

Richard Nixon Presidential Library  
White House Special Files Collection  
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63	11	11/17/1962	Memo	To: Dorr Walsh From: Charlie Farrington Re: Agency Cash Advance to Joe Agnello. 1 Page.
63	11	08/27/1962	Memo	To: Joe Agnello From: Bob Haldeman Re: Letter from Alger B. Chapman. 1 Page.
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<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
63	11	04/02/1962	Memo	Re: Mr. Velie -- ABC TV consultant. 1 Page.
63	11	08/07/1962	Letter	To: Donald Stuart Hillman From: H. R. Haldeman. Re: Letter on the role of television in the forthcoming campaign. Attached: Hillman's letter in response to Haldeman. 4 Pages.
63	11	n/a	Memo	Note with handwriting on it including the name Paul Keyes. 1 Page.
63	11	07/16/1962	Letter	To: Donald Hillman From: H. R. Haldeman. Re: Hillman working with them on the gubernatorial campaign. 2 Pages.
63	11	04/27/1962	Memo	To: Bob Haldeman From: Charlie Farrington Re: Paul Bartlett. 1 Page.
63	11	03/15/1962	Memo	To: Bob Haldeman From: Kai Jorgensen Re: Proposed TV Producer. 3 Pages.
63	11	02/24/1962	Memo	To: Richard M. Nixon From: Richard R. ST. Johns Re: Paul Keyes and attached leter. 2 Pages.

Jerry Gilberti

9-7-62

Bob Haldeman

This will confirm my discussion this morning with the Finance Committee and Ray Dubrowski concerning the budget item under Press Bureau in the amount of \$10,000 for Film Clips.

It was understood and agreed that Joe Agnello has authority to expend this amount at his discretion, and upon his own approval and direction, items are to be paid and charged against this account.

INTER-OFFICE MEMORANDUM

**N i x o n   f o r   G o v e r n o r**

To: **Dorr Walsh**

Date: **September 17, 1962**

From: **Charlie Farrington**

Subject: **Agency Cash Advance to Joe Agnello**

Distribution:

~~Gerry Gilberti~~  
~~Bob Haldean~~  
~~Hai Jorgensen~~  
file

You are hereby authorized to bill the Nixon for Governor Committee in the amount of one hundred and Fifty dollars (\$150.00) as reimbursement for the cash advance made to Joe Agnello in connection with Telethon station visits.

You are further instructed that, inasmuch as Mr. Agnello's services are to the campaign organization and not to the Agency, Hixson & Jorgensen should not again undertake any financial responsibility as far as he or his activities are concerned.

Joe Agnello

8-27-62

Bob Haldeman

*Handwritten initials: JAG*

Would you please review the attached copy of a letter received from Alger B. Chapman and let me have your comments? Please be sure the letter is returned to me also.

Thanks.

*File  
Unsub P.R.  
TV Producer*

August 24, 1962

Mr. Joseph V. Agnello  
5434 Eagle Avenue  
Van Nuys, California

Dear Joe:

This will confirm our several discussions regarding arrangements for your participation in the Nixon for Governor campaign.

In my conversations with Bob Quinlan at KTLA, I have been assured that you will be given a leave of absence from the station and that they will be most happy to have you return to their employ immediately following the election.

Your term of service with the Nixon campaign will be effective August 20th, and assuming that this relationship continues to be mutually satisfactory, will continue through November 6th and for whatever time might be needed after Election Day to clean up any necessary details before you return to KTLA.

Your compensation as an independent contractor will be at the rate of \$650.00 per week. All ordinary and necessary expenses incurred in the performance of your duties will, upon receipt of an itemized accounting and subject to approval by either Herb Klein or me, be reimbursed by the campaign organization.

Needless to say, we are delighted to have you with us.

Sincerely,

H. R. Haldeman

cc: J. R. White  
Ray Dubrowski

Mr. J. R. White

8-24-62

Mr. Bob Haldeman

Mr. Joseph V. Agnello

cc: Mr. Ray Dubrowski  
Mr. Jerry Gilberti

This will confirm the addition of Mr. Joseph V. Agnello to the campaign staff on the basis outlined in my letter of confirmation addressed to him, copy attached hereto.

