

CANDIDATE + MONEY + MEDIA = VOTES

by

Roger E. Ailes, President  
Roger Ailes & Associates, Inc.

Town Hall of California

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We are well past the initial tremors of future shock described so vividly in the recent book by Alvin Toffler, and our adaptability quotient as human beings is challenged daily by events, which seem to signal the end of the traditional American way of life. The core of our society, which is our political system, has undergone a complete upheaval in the past decade. This was brought about by the introduction into politics of that much talked about and much maligned, but little understood medium, television.

Television has completely changed our political process. It has changed who we elect, how we elect and even why we elect someone. Like many technological advances, the impact of political television has preceded the understanding of its meaning or its uses. The natural human reaction to this lack of understanding is fear, and this single emotion--fear--overrides much of American life today and has brought about a national negativism which has wrapped around us like a shroud!

Being deeply interested in and involved in television and politics, I find it difficult to divorce the two from the rest of our life. Therefore, today I'd like to talk about the process of getting elected to an office in the government which is responsible for our future, about the biggest problem we face as a nation, and about how business is "missing the boat" in helping to insure the continuation of the American way of life.

Let's start by discussing the title of this speech--CANDIDATE + MONEY + MEDIA = VOTES. This title, of course, represents a vast oversimplification, but it typifies the shorthand world we live in--a shorthand characteristic of the television medium and in fact, developed to the ultimate degree by the very time-limited nature of television, America's most popular news medium.

Since 1959 the Roper Organization has been taking a yearly national survey on the media. In 1963 television bypassed newspapers as the people's major source of news and has been widening the gap since. This year over 59% of those polled said they relied on television as their major news source and about one-third of the people said they relied on TV as their only news source. You might be interested to note that this year TV was rated by 49% of the people as our most believable medium. That is higher than newspapers, radio and magazines combined.

Keeping these figures in mind, consider that the average lead story on TV is about 90 seconds in length and the average news item in a TV newscast is covered in less than a minute. All of the facts of an earthquake, an invasion, or even a robbery cannot be seen or told in this shorthand manner. Television is the best means of communication ever devised by man, but it does have some limitations. We must never believe that personal problems can be solved in 60 seconds and world problems can be solved in 60 minutes, as they seem to be on TV. In a world of everything from

instant breakfast to instant sex we have come to want instant solutions to all our problems. Television rarely, if ever, tells the whole story. It is imperative that we begin to understand what TV can and cannot do. This will determine whether its future is to become an asset or a liability to us in the long run.

The title (Candidate + Money + Media = Votes) presumes the candidate is credible, the media strategy is good and the money is limitless. However, this isn't all it takes to get elected in America, and if you don't believe me, ask would-be Senators Metzenbaum of Ohio, Bush of Texas, or Ottinger of New York.

It is estimated that Mr. Ottinger spent a million dollars in the New York primary alone. This was spent almost entirely on spot announcements of 60 seconds or less. Going into the general election he was clearly the leader. Suddenly he was faced with longer programs and televised debates, and he didn't look nearly as good as he did in those "canned" commercials. Credibility is still the most important factor in getting elected and no amount of money can buy it.

I said that the introduction of television into politics causes fear, and it does. Again this is because we fail to understand the limits of the medium. I emphasize limits because recently there has been much publicity about television distortion. If distortion exists in television, it is the reporters themselves and the selection of material that are responsible.

Last December, CBS Washington Correspondent Roger Mudd said, "The inherent limitations in our medium...means a dangerous concentration on action, usually showing violence rather than thought. And on happenings rather than issues, on shock rather than explanation. Our broadcasts have not improved," Mudd declared, "If anything they have declined."

The television camera by itself does not distort. TV magnifies but does not exaggerate. Yes, it is a close-up medium and a nervous twitch will be seen by 40 million people, but exaggeration means to magnify beyond the limits of reality, and that the camera cannot do. That is why I am for political candidates spending more time on television in program situations.

I would like to see less time and money spent on commercials, which represents the ultimate in selective editing, and less time spent with reporters telling us what they think or what we ought to think and more time spent with the candidate himself on camera live. I have great belief in the public's ability to spot phonies, and repeated TV exposure showing the candidate in different situations will help.

However, because of the recent publicity about distortion, fear does exist. The next logical step is overreaction which leads to control or repression. I am not suggesting that some fair guidelines and limitations are not needed in the political television area, but I am suggesting -- no, I am emphatically stating --

that the recent publicity surrounding campaign spending is over-blown, that the righteous outcry of some would-be limiters is self-serving, that the evils of television in the political process are exaggerated and oversimplified, and that the values and the accomplishments of television in politics are seldom if ever pointed out to the general public.

Let me give you some examples. I have witnessed or been directly involved in elections where the losing candidate lost primarily because 1) somebody in his own party inadvertently killed his credibility on a key issue, or 2) because the candidate really didn't want to win, or 3) because the candidate failed to listen to his advisers, or 4) because the opponent was more credible, had a better media plan, even though he had less money, or 5) because somebody in his own party deliberately sabotaged him, or 6) because the volunteer organization failed to turn out the vote on election day, or 7) because the candidate's wife didn't want him to win, or 8) because a candidate, eight points ahead in the polls, dropped hopelessly behind after a one-hour television debate. These are just a few examples of how to lose an election even if the candidate, the money, and the media are in order.

Yes, a candidate must be credible. He must show a track record of success in something, if not politics, and he must indicate his position on some issues. I believe there is too much emphasis on where a candidate stands and not enough on the direction in which he is moving. Is he leading the charge or reluctantly being dragged, kicking and screaming all the way? Is he consistent? There is no doubt that television can help to establish a candidate's credibility, but it can't do everything. In fact, it cannot create credibility, but it does reflect credibility or the lack of it, thereby destroying some candidates. As long as we live in a free society where a candidate must face live television, the written press, and vote on issues publicly, I have no fear of electing a monster in disguise. I am in favor of limiting the number of commercials shown on TV during a campaign, and in fact would favor a clause requiring no less than 35% of broadcast monies available to a candidate be spent on buying program time instead of commercial time. Further, I would require stations to make several hours of prime time television available in statewide elections to major party candidates free of charge. After all, these are the men we must rely on to lead this nation out of turmoil. To do this we need men of vision who can lead and men of conscience who can act. We have a much better chance of finding those men close up on live TV than we ever did watching a candidate wave from the back end of a train or taking the advice of the "courthouse crowd."

There has been much criticism recently of the media strategy used in political campaigns. In my opinion, trying to censor a campaign from the advertising viewpoint treats a symptom and not really the cause. A candidate and his campaign management or consulting firm set the ethical level for the campaign. There are less than a dozen capable campaign consulting companies in the country today. Most of these belong to a new organization known as the American Association of Political Consultants. That group is today working out a voluntary ethical code covering truthfulness, fairness and accuracy to be followed by all campaign consultants. I agree that each of these companies should register and should meet certain standards to qualify as a legitimate campaign consulting firm. A good portion of the responsibility for returning politics to an honorable profession lies in these hands. Are these companies necessary? The answer is yes. Getting elected is extremely complicated today and a candidate needs professional help in polling, organization, research and media planning. No one will ever be elected to a major political office again without the skillful use of television.

There is no doubt that money is needed to get elected today, however, few candidates, even if they have it, spend their own. Usually it is raised by the Party

It's important to keep the outcry against campaign spending in perspective. It is true, according to FCC records, that all candidates and parties spent \$89,000,000 on radio and television in 1968. This figure covers both time and production charges.

So, \$89,000,000 was spent to help us decide who to vote for and to tell us something about each of the candidates. However, last year Procter & Gamble by itself, one of hundreds of television advertisers, spent \$179,276,100 on TV advertising alone! Also, last year seven companies spent over \$60,000,000 each, to advertise products on TV! It's no wonder we know more about detergents than we do about political life in America!

The Ed Sullivan program costs about \$375,000 per show or more than 14 million dollars a year. If you multiply the cost of that one hour by the number of hours in prime time on three networks, you'll get some idea of what is spent on our entertainment programming. 89 million dollars worth of television and radio for all political candidates, nationwide, during an entire political year is dwarfed by comparison.

The present bill limiting campaign contributions and expenditures which just left the Senate Commerce Committee still has many loopholes in it. For one thing, it is specific in controlling business contributions to parties but establishes no effective controls on labor unions. This relates back to my point about the righteousness of people pushing this bill. In my opinion, it's more than a

coincidence that this area has been overlooked. There is some danger of rushing this bill through while there are still some serious questions about its constitutionality with regard to freedom of speech.

I believe the British use of television in elections has some merits. Of course, their entire system would not work here, but at least one element is particularly appealing. That is, limiting the amount of campaign time allowed to three weeks. Three weeks is much too short for this country but, on the other hand, the fatiguing situation we have now with seven semi-announced candidates a year and a half away from the election running around the country Monday morning quarterbacking is also going too far. In my opinion, if the news media would quit trying to create false excitement by covering all potential presidential candidates in terms of a popularity poll, which is meaningless at this stage, they would be taking a giant step forward in journalistic responsibility.

Fear, then, has caused an overreaction in this and many other areas. Fear eventually gives way to panic and panic to chaos. It's no wonder many of our people are reacting to our system with rebellion or withdrawal.

There is great emphasis today on the negative aspects of our Republic. We all are hypnotized into fanning the flames of negativism daily and we're losing sight of the fact that the greatest asset in a free society is that we have the power and the means to cure our own ills.

Believe it or not, many of our business and political leaders understand this, but they have failed to communicate it to our people. In many cases companies are outperforming their public relations departments. One of the major reasons is that most PR people are still print oriented. Tom Shepard, publisher of Look Magazine, has said that every corporate executive should have training in handling radio and television.

We've all heard the question a hundred times. What's the biggest problem we face in America today--poverty, equality, the generation gap? No, I believe these are effects, and in order to turn this country around, we had better define and treat some causes.

The biggest problem today, I believe, is communication on all levels. Before print and before radio and television there was some excuse for this failure. Today there is none. And the self-perpetuating symptom of this disease is a completely negative attitude about ourselves and our system. America has a cancer. Cancer is usually fatal, but it doesn't have to be if it is discovered and treated in time. Well gentlemen, we as a nation have it, we have positively identified it. There may be time, but our national life depends on our ability to use our technical knowledge to cure the ills in our country and upon our refusal to be caught up in this negative attitude about our system. In other words, we must exhibit and

communicate an unbending will to live. Without these things America will be nothing more than a history lesson in a student-run college of the twenty-first century. America, the most progressive example of government in the history of mankind, will be summed up in the following quiz some semester end in the future:

Question: America lasted a little over two hundred years. Why is she considered important to world history?

Answer: In the beginning, many learned people considered her the model of societies to come and actually believed that people could overcome internal problems and live in freedom.

Question: Why did America fail?

Answer: Apparently, there was an inability of enough of her business and political leaders to translate the ideals she stood for into practical everyday solutions. This caused an internal cancer which was most noticeable by its symptom of a prevailing national negative attitude.

Question: When and why did America finally die?

Answer: Sometime between 1970 and 1980 she became so burdened down with negativism that everybody thought it futile to get involved, so she simply gave up her will to live.

If that is to be America's epitaph, everyone here in this room will be responsible.

Many things contribute to this fatalistic attitude about America. Let me cite an example of its growth. I realize that attacking Ralph Nader is tantamount to heresy among most people, but if the President, the Church, Joe Namath and even CBS are not exempt from criticism --- neither is Nader. Ralph Nader, perhaps unbeknownst even to himself, is causing pollution. His pollution is intangible but real. It prevades our lives and causes us to believe that because the Corvair was bad, General Motors is bad, that because some large companies have conspired against us that all large companies are greedy monolithic monsters determined to squash the little man, that because some companies make too much profit and contribute to the destruction of our environment that there is something inherently wrong with the profit motive. Fortune magazine says Nader has pit the corporation and the consumer as bitter enemies and in fact he has. This does not create a healthy climate in which to solve problems. I have great respect for Mr. Nader. In fact when he first took on his cause of automobile safety a few years ago, I was producing a national television talk show. I sought him out to make an appearance on that program. I agree with those who believe that he has made an enormous contribution as an individual citizen to our country. However I believe he is cynical when he says that Congress is "an anachronism but a good investment for corporations." I have worked personally with many Congressmen and Senators in

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the past few years and that belief by Nader is not fair. If you believe everything Ralph Nader says, you'll start to believe that the American way of life is "unsafe at any speed."

I only use him as an example to show that even the good a Ralph Nader does can have some negative effect if it is not perceived in perspective. Any doubt he has caused about the fundamental soundness of the capitalistic system could have been balanced if the business community had responded in a positive manner.

However, here again enters our villain, fear! If fear in the television world has caused overreaction, fear in the business community caused underreaction. Where business was guilty, they usually failed to admit it and where they are right, they continually fail to communicate it.

There are many reasons why young people consider business another word for "the establishment." One is that our educators, who have what in effect amounts to a guaranteed annual income, do not understand and have failed to teach the basic lessons of the free enterprise system. Don Kendall, President of Pepsico, Incorporated, has called it economic illiteracy, and that's exactly what it is. He says, "economic illiteracy is the intuitive instinct that there is something inherently wrong with the profit motive. It is a simple fact that the poverty and inequalities which we face in this country today have a better chance of being solved, and in fact are being solved, by the free enterprise system." It is up to business to get this simple fact across to the American people. Today there are over 500 bills pending in Congress aimed at controlling private industry. By not giving the public a balanced view, companies are committing suicide. Government control and loss of profits is not necessarily the answer to the consumers' problems. After all, the government has operated at no profit for years and look what that has done for us. Business can no longer keep its head in the sand and every chief executive officer in a corporation must revolutionize his thinking in terms of internal and external communications if he is to progress in the 70's.

