

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 | 2 | 11/20/1970 | <input type="checkbox"/> | Campaign | Memo | From Strachan to Haldeman and Klein RE Media Consultants. 4 pgs. |
| 54 | 2 | 11/13/1970 | <input type="checkbox"/> | Campaign | Memo | From Strachan to Haldeman and Klein RE Republican Media Consultants. 7 pgs. |

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|-----------------|---------------|--|----------|-------------|
| N-1 [67] | Memo | Klein to Haldeman re: revised plan with attachment: <u>Game Plan</u> , dated 12/4/70 (2 pp) | 12/4/70 | c (Nixon) |
| N-2 [68] | Memo | Klein to Haldeman re: preliminary plan with attachment: <u>Tentative Game Plan</u> , dated 12/3/70 (3 pp) | 12/3/70 | c (Nixon) |
| N-3 [69] | Memo | Strachan to Haldeman + Klein re: media consultants | 11/20/70 | c (Nixon) |
| N-4 [69] | Memo | Copy of N-3 | 11/20/70 | c (Nixon) |
| N-5 [69] | Memo | Copy of N-3 | 11/20/70 | c (Nixon) |
| N-6 [70] | Memo | Strachan to Haldeman + Klein re: media consultants | 11/13/70 | c (Nixon) |
| N-7 [71] | Report | Tentative Plan: Congressional spending - High Cost Congress [attachment of memo, Strachan + Safire to Haldeman + Klein, 11/11/70] | 7/23/70 | c (Nixon) |

FILE GROUP TITLE

~~WHSY~~

GORDON STRACHAN

BOX NUMBER

8

FOLDER TITLE

Memorandums Sent - 1970 [1 of 3 folders]

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- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.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: 8

Folder: Memorandums Sent - 1970 [1 of 3 folders]

| <u>Document</u> | <u>Disposition</u> |
|-----------------|--------------------------|
| 67 | Retain Open |
| 68 | Retain Open |
| 69 | Return Private/Political |
| 70 | Return Private/Political |
| 71 | Retain Open |

November 20, 1970

MEMORANDUM FOR:

H. R. HALDEMAN
HERB KLEIN

FROM:

GORDON SERACHAN

SUBJECT:

MEDIA CONSULTANTS

You asked me for some additional information on the media consultants mentioned in my memorandum of November 18th: Norman Wilkens, Rick Potter, Jim Besdak, and Jim Brady. Two other consultants, Pat Magel of Agora Group and Ray Wilner of the Robert Goodman Agency should be considered.

Norman Wilkens

McQuade, Wilkens and Bloomhurst, Indianapolis, age 30.

The firm's political work is primarily for the city of Indianapolis on special PR projects. Norman Wilkens did all of the TV work for the Republican's statewide campaign in 1968 and some TV work for Roudebush in 1970. The firm's political clients have been exclusively Republican since Mayor Lugar's election. Keith Bulen supplied much of the impetus and direction for the firm. Bulen has "great respect" for Wilkens' ability and thinks he is "damn good." Bulen noted, however, that Norm Wilkens is the strong business member and is not as creative as some of the other members of the firm. Robert Beckman, Mayor Lugar's press secretary, "think (s) very highly" of Norman Wilkens.

Wilkens purchases the time for his TV spots and so is compensated by the 15% commission. However, the firm's commercial business is expanding rapidly, so figures as to his personal income range are merely estimates.

Bulen will send samples of Wilkens' work.

Rick Potter

Teletape, Inc., New York, age 25.

In addition to working with Treleaven and Riets on the Brock spots, Potter worked with Ailes on the President's 1968 spots. Most recently he worked with Al Scott on the five-minute President Nixon Sunday half-time spots. Al Scott reports that Potter is "good...young-type fellow..." (Scott is)... "enthusiastic about him." Whenever Al Scott does work at Teletape, he specifically requests that Rick Potter work with him. Potter is similar to Scott in that he does primarily production as distinguished from creative TV work. However, Potter worked in San Diego for KFMB-TV, where he was Producer and Director of Newscasts. In San Diego, he also did creative and production TV work for the Mayor and City Council officials there.

Potter is a Republican and salaried in the low \$20,000 range.

I have a videotape sample of Rick's work from the 1970 campaign and have requested additional samples.

Jim Bezdek

Creative Services, Inc., Denver, Colorado, age 31.

Mike McKevitt, newly elected Republican Congressman from Colorado's 1st, considers Bezdek "very capable." Bezdek did all of the production work for McKevitt's campaign. He charged a set fee, which slightly exceeded the 15% commission cost of all the media placement. Bezdek did all of the media work -- not just radio and TV, but newspaper, buttons, bumper stickers, etc. When asked if Bezdek's PR firm would continue to do political work, McKevitt said, "he will do my re-election campaign."

McKevitt did not disclose Bezdek's salary range.