Mr. Agnello's title is Special Assistant to Mr. Nixon, and he will be working on a consulting basis for all campaign television planning. He will be travelling with the candidate most of the time, and his travelling expenses are included in the budget for Candidate - Travel.

Mr. Agnello should be added to the statewide budget under Candidate, and necessary funds to cover his compensation for 11 weeks @ \$650.00 per week, or approximately \$7,150.00, should be transferred from the amount budgeted under statewide Public Relations for Newsletters. This will leave a balance of \$4,850.00 in this Newsletters' account.

NATIONAL EDUCATIONAL TELEVISION AND RADIO CENTER  
10 COLUMBUS CIRCLE • NEW YORK 19, NEW YORK  
TELEPHONE JUDSON 6-0055

*file  
P.R.  
TV Producer*

August 14th, 1962

Dear Bob:

I am deeply appreciative of the interest which you expressed in me in connection with the campaign. Certainly, California is an incredibly difficult state to cover the bases in because of its size and I sincerely believe that television will be the major factor in determining the November outcome. As such, it would be more realistic to have a local man on the scene who could expedite as well in Bakersfield as in Los Angeles.

My guess is that Mr. Nixon would trounce Brown in any debate series. In Washington, they report Brown as going around muttering, "I don't know anything about foreign affairs--all that's important is water--and that I know."

I sincerely hope that you'll be able to move into a carefully structured auxiliary program, as well. Getting on the scene in time to take aim with a rifle rather than a shotgun, may be a most vital factor.

I shall certainly be rooting for you and wish Mr. Nixon all the best.

Cordially,

*Don*  
Donald S. Hillman

*Hold  
until  
TV we get  
man per HAN  
9/31*

*available as  
TV consultant  
...  
part time.  
lighting especially*

4-2-62

Re:  
Mr. Velie -- ABC

...he said he was calling about possibility of helping out --  
on "consulting basis" -- is an ardent Nixon supporter --  
has a great deal of free time.

-- mentioned the TV debates -- particularly the first one --  
where he thought RN "got a raw deal" and "if I had been there --  
it never would have happened."

-- he is leaving town Thursday (did not say for how long) -- and  
thought perhaps he could either talk with you on phone -- or  
come by to see you.

-- I could not determine - from my question and his answer re:  
his availability - whether he wants money for his advice -- or  
is volunteering.

-- can be reached - NO 3-3311 - X 447 (but first time I talked to  
him this morning, said it would be better if we did not call him...  
so I assured him we would not identify our office -- just ask for him)

Refer to \_\_\_\_\_

Comment:

*He*  
*TV Prod.*

August 7, 1962

Dear Don:

Thanks very much for your letter of July 30th and your very interesting thoughts on the role of television in the forthcoming campaign.

While I am certain you would have a great deal to offer us and could be of tremendous assistance, I trust you will understand why, after giving further consideration to local availabilities, we have concluded it would be wiser to draw on this source, rather than import the required talent. In view of this, we have again surveyed the local arena and believe we now have the right person lined up. We are, nonetheless, very grateful for the interest you have expressed in the campaign and your offer to be of assistance to us.

Many thanks, and very best regards.

Sincerely,

H. R. Haldeman

Mr. Donald Stuart Hillman  
223 Fox Meadow Road  
Scarsdale, New York

cc: Mr. Steve Hess

DONALD STUART HILLMAN

July 30, 1962

Mr. H. R. Haldeman  
Campaign Manager  
Nixon for Governor  
3908 Wilshire Boulevard  
Los Angeles 5, California

Dear Bob:

Please forgive the delay in answering your correspondence. I've been both on vacation and involved in a complicated Washington production. Yes, I was interested in what Steve had to say concerning the possibility of my involvement in the broadcast area of Mr. Nixon's gubernatorial campaign.

You've asked my ideas on approach to the television side of the campaign which would help gain maximum impact. I would concentrate primarily on believability. Two aspects of this are what is said and how it is stated. But it is also clear, as shown in a recent Roper, that the framework in which you say something plays an important role. Where and under what conditions you say it, makes a difference. Good intentions and wishful thinking are no substitute for hard reality and the skill to put it to use.

