

Richard Nixon Presidential Library
Contested Materials Collection
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| 54 | 3 | 11/20/1970 | <input type="checkbox"/> | Campaign | Memo | From Strachan to Haldeman and Klein. RE Media Consultants. 4 pgs. |

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|-----------------|---------------|--|----------|-------------|
| N-1 [92] | memo | Strachan to Holdeman + Klein, re: media consultants [attached to memo, Strachan to staff sec, dated 11/20/70] | 11/20/70 | C (Nixon) |

FILE GROUP TITLE

WHSF GORDON STRACHAN

BOX NUMBER

10

FOLDER TITLE

Nixon Ratings — '72 Campaign

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- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.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: 10

Folder: Nielson Ratings - '72 Campaign

| <u>Document</u> | <u>Disposition</u> |
|-----------------|--------------------------|
| 92 | Return Private/Political |

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 17th: Norman Wilkens, Rick Potter, Jim Bездak, and Jim Brady. Two other consultants, Pat Nagel 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, 80, 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 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_____

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.