Bezdek has mailed samples of his work to me.

Jim Brady

Campaign Group, Inc., Chicago, age 30.

Brady did ten Jay Wilkinson TV spots for \$20,000 in the 1970 campaign. Brady also did Senator Smith's TV spots during the 1970 campaign and it is the view of Jerry Marsh, Henry Cashen's brother-in-law, in Governor Ogilvie's office, that it was "good within the purview of the objective." Governor Ogilvie's staff feels that Brady "executed his assignment (hard line, Smith ads) very well."

Brady has mailed samples of his work to me.

Agora Group

Cliff White formed the Agora Group in New York to do the media work for Buckley. Of the Group, White feels Pat Nagel, 30, is "the best." White says that he retained complete control over the creative input but that Nagel's production and creative suggestions were excellent.

White did not indicate what he paid the Agora Group for their services.

I will ask White this afternoon for samples of Nagel's work.

Ray Wilner

Taft's campaign manager, John Kelley, used the Robert Goodman Agency. Kelley was "very impressed" with Ray Wilner, 38, from the Goodman Agency.

Goodman received 12 $\frac{1}{2}$ % of the 15% commission for all media placement as full compensation. Kelley did not know what share Wilner received. *of the agency commission.*

Goodman is based in Baltimore, Maryland, so we have ready access to samples of their work.

Should the group to review the work of each of the consultants include:

Chotiner_____

Dent_____

Safire_____

Buchanan_____

Chapin_____

Finch_____

Al Snyder_____

Wednesday, November 25th, could be a good day to review the material because I have some of it now and have received assurances of the other samples earlier this week.

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.

Republican Media Consultants

| <u>Consultant - age</u> | <u>Campaigns</u> | | | <u>Result</u> |
|---|------------------|-------|----------|---------------------|
| <u>REA Productions, Inc.</u> ¹ (New York) | Sargent | Gov. | Mass. | Won |
| Roger E. Ailes - 29 | Lukens | Gov. | Ohio | Lost (Primary) |
| Robert Ailes - 31 | Meskill | Gov. | Conn. | Won |
| Peter Finley - 28 | Olson | Gov. | Wisc. | Lost |
| | Roudebush | Sen. | Indiana | <hr/> 2W 2L 1Und. |
| <u>Robert Goodman Agency</u> (Baltimore, Maryland) | Taft | Sen. | Ohio | Won |
| Robert Goodman - 41 | Eckerd | Gov. | Fla. | Lost (Primary) |
| Ronald Wilner - 38 | Eggers | Gov. | Texas | Lost |
| Ralph Elms - 50 | Jenkins | Gov. | Tenn. | Lost (Primary) |
| | Prouty | Sen. | Vt. | <hr/> Won 2W 3L |
| <u>Campaign Systems</u> ² (Washington, D. C.) | Cloud | Gov. | Ohio | Lost |
| John Deardourff - 36 | Gross | Sen. | N. J. | Lost |
| Douglas Bailey - 36 | Milliken | Gov. | Mich. | Won |
| John E. Bowen - 38 | Broderick | Gov. | Pa. | Lost |
| | DuPont | House | Del. | Won |
| | Danforth | Sen. | Missouri | <hr/> Lost 2W 4L |
| <u>Earle Palmer Brown & Assoc.</u> ³ Earle Palmer Brown - about 45 | Hogan | House | Md. | Won |
| | Gude | House | Md. | Won |
| | Beall | Sen. | Md. | <hr/> Won 3W |
| <u>Spencer-Roberts & Associates</u> (California) | Reagan | Gov. | Calif. | Won |
| Stuart Spencer - 43 | Bentley | Gov. | Ga. | Lost (Primary) |
| William Roberts - 45 | Harman | Gov. | Kansas | Lost (Primary) |
| Dick Woodward - 30 | Porteus | Gov. | Hawaii | Lost (Primary) |
| Dave Liggett - 28 | Murphy | Sen. | Calif. | <hr/> Lost 1W 4L |
| <u>Robert-Lynn Associates, Ltd.</u> (Washington, D. C.) | Weicker | Sen. | Conn. | <hr/> Won 1W |
| Robert F. Bonitati - 31 | | | | |
| I Lynn Mueller - 30 | | | | |
| Gordon Knox - 29 | | | | |
| Cary W. Sully - 26 | | | | |