In my present role as Executive Producer and Public Affairs Director for some 64 stations of the National Educational Television network, I've first considered the role of our citizenry. This has not been easily accepted either in fact or among the philosophers of democracy. Granted all the difficulties of having the popular will enter into situations where far-off conditions and little-known facts must form the basis of decision, still it seems incontrovertible that the citizens of a democracy have a genuinely creative role to play in this area.

DONALD STUART HILLMAN

- 2

Public opinion cannot operate in a disorganized and rudimentary way. To say that there must be debate does not mean that everything must be debated all the time. For debate, or telethons, to be fruitful, policy questions, and the local issues of concern to the voter, must be posed in ways and places that permit relevant public judgement. If this particular role of leadership is not adequately fulfilled, public discussion is left with little other function than attack or criticism.

Reston has stated that the intelligent individual American feels overwhelmed by contemporary events. I suggest that television programming and production could be organized as models of responsible and skillful communication and be of immeasurable assistance to Mr. Nixon in gaining voter empathy. To outline a technical plan, such as remote pick-ups, utilization of videotape and film, telethons, etc., would be premature at this time as I would first have to know your budget, campaign schedule, and type of available staff assistance.

As for myself... Since 1948, I've concentrated on blending thorough commercial and educational network programming-production with the creative and administrative responsibilities of television advertising. I have produced and directed color, closed circuit sales meetings and commercials of every type for live, videotape and film broadcast. As an NBC TV Producer-Director, I directed dramatic, comedy, musical, documentary, sports, news and special event shows from studio and on location, receiving a Sylvania award for "outstanding creative technique."

As an Agency Producer I have a thorough and practical knowledge of East and West Coast facilities and suppliers. In this same capacity I've supervised a Broadcast Commercial group of copy, art, radio, live-film production, time buying and research and coordinated these activities throughout the presentation stages within the Agency and to Client. Upon acceptance I supervised selectivity of suppliers and project production, maintaining the Client's overall marketing plan, brand image and total concept.

DONALD STUART HILLMAN

-3

Besides Steve, others with whom I've worked and who could supply additional information, if you desire it, include Mac Moos at the Rockefeller Brothers; Alan Courtney, CBS Programming Executive, Joseph McDaniel, Secretary, Ford Foundation; Edmund Rogers, N. W. Ayer, Hollywood and Bruce Enderwood, International Sales Executive with Max Factor, Hollywood.

My personal background ... I'm married, have two boys, and live in Scarsdale, New York. Age 37. Army Veteran, World War II, non-reserve status. Educated at the Horace Mann School, Riverdale, N.Y., and have an AB degree from Washington and Lee University. Graduate work at Princeton and Columbia. Interests include Photography, Art, Civil War, and community affairs, primarily on behalf of the Republican Party. In this area I'm a District Leader, President of the Young Republican Club and Communications Adviser to the Republican Town Committee. In these capacities I've devoted much time and effort for Mr. Nixon, Governor Rockefeller, State Senator George Cornell, Town Supervisor Rudolph Berle and County Executive Edwin Michaelian.

I would ask that you consider as compensation for my involvement in the California gubernatorial campaign \$1,000. per week with a guaranteed ten week minimum. Travel and all other expenses involved in connection with the project would be additional.

I deeply appreciate the interest and consideration which both you and Steve have shown me in this matter. The idea is certainly a challenging one.

Sincerely,



Donald S. Hillman

223 Fox Meadow Road  
Scarsdale  
New York

Paul Russel

ST 8-3056

12:30 Tues = up

" 7 - 10 "

---

Paul Reyes

---

Press Group 9:30  
am,

July 16, 1962

Dear Mr. Hillman:

I was very happy to learn from our mutual friend, Steve Hess, that you might be interested in working with us in the gubernatorial campaign here in California.

As I presume Steve indicated to you, we are looking for a top television man, and your experience would certainly seem to qualify you as such.

I would appreciate very much your letting me know as quickly as possible what your present situation is and on what basis you might be available. I would also appreciate a run-down on your business and personal background, and any thoughts you might want to express at this time as to the way in which you feel you might be able to handle the television side of the campaign.

