

Richard Nixon Presidential Library
Contested Materials Collection
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8	8		<input checked="" type="checkbox"/>	Campaign	Report	An "Analysis of the Campaign Management in Dent Senate Races." 3 pgs.
8	8	11/11/1970	<input type="checkbox"/>	Campaign	Memo	From Dent to Haldeman RE: political consulting in key states. 2 pgs.
8	8	11/12/1970	<input type="checkbox"/>	Campaign	Memo	From Chotiner to Haldeman RE: the campaign managers of various Republican political figures across the nation. 4 pgs.

ANALYSIS OF THE CAMPAIGN MANAGEMENT
IN DENT SENATE RACES

FLORIDA

Bill Cramer did not use a campaign "consulting" firm. He had several long-time political associates and his House staff. These included I. Lee Potter, who had the title of Campaign Coordinator; Jack Insko, an old friend who has been active in past Cramer campaigns; Jim Bertram, who had the title of Campaign Manager, but who shared responsibility with the others; and Cramer's Administrative Assistant from the House, Dick Haber. It was not felt that the Cramer campaign was particularly well run and the results showed on election day, but the cause of their defeat is broader than poor management. Cramer did not spend a major amount of money on management talent, probably because he felt the above friends and employees were capable of handling the job.

MARYLAND

J. Glenn Beall hired the firm of Civic Services, from St. Louis, Missouri, to handle his campaign. The chief personnel in this group are Roy Pfautch and Brad Hays. Four months of assistance from them cost Beall \$30,000. Beall seems generally satisfied with their performance. Brad Hays had been originally slated to work in the Maryland campaign, but because of some adverse publicity he received in the Washington papers, Pfautch and another man, Ed Grief, worked Maryland. Pfautch performed well, and although the press tried to draw him out and get him to become "public", he remained strictly behind the scenes and the Beall people were pleased with this. Even those who found Pfautch personally difficult to work with agreed that he produced, and that is what was needed. Essentially, in this situation it is Pfautch's strong personality that produced the desired result here, and not any "consulting" effort on the part of the firm. Beall's key staff man from the Congressional office felt that the number of accounts the firm

was handling this year may have tended to keep Pfautch from giving their campaign the undivided attention he might otherwise have been able to give it. This, however, was a minor criticism.

NEW JERSEY

Nelson Gross had several management influences in his campaign, including the firm of Bailey, Deardourff, and Bowen. This group started working with Gross in January and, in the opinion of the other manager in the campaign, George Haag, probably got more than \$200,000 in fees and advertising benefits. Haag was paid \$20,000 for about four months. He ended up as the strong man in the campaign. Deardourff, who represented his firm in New Jersey, was not a full-time manager; although he did submit a "campaign plan," which cost Gross \$12,000 and was never effectively used. Deardourff handled much of the advertising and was "in and out" of the operation. (His firm had campaigns going in Ohio, Pennsylvania, and Delaware.) He was no match for the dominant Gross, and was not able to make his influence felt. It certainly appears that Gross did not get his money's worth from the Deardourff group.

TENNESSEE

Bill Brock hired Harry Treleaven and Ken Rietz, who have some loose association with Jim Allison in the area of campaign management. Brock was tremendously happy with the performance of Rietz and only lukewarm on Treleaven. He felt that Treleaven was perhaps spread too thin. Brock was uncertain just how much money Treleaven made out of the campaign, but guessed it was between \$50,000 and \$60,000. Rietz was paid \$40,000, plus expenses, for a period of something over a year. Brock definitely feels he got his money's worth out of Rietz.

Brock felt the creative work done by Treleaven was very ordinary and that he, as a candidate, didn't get any special

attention or personal handling that he apparently would have appreciated from Treleaven. Briefly, Brock won and he is happy, and he gives much of the credit to Rietz.

NEVADA

Bill Raggio, who had a continuing money problem, did not use the services of any consulting firms. His key man was Alan Abner, who, with his wife's help and Governor Laxalt's monitoring, handled the management end of the campaign. Abner is an owner/manager of a Las Vegas television station. His cost to Raggio was not prohibitive. Abner's earlier campaign experience included Laxalt's gubernatorial race. Abner also worked in the Nixon primary in Oregon in 1968, and in the Presidential general election in Nevada in 1968.

Raggio probably got about what he paid for in this situation---and that wasn't an awful lot.

TEXAS

George Bush used Marvin Collins, of the firm Collins and Naggs, of Texas, to manage his campaign, and Harry Treleaven, who is associated with Jim Allison, to do his media. The Allison-Treleaven-Bush relationship dates back to the first Bush House race, and they certainly enjoyed the full confidence of the candidate. It is very doubtful that this group "took" George in this race, for they were very personally and emotionally involved in winning and paving the way for greater political worlds to conquer.