| Consultant - age | Campaigns | | | Result |
|---|-------------|------|----------|----------------|
| <u>Treleaven Associates</u> (New York) | Brock | Sen. | Tenn | Won |
| Harry Treleaven - 42 | Bush | Sen. | Texas | Lost |
| Ken Rietz - 29 | Cramer | Sen. | Fla. | Lost |
| | Rentschler | Sen. | Illinois | Lost (Primary) |
| | Kleppe | Sen. | N. D. | Lost |
| | Romney | Sen. | Mich. | Lost |
| | Domenici | Gov. | N. M. | Lost |
| | | | | <u>1W 6L</u> |
| <u>Stephen Shaddegg Associates</u> (Phoenix, Arizona) | Williams | Gov. | Arizona | Won |
| Stephen Shaddegg - | Fannin | Sen. | Arizona | Won |
| | Carter | Sen. | N. M. | Lost |
| | | | | <u>2W 1L</u> |
| Jack Tinker & Partners (New York) | Rockefeller | Gov. | New York | Won |
| | | | | <u>1W</u> |
| <u>Civic Services, Inc.</u> ³ (St. Louis, Missouri) | Wold | Sen. | Wyoming | Lost |
| Brad Hayes - | Burton | Sen. | Utah | Lost |
| Ed Grefe - | Beall | Sen. | Md. | Won |
| Roy Pfautch - | | | | <u>1W 2L</u> |
| <u>Walsh Advertising</u> (Wilmington, Delaware) | Roth | Sen. | Delaware | Won |
| Jones & Thomas Inc. (Chicago, Illinois) | Smith | Sen. | Illinois | Lost |
| F. Thomas Bertsche | Goodell | Sen. | N. Y. | Lost |
| | | | | <u>2L</u> |

- Released by Jim Allison, Deputy Chairman of the Republican National Committee in February, 1970 following statement made by Roger Ailes that REA would offer its services to Democrat as well as Republican candidates.
- Name has been changed to Bailey, Deardourf and Bowen, Inc.
- Earl Palmer Brown responsible for media in Beall campaign.
Civic Services, Inc. responsible for management, polling and advertising.

Democrat Media Consultants

| <u>Consultant - age</u> | <u>Campaigns</u> | | | <u>Result</u> |
|--|---|--------------------------------------|---|---|
| <u>Communications Co.</u> (Washington, D. C.) Robert Squier - 35 Mike Pengra - 31 | *Burns *Mandel *Carr Grossman *Muskie | Gov. Gov. Gov. Sen. Sen. | Hawaii Md. Alaska Arizona Maine | Win Win Win Loss Win <hr/> 4W 1L |
| <u>Saturn Pictures Corp.</u> (New York, New York) William Wilson - 40 Tom Sternberg - 32 Alec MacKenzie - 37 | Goldberg | Gov. | N. Y. | <u>Loss</u> 1L |
| <u>Astrafilms, Inc.</u> (Washington, D. C.) Leonard Grossman - 50 | McGee Burkick Cannon | Sen. Sen. Sen. | Wyoming N. D. Nevada | Win Win Win <hr/> 3W |
| <u>Garth Associates</u> (New York, New York) David Garth - 40 Jeff Greenfield | *Gilligan Ottinger Stevensen Tunney | Gov. Sen. Sen. Sen. | Ohio N. Y. Ill. Calif. | Win Loss Win Win <hr/> 3W 1L |
| <u>Lester M. Goldsmith Productions</u> (Los Angeles, California) Lester M. Goldsmith - 36 | Unruh | Gov. | Calif. | <u>Loss</u> 1L |
| <u>SA Films, Inc.</u> (Hillsdale, New Jersey) Sidney Aronson - 35 | *Muskie | Sen. | Maine | <u>Win</u> 1W |
| <u>Hal Pulchin Productions</u> (New York, New York) Tony Schwartz | *Mandel | Gov. | Md. | <u>Win</u> 1W |

| Consultant - age | Campaigns | | | Result |
|--|------------|------|----------|-----------------|
| Guggenheim Productions, Inc. (Washington, D. C.) Charles Guggenheim | Hart | Sen. | Mich. | Win |
| | Moss | Sen. | Utah | Win |
| | *Gilligan | Gov. | Ohio | Win |
| | Kennedy | Sen. | Mass. | Win |
| | Metzenbaum | Sen. | Ohio | Loss |
| | Gore | Sen. | Tenn. | Loss |
| | | | | <hr/> 4W 2L |
| <u>Joseph Napolitan Associates, Inc.</u> (Washington, D. C.) Joseph Mapolitan - 41 Michael Rowan - 28 | *Mandel | Gov. | Md. | Win |
| | *Carr | Gov. | Alaska | Win |
| | *Burns | Gov. | Hawaii | Win |
| | | | | <hr/> 3W |
| <u>Rives-Dykes Agency</u> (Houston, Texas) | Bentsen | Sen. | Texas | <hr/> Win 1W |
| <u>Take One, Inc.</u> (Miami, Florida) | Chiles | Sen. | Florida | <hr/> Win 1W |
| <u>Shelby Storch & Co., Inc.</u> (St. Louis, Missouri) | Symington | Sen. | Missouri | <hr/> Win 1W |

* More than one firm is listed as being responsible for media work