I wish to emphasize this need for communication because my own industry--the television industry--has itself failed to get across its own values in many areas and particularly in politics. There is a creeping negative attitude about television in politics that somehow we are electing contrived images and not men. That simply is not true! It is to the voters' and thus the country's advantage to see and to hear a candidate. Television has revived political discussion in this country on all levels--even in our grade schools. It has influenced more people to get involved in the political process than ever before. It is breaking down backroom bossism and will continue to do so. Television has made the viewers and thus the voters more knowledgeable on the basic social issues that face this nation.



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And it has been primarily responsible for influencing the business and political communities to do something about the environment in which we live.

Yes, there are still some inequities in the use of TV in politics, however. I submit to you that we have a far better communication system with television than without it and that the coming days of worldwide live television will make a larger contribution to peace in our time than any other single force. The day will come when television will not only cover the signing of a peace treaty but world communication through television will eventually make it impossible for nations not to negotiate peace.

Thank you.

CONFIDENTIAL.

THE WHITE HOUSE  
WASHINGTON

See attached diagram

December 16, 1970

MEMORANDUM FOR: THE PRESIDENT  
FROM: ROGER E. AILES  
SUBJECT: Pageant for Peace

1. The President should be aware that during the Christmas Tree Ceremony, including his remarks, Camera (1) will be his main camera. Since the networks needed 4 cameras to cover the event adequately - as of this time they do not have a back-up camera. Therefore, if Camera (1) should go out, Camera (2) will serve as the main camera (Camera (2) is in front of the stage to the right).
2. Camera (3) (Camera on the stage with the President) is used only for a side angle shot to show the podium in relationship to the tree and the Mormon Tabernacle Choir. This is not the camera to play to.
3. There will be a stand microphone at a low height next to the podium. This is not for the President but will be used by Boy Scouts and Girl Scouts for their remarks. The run-down calls for the President to stand at the podium during each of the Scouts remarks and then introduce the Mormon Tabernacle Choir.
4. I have talked with Ray Price and he is writing a suitable transition from the end of the President's remarks into his move from the stage to the front row. The line will probably read something like "And now it's time to light our National Christmas Tree. I'm going to need some help for this." The President then moves down the front steps of the stage to the sixth seat of the front row on the right side (as the President faces the audience). The President then picks up the small boy seated there and stands him on the chair and asks the boy's name. The President then asks the boy if he will help him light the National Christmas Tree.

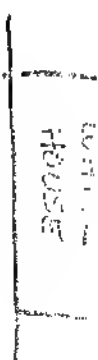
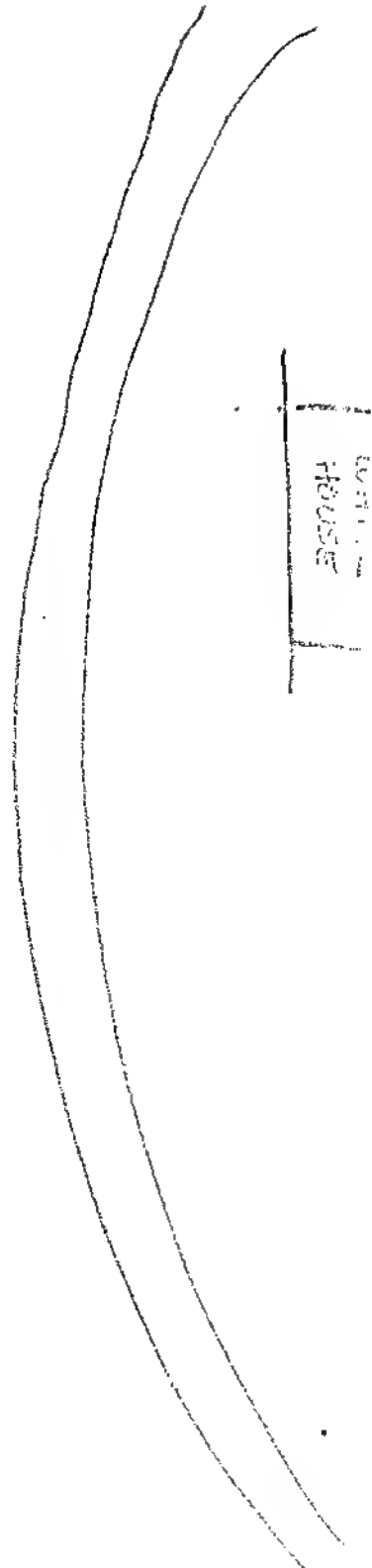
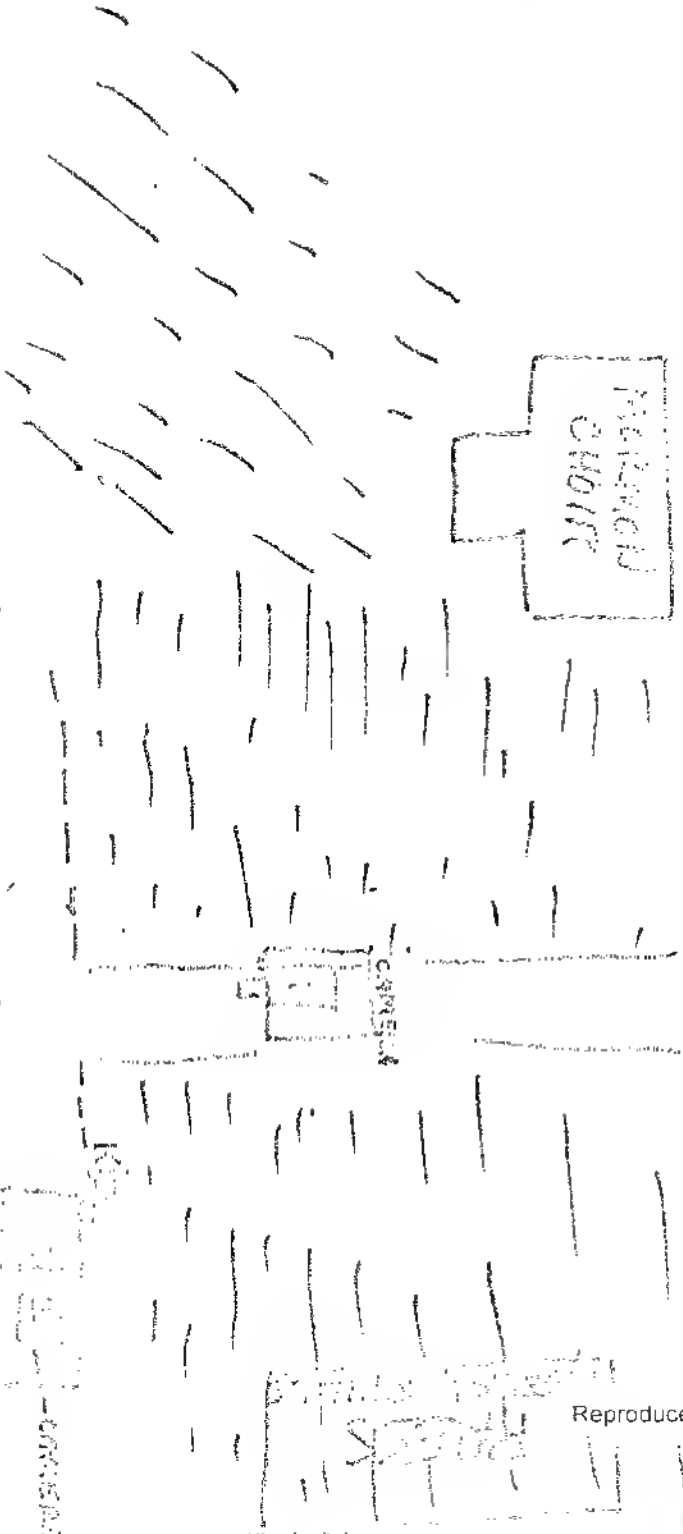
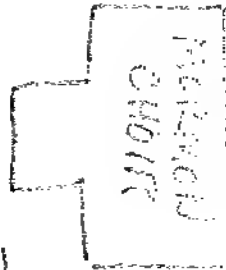
The President should face Camera (2) and keep his arms around the boy. The switch to light the tree will be handed in by an Aide from the President's right side. Together they throw the switch and the tree lights go on. After about a 5 second pause, the President asks everyone to stand and join the Mormon Tabernacle Choir in singing "Joy to the World". The music continues until we are off the air. Once "Joy to the World" starts, the First Family moves from the stage to join the President and we go off the air with the entire First Family surrounded by children singing.

6. Ray Price is aware and it is important for the President to consider the mood of his speech at the end so that the transition into the tree lighting is smooth.
7. Once the President first reaches the small boy in the audience, PA microphone and on-air microphone will be quickly moved into position so everyone can hear.
8. Ziegler indicated to me that it is important the President ask the child to help him light the tree and both throw the switch together. Otherwise, the press will play up the boy's name as lighting the Christmas tree.
9. It is my feeling that during the pre TV half hour, the audience present be told there will be no applause during the entire half hour ceremony. My reasons for this are: A - It will eliminate confusion and applauding at the wrong time. B - The mood of the entire half hour is religious. C - The outdoor audience does not have adequate microphones for people to hear the applause. D - Everyone will have gloves on and it will sound like a herd of elephants.
10. The Park Police indicate they are expecting a large contingent of hecklers. It is important for the President not to appear upset but to show good will toward all men. If the heckling gets too out of hand, I think the President would score big with the public if he stopped and in a very low key way, addressed them by saying something like "Everyone is invited to join this Pageant for Peace, I'm sorry if some people find something

controversial even in Christmas. This is a solemn occasion for Americans and regardless of how you feel about me or my policies, please respect the wishes of all Americans who want this time to reflect quietly about the meaning of Peace". The President might also say that if they agree to quiet down, he will walk over to talk with them personally and hear their complaints following the ceremony.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON





PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

August 26, 1970

Mr. Jim Alison Jr.  
Deputy Chairman  
Republican National Committee  
310 First Street Southeast  
Washington, D. C. 20003

Dear Jim:

Once again it has been brought to my attention that you have been rapping me with certain campaign people around the country. Recently, I have had two playbacks from states that I am involved in. There is always the possibility, of course, that these are erroneous reports and if they are, please ignore this letter and accept my apology. However, if they are not erroneous, please do not ignore this letter. If the reports are true, I can only assume that since you know nothing of my work, you are simply stating that our company is "over-priced" to protect your own financial game.

Business is business, but I would hate to see you and me get into a shoving match since the only loser would be the GOP. Frankly, Jim, I am tired of being on defense in this matter. I'm instinctively better at offense.

I think you are doing a good job at the National Committee and have a great deal of respect for your ability. I hope we can work together successfully, and if I can ever be of any help to you, please don't hesitate to call.

Best regards,

Roger Ailes, President  
REA Productions Inc.

cc: Robert J. Ailes  
Murray Chotiner  
Bob Haldeman



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CONFIDENTIAL REPORT

RE: White House Television--1971

To: Bob Haldemann

From: Roger E. Ailes

Date: November 25, 1970

In my opinion, Richard Nixon is in danger of becoming a one-term President. Further, he is in danger of leaving office, even if he is re-elected, with a stigma of leadership failure such as President Johnson did: not because of what he has done--his accomplishments are many--but because of what the people "think" he has done, and because of the way he sounds and looks to them. To follow a leader, people must feel that he is better than they are and not subject to anger or hatred as quickly. This report is to suggest some ideas and changes in strategy for upcoming television appearances by the President.

It is important for you to know that I am not just echoing the eastern liberals when I express my concern and that I spent twenty five years in Ohio and know something about the silent majority. The silent majority will automatically back the President because it has no place else to go. It will back the President unless the liberals successfully convince those people that they are simply being used as political pawns. Mr. Nixon has aroused the silent majority. Now that he has its attention it expects to be led. I don't believe we need to pursue these people as much as we have. I frankly think that attention should be turned to Vice President Agnew's working day and to the things that he has accomplished for the President. More action and fewer speeches is needed. The people know that he is speaking for the President and are beginning to wonder if the President is afraid to say some of those things himself.

I do not believe we can win the 1972 election by outcampaigning the opposition. Since Mr. Nixon has claimed a victory in 1970 he has cancelled his promises for no results by 1972. I honestly don't be-



lieve there is any great advantage for the President to claim victories. Victories are either apparent or they are not, and I think that arguing over it only weakens the President's position. (To guard our flank I would like to see us get one of our people inside the Wallace organization immediately. I'll discuss this in more detail in person.)

There are many internal political problems to be ironed out in the Republican Party before 1972. Unless a single major event captures the headlines close to that election we will not see a landslide of any kind. It will not be enough to "not make any mistakes." We are going to have to do a significant amount of things right and then sell them. It will probably be a very close contest. There are those who will not take me seriously because they will argue that an incumbent President has so much power and that the people just won't switch horses. Well, the world is changing. The people are restless, loyalties don't wear as long as they used to, and convictions are shallow. We are in a time when liberal New York will try Jim Buckley, not because it has suddenly seen the light, but because it has tried everything else. If the public believes or is frightened into believing that we might as well try dumping a President, we've got real problems. And America is losing her patience. We have instant breakfast, instant news coverage and instant sex--why not some instant solutions to our problems? Too many of our people show either complete hopelessness or a frantic concern for our future. America's position can be compared to a teenager who is experimenting with trouble, tempted to really go bad, but still crying out for a father to step in and lead him home. Mr. Nixon must take on the father's role.

Our 1970 campaign strategy solidified the Democrat Party, and the Democrats still have a great respect for and fear of Mr. Nixon as a politician. No single Democrat wants to take Richard Nixon on in the political

arena, but together with the news commentators they will try to make his greatest strength work against him. By allowing him to play politics they will build their case, predict our moves, and quietly tell the electorate, "See, I told you so." To counter this, the President must actually convince people that he is bigger than life, no longer concerned about partisan politics. They must believe his decisions are based on true, deep, sincere convictions. He may have to lose a couple of battles gracefully to win the war--the war in this case being re-election in 1972.