Collins and Naggs know Texas politics well, and Collins was a natural choice for the management role since Jim Allison was involved with the Republican National Committee. Collins was the manager for the successful Holton race in Virginia last year, and has to be considered very politically sophisticated.

1970 July 2

November 11, 1970

MEMORANDUM FOR

BOB HALDEMAN

FROM:

HARRY DENT

SUBJECT:

Outside Political Consultants

Maryland

The Beall campaign people feel that Roy Pfautch was a plus to the campaign. He came in late and took on a very disorganized and inept campaign. He gave full-time to the effort, so he was more like a campaign manager than just an outside consultant, although he was an outsider and intended to be only an outside consultant.

Tennessee

Ken Rietz was an outside consultant but turned out to be the campaign manager, although his main talent is TV production. Brock is pleased---again, primarily because he was in the state virtually full-time. Rietz is associated with Harry Treleavan.

Texas

Marvin Collins is a protege of Jim Allison. He is a political consultant for hire and is a Texas boy. Bush was pleased. Again, he was a full-time campaign manager.

New Jersey

John Deardorff is a professional consultant who was not a

full-time manager in New Jersey. He is the man who advised Gross to veer away from the President early in the campaign. Gross never recovered from this. The Republicans and the public didn't trust him fully after he switched back. Gross seems to find no great fault here. However, Deardorff was in and out considerably. His value here is judged to be marginal and not worth the price.

SUMMARY:

In the other states, local people were used and not outside professionals. Thus, the message I get is that a political consultant who merely runs in and out and advises from a distance is not worth too much and costs considerably. However, one who is used as a full-time campaign manager is OK.

I am checking further to try to get a reading on the actual costs involved in using these types.

~~STRICTLY
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November 12, 1970

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12958, Section 6-102
By EMP NARS, Date 11-7-80

MEMORANDUM FOR

H. R. HALDEMAN

FROM: MURRAY CHOTINER

RE: CAMPAIGN MANAGERS

CALIFORNIA

Murphy for Senate/Bill Roberts

Roberts knows his business but too many times I would call the Murphy headquarters and was informed that he was at his own office, which means, like so many other professional campaign managers, he had other "fish to fry" which required his attention.

Like too many professional campaign managers who have their own agencies -- he was inclined to concentrate on media which is commissionable -- as a result precinct organization, direct mail and the volunteer side of a campaign is relegated to second place.

ILLINOIS

Smith for Senate/Jim Mack

Nice guy but never seemed to be able to give an answer, which meant he had to check with other people. He may have been the manager in name but not in fact. I also felt I was merely relaying messages to "someone" through him.

STRICTLY

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INDIANA

Roudebush for Senate/Gordon Durnil

Durnil is a fine person but obviously without authority. Everything went through Keith Bulen. Bulen had so many things going at the same time that sometimes it was hard to know which project received his undivided attention.

MICHIGAN

Romney for Senate/Al Boyer

He is very personable, has good ideas, but I always felt he lacked political judgment.

MISSOURI

Danforth for Senate/Wayne Millsap

Millsap is a lawyer and was one of the hardest working managers of all those with whom I came into contact. He is knowledgeable.

NEW MEXICO

Carter for Senate/Dennis Howe

He was a hard worker, was knowledgeable, but I always felt he didn't have enough confidence in himself.

Domenici for Governor/Jim Morris

He seemed to lack the necessary experience to wage a state-wide campaign.

NORTH DAKOTA

Kleppe for Senate/Jim Groot

He was imported from out of state through Jim Allison. He seemed particularly well-qualified and knew what he was doing.

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OHIO

Taft for Senate/John Kelley

This is another case where he didn't seem to have either authority to act or confidence to do so.

UTAH

Burton for Senate/Brad Hays

Exceptionally well-qualified. The only objection to Brad is that he was spread between Utah and Wyoming, with excursions to Virginia and elsewhere. He was part of the Roy Pfautch organization.

Other possible objections to Brad's operation were that the local people resented to the very end the importation of an out of state manager and the fact that he always wasn't available on the scene.

WYOMING

Wold for Senate/Roy Pfautch

Roy is very knowledgeable but, here again, was another case of a professional organization taking on too much work. The result was -- he was not available and Brad Hays had to come over from Utah to assist.

General observations are:

1. My contacts in most instances were with the candidates. Therefore, other than those listed above, I cannot give you impressions of managers in other States.
2. Professional managers, strictly speaking, are not the answer. We need Party people who are campaign oriented with the ability to conduct campaigns.

3. They should not be spread too thin. A statewide campaign is all a good campaign manager should endeavor to handle.

In short, we need more good campaign managers.