

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>
49	26	5/10/1972	<input type="checkbox"/>	White House Staff	Memo	From Peter Millsbaugh to Harry Dent. RE: About Agora's leak. 1pg.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
NI [DOC#1]	Memo	Millspaugh to Dent RE: Agora Group's leak	5/10/72	C (Nixon)

FILE GROUP TITLE
PETER MILLSPAUGH

BOX NUMBER
Box 1

FOLDER TITLE

Agora Group (Nicolaidis and Nagle)

RESTRICTION CODES

- | | |
|--|--|
| A. Release would violate a Federal statute or Agency Policy. | E. Release would disclose trade secrets or confidential commercial or financial information. |
| B. National security classified information. | F. Release would disclose investigatory information compiled for law enforcement purposes. |
| C. Pending or approved claim that release would violate an individual's rights. | G. Withdrawn and return private and personal material. |
| D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person. | H. Withdrawn and returned non-historical material. |

Presidential Materials Review Board

Review on Contested Documents

Collection: Peter E. Millspaugh
Box Number: 1

Folder: Agora Group (Nicolaides and Nagle)

<u>Document</u>	<u>Disposition</u>
1	Return Private/Political

May 10, 1973

To: [Name] [Address]

From: Peter Willingham

Steve Jones says Buckley did not know it but that this group has made their presentation to 1701 and consequently lacked the fact that they were being considered by Advertising Age and a Mr. [Name], et. al., and. Since then, they have done the Ashbrook commercials.

Jones didn't want us to be misled and consequently he has spoken to [Name] about this directly.

As far as to Jones, the Senator would like to find some way for these guys of a stable nature to keep them together. I think they will approach Bill Shakespeare to see if he can get them to work on something. It might be wise for you to get in a word with Shakespeare also, if you want to help.

7/2
17
2/1

May 4, 1972

Mr. Harry Dent
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Harry:

I am writing for the frank purpose of en-
listing your help in preserving a national asset.
I am speaking of a highly talented firm in the
creative communications field which goes by the
title of the Agora Group.

The Agora team consists principally of
Philip Nicolaides and Pat Hagle, two highly imagin-
ative young men who in turn have direct access to
other exceptional talent in the New York City
area, and who together are able to plan and imple-
ment effective programs in every medium -- with
great taste. I know, because this is the group
that handled my own campaign in which their work
included the design of posters and bumper stickers,
the writing and issuance of campaign pamphlets,
the composition of newspaper ads and radio and
television spots.

One of the reasons why they were effective
for me is that they see the issues as I do and can
phrase them in a manner which instantly communi-
cates the idea to the listener, viewer or reader.
As I believe that my New York constituency is
pretty much the President's natural constituency,
I feel the demonstrated talent and ability of the
Agora Group could be most effectively utilized by
the "re-elect" effort.

page 2

I opened this letter by stating that I was writing about saving a national asset because I consider the Agora team as asset, and because, in total frankness, if they are not able to generate additional business at this time they will have to split the team. Their one lapse in judgment, it appears, is that they are so interested in political work and felt that their demonstrated success in my campaign would enable them to concentrate in this field, that they failed to keep up and expand their commercial clientele.

I hope that you will be able to give them a hand -- not as a charity case, but rather because I think that their talent can do a tremendous amount for the President's effectiveness this Fall. The only problem is that unless they attract work now, they will not be around this Fall.

Sincerely,

James L. Buckley

JLB:dc
cc: Peter Millspaugh