

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	5	12/8/1970	<input type="checkbox"/>	Campaign	Memo	From Herbert Klein to H.R. Haldeman. RE: Debating publication of Drury book before or after 1972 election. 1pg.
49	5	12/14/1970	<input type="checkbox"/>	Campaign	Letter	From H.R. Haldeman to Mr. Klein, Mr. Moore and Mr. Safire. RE: John Carroll Article. 1pg.
49	5	11/20/1970	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to H.R. Haldeman and Herb Klein. RE: Media Consultants. 4pgs.
49	5	12/19/1970	<input type="checkbox"/>	Personal	Memo	From Herbert Klein to Mr. Haldeman. RE: Potential Presidential interview with public broadcasting. 3pgs
49	5	11/13/1970	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Mr. Haldeman and Mr. Klein. RE: Media Consultants. 7pgs.
49	5	12/3/1970	<input type="checkbox"/>	Campaign	Memo	From Herbert Klein and Jeb Margruder to Mr. Haldeman. RE: Strategies for 1972 Presidential Campaign. 10pgs.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N1 C [9]	MEMO	KLEIN TO HALDEMAN	12-8-70	C (NIXON)
N12 C [10]	MEMO	HALDEMAN TO KLEIN, MOORE & SAFFIRE	12-14-70	C (NIXON)
N3 [11]	MEMO	WHITEHEAD TO HALDEMAN (2 pages)	12-8-70	C (NIXON)
N4 [12]	MEMO	KLEIN TO HALDEMAN	12-11-70	C (NIXON)
N5 C [13]	MEMO	KLEIN TO HALDEMAN (3 pages)	12-19-70	C (NIXON)
N6 [14]	MEMO	KLEIN TO HALDEMAN	12-28-70	C (NIXON)
N7 [15]	MEMO	KLEIN TO THE PRESIDENT	12-8-70	C (NIXON)
N8 [16]	MEMO	KLEIN TO HALDEMAN (2 pages)	12-7-70	C (NIXON)
N9 [17]	MEMO	KLEIN TO HALDEMAN (2 pages)	12-3-70	C (NIXON)
N10 [18]	MEMO	STRACHAN TO HALDEMAN & KLEIN (4 pages)	11-20-70	C (NIXON)
N11 [19]	MEMO	STRACHAN TO HALDEMAN & KLEIN (7 pages)	11-13-70	C (NIXON)
N12 [20]	MEMO	KLEIN & MAGRUDER TO HALDEMAN 10 pages	12-3-70	C (NIXON)
N13 [21]	MEMO	KLEIN TO HALDEMAN	12-11-70	C (NIXON)
N14				

FILE GROUP TITLE

HERB KLEIN NAME FILES

BOX NUMBER

5/pe 1

FOLDER TITLE

H. R. HALDEMAN - 11 [545]

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: Herbert G. Klein
Box Number: 1

Folder: H. R. Haldeman - II [5 of 5]

<u>Document</u>	<u>Disposition</u>
9	Return Private/Political
10	Return Private/Political
11	Retain Open
12	Retain Open
13	Return Private/Political
14	Retain Open
15	Retain Open
16	Retain Open
17	Retain Open
18	Return Private/Political
19	Return Private/Political
20	Return Private/Political
21	Retain Open

December 8, 1970

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

HERBERT G. KLEIN

Regarding your December 5th memorandum on Presidential interviews for books, I do not think that the type of question which concerns you because of its newsmaking quality would apply to the Drury book.

The Drury book is aimed at discussing the President and his staff, both in terms of how they operate and in general philosophy. It would not get into the President's evaluation of former or future rivals or other controversial news questions of this kind.

The book could be postponed until after 1972, but I think there is major advantage in having it published before the 1972 elections.

I have looked at it all along as something which could be helpful in the election. If you are in agreement with this premise, I would be glad to discuss the issue with Drury again, to be sure we are entirely clear on the book's approach and thus avoid the objection you have.

It is my understanding that Jim Keogh is writing you similarly with particular emphasis on Jeff Hart.

Do you agree we should move ahead with the Drury book and not delay publication until after 1972?

Yes _____ No _____

HGK:jb
HGK CHRON
HGK ALPHA
TB, FYI
JB, CHRON

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

December 14, 1970

MEMORANDUM FOR :

MR. KLEIN ✓
MR. MOORE
MR. SAFIRE

FROM :

H. R. HALDEMAN H.

SUBJECT :

John Carroll Article

The attached article by John Carroll sort of sums up our whole problem - especially in the quote under the picture. "If Nixon has a human side, it's a desperately held secret."

What are we doing now and what will we be doing over the next 12 months to be sure that it can't be said in December of 1971?