I believe the democrats will try to speak softly and come in under us in terms of public rhetoric. The President's style should switch from written speech as much as possible to conversation. TV must be simply and masterfully used, not just frequently. In fact, the President should never do television again just for the sake of exposure alone. He might even have to rehearse some to accomplish the needed effect. I realize that this suggestion will only make him angry, but I honestly believe that he can be even more effective on TV than he is, and too often in the past we have failed to sell at all or have oversold. We have to spend more time concentrating on getting through to people. And television is a very special medium. The President is excellent at convincing people in simple, one-to-one conversation and I would like to work with him in making shorter appearances in personal conversation so that he can leave no doubt in the audience's mind about his sincerity. It is a tricky line to walk because by trying to appear sincere we sometimes come across as insincere. And someone needs to evaluate and be absolutely honest with the President about his performance. I believe we did lose credibility this time by talking about lowering voices and bringing us together and then doing just the opposite, even though it may have been politically necessary. It will take the commentators out if this time we don't talk about it but

just do it. The general public is bombarded daily by newsmen and columnists who fail to look at the necessities of presidential action. Therefore, the question is not one of whether we are right or wrong, or even whether we did what we had to do, but whether the people continue to have confidence in the President. We must not be sidetracked by anything except that. Regardless of theories like the "real majority" our best hope is to strengthen the direct link via television between the President and all of the people.

People won't necessarily re-elect Richard Nixon because of what he's done for them in the past. Even if he ends the war with honor they will vote for him only if they feel they need him in the future. A slight variation of the theme Rockefeller used this election--"He's done such--he'll do more" is the kind of theme we'll need. As Nixon the Peacemaker the President will have to take on the air of a quiet, almost shy, cool, concerned leader of few words. People are fascinated by predictions and tend to make them come true. The President has a good record of predictions. He would be President. He would get us out of Asia. He would quiet the campuses. He would desegregate schools. Once he sets and announces the direction of his policy (almost a prediction of what is to come) the public should see the Presidential power of persuasion in a warm, friendly, bi-partisan way that shows tireless strength and belief in the principal he set forth. If this is consistent, the people will not only feel they should go along for their own good, but they'll want to.

The President should never hard sell. This would be playing into the Democratic hands. They expect him to treat them as the enemy and if he fails to do that they'll be confused.

I think a good frame to drive a wedge between the Democratic leadership and the news commentators is Nixon's welfare plan. The only ones were

frightened by the welfare plan than the conservatives are the liberals. If the President makes no major speeches but quietly visits Capitol Hill to press for this and at the same time calls in a group of "liberal" reporters to discuss the plan, the commentators will be forced to applaud him and point out Democrat obstructionism.

All administration personnel making public appearances or statements should be schooled weekly on administration accomplishments. We should be careful not to comment or attack specific Democrats being mentioned to run against Nixon in 1972. Our standard answer should be, "They've got a job to do on The Hill, this candidatitis is unfair to the people." Let them overplay their hand and the President appear far above the battle.

Now I'll outline some specific TV plans. Regarding press conferences:

1. December 10th press conference--I would like to see him lengthen it to an hour. A surprise announcement a few hours (or minutes) before would be in keeping with his statement that he has them for the people and the press. The press is complaining about infrequency and access so he gives them an hour.

If an hour in prime time upsets the networks perhaps he should announce another press conference at this one to be held daytime the following week.

Paul Keyes should be consulted on this because the attitude should be super-relaxed, charming, emphasizing personal relationship to the reporters. The press will be very critical of the campaign and try to keep him on the defensive. The President, by not defending too strongly but by saying, "Look, the campaign is over.

Everybody fought hard in the American transition. I'm looking forward to working with some good men on both sides of the aisle" will disarm them and take the sting out of the elections for the people.

I think he should use humor occasionally. If a reporter keeps pressing him on something the President should smile and say something like, "I believe I've answered that and if you ask me again I'm going to give your home phone number to Martha Mitchell."

During the upcoming year I would like to see a few less formal press conferences take place. Perhaps an impromptu one on the road and one in California outdoors would help add drama to the ones held in prime time from the East Room.

2. National Association of Manufacturers Dinner--Unless the President is making a startling announcement about the economy this probably doesn't warrant coverage on all three networks. If they don't want to cover it, I don't think we should push for it. However, maybe we can work out a deal to rotate the network coverage for this type of speech. I don't think it is necessary for the President always to make a speech to cheering crowds. People know better than that and after a while it takes on a "staged" feel. He did an excellent job on last year's speech at the U. N., and it was just the President doing his job. Then when you see him make a speech to cheering crowds it has more impact. He may feel more comfortable with the crowds because he's good at writing "cheer lines", but a more dignified, businesslike approach is needed and expected occasionally. And it can still be inspirational if well written.

3. The Christmas Tree Lighting Ceremony--I went over the plans for this with John Faust from Ron Walker's office. Basically I agree with Sapphire's religious approach. In fact, I suggested they drop Santa Claus and big name stars altogether. I went over the format, camera positions, and the President's part. I suggested that at the end, instead of bringing a child up to the President to light the tree, he walk down to the children seated in front, pick up a small boy, stand him on his chair and ask him to light the tree. This simple gesture will do much to humanize him with all parents.

Another suggestion along this line: all people are curious about the relationship between the President and his wife. If he put his arm around her in public or held hands with her when walking once in a while, it would do much to endear him to women all over the country.

4. I'm not sure what takes place at a White House dinner such as the Heath dinner. However, we can probably get more media mileage out of them than we have. Once the specific program and guest list is set, send a copy to me and I'll come up with some ideas. I assume that some celebrities and WIFs are involved, which makes for good film. If it's handled right, it can come off as an endorsement for Mr. Nixon. Whenever people with their own TV shows are involved, it is the perfect time and place to suggest to them an idea for their shows. They are in the right mood at that moment to commit to returning the favor. Leading up to an election year this can be very important.
5. As I suggested when we talked, I would like to begin production on a network film special to air late in 1971 just prior to the 1972 election campaign, which would show a human, working President

with an incredible schedule. This should show some "behind the scenes" footage that would stick in the audience's mind and give them complete confidence in the man. This would require shooting a little of the Domestic Council, Cabinet, and National Security Council meetings, but could be done carefully and unobtrusively. With careful pre-production and explanation to the President, I could guarantee good results. Which network would you like me to approach about putting this together?

If the network insists on further involvement, I suggest CBS with Mike Wallace, and myself maintaining production control using the correspondent just to introduce the program and do a little narration where necessary, letting the film speak for itself.

6. I suggest doing in January a one hour conversation with David Frost, either at Camp David by the fireplace or walking around at the Western White House. This could be done as a Group W Special to be aired simultaneously in all of Frost's markets. He is recognized internationally as the best in-depth, humanizing interviewer. Also, I know him well and would approach him directly to set the ground rules and production controls. He has enough about with Group W to dictate our agreement and I'm sure he'd follow my suggestions since I've produced shows with David in the past. This would be a low key, thoughtful, even casual President looking into the new year, talking about the accomplishments of his first two years in office, and projecting Richard Nixon's dream for America. I would like to move on this immediately--just give me the word. Incidentally, this could be aired in all the English-speaking countries, and would help the President's image around the world. During this program the President could announce that he intends to occasionally visit with Americans via television for a few minutes to keep them up to date on his thinking and planning. This

will take the form of simple chats on specific subjects. Frost will say something about, "You mean, similar to Roosevelt's radio reports known as fireside chats." The President would answer, "Well, yes, I think they were a good idea, but I may do some from California, so they might be more seaside chats than fireside chats."

7. I would like to come to the next "Evening at the White House" to see what is being done as far as coverage is concerned, then make suggestions on improvements. Also, I would like to be appointed to the group planning these events because I know the talent business very well and can be useful here.
8. Fireside Chats—I read the Keough memo on this and of course I suggested doing this in my original 1968 TV memo. The style for these goes back to page 4, paragraph 2, of this memo. We should actually tape one (as a pilot) just to look, then do one whenever the occasion arises. I know how the President feels about rehearsing anything, but it is a simple fact that everyone does a better job on the second take than on the first unless the material is being read. Also, since the mood and sincerity of this is critical I would like to have him at least try it my way once, then we can discard it if it doesn't work. The President has a unique ability to communicate one to one, and we've never reached our full potential on TV.

To turn around the country's feeling about the economy I think we should do one of these a month for at least three months, dealing with the economic program. A good time might be ten minutes on all three networks following the eleven o'clock news, leading into Carson, Cavett, etc. Program one might deal with exactly why the President felt it necessary to slow down inflation and why this course was chosen. It should be simplified into lay terms. Program two would be exactly what his plan is, and number three where



it is taking us. He would also be able to slip in his humane concern for unemployment and remind the people he has an eye on that, too. I believe this would do much to take the sting out of the newsmasters' attacks on the administration and give the people hope. If they work the way I know they can, the Democrats will attack them and the President can ignore the attacks. Eventually the people will rally to the defense of the President and tell the Democrats to get off his back, that he is sincerely trying to help all of the people. Let the people fight the Democrats rather than the President.

9. I'm not sure what rules have to be followed for the State of the Union Address. It is always delivered to Congress in Washington? If so, variations are not needed, but the feel of the speech should approach his acceptance speech in Miami. To take the sting out of the recent election a "work together" theme is probably called for and the feeling that two years in office have only re-emphasized his belief in the American people. The wildness of the sixties is coming under control and the seventies will bring a concern for fellow man and a need to tap our greatest natural resource, the human potential, in each of us. Most of all, he needs to reemphasize that disagreements are a sign of our strength in this country, but that when the chips are down we come together. If variations in production or coverage are being considered, let me know and I'll add my input.

This brings us up through January as far as major TV is concerned. I am working on a month to month report all the way through 1972. However, I thought by starting with this and putting it in motion, we can make additions and corrections along the way. In previous memos I've mentioned several ideas and most of them haven't been tried. By taking a few at a time and working with them we'll get more done.

Would it be possible to work out a longer range consultancy for me so I can spend most of my time operating from Washington. By signing a large yearly PR contract with the RNC or a "fat cat" firm, I can include the full time man from my DC office and produce the major things myself. This will allow me to long range plan my company clear through the next election. Per diem work doesn't allow the flexibility we both need.

THE WHITE HOUSE  
WASHINGTON

*Handwritten:* ~~11/25~~ 11/25

Nov. 19, 1970

CONFIDENTIAL

MEMORANDUM FOR THE RECORD AND FOLLOW UP

RE: ROGER AILES

Haldeman met with Roger Ailes, Dwight Chapin and Larry Higby at approximately 10:45 a.m. on November 19. Ailes was asked to follow-up on the following items and to have them ready by next Wednesday, November 25.

1. Election analysis done on a state-by-state basis.
  2. Proposal for the use of media by the President (TV) going by the calendar through 1971, taking all the Presidential events and suggesting where other Presidential events should be added.
  3. A proposal for the First Family and how they could be used, including Mrs. Nixon, David, Julie and Tricia.
- Handwritten:* In addition, Ailes is to include events he feels we have to do and then the \_\_\_\_\_ events and how we might make some headway with regard to them, i. e. The Thanksgiving Proclamation.

In addition to this Ailes had many other ideas he wanted to comment on, namely; the restructuring of the RNC and the scheduling, not only of First Family members, but also of Cabinet people and other Administration spokesmen. He also raised the subject of who the new communications man would be at the RNC and indicated it was his feeling he could best serve the Administration by opening an office here in Washington and making the head of that office available to the White House on a full-time basis. In addition we need to be building a base with local broadcasters and television programs for 1972. What basically is needed here, Ailes feels, is

*Handwritten:* Follow up on Ailes at a later date

a Game Plan that concentrates State-by State on those states we will be working against and counting on in '72.

Ailes got into the problems we seem to have in really selling what we are doing now. He cited for example our foreign policy decisions - how brilliant they have been, but how we've failed to really indicate this to the public at large.

Haldeman raised the question of the film library and our need there to have someone continually reviewing the film and building a Nixon documentary that we could run sometime probably late 1971. This would take up the spare time of Ailes' consultant down ¶ here.

With regard to the news programming effort as proposed last summer, Ailes feels this is a good idea and that we should be going ahead with it. Haldeman suggested the name "Capitol News Service" and Ailes will probably be doing more work in this area.

Finally Ailes raised the question of his own future and what he does long-range. Haldeman made no firm commitments to him, indicating first he would like to see what his proposal would be regarding the President's use of TV. Ailes felt the best thing to do would be to open an office down here and be staffed by his man on a full-time basis.

Finally the question of the celebrities supporting the President was raised. It was agreed we need to get something going here, particularly someone out lining up our people for '72. One of our strongest weapons is to use the White House interns of scheduling in building celebrities and getting those people that are basically neutral, committed to us for 1972.

MEMORANDUM

DEPARTMENT TO BE AN  
ADMINISTRATIVE MARKING  
E.O. 12958, Section 1.1  
By ADH NARS, Date 5-12-89

June 16, 1970

CONFIDENTIAL

TO: Roger E. Ailes  
REA Productions, Inc.

FROM: James J. Cordes  
WordCraft Productions

RE: "Foll It To Hanoi" Committee Presentation

I would like to enumerate the several reasons for advising the principles involved to drop the proposed TV show of June 16, 1970.

1. With the limited time involved I felt we could at best produce only a pale copy or spin off of the "dove" show aired over CBS and as such would look merely like a weak game of tit for tat.

2. In interviewing the Senators involved as well as the White House, it was clear that no new or fresh reasoning could be injected in the show, leaving us with only the standard "hawk" arguments to present.

3. There appeared to be an ill-organized unity among the Senators who would participate. No previous meeting of these gentlemen had taken place or their views cross discussed so as to forge a single unity of purpose. In an attempt to achieve this I interviewed the Senators with these results - Gurney, cooperative and enthusiastic, Dominick, likewise, but concerned about "show biz" aspects and wanted much film and razzmatazz, Stennis, unavailable, spoke to press rep Jim Kendall who merely took notes, McClellan, vociferous in his belief that we should only debate the Cambodian issue and would not hear of editing tape without approval, very concerned about his personal "equal time" on show, Dole, not interviewed since show was cancelled before our meeting.