I'll look forward to hearing from you.

Sincerely,

H. R. Haldeman

Mr. Donald Hillman  
223 Fox Meadow Road  
Scarsdale, New York

P.S. to Steve Hess....

thanks for the tip; I hope we  
can work something out.

cc: Steve Hess  
File: P.R. - Television Producer  
x date

STEPHEN HESS ASSOCIATES

WRITING  
RESEARCH  
PUBLIC RELATIONS

Suite 912  
~~3000~~

1725 K Street, N.W.  
~~1725 K STREET, N.W.~~

WASHINGTON 6, D. C.

FE 8 8850

~~EXECUTIVE 3-4283~~

July 9, 1962

*Steve - home phone  
address: 3705 Porter St  
N.Y.  
FE 8-3218  
766-3430*

Mr. Robert Haldeman  
Nixon for Governor Headquarters  
3908 Wilshire Blvd.  
Los Angeles 5, California

Dear Bob:

On Saturday RN said that he would like to get a first-rate TV man for the fall and would be willing to go out of the State for him.

I have a man for you. He is Donald Hillman, who is in charge of all public affairs programs for the National Educational Television Network. Hillman was a network producer at NBC for seven years. He set up the old Camel Caravan news show, was a pool producer at the 1952 convention, and produced the first telethon. He also is a Sylvania-award winner.

I wrote seven shows for Don a few years ago. He's a real perfectionist. Completely versed in television production and news presentation.

Moreover, he is a Nixon enthusiast, an active Republican, and President of the Young Republicans Club of Scarsdale.

I spoke to him today and he would be most interested in hearing from you. His home number is Scarsdale 3-9055. Address: 223 Fox Meadow Road, Scarsdale, New York. Office number: JU 6-0055 in New York City.

As ever

*Steve*  
Stephen Hess

CC . RN

## Nixon for Governor

TV

To: BOB HALDEMAN  
From: CHARLIE FARRINGTON  
Subject: PAUL BARTLETT  
Distribution: file

Date: April 27, 1962

As per instructions in your memo of April 23, I telephoned the Hollywood Producer Paul Bartlett, and had a long and extremely interesting conversation with him. We are getting together next Tuesday for lunch and, if possible I might suggest that it would be well worth your while to hear exactly what he has to say.

He is concerned about the problem which plagues us all -- namely, intensifying the public impression of the "humanness" on the part of the Candidate -- and he apparently gave RN a pretty full dose of his views on this subject when he visited with him.

Bartlett makes more constructive sense than most people I have talked with along this line (no doubt because he agrees with my position so completely), and I think it is great to have the benefit of this kind of thinking. I might add, however, that it does little good to obtain these kind of suggestions, either from those of us on the staff or from outside consultants if, in the final analysis, the more realistic and beneficial ones are not accorded implementation by the Candidate.



AppV. 2:30 PM  
Wed. - Mar. 21<sup>st</sup>

March 15, 1962

TO: BOB HALDEMAN ✓  
cc: Charlie Farrington  
FROM: KAI JORGENSEN

SUBJECT: PROPOSED TV PRODUCER

This is to advise you that Dick Moore has talked to Mr. Al Flannigan in an exploratory way and reports enthusiastically that Mr. Flannigan is a dedicated Nixon supporter and has indicated a genuine interest in considering the assignment we have discussed. Mr. Moore did not discuss money with Mr. Flannigan, feeling that this could be done on a more businesslike basis by either the agency or the Nixon Headquarters on a non-personal basis.

It is his feeling, however, that he did not doubt but that we could reach satisfactory terms and Dick Moore and the agency again restate our feeling that Mr. Flannigan is the best possible candidate that we could get.

I might also advise you that the agency checked into the matter of Frank LaTourette. He is not available because he is now the assistant to Haggerty on the ABC network news staff and is very happy with his present arrangement. This assignment is an indication of his stature but it is our opinion that in the event we did not resolve the matter with Mr. Flannigan that perhaps Mr. Nixon's relationship to Mr. Haggerty might make it possible to spring LaTourette.

|| We would appreciate your counsel as to whether you wish us to contact Mr. Flannigan. If so, prior to that date we should have a discussion of terms and conditions ... at least some broad basis for negotiations.

