay Wilkinson lost in Oklahoma, his TV spots are considered the best of all the Republican Congressional candidates. The spots were prepared by Campaign Group, Inc. of Chicago. James Brady, 30, actually did the work and charged \$20,000 for ten TV spots. \$10,000 went for the technical production cost and \$10,000 for the creative work including placement.

The Republican National Committee's evaluation of media consultants being prepared by Bill Lowe and Buck Limehouse is not yet completed.