4. The fact that this presentation is White House directed, unbeknownst to the Democrats on the show, presents

the possibility of a leak that could severely embarrass the White House and damage significantly its already precarious relationship with the Congress. Should two powerful factors like Stennis and McClellan discover they are dupes for the administration the scandal could damage the White House for a long time to come.

To summarize, I felt that we could not guarantee the quality of this presentation in terms of its general effect because too many factors were simply not under our control - freedom to edit, develop and create format and policy, the unpredictable attitudes of Stennis and McClellan.

It is my belief that unless this presentation were carefully produced with a foreknown direction and result it is better to lay out altogether rather than risk potentially negative or embarrassing results. That potential, incidently, is enormous.

(CONFIDENTIAL REPORT)

To: Bob Haldeman

From: Roger E. Ailes

Date: December 1969

Subject: White House TV

White House TV

In general, there are several areas that can be improved regarding White House television. It is contingent upon you appointing a person to be responsible who can organize and supervise it; who knows the answers and where to find the answers and who is always "thinking" and presenting ideas for you to use. If this is done well, it will be a tremendous asset to the image of this Administration.



As we discussed, I believe the White House should not employ a full-time top-notch creative television producer. Even if the best people were available and affordable, it seems to me that an excellent job can be done if you have a TV consultant of the above calibre on call. I am proposing that you use me in this capacity because you know my work, I know your problems, I'm dedicated to the President on a personal and political basis, and I realize that in this type of work there is no margin for error. Further, because I am a successful commercial producer with my own company, I can bring that experience and those contacts to bear here. Whoever the consultant, he will need a full-time assistant in the White House with some production and technical knowledge to handle day-to-day coverage and coordinate up-coming events for the TV producer. Also, he will have to coordinate between Ron, Herb, Synder, yourself, and W. H. Communications. It might be best to give the producer and consultant desk space in the EOB with some secretarial help, so you have a TV base of operations and the producer has a place to work when he's in town. The job can be done effectively if the producer spends a few days every couple of weeks at the White House, plus being on-call when you need him.

If you decide to go ahead with this plan, I'd like to come in to set up all areas outlined in great detail, develop check lists, etcetera

It will be important for the TV consultant to work with and through Herb and Ron, but reports directly to one person, preferably you, so television doesn't again slip to a secondary position of importance, given the President's feelings about it.

There seem to be four general areas about which we should be concerned, with secondary but critical priorities under those headings. They are:

- I. Day-to-Day Television.
- II. Major speeches and Special Events.
- III. Bookings and technique development for the President and Cabinet.
- IV. Ideas, Film, working toward 1972 Campaign.

Now to elaborate, here's a general outline of each area:

I. Day-to-Day Television

A. News Coverage

1. TV Producer sets up a check-list for assistant to follow.
2. Assistant works with press office to ensure good maximum coverage for the President.
3. Assistant maintains relations with TV crews.
4. Assistant keeps a weekly report on air time and subject matter to evaluate effectiveness.
5. Assistant on hand for emergencies. Talks daily with producer.

B. Press Conferences

1. Again producer sets up check-list.
2. Assistant should have directing experience so he has an "eye" for a shot.
3. Assistant coordinates with press office and network crews. This gives network directors a feeling that they have someone to go to, rather than ending up with a press assistant. They get more warning, more help, and fewer delayed decisions.

## II. Major Speeches and Special Events

### A. Major Speeches

1. Since these are usually set in advance, the producer will have time to work on them to ensure quality and consistency.
2. If one arises quickly, a phone call will have the producer on the next plane. Meanwhile, the assistant can do the legwork.
3. Lighting, make-up, and additional technical help can be hired through my company when needed, as in the past.

### B. Special Events

1. Again besides the scheduled events like the Astronaut's Dinner in Los Angeles, the producer will sit in on and contribute to idea sessions.
2. The producer will brief the President on such events so that he's sure nothing can go wrong and so that he makes the best appearance.

## III. Bookings and Technique Development

### A. Bookings

1. The over-all exposure of administration officials will help raise our image.
2. This should be coordinated between Herb's office and the RNC. Snyder might do the actual booking and maintaining of relations with existing programs.
3. The producer will oversee this area and assist when necessary, as when I talked to the VP of NBC News to get Herb Klein on the Tonight Show.
4. We can lose votes on television if the right people aren't seen and under the right conditions. A check-list for this can be developed and we can advise people making appearances.
5. For Cabinet members, film can sometimes be used effectively in conjunction with their appearance, especially on talk shows.

### B. Technique Development

1. I feel a great deal can be done to help certain Cabinet members and give them more confidence. As producer of talk

2. Work with the President on the style of the "fireside chats" concept that we discussed. I can make some simple points that will help him.
3. Perhaps work with the writers on TV style for the speeches. Having spent a great deal of time studying audiences and writing introductions and interviews for TV, I know quite a bit about the "effect" of words and phrases on people. My feeling is in keeping with the President's sincere style, sometimes more emotional words could be used to our advantage. "Kickers" and memorable phrases need to be used more.
4. Help Vice-President Agnew set up his coverage.

#### IV. Ideas, Film, 1972 Campaign

##### A. Ideas

1. See 1968 memo.
2. Develop "fireside chats" and person-to-person programs.
3. Contribute to brain-storming sessions.
4. The President has done an excellent job of "cooling-down" the country and Vietnam in 1969. Publicly Secretary Rogers can be used more in 1970 to maintain public opinion in this area while the President goes "positively" into the "Challenge of the 70's," America's Quality of Life. He should make a major address on this and state publicly that poverty, air and water pollution will be eliminated in America totally by 1980.
  - a) This is similar to Kennedy's challenge for the moon. It isn't met in his administration but when it's reached he gets the credit.
  - b) If done well it will markedly counter-balance his pragmatic image with that of an idealist and dreamer.
  - c) This will do much to help him reach the young.
5. Secretary Hickel has a tremendous image problem. I know how to help it. If you could suggest to him that he talk with me and let me organize a campaign for his department, I'll sit down with him and contribute my ideas. This could be paid for

Reproduced at the Richard Nixon Presidential Library in relations contracts with industries already involved in projects for water pollution solutions, such as the one in the Virgin Islands.

- B. Film
  - 1. We should organize, screen, and catalogue film and tape of the President.
  - 2. See 1968 memo.
  - 3. I have a full-time film director on my staff so we can shoot certain necessary film if the budget allows.
  
- C. 1972 Campaign
  - 1. The campaign will be totally different this time. We should begin organizing visual materials now, so the President can "stay above the battle" when the time comes.
  - 2. Visual materials on Mrs. Nixon now will get her off the firing line at campaign time.
  - 3. If the President okays it, a documentary with David, Julie, Tricia, and Mamie Eisenhower could be prepared now. I would like to produce it. An excellent program like this aired in late 1971 could set the mood for the entire election year. Julie is interested in doing documentary production work and she could work under me to learn the business and serve as associate producer of the program.

V. Miscellaneous Thoughts

- A. This plan will give the White House a coordinated professional approach. It will also open a flow of thoughts and continuous evaluations of progress.
  
- B. It is important to carefully organize this so that everyone is happy with the TV, the President is confident, the TV assistant doesn't end up an errand boy for the press office, and the lines of communication are kept open.
  
- C. There will be some stories and outside criticism of the professional approach to TV, but it hasn't hurt us so far and the President can never really be criticized for trying to talk to Americans effectively and openly. TV is still the best means of mass communication today.
  
- D. If you decide to go ahead, I would like to sit down with the President and listen to his "gut feelings" about TV and his ideas for improvement. By asking certain questions I can get a "sense" of approach to the over-all problems.

I'm not sure how we could work out payment for this, but there are probably several approaches. You could even retain my company and have me hire the assistant on my payroll. We can explore this when I see you. If there are any questions, just give me a call. I sincerely believe this is a necessary step.

CONFIDENTIAL REPORT - TELEVISION  
PRESIDENT RICHARD M. NIXON

From Roger E. Ailes  
November, 1968

Television will play a major role in the Presidency of Richard M. Nixon. Whether the administration acts or reacts to it is entirely up to Mr. Nixon and his key advisors. To whatever extent possible, they should make a conscious effort to control Mr. Nixon's image on TV. When it is necessary to run for re-election, it will be the public's composite impression of the President (formed over four years) that will influence them. Television was used well in this campaign, but in four years it will have to be better.

Here are some of the thoughts I've had about the TV planning which I feel should be implemented. I will be glad to elaborate in person.

1. Study alternative solutions to TV's "Great Debate" format. (Surely Mr. Nixon will be challenged again and a substitute format can be found that is better for us.)
2. Shoot all film consistently with thought of how to use it in the campaign.
3. Record history on film. First administration to use film for history.
4. Celebrities for Nixon. This needs a complete reorganization and now is the time to do it.
5. The same TV Director should be on hand every time the President is on TV (other than newsreel and press conferences).
6. Organize party members (Senate and House) - build local shows for distribution back home, between Nixon and Congressmen or Senators.
7. Day in the life of the President. (Tough Problems on film).
8. Experiment with new formats with President - one in one direct talk to camera. Give him a style of communication.
9. US Reproduced at the Richard Nixon Presidential Library booked on TV shows. Use of TV to carry the administration's point of view.



10. Use TV as a political wedge with recalcitrant Congressmen for voting.
11. Develop young TV stars of the Republican Party.
12. TV can regain much support for Vice-President Agnew.
13. Progress reports to the Nation on specific problems. In effect, Mr. Nixon's own TV show giving the public something to look forward to and the feeling he is keeping them informed.
14. Series of dialogues with the President by special interest groups, i.e., newsmen, women, youth, senior citizens, even world leaders.
15. Use of TV to give background and enlist support for Cabinet members. Work on their TV images.
16. Set up, to whatever extent possible, a consistent schedule for Mr. Nixon's use of TV.

These are a few of the things I feel should be done to use the power of TV to enlist public support for Mr. Nixon and the Republican Party and to aid in Mr. Nixon's re-election.

Any TV advisory group should include a TV production and direction specialist who is successfully working in the television industry. The person should also understand Mr. Nixon, his media history and problems, and the aims of the administration.

March 14, 1970

MEMORANDUM FOR H. R. HALDEMAN

From: Ron Ziegler

Re: Roger Ailes appearance in CBS morning news show.

I have no objection to Ailes discussing from time to time the President's preparation for TV appearances. However, I think we should approach this extremely cautiously as Ailes is involving himself professionally in Republican primary contests and too close of a public association between Ailes and the President could lead to problems such as that which occurred in Florida in the past week.

One final point. As we have discussed often, final approval for this type interview should come from the Press Secretary, not from the Assistant to the President. I shall continue to make and re-make this point.

cc: Larry Higby

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

December 23, 1970

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN 

I have a gut feeling that we are bordering on disaster if we do not get Roger Ailes in and squared away soon. If we handle Roger in the proper way and quickly, I think we can avoid any bad feelings. If Roger finds out that Carruthers and Mark Goode are coming on his own, he just may launch a small offensive which I doubt that we need very much at this time.

*L. Get Roger Ailes*



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-512-5749

*Handwritten notes:*  
Burr  
White House  
[unclear]

December 24, 1970

Mr. Larry Higby  
The White House  
Washington, D. C.

Dear Larry:

I thought you would be interested in this item from the Washington Post. Since I first mentioned this to you I've talked with several people who know of the association and know that it was going on during the election. Most of them would not like to speak out for fear of getting involved. A girl by the name of Chadwick Brown worked at the National Committee under Ken Reitz and said that Ken Reitz, Jim Allison and Harry Treleaven were going back into business together fulltime. I asked if Allison and Treleaven were in business during the campaign. She said of course they were. I asked if she would be willing to give any information on that. She said no, that she was a personal friend of Ken Reitz and didn't want him to get involved at all and didn't think he was involved in what was going on.

Chip Andrews, Governor-Elect Meskill's campaign manager called me and said he was questioned by someone in Dent or Chotiner's office about using White House influence to get business, and he didn't quite understand it although he said that he told them exactly what happened which was that he was taken into Dick Garbett's office at the National Committee and urged not to hire me but to hire Harry Treleaven as television consultant for the Meskill campaign.

cont'd

Larry, have you gotten any action at all on my memo and is there any possibility that I can move ahead on the David Frost suggestion? Have a Merry Christmas. See you soon.

Sincerely,

A handwritten signature in black ink, appearing to read "Roger". The signature is stylized with a large, sweeping initial "R" and a long, horizontal flourish extending to the right.

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs

# 28 Senators Endorse Dole for GOP Post

By Peter Oberdorfer  
Washington Post Staff Writer

Twenty-eight Republican senators endorsed President Nixon yesterday to select Sen. Bob Dole of Kansas as the new GOP national chairman, but others privately or publicly opposed his selection to the post.

White House sources said Mr. Nixon has not yet made up his mind about a new party chief, and indicated that Mr. Nixon is in no hurry to do so.

While Dole is the most prominent candidate and the only one making a public campaign for the post, the delay in the decision was interpreted in some quarters as reducing the likelihood that the Kansas will be named. The choice of a new GOP chairman and top aides is expected to shed light on Mr. Nixon's political posture and strategy for the 1972 campaign.

Names of the 28 senators backing Dole were sent to the White House by Sen. Henry Bellmon of Oklahoma, who circulated a pro-Dole statement Monday on the Senate floor. Bellmon's office declined to make public the names of the endorsers.

Fourteen Republican senators did not sign the statement.

One of those who did not sign was Sen. William B. Saxbe of Ohio. He said that Dole does not represent the "mainstream" of the Republican platform for the future but rather an extreme conservatism that would lead to



SEN. BOB DOLE  
... finding opposition

election losses in 1972. Saxbe also said the selection of a senator as part-time GOP chairman would tend to "undercut" Senate Minority Leader Hugh Scott of Pennsylvania.