Attachment

cc: Dwight Chapin

THE WHITE HOUSE
WASHINGTON

Strachan

November 20, 1970

MEMORANDUM FOR: H. R. HALDEMAN
HERB KLEIN

FROM: GORDON STRACHAN

SUBJECT: MEDIA CONSULTANTS

You asked me for some additional information on the media consultants mentioned in my memorandum of November 13th: Norman Wilkens, Rick Potter, Jim Bezdek, 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 Rietz 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 McKeivitt, newly elected Republican Congressman from Colorado's 1st, considers Bezdek "very capable." Bezdek did all of the production work for McKeivitt'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, McKeivitt said, "he will do my re-election campaign."

McKeivitt 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 12½% 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.

Good

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By RM NARS, Date 5-12-80

December 19, 1970

CONFIDENTIAL

MEMORANDUM FOR: MR. HALDEMAN

FROM: HERBERT G. KLEIN

This morning's Plans Committee meeting discussed the proposed Nancy Dickerson special interview with the President. There is a difference of opinion as to whether we should move ahead with the interview and a decision needs to be made as quickly as possible.

1. The background on this is that both ABC and CBS have refused an hour for a Nixon-Dickerson special during the Christmas season -- the nets want to have their own person do the interview, but since the President has a commitment to Dickerson, we feel she should do it and that she would do an excellent job. Plus, a Cronkite or Reasoner interview during the Christmas season would not be along the lines we wanted -- it would be heavier and not present the human side of the President in the way an interview with Dickerson would.
2. Public broadcasting, on the other hand, would like to do such an interview. In addition, it would attempt to get non-network outlets such as Westinghouse, Metromedia, Golden West, and independent stations, etc., to carry the interview live, and it would also be made available to network affiliates on a local basis. Radio would also be encouraged to carry it.
3. The arguments against such an arrangement are as follows:
 - a. NET's biggest show -- Sesame Street -- only reaches 6 million, which is substantially less than the networks. Why waste a great portrayal of the human side of the President on a smaller audience?
 - b. We will come under severe criticism from the media for trying to, in effect, find a job for Nancy Dickerson. The networks will be critical on the grounds that we're trying to "sell" the President in a certain way and since

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HGK

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they wouldn't buy such a "crass" thing, we took it somewhere else. They may question Dickerson's objectives, although she has interviewed other Presidents.

- c. Why do we want to sell public broadcasting when it's frequently against us and we're often against many of the people who appear on it?
- d. We could be charged with using the fact that the federal government contributes to public broadcasting as a club on get our interview on the air.
- e. Dan Rather, and perhaps others, know we've gone to the nets first and been turned down.
- f. We never approached NBC -- just ABC and CBS.

4. The arguments in favor are as follows:

- a. The President made a commitment to Dickerson and the fact that she no longer works for NBC does not negate the commitment. We will be credited for keeping our word.
- b. By having our friends in the broadcast industry urge others (Westinghouse, Metromedia, RKO, GE, Golden West, local stations, Mutual Radio, etc.) to pick up the show, we build an audience perhaps the size of an ABC audience. We tell NET that unless it feeds the show to these outlets, it won't get the interview.
- c. The interview with Dickerson fits perfectly at the Christmas season -- it might not fit as well in 1971 when we're in the middle of a number of legislative battles for new domestic programs and questions asked in Presidential interviews at this time would have to focus on these programs. The Dickerson interview is a chance to present the warm, human side of the President at a perfect time and we should seize the opportunity. It would have major impact.
- d. Public broadcasting is looked at as non-commercial and worth developing, particularly in the intellectual community. Our major assist would be regarded as one

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of the biggest things which has happened to it.
Those who would criticize could not criticize PBL.

Five persons (Safire, Keogh, Nofziger, Chapin, and Moore) favor moving ahead with the proposal and three (Ziegler, Carruthers, and Magruder) oppose it.

Move ahead with Public Braodcasting_____

Drop project_____

Comment_____

cc: Mr. Carruthers
Mr. Chapin
Mr. Keogh
Mr. Magruder
Mr. Moore
Mr. Nofziger
Mr. Safire
Mr. Ziegler

~~CONFIDENTIAL~~

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 Roubush \$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 McKevitt, 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 Limchouse 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.	Won
				<hr/> 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	Lost
				<hr/> 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.	Won
				<hr/> 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.	Lost
				<hr/> 1W 4L
<u>Robert-Lynn Associates, Ltd.</u> (Washington, D. C.)	Weicker	Sen.	Conn.	Won
Robert F. Bonitati - 31				<hr/> 1W
I Lynn Mueller - 30				
Gordon Knox - 29				

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

- 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.	<hr/> Loss 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.	<hr/> Loss 1L
<u>SA Films, Inc.</u> (Hillsdale, New Jersey) Sidney Aronson - 35	*Muskie	Sen.	Maine	Win <hr/> 1W
<u>Hal Pulchin Productions</u> (New York, New York) Tony Schwartz	*Mandel	Gov.	Md.	Win <hr/> 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 Napolitan - 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