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**FILE GROUP TITLE**

WHSF

**FOLDER TITLE**

GORDON STRACHAN

**FOLDER TITLE**

Nixon Ratings — '72 Campaign

**RESTRICTION CODES**

A. Release would violate a Federal statute or Agency Policy.
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E. Release would disclose trade secrets or confidential commercial or financial information.
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G. Withdrawn and returned private and personal material.
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NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

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November 20, 1970

MEMORANDUM FOR: H. R. Haldeman
HERB KLEIN

FROM: GORDON SEBACHAN

SUBJECT: MEDIA CONSULTANTS

You asked me for some additional information on the media consultants mentioned in my memorandum of November 12th: Norman Wilkens, Rick Potter, Jim Bendek, 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 Bloomburst, 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 Bondaebush in 1970. The firm's political clients have been exclusively Republican since Mayor Lugar's election. Keith Bolen supplied much of the impetus and direction for the firm. Bolen has "great respect" for Wilkens' ability and thinks he is "damn good." Bolen 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.

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

Mike McKevitt, newly elected Republican Congressman from Colorado's 1st, considers Bendek "very capable." Bendek 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. Bendek did all of the media work — not just radio and TV, but newspaper, buttons, bumper stickers, etc. When asked if Bendek's PR firm would continue to do political work, McKevitt said, "he will do my re-election campaign."

McKevitt did not disclose Bendek's salary range.

Bendek 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 Magel, 80, is "the best." White says that he retained complete control over the creative input but that Magel'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 Magel'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 12½% of the 15% commission for all media placement as full compensation. Kelley did not know what share Wilner received.

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____
Chapia_______
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.