Scott said he had advised Mr. Nixon to seek a fulltime chairman rather than a member of Congress. Scott, who was Republican national chairman in 1948-9 while a member of the House, said it is very difficult to do both jobs well.

The current GOP chairman is Rep. Rogers C. B. Morton of Maryland, who has been selected by Mr. Nixon to be the Secretary of the Interior, replacing Walter Hickel.

The Republican national committeemen and committee-

women of the 50 states will elect the new chairman after the President makes his choice. They are not scheduled to meet until late January. Morton's name will not be submitted to the Senate for confirmation as Secretary of the Interior until after the beginning of the next Congress Jan. 21.

In addition to the chairmanship, several other top party posts are being vacated and must be filled:

- Elly Peterson of Michigan has recently resigned as assistant chairman of the national committee.
- Jim Allison Jr. of Texas, deputy chairman and fulltime political chief of the committee, has resigned effective Feb. 1 to return to private business. He is part owner of the political management-advertising firm headed by Harry Tinslee.
- Robert Hitt, executive director of the committee, will become executive assistant to Morton at the Interior Department. Hitt is a partner in Cleary-Hitt Co., a California investment counselling and property management firm.



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

### GREGORY STONER

My second choice for the job would be Greg. I believe he wants \$17,000 per but would probably take less.

#### Possible points in favor:

1. Strong engineering background in videotape. Somewhat weaker in film.
2. Production and management experience.
3. Easy-going nature. Recently divorced so wouldn't mind long hours.
4. Maturity and is a Republican.

#### Possible negative points:

1. Never really "made it" in the big time and seems to settle a little too easily for second best.
2. May lack the "youthful drive" necessary
3. I question his creative ability.

## RESUME

Gregory R. Stoner  
31 Gillett Street 447 ZION ST.  
Hartford, Conn. 06105  
Phone area code 203  
278 6218-

Born 5/10/35  
Age 34  
Married .

### EDUCATION

University of Southern California. Los Angeles, California  
Telecommunications, TV Production, Broadcast Arts 1957-58

Los Angeles State College/ Los Angeles City College/ L.A. Calif.  
Speech and Drama major/ Liberal Arts/ A.A. & B.A. 1953-57

Hollywood High School, Hollywood, California. History-Art 1950-53

### BUSINESS SCHOOLS AND TRAINING

NBC Television Network, Burbank, California. Training program -  
VTR - Engineering (RCA TR 70 and Ampex 3000) 1965

ABC Television Network, Hollywood, California. 1964  
Television engineering and light technical direction from master  
control (Camera - RCA TK 71 - TK 60's)

Grantham Electronic School, Seattle, Washington 1961  
Intensive 16 week course stressing TV electronics theory

U.S. Army Information School, Fort Slocum, New York  
Public Information, Press Information, Broadcasting 1958

Don Martin Radio and TV School, Hollywood, California 1953  
Radio and TV Production, copy writing, announcing, sales

### MILITARY SERVICE

U.S. Army Signal Corps, Armed Forces Radio and TV (AFRTS)  
Broadcast Specialist, Far East, Seoul, Korea.  
Director-Producer AFKN-TV, Station Manager-Fort Ord, Calif.  
Enlisted May 1958 - Honorable Discharge April 1961

### LICENSE:

F.C.C. First Class License - Radio Telephone # PL2 3946

### WORKS

Textbook. Television Today, A study of TV studio production now  
in progress.



UNITED STATES GOVERNMENT PRINTING OFFICE  
THE WHITE HOUSE  
WASHINGTON, D.C. 20503

01-00000

3 March 1970

*for Monday*  
*Tell H*

Mr. Roger B. Ailes  
President  
RBA Productions, Inc.  
888 Eighth Avenue  
New York, New York 10019


Dear Mr. Ailes:

Thank you for your continued interest in our podium work. Based on the meeting with President Richard Nixon, we have designed a podium embodying features that he indicated he would like. Basically, the new design will provide good illumination of the reading surface and will eliminate microphone shadows.

A rough sketch of the new design is attached. The new podium will be 30 inches wide to provide a larger reading surface and the microphones will be recessed into corner wells which should eliminate any shadows from them.

The first unit is being constructed at this time and will be finished at 1200 hours, 6 March 1970.

1 Incl  
a/s

  
ALBERT REDMAN, Jr.  
Colonel, USA  
Commanding

cc: H. R. Haldeman  
Dwight Chapin  
Brig Gen James D. Hughes

PRODUCTIONS INC. 538 Eighth Avenue, Suite 7F New York, New York 10015  
New York 212-765-8022 Washington 202-544-0449

February 27, 1970

Colonel Albert Redman, Jr.  
Commanding Officer  
White House Communications Agency  
White House  
Washington, D. C.

Dear Colonel Redman:

I think the meeting with the President regarding the podium design was fruitful. If I can be of any further help, please let me know. Thank you for taking me on a facilities tour of the White House equipment. I will want to do that again as soon as we get the assistant aboard.

I am submitting a proposal on the lighting school we discussed with Dwight Chapin. As soon as I get the go ahead, I will let you know. Please keep me informed of the progress on the podium.

Best regards,

ROGER E. ALLEN  
President  
REA Productions, Inc.

REA:hjs

cc: H. R. Haldeman  
Dwight Chapin

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

*Handwritten signature and initials*  
file file

March 2, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM : LARRY HIGBY

There still appear to be a few questions concerning Roger Ailes' employment that aren't clear to all concerned.

1. Reporting Responsibility

It is Roger's understanding that he is working here as a consultant and reports to you. When his man is finally selected to work down here, he will be working for Ailes rather than for Klein or Ziegler. Apparently Ron Ziegler feels that Ailes' man will report to him. Could you please clarify this.

2. Outside Compensation

We agreed to provide Ailes with some additional outside compensation. I have told him that we were in the process of attempting to set up an outside PR apparatus and that his payment will probably come from there - something he says you indicated to him before. In light of the way the Perot thing fell through do you want me to make other arrangements for Ailes' payment or would you prefer to handle it. *yes*

I would propose that we tack on whatever additional expenses he might be to our RNC fund. Perhaps you can give me an indication of what the agreed on rate for Ailes would be. As you know, we presently pay him \$100/day plus expenses. *I don't remember*

*\$150.00/100*

*He will operationally be part of press office under 2 & will be resp. to 2 for press relations - but professionally responsible & accountable to Ailes. Just like a copy chief on an account.*

*File*

December 1, 1956

MEMORANDUM FOR: MR. HALDEMAN

FROM: THE PRESIDENT

I think last week illustrated my point that we need a part or full-time TV man on our staff for the purpose of saying that my TV appearances are handled in a professional basis. When I think of the millions of dollars that go into one lousy 30-second television spot advertising a deodorant, it seems to me unbelievable that we don't do a better job in seeing that Presidential appearances always have the very best professional advice whenever they are to be covered by TV. Over the last week, for example, I signed the Non-Proliferation Treaty at my desk, I announced the the Germ Warfare Proposal on Tuesday in the Roosevelt Room, and then signed the Draft ~~Bill~~ Reform Bill in the Roosevelt Room on Wednesday. On Thursday, I made an appearance at the Thanksgiving luncheon in the White House. In each of these cases, I had excellent background briefing as to how many people would be present and how many pens I should use. I had, however, no professional advice as to where the cameras would be and how I could make most effective use of the TV opportunity. I should add to this list, even more importantly, the telephone call to the Astronauts. Even the question as to whether I should have held the phone with my right hand or my left hand is quite pertinent.

I think that each of these TV shots probably came off adequately. My point is that they should always be absolutely top-rate in every respect, and I should spend at least five or ten minutes with whoever is the TV producer to get his suggestions as to how I should stand, where the cameras will be, etc. In any event, give this some thought and perhaps we can come up with either a man or an idea to deal with the problem more adequately. I feel it is really worthwhile if we can get even a relatively good young man who doesn't come at too high a price and have him available for only one two-minute shot a week, if that is all I happen to be on that week. Let's be sure that two minutes is the very best that can possibly be. The President should never be without the very best professional advice for making a television appearance.

As a matter of fact, the advice for the two-minute shot is probably more important than for the 30-minute appearance. Over a period of 30 minutes, the audience will forget the technical difficulties if the subject is engrossing enough. In 2 minutes, the impression of the picture is fleeting but indelible.

A PLAN FOR PUTTING THE GOP ON TV NEWS

For 200 years the newspaper front page dominated public thinking. In the last 20 years that picture has changed. Today television news is watched more often

than people read newspapers.  
than people listen to radio.  
than people read or gather any other form of communication.

The reason: People are lazy. With television you just sit--watch--listen. The thinking is done for you. *29% rely only on TV.*

As a result more than half the people now say they rely on television for their news. Eight out of 10 say they tune in radio or TV news at least once daily. *59% rely primarily on TV*

Network television news is only half the story. People are also concerned about their localities. As a result, TV news is one-half network, one-half local. *44% say TV is more believable than any other medium.*

To make network TV news from Washington you must have a story with national priority. Otherwise, you don't get on network and, therefore, you are not seen in any locality.

To date, local stations have not been able to carry Washington news unless it made the network because, literally, they haven't been able to get it there from here.

This is a plan that places news of importance to localities (Senators and Representatives are newsmakers of importance to their localities) on local television news programs while it is still news. It avoids the censorship, the priorities and the prejudices of network news selectors and disseminators.

It will work because television is basically a local medium. People think local. Local news shows like to identify with figures of local importance -- such as Senators and Representatives.

— Basically a very good idea. It should be expanded to include other members of the administration such as Cabinet involved in activity with regional or local interest.

— Also could involve GOP Governors when in D.C.

Who would purchase equipment and run operation?

White House?

RNC?

Congressional Comm?

Will get some flap about news management?

THE PLAN -- Purpose, Cost

1. Purpose - To provide pro-Administration, videotape, hard news actualities to the major cities of the United States.

*I believe top 50 markets reach over 75% →*

A. In the top 40 population centers, \* the two highest rated late evening TV Newscasts provide access to 51% of the total, adult population of the United States.

(See attached market list of top 40 centers.)

B. To furnish these 80 stations daily will take the following:

- (1). Equipment
- (2). Technical & Professional help.
- (3). Processing & Delivery.

2. Cost - Equipment, (Mobile Videotape Truck) \$375,000.

*high band?*

- Contains 2 Videotape Machines
- Electronic Editor
- Two-Way Radio (Connected to Base)
- Color Camera with Electronic Zoom
- Independent Electric Power Supply

*may need more flexibility than camera*

Technical & Professional Help (Annual)

- 1. Newscaster, Directs and Edits product; Sells 25,000.
- 2. Broadcast Technician, Operates & Maintains all equipment 17,000.

Processing & Delivery

- 1. Supplies, Raw Tape 18,000.
- 2. Technique 17,000.

*a) Interviews  
b) super titles or names on screen  
c) backup camera  
d) special program*

- (a). Long Distance alert to News Director
- (b). Matching feeds to all radio stations in area applicable



THE PLAN

2. Cost - Processing & Delivery (Continued)

3. Air Freight

40 Markets, Daily  
10 Months Annually \$ 50,000.

Balance of Nation  
and Weekend Features  
at Random Markets 20,000.

4. Start-up Costs

60 Day rental of  
equipment during  
construction period  
of customized truck 20,000.

*Would not begin  
construction  
until sure  
idea works.*

Total Cost, with equipment \$542,000.  
less equipment \$375,000.

First Year Operating Cost \$167,000.

*I'm not sure a newscaster is  
needed. Most stations don't want some  
other newscaster since they are  
trying to build up their own guys.  
Need a producer-director and  
a production assistant besides  
the technician engineer.*

- Producer-Director and PA must
- a) line up ~~the~~ scheduled shooting of guests  
(booking and scheduling takes time)
  - b) direct and edit tape
  - c) write "in cue" (suggested copy explaining insert)  
and "out cue"

THE PLAN -- TV NEWS OPERATION

Videotape Truck

1. Shoots a Senator Talking (Departs)
2. Edits what he says
3. Duplicates several copies
4. Delivers to airport

All of this is done enroute.

1. Shoots a Senator Talking

Time is news. If an issue is hot in Washington, then it is hot at home. But -- if your Senator says something on that issue, the people at home should know about it while the issue is hot.

Most GOP Senators represent geographical areas not just a state. Their word is good in their area. Most areas are connected by a common news base. They all share a major center of commerce.

Usually 8 to 15 television markets comprise that "constituency." While he may not directly represent all of the people -- they know his word and respect it. One GOP Senator can be authoritative in as many as 15 markets. Of course, depending on the Senator and the issue, some will make news nationally.

2. Edits what he says

Television news is crammed. Politics, economy, tragedy, human interest and weather are jammed into a half hour. Week-days -- one minute is the average length of time Washington news gets. The host of the local television program is the anchor man. He must appear informed and be attractive to be successful. Attracting more viewers than his competition means higher ratings for him, longevity in the job and the station can charge more per announcement within the news segment. The key is speed, pace, completeness.

agree!

The producer - director would also be responsible for creating ideas for segments.

Up to now, the local commentator has only been able to read wire copy of what happened. With Videotape Insert, he will be able to read the lead paragraph of wire copy -- and say, "In Washington, our Senator XXXXX told WXYZ-TV. . . ." and the next thing you see is Senator talking. . . . IF HE HAS BEEN EDITED DOWN TO THE REMAINING 40 SECONDS. This plan includes this kind of editing.

The P-D would be in touch with stations and get feedback.

3. Duplicates several copies

Up to today, local television could not afford to hire a reporter, send him to Washington, hire a film cameraman, process the film and ship it home.

It was not only the money the station could not afford, it was also the time factor. Days were needed.

Through Videotape and duplication and distribution by airfreight -- the system works.

While the Videotape Truck is en route to the airport, the statement is edited and duplicated. When it reaches the airport, preaddressed Airfreight weighbills attached to the box of tape minimize delay.

Editing takes time & all equipment must be working perfectly.

4. Delivers to airport

Due to strategic Washington location, three major airports serve enough major trunk airlines that a single Videotape statement can be immediately dispatched. Most of the major cities now receive non-stop or one-stop service from Washington.

Through a unique service arranged with Emery Air Freight Corporation of Wilton, Connecticut -- the Videotape would be handled at National Airport. At the receiving end it would be picked up and driven to the television station.

This entire process can be accomplished in four to eight hours.

Preplanning is key here to eliminate unnecessary editing.

PROPOSED TV NEWS DAILY SCHEDULE

*A little unrealistic - not allowing for any delay*

		<u>Production</u>
8:00 AM	Begins Videotaping, <u>On Hill</u>	60 Minutes
9:00	Departs Hill for National	
9:30	Arrives National, Dumps Shipments	
10:00	Begins Videotaping, <u>On Hill</u>	120 Minutes
12:00	Departs Hill for National	
12:30	Arrives National, Dumps Shipments	
1:00	Begins Videotaping, <u>On Hill</u>	120 Minutes
3:00	Departs Hill for National	
3:30	Arrives National, Dumps Shipments	
4:00	Begins Videotaping, <u>On Hill</u>	120 Minutes
6:00	Cease Operation; Dump Shipments	-----
		6 1/2 Hours

*quest not on time  
equipment failure  
lining up camera  
- traffic*

THREE SAME-DAY DEPARTURES  
Top 40 Markets

*If he is union is technician union or non-union?  
allow for lunch break and hourly breaks.*

<u>Example</u>	<u>Senator Records Statement Between</u>	<u>Sample Arrival Time Home Market</u>	<u>Makes The TV News Program At</u>
Dole	8 - 9 AM	Kansas City 4 PM	6 PM
	10 - Noon	8 PM	10 PM
	1 - 3 PM	11 PM	No
Tower	8 - 9 AM	Dallas - FW 3 PM	6 PM
	10 - Noon	6 PM	6 PM
	1 - 3 PM	10 PM	10 PM
Murphy	8 - 9 AM	Los Angeles 4 PM	6 PM
	10 - Noon	8 PM	10 PM
	1 - 3 PM	11 PM	11 PM
Griffin	8 - 9 AM	Detroit 2 PM	5 PM
	10 - Noon	4 PM	6 PM
	1 - 3 PM	6 PM	6 - 10 PM

Other markets would also be serviced in this same time period; i. e., Dole tapes to Wichita, St. Louis, etc.

TV NEWS COVERAGE BY MARKET

Market Center	% of USA Population	Number of Stations	Number of Homes	Videotape Departure from Capitol		
				9 AM	Noon	3 PM
				Arrival time (PM) at Destination		
New York	9.64	8	5.682	2	4	6
Los Angeles	5.34	7	3.182	4	8	11
Chicago	4.22	6	2.466	3	6	10
Philadelphia	3.52	6	2.070	2	4	6
Boston	2.45	5	1.432	2	4	6
(Sub-Total	25.17)					
San Francisco	2.35	7	1.372	4	8	11
Detroit	2.34	6	1.368	2	4	6
Cleveland	2.11	5	1.227	3	6	10
Washington	1.67	5	.978	1	5	10
Pittsburgh	1.65	4	.959	3	6	10
(ST	35.29)					
St. Louis	1.47	5	.834	3	6	10
Dallas - FW	1.37	6	.798	3	6	10
Minneapolis	1.22	4	.702	4	8	11
Seattle	1.14	5	.634	6	10	*
Indianapolis	1.12	4	.642	4	8	11
(ST	41.61)					
Houston	1.10	5	.633	4	8	11
Baltimore	1.08	4	.638	1	5	10
Atlanta	1.06	4	.615	4	8	11
Cincinnati	.97	4	.560	3	6	10
Miami	.97	5	.567	3	6	10
(ST	48.79)					
Hartford	.93	3	.546	3	6	10
Buffalo	.93	3	.553	2	4	6
Milwaukee	.92	4	.545	3	6	10
Kansas City	.90	3	.514	4	8	11
Memphis	.89	3	.481	4	8	11
(ST	53.36)					
Sacramento	.86	4	.504	5	10	*
Portland	.86	4	.473	5	10	*
Tampa - SP	.84	4	.488	4	10	11
Nashville	.80	4	.441	3	6	10
Providence	.79	3	.470	3	6	10
(ST	57.51)					
Charleston	.75	3	.405	4	8	11
Birmingham	.73	3	.400	2	4	6
Denver	.73	4	.422	4	8	11
Columbus	.71	3	.412	5	10	*
New Orleans	.71	4	.398	5	10	*
(ST	61.14)					
Charlotte	.70	4	.386	3	10	*
Grand Rapids	.68	3	.390	4	10	*
Albany S-T	.66	3	.387	3	10	*
Syracuse	.66	3	.388	5	10	*
Louisville	.65	3	.369	3	6	10
(Total	64.49)					

\* No delivery available at this time. Reproduced at the Richard Nixon Presidential Library

TRUCK  
2 VTR MACHINES  
1 CAMERA  
1 EDITOR

Videotape Truck

Costs: Ampex Corporation Proposal  
(Revised) #9423-0409B  
17 June, 1970 \$375,000

Mobile Unit:

Two Ampex VR-1200 B  
Color Videotape Recorders

One Ampex RA-4000  
Random Access Programmer  
(Editor)

One Ampex BC-230 Color  
(Camera)

Switching, Mixing, Intercom,  
Monitoring, Connecting  
System.

Built from Chassis in 60 Days:

Ford, GMC, or IHC Chassis  
V8 Engine; 5 speed  
transmission; air  
conditioning.  
Weight: 22,000GVW

Van Body; 18 ft-length,  
3 ton air conditioning,  
8 KW power system;  
30 EK Series generator  
with 25 KW capability.

FOB, Redwood City, California

(#37,500 with order 7-21-70 would deliver 10-15-70).

*Although this is an excellent idea  
there is always the possibility that  
too many stations will reject the  
idea to make it pay off.*

What about radio feeds  
to key radio stations  
of audio portion?

Videotape Truck

Production - Operations

Management Personnel

A - Operations, Technical

Videotape

Operates Machines

1. Videotape Recording
2. Audio Recording
3. Drives Vehicle

Can Maintain

1. All Technical Gear
2. Tear down while operating
3. Repair on spot on demand

Audio

1. Can transmit actualities back to home base instantly
2. Can edit and duplicate if necessary.

B - Editorial Content

Videotape

Operates Camera & Electronics

1. Helps Senator Record words.
2. Then edits electronically final Video actuality.
3. Duplicates Video actuality and inserts final product in shipment box (while enroute)

Audio

1. Can transmit actualities back to home base instantly
2. Can edit and duplicate if necessary

Reproduced at the Richard Nixon Presidential Library

Possible rejection  
reasons:

- a) don't believe it will work
- b) afraid of outcry from local democrats or overbalancing news problem.
- c) station mgt. democratic
- d) News dept ego  
Feel they can do it better themselves.  
especially network  
O & O's or Westinghouse  
or Metromedia
- e) lack of support by  
GOP?

- Extra  
Equipment  
- time to  
dub.  
- many all  
news radi

stations  
which need  
this material  
however

Videotape Truck

Maintainance - Cost Operation

Annual

Electronic

Videotape Machines

Head Replacement @1000 hours/dual (Daily, 10 hrs) (Monthly, 43) 860 Annual /dual	1,500
Routine	500
Audio Systems; Solid State	300

Vehicular

Fuel; <u>239 Miles Daily</u> Weekly: 1195 Monthly: 5138 Annually/10 Months 51,380 @ 40¢ 10 mpg =	2,050
Lubrication/Associated Twice Monthly	300

Insurance Package 3,500

Mobile Telephone 600

-----  
8,750

*What are the guarantees on this equipment for parts? time to replace parts? availability of parts?*

- System will require at least one day per wk of maintainance
- Producer will need day in office for scheduling
- Cost - office, phones, secretary at base to relay changes & additions to schedule.



Related Production Costs

Videotape

Raw Tape Stock

	Weekly	Monthly	Annually
Master Editing	--	167.	1,670.
Dubbed Product	320.	1,376.	13,760.
Weekend Special	80.	344.	3,440.
			<u>18,870.</u>

Air Express

\$16 per market  
1 Box, reel  
---  
@17

Daily:	Per			
10 Markets	170.	850.	3,655.	36,550.
15	255.	1275.	5,482.	54,825.
20	340.	1700.	7,310.	73,100.
25	425.	2125.	9,137.	91,375.
30	510.	2550.	10,964.	109,640.
40	680.	3400.	14,620.	146,200.
50	850.	4250.	18,274.	182,700.
60	1020.	5100.	21,928.	219,260.
80	1360.	6800.	28,240.	282,400.
100	1700.	8500.	36,548.	365,480.

Raw Tape Stock

Master Editing	--	100	1,200.
Mat Surface Units	--	--	700.
Weekend Summary	100.	430.	5,200.
Library Recall	25.	125.	<u>1,250.</u>
			8,350

Long Lines Cost (Down Month)

Dual Watts System	--	800.	8,800.
Overload Domestic	--	200.	2,200.
Standard Incoming	30.	120.	1,320.
Single Mobile	10.	43.	470.
Multiplex Service	---	25.	<u>275.</u>
			13,065.

*Can't evaluate don't know length of each reel of tape.*

*Should be some :30 sec clips  
1:00 clips  
3:00 clips  
wholesale or retail?  
initial buy in what quantity to reduce cost?*

*Consider - tape storage of masters - system to return tape for reuse?*

Videotape Operations Only  
-----

MINIMUM CASH PLAN  
(First of 5 Years)

Because of possible idea rejection or failure I suggest the following

a) limited market survey of news directors to determine reaction, use, ideas for improvement and negative thinking.

b) rental of equipment initially for 2 months to ~~the~~ a) measure success of idea b) determine actual equipment needed.

<u>Cash Out</u>	Ampex Corporation	
	Down Payment 7/70	75,000
<u>Management</u>	A - Tech Coordinator	17,000
	B - Edit Coordinator	25,000
<u>Production</u>	Raw Tape Stock	18,870
	Air Freight	73,100
	20 Markets Daily	
	100 Markets Weekly	
<u>Debt</u>	5 Year Note	93,000
	\$7,750 Monthly	
	11% Simple	
<u>Maintainance</u>	Fuel-Insurance	8,750
	Equipment Routine	
	Mobile Communications	

FIRST YEAR CASH	310,720
	-( 75,000)
SUBSEQUENT ANNUAL OPERATION	235,720

Audio Addition to Package  
-----

Total Market Group, Nationally Lines 9,600

cost of audio tape stock

Every GOP Senator on every Radio News Broadcast in his state applicable -----

Basically an excellent idea.  
Needs refinement and good organization.  
See a need for 4 people.

Videotape Operations Only

MAXIMUM CASH PLAN

and time  
Cost of  
making service  
Known and  
understood  
by stations  
and GOP  
people !!

Cash Out	Ampex Corporation	375,000
<u>Management</u>	A - Tech Coordinator	17,000
	B - Edit Coordinator	25,000
<u>Production</u>	Raw Tape Stock	18,870
	Air Freight	73,100
	20 Markets Daily	
	100 Markets Weekly	
<u>Maintainance</u>	Fuel-Insurance	8,750
	Equipment Routine	
	Mobile Communications	

Reproduced at the Richard Nixon Presidential Library

SINGLE YEAR CASH	527,720
	-(375,000)
SUBSEQUENT ANNUAL OPERATION	152,720

Audio Addition to Package

Total Market Group Nationally (Lines) 9,600

Bob - ~~we~~ if you decide to go ahead we would as a production company like to bid on packaging the entire project. I know what has to be done and we could test the feasibility for 90 days without you making a commitment beyond that point (over)

162,320

Interest Cost Allow. 1%

production

Then people could be my existing staff so you wouldn't have the problem of hiring or firing. Only exception is the engineers but I know ~~is~~ a few good ones out of work right now because of general industry slow down.

If you are interested I'll have my N.Y. office put together

a) 90 day pilot costs

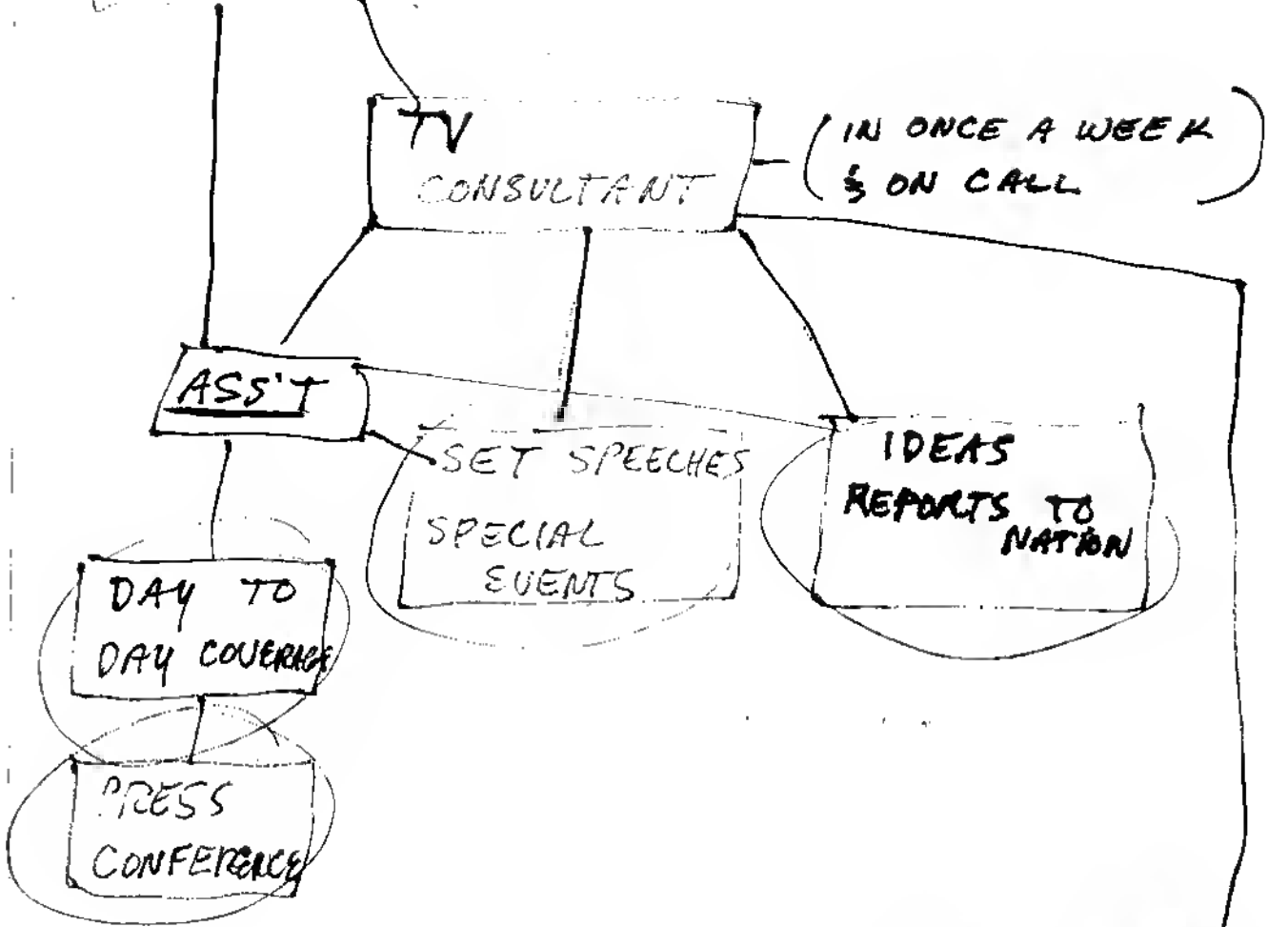
b) cost to continue on annual basis.

Best regards,

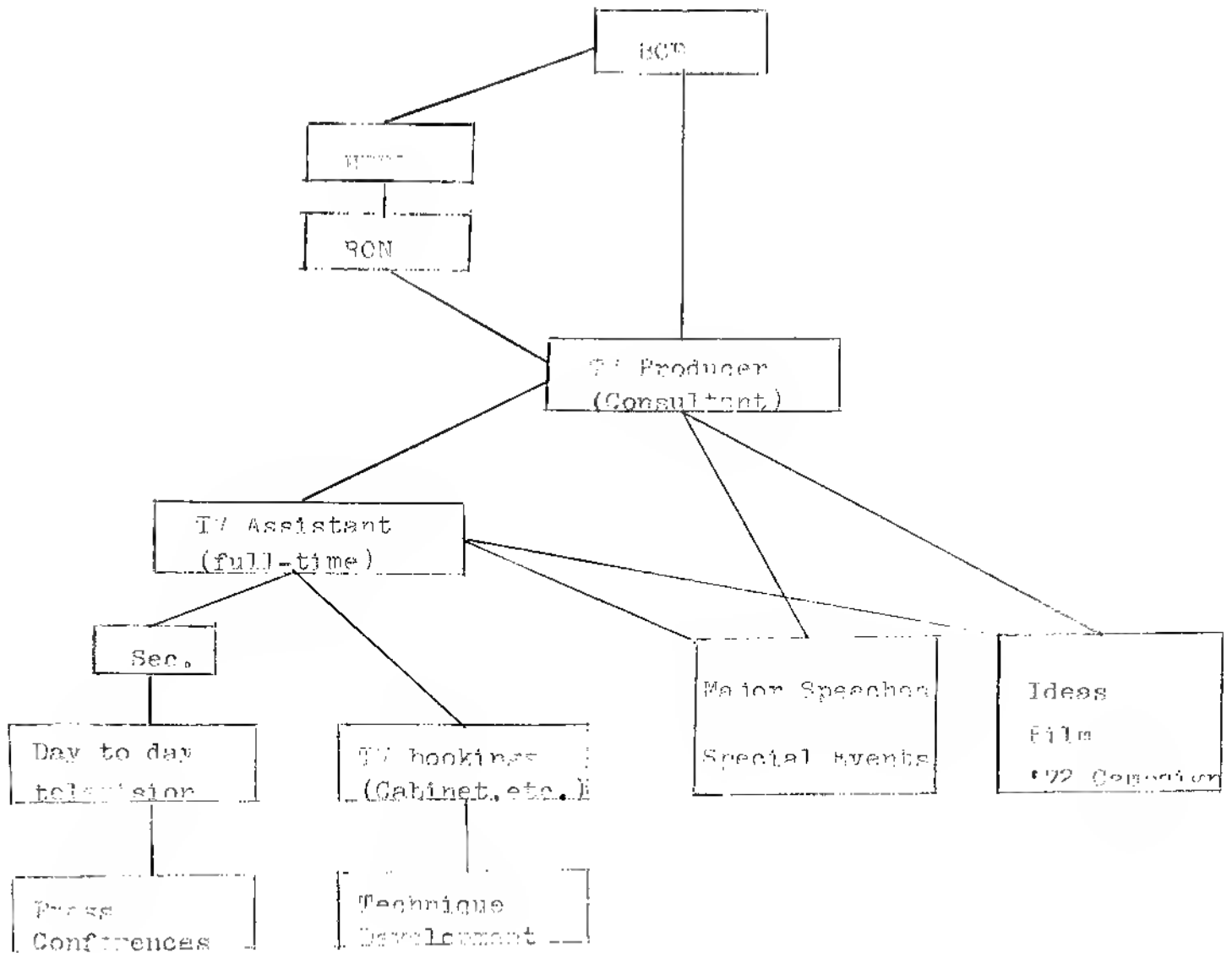
Roger

305

EWN



- LONG RANGE
- FILM
- 72 ELECTION
- CABINET + VP  
+ WH SAU



THE WHITE HOUSE

WASHINGTON

September 14, 1970

MEMORANDUM FOR H.R. HALDEMAN

FR: HERBERT G. KLEIN

HK

RE: Proposal for a Mobile TV Unit

The proposal works on a premise which I basically agree with, that the television news is important and that local news shows deserve more priority.

The fact is that strong local news shows in large markets, are a greater factor in attracting viewers to network shows than are the network shows themselves.

You will recall also, that in 1962, with your agreement, I worked out a system of shipping film clips to principal cities in California, so we have had some experience in this.

Regarding the proposal submitted to me, I think it would be impossible to organize at this time and be able to influence November. The project would take several months. Beyond that, I have serious doubts as to the feasibility on the plan economically. I think the premise of doing more for local shows is good.

First, it would cost an excess of a half million dollars, which is far more than the RNC pays for all our activities.

Secondly, I do not think it could be done within the price and personnel limit outlined in the proposal. I doubt the premise on film delivery...which are expensive.

Third, there are excellent television facilities available to both Congressmen and Senators on both sides of the Hill.

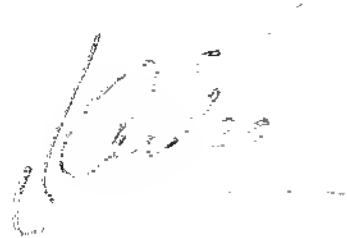
9/14/70  
Mobile TV Unit  
page two

I think the proposal triggers the idea that we should seek to have the committees on the Hill do more to facilitate use of the existing facilities and perhaps incorporate some of the delivery systems suggested.

I discussed this with our Saturday morning group, including Lyn Nofziger. The concensus is that the idea of doing more with local is good; that the cost of this mobile project is too high and perhaps we should try some pilot projects with existing facilities. Lyn is looking further into this.



TALKING PAPER



Re: Roger Ailes' Meeting

A. Why we are here?

Roger, I want to be completely honest with you. As you know, we have felt the need for a full-time man here at the White House for a long time - to supervise our TV on a daily basis - and our efforts here have met with little success. I don't see anything developing on this need in the near future.

The President has told me to completely reorganize our television operation - not only to change the people involved - but to change some of our thinking and find a full-time man. This has been done and starting next week we are bringing in a new man to handle this job.

You and your operation have developed into a TV political consulting business. It is obviously successful, but it is a different animal than what we need here.

We have not been able to build the relationship between you and the President which we had hoped to see. It is no one's fault. We face this sort of thing everyday. There are different directions that we can go which I think you can explore and which will continue to reap you rewards.

B. The President wants to try a new direction and feels we should not only have a new approach, but new people.

We are going to try a procedure very similar to what you recommended. It is our hope to get a man for the daily routine events on a full-time basis. In addition, we have a producer-type who is not involved in politics in any way, nor is his company.

- B. (Con't) I would imagine that you would want to continue to grow in the area of a political TV concern and we would very much like to encourage this. What I specifically have in mind is developing the appropriate relationship between you and the RNC. This is of course up to you, but we would want to do everything to encourage this if you are inclined in this area.
- C. We could, for example, make you the media consultant to the RNC ... something that will probably be far more lucrative than your arrangement here. It would allow you to concentrate far more on developing Senate and Congressional campaigns. In addition, it would give you the opportunity to work first-hand in restructuring the RNC Communications apparatus.
- D. Larry talked with me about the Martha Mitchell show idea. That may work and is surely something which should be followed up on with the people at Justice. However, there are undoubtedly a number of good show ideas which could be developed and placed on the air. This is in an area where we want to work with you and will cooperate completely.
- 1) a new type news panel
  - 2) talk-interview type show
  - 3) development of a TV series with pro-Administration plot

Summary

- A. I would be wrong if I didn't indicate to you how much we have appreciated your help in the past -

November 16, 1970

*Bill Carruthers*  
*10/16/70*

MEMORANDUM FOR THE BILL CARRUTHERS FILE

The following are some of Bill Safire's thoughts concerning Carruthers:

1. He is technically good - especially on tape - a proficient technician.
2. He has a good group of people working with him and he has good control of the people and of himself.
3. He is liberal compared to us.
4. He has a little company and he is anxious to make a name for himself.
5. He has much less emotion than Ailes does; he has more control.
6. He is probably a better producer than Ailes but he does not have as much flair as Roger.
7. You've got to consider the question of Flair versus ability and Safire buys ability.

Following are comments from Ed Bleier, Vice President of ABC who knows Bill Carruthers.

1. Carruthers is solid, sure, reliable, and never lets you down.
2. He is not the greatest creative man.
3. Regarding the choice between Ailes or Carruthers, Carruthers should be used for remote and crowd-type situations; Ailes should be used for small studio-type situations.
4. Carruthers is excellent on logistics.
5. The hottest producers on television at the present

2.

time are Bob Henry (Ford Theater Show) Harbach, and Vanoff. Carruthers is always in the running as one of the top producers, according to Ed Bleier.

DWIGHT L. CRAWFORD

July 3, 1970

EX-107  
PR 16 2

MEMORANDUM FOR RON ZIEGLER

FROM: Tim Elbourne

Per your request, the following is a recap of Roger Ailes' and my activities in regard to the President's foreign policy telecast on Wednesday.

I talked for the first time with Roger Ailes on Saturday by telephone and outlined to him my concern about originating the telecast from the President's San Clemente office, due to the size of the office, the color of the walls, air conditioning problems, etc. Roger told me at that time that he would try to get out to look at the office as soon as possible; however, he could not give a firm time. I understand that Roger did go to the compound on Sunday afternoon where he met with Steve Bull and looked at the office for about an hour and a half.

Following his tour, Roger telephoned me and concurred with the concerns that we discussed previously. I suggested to Roger that he relay to Chapin, Haldeman, etc. these problems. We did agree, however, that it would be possible to do the telecast from the office even though circumstances were not ideal.

In anticipation that the office would be the origination point, I had 400 amps of power brought into the office site and the Telco audio, video, and telephone lines were ordered in. These were installed and ready to go on Monday.

On Sunday morning, I talked with Bob Siegenthaller, the pool producer in New York, and indicated that we should have our first survey on Monday a. m. I also talked with John Lynch and informed him of the tentative survey. I talked with Roger Ailes and informed him of our survey plans. He said he would try, but doubted if he could make it.

Accordingly, on Monday, John Lynch, Bob Siegenthaller, the director, and technical people, and myself went to the compound to survey the office and judge our other possibilities for the origination point.

After we had seen the office, we met with you and the pool and discussed the various problems we would encounter by using the office. At that point you indicated that the President had decided we would do the telecast from a studio environment in Los Angeles. Following our meeting, I contacted Roger Ailes by telephone and informed him of the decision. He told me that he would take a look at the studio; however, I do not know if he actually went to ABC studios or not.

Later that evening we met with the pool at the Surf and Sands Hotel and discussed details and concepts for the show. At that time we outlined to them the physical facilities for the President, staff, and press.

I telephoned Roger Ailes following this meeting and informed him of the discussion and that the producers would be ready for us to come to ABC studios at 11 a. m. on Tuesday morning. Roger indicated that he did not think he could make the initial studio survey.

I moved to the Century Plaza Hotel on Tuesday morning and met the pool at ABC studios at 11 a. m. on Tuesday. At that time I determined which rooms would be used for staff, located the President's holding room, make-up room, agreed on the sound stage that would be used for the telecast, located press facilities. Further, at that time we discussed the possible set arrangement. ABC indicated that they would locate suitable chairs and requested that we bring two chairs suitable for the President's use from the compound. I advised Dwight Chapin that he should select the President's chairs and have GSA bring them to either the Century Plaza Hotel or the studio.

Following the survey at the studio, I met with WHCA, phone company personnel, secret service, helicopter advance, and worked out details for the over-all movement.

I then returned to the Century Plaza Hotel, had a further meeting with the T. V. pool to discuss details of the telecast. I telephoned Roger Ailes to advise him of these discussions, as Roger was not able to be at the studio on Tuesday.

Tuesday evening I rechecked the hotel arrangements per Dwight Chapin's requirements for the President and staff, as well as for the press pool traveling with the President.

On Wednesday morning I returned to ABC studios where we had an 11 o'clock meeting set up to look at the set. Roger Ailes was in the studio and we looked at the set and decided that the chairs that ABC had selected were not appropriate, and requested that other chairs be secured. Dwight Chapin had apparently decided not to bring the President's chairs from the compound. Roger spent about an hour in the studio but had to return to KTLA studios where he was shooting two television shows. Throughout the duration of the afternoon I rode herd on President's staff, and press facilities, as well as working with the pool on set requirements. We tried four or five different chairs and settings. This was following your visit to the set along with Chapin, where we discussed over-all details of the set and the feeling we wanted to achieve.

Roger Ailes returned to ABC studios at approximately 5:30 p. m. and met with you regarding over-all format and lead-in to the show. I have no knowledge of what he and Roger discussed after that point, as I became involved with the press operation.

Roger secured the make-up man, Mr. Clyde Thompson of NBC, and I got him set up in the President's holding room at approximately 5 p. m.

To my knowledge this was the extent of Roger's activities, however, he may have talked by telephone with the pool producers on several occasions without my knowledge.

EXECUTIVE

12-1/4"

June 16, 1970

Dear Roger:

I was pleased to learn that the Ohio University Alumni Association selected you this year for their Certificate of Merit. Maybe it was not such a bad year for Republicans on campus after all! Congratulations.

Sincerely,

RICHARD NIXON

\*  
Mr. Roger Ailes  
423 Oak Valley Road  
Medina, Pennsylvania 19053

RN:AVHiggins:mvm



May 12, 1970  
Tuesday - 4:30 p. m.

SECRET  
F 17-3

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin

RE: Two-Way Conversation between the President  
and Students - Television

You had mentioned that the President was intrigued with the possibility of trying a hook-up with university classrooms on educational television. You wanted to know whether such a hook-up was feasible.

It is definitely feasible. It can be done by NET or it could be done by the networks.

Roger Ailes is developing a plan which he is going to phone in to me tomorrow morning.

I have talked to Safire, Herb Klein, and Billy Graham and they all feel it is a tremendous idea. Ailes thinks that it can work, but he wants to give some more thought to it.

In case you get into a conversation with the President, the following are some of the points which have been brought up in regard to such a production.

Bill Safire has suggested that perhaps this hook-up be among four institutions: an Ivy League college, a large university in the Midwest, a California community college, and perhaps a high school in the South.

Groups of six or seven students could be gathered at each one of the institutions and would ask the questions of the President. Another option would be to have the cameras set up in either a

*Roger Ailes*

Government or civics class at each one of the schools. One thought was to have the auditoriums filled with large groups of students and then this was ruled out for control reasons.

Roger Alles likes the idea of having the President originate live from one of the schools and then shift to the other schools to answer questions. It had been thought that perhaps the President should originate from an informal setting such as the White House Library. However, Roger feels that it is good to have some students in and around the President in order to draw more identity. An option from going and originating from a classroom would be to have some students in the Library at the White House with the President.

Roger feels it is important to structure this in such a way as to allow the students to ask follow-up questions and therefore create the impression of carrying on a dialogue. He also feels that it should be structured in such a way that the President can ask them some questions which gets into the whole question of the President listening to the students.

Roger feels that perhaps the best way to handle the thing mechanically would be through NET. He is sure that the networks would carry it, if offered.

We will have a more specific plan in to you tomorrow.

DLC:ny



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019  
New York 212-765-3022 Washington 202-966-1411

EXHIBIT  
W.H.9

February 3, 1970

Mr. H. R. Haldeman  
Chief of Staff  
White House  
Washington, D. C.

Dear Bob:

This is just to bring you up to date.

- 1) I talked with Charlie Rotchford and he has assured me that he will move ahead on a portable blue drape and it will be ready the next time the President needs to use the Oval office for TV.
- 2) I have talked to WHCA about the podium problem and we are working on it.
- 3) Our ad was in Broadcasting this week for a television assistant. Responses have already begun to come in. Within a week I'll have it narrowed down to two or three potentials.
- 4) I will view the videotape of the HEW Veto to see if there were any shimmers from the design on the tie. My preliminary investigation, however, shows that there were none and whoever reported it may have a set that is not scanning properly.
- 5) I will look at the President's ties and select those that can definitely be used.

See you soon.

Best regards,

ROGER E. XAILES  
President  
REA Productions, Inc.

CC: Dwight Chapin

RECEIVED

FEB 7 1970

CENTRAL FILES

November 5, 1969

EXEC  
PRI

Dear Roger:

On this first anniversary of our campaign victory last year, I am reminded once again of how much your active and very effective participation meant to our achievement of that victory. The time and effort you devoted, the encouragement you gave, the personal commitment you made, all contributed greatly to our success in a difficult, exciting and closely contested campaign.

Having the opportunity to lead America at this critical point in our nation's history is a great privilege. I am deeply grateful not only for your campaign efforts, but also for the faith that those efforts represented. I shall do everything I possibly can in the months and years ahead to merit that faith, and to make these years a time of which America as a nation, and we as Americans, can be truly proud.

With my best wishes,

Sincerely,

RICHARD NIXON

Mr. Roger Atlas  
423 Oak Valley Road  
Media, Pennsylvania

RN:Melencamp:slc

GENERAL  
PP2

2



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019  
New York 212-765-3022 Washington 202-966-1411

October 2, 1969

Mr. John Ehrlichman  
Counsel to the President  
White House  
Washington, D. C.

Dear John:

I am sending this letter to you and to Bob Haldeman to inform you of a situation which I just became aware of.

Talking to a friend of mine in the newspaper business, I found out that the New York Times is publishing a book review of "The Selling Of The President 1968" in this weekend's book section. I'm sure you are aware of this book. My friend thought I should be aware of it since I was mentioned prominently, and I had it read to me over the phone. I was upset to find that quotes by me, which are inaccurate in the first place, have been lifted out and featured. I regret that the New York Times has decided to use me as a tool to embarrass the President.

If you have any comments or suggestions on the handling of this, please advise.

Sincerely

ROGER E. AILES

REA/hs

GENERAL

October 8, 1969

Dear Roger:

Thank you for writing your note of October 2. I've been aware of McGinnies' book and statements for quite some time and there's really nothing much that we can do about it at this point except hope that something like this doesn't happen again.

Sincerely,

H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailes  
REA Productions, Inc.  
888 Eighth Avenue  
Suite 7F New York  
New York 10010

HRH:LH:pm

EXECUTIVE

PR 11  
F66-114/FLANIGAN, PETER M.

②

70/

THE WHITE HOUSE  
WASHINGTON

October 11, 1972

MEMORANDUM FOR: PETER FLANIGAN

FROM: STARKE MEYER S.M.

Leonard Garment has asked me to let you know about a new musical being produced by Roger Ailes, called "Mother Earth," which is opening in New York on October 19th at the Belasco Theater. The theme is ecology, and it seems to have had good reviews when it appeared previously in Los Angeles and San Francisco. Please let me know if you are interested.

ENCLOSURE  
42

June 18, 1973

Dear Roger:

Your thoughtful letter of encouragement has been passed on to the President, who was gratified to learn of your continuing support and of your willingness to be of assistance. I want you to know, too, how much it means to me personally to be assured that President Nixon has your continuing confidence and understanding at this particular time. The wonderful response from the President's--and my own--friends is heartening indeed.

Despite recent developments, I share the President's faith that, working together, we can achieve the great goals of peace and progress all Americans seek. Your encouraging comments have strengthened that faith, and this note comes to you with my thanks and deep appreciation.

Sincerely,

Rose Mary Woods  
Executive Assistant  
to the President

Mr. Roger Ailes  
Roger Ailes and Associates, Inc.  
888 Seventh Avenue  
New York, New York 10019

RMW:MAF:mah



~~Put~~ Put this in  
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make sure that file  
is on the city list.  
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PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

MEMO TO: H. R. Haldeman

FROM: Roger E. Ailes

RE: PRESIDENTIAL PRESS CONFERENCE, December 10, 1970

On the whole I think the President did an excellent job during the Press Conference last night. It was obvious he was uptight the first few minutes but he seemed to relax as the program went along. The best part about it was his ability to be candid and brief on questions that required that type of answer. The fact that he went past the half hour worked to our advantage because many reporters, as you know, have been criticizing us for holding few press conferences. By the President not appearing to be concerned about the time or getting out of there in a hurry, he disarmed the reporters. In fact, he seemed to be enjoying himself which is an excellent attitude to have for all press conferences. It is extremely difficult for the reporters to score any points if the President is relaxed and seems to be having a good time. I do think it was a major mistake not to put makeup on however. Fortunately, we got away with it pretty well last night because of the lighting in the East Room. That lighting is preset, angled properly, and bright enough. However, if the President believes he got away with it, and therefore, can slap on a little pancake anytime, I'm afraid he will look very bad sometime when he needs not to. In fact, pancake is not the best type of beardstick since the beard shows through it. The only thing that effectively covers beard is a grease base.

Now that its over I hope we can mention to him that in most cases makeup is necessary and Ray Voege tells me it can be applied in three minutes. Therefore, there is no good reason not to use it. As the 1972 campaign approaches not only will the President be judged alone but he will be judged in contrast to someone else. Also if his appearance changes right near the election, it will be obvious that he is wearing makeup.

Memo to H. R. Haldeman

---

Everything is under control for the Christmas Tree Lighting Ceremony. Please let me know as soon as I can go ahead on other parts of my memo re television. Also, whoever takes over the National Committee I would very much like to be involved in the communications end of it. See you next week.

REA:hjs  
December 11, 1970

July 21, 1971

Dear Roger:

I received your letter dated July 1, and appreciate your thoughts regarding the President.

I have forwarded this information to Dwight and I'm sure that he'll fit it in if possible.

With best regards,

Sincerely,

Lawrence M. Wigby  
Administrative Assistant  
to H. R. Waldeman

Mr. Roger E. Ailes  
ROGER AILES and ASSOCIATES, INC.  
333 Seventh Avenue  
New York, New York 10019

cc: Dwight Chapin -- FYI



888 SEVENTH AVENUE, NEW YORK, N.Y. 10013 / 212 765-3022

To  
Chapin  
E-4I  
L

July 1, 1971

Mr. Larry Higby  
The White House  
Washington, D. C.

Dear Larry:

I'm not sure if this is a good idea, but I thought you might like to try it on Bob at some point.

I realize the President has more important things to do than to be concerned about the Washington Senators, however, we have done nothing recently to build up his "sports enthusiast" image and it might be worth a trip during his "private hours" over to the ballpark to see the Senators or to talk to their management about their problems--not as the President but as a sports fan trying to keep the Senators in Washington. In fact, it might be interesting to set up a celebrity box in which the President, Cabinet members and some sports celebrities go to all the home games on a regular basis or the President invites these people to go with him to help draw crowds. That would solve some of the financial problems and give the President a down-to-earth look.

Just an idea for what it's worth. I hope all is going well with you.

Best regards,

Roger E. Ailes  
President

REA/lam

THE WHITE HOUSE  
WASHINGTON

Date: \_\_\_\_\_

TO:

Betty

FROM:

GORDON STRACHAN

3 copies

pls

✓ send 1 to  
Magruder +

✓ to Bill  
Moore

- put 3<sup>rd</sup> in  
Files

July 6, 1971

Dear Roger:

Bob has asked that I acknowledge your letter of June 30. We are aware of David Frost's desire to do an interview with the President and have discussed the possibility internally many times.

Although there are no plans at the present time to proceed with setting up this interview, we will keep your recommendation and thoughts in mind.

Thank you for the thoughts you gave me on the Fourth regarding the President's television show the evening before. We were very interested in getting a technical reading and appreciated the comments you had to offer.

Hope to see you soon.

Sincerely,

Dwight L. Chapin  
Deputy Assistant  
to the President

Mr. Roger E. Ailes  
888 Seventh Avenue  
New York, NY 10019

THE WHITE HOUSE  
WASHINGTON

Date July 5, 1971

TO: C.  
FROM: BRUCE KEHRLI

H. has not seen. Would you  
please handle, including an  
acknowledgement to Ailes.

Thanks.

B.





888 SEVENTH AVENUE, NEW YORK, N.Y. 10019 / 212 735-3022

June 30, 1971

Mr. Robert Haldeman  
Chief of Staff  
The White House  
Washington, D. C.

Dear Bob:

I ran into David Frost the other day and we had time to talk for about a half hour. As you may recall, I produced some shows with David when he was first starting out and we have been friendly ever since.

For quite some time he has been trying to set up a 90-minute interview with the President. He's been operating through Herb Klein's office and is not sure of the status of it at this point. However, if you recall my first memo in 1969, I suggested that the President do a complete show with David Frost because Frost is best at getting out the real person and humanizing people. I still think it's a good idea--particularly, I think it should be done at Camp David where the atmosphere is a little more relaxed.

The reason I'm writing is not to suggest again doing it however, but just to say to you that if the decision is made to go ahead with it, I would like to be involved. First, because I have long thought it a good idea and suggested it, but more importantly because I know Frost and the entire Westinghouse operation very well since I spent so much time there. Also, David would feel comfortable with me handling the details, and frankly I can control him to a pretty great extent on this type of an interview. If he's dealing with Klein's office, well frankly, he does not have a great deal of respect for them, and I'm not sure he would listen to Al Snyder. It's just a suggestion, but I do think it would be very good for the President.

I hope all is going well. Thanks for your recent note.

Best regards,

Roger E. Ailes  
President

REA/1am

Reproduced at the