  
Kai Jorgensen

KJ:db

OL 4-1870

March 12, 1962

*DL*  
*held for*  
*Planning*  
*Apppt.*

Responsibilities of Nixon Broadcast Liaison Representative

Ideally, this person should have both production and administrative skills in the radio and television areas. Individual will contact stations, informing them of Nixon's arrival or impending arrival, and offering his services in expediting stations' coverage of event. In the event of a turn-down by the station's news director, person should be skillful enough to establish contact with station management for purposes of including Nixon in station's news coverage and/or in local "personality" programs.

Having arranged for radio and/or television news coverage, liaison man in effect becomes producer of news conferences. He makes sure all necessary props are present (including, for example, outstanding local citizens), that lighting is adequate, that physical elements are satisfactory. Obviously, he cannot "call all the shots", but he must be able to step in when conditions are unsatisfactory with suggestions for rectifying these conditions. To gain the cooperation of personnel from the stations, he must know both the mechanical and human aspects of the broadcast media.

The man must be a creative production man but skilled in persuading, assuaging and cajoling people as well. Included in the last category is the candidate himself.

Regarding salary, we feel that man will be priced somewhere in the \$1250 to \$1500 per month area.

The question arises as to what the man will do when not traveling with the candidate. Logical answers would be (1) planning of major events such as telethons, (2) preparation and writing of spot announcements, (3) contact work with Los Angeles TV news people and (4) contact work with local TV personalities.

DBdp

3/21

**Kai Jorgensen**

**3-19-62**

**Bob Haldeman**

**Proposed TV Producer**

**cc: Charles Farrington, Jr.**

**Was delighted to get your report on Al Flannigan, and think the next best move would be for me to contact him, which I will do.**

**I'll let you know how this comes out.**

**File: P.R. - TV**

**x - chron.**

**x - follow-up** ✓

M E M O R A N D U M

*RH*  
*file*  
*Decision*  
*not to hire*  
*him*

Date: February 24, 1962  
To: RICHARD M. NIXON  
From: RICHARD R. ST. JOHNS  
Subject: Paul Keyes and attached letter

The attached letter is self-explanatory and was sent at my request after a conversation I had with Jay Sanford at MCA in New York who said that it was his understanding that you were very anxious to employ Mr. Keyes after your appearance on the Paar Show. If you have any interest in employing Mr. Keyes, would you please let me know and give me an indication of start date, term of services and what you would be willing to pay him, either in the way of per weekly salary, or per weekly salary plus expenses. I will then try to negotiate a deal with Jay Sanford for his services. If you are not interested in Mr. Keyes, would you also let me know so I can inform MCA of that and they can seek employment for him elsewhere.

R.R.St.J.

RRStJ:jc  
Encl.  
cc: Robert Haldeman  
cc: Robert Finch

  
NCA ARTISTS, LTD. AGENCY  
598 MADISON AVENUE  
NEW YORK 22, NEW YORK  
TELEPHONE PLAZA 9-7900

February 20, 1962

Mr. Richard St. Johns  
O'Malveny & Myers  
433 South Spring Street  
Los Angeles 13, Cal.

Dear Dick:

This is a follow-up to our telephone conversation of last week when you were in New York.

I am referring to PAUL KEYES, who is head writer on the Jack Paar show and who met with Richard Nixon when Mr. Nixon was on the Paar show.

As I understand it, Mr. Nixon is very much interested in Paul as a writer to work with him on the California campaign. Paul is very much interested in this assignment and I know that he could do a great job for Mr. Nixon. I must tell you that Paul Keyes is a dedicated writer and has a special interest in the Republican party and in Mr. Nixon.

I have discussed the matter of a fee with Paul Keyes and I have a very practical suggestion to make to you. Because Keyes and his wife will have to be on the coast if this assignment materializes, and expenses will necessarily be very heavy, my suggestion is that he be given a fee of \$500 per week starting about April 15th through September 15th.

I would very much appreciate it if you would discuss this with Mr. Nixon and let me know your reaction.

With all good wishes.

Best,

Jay Sanford  
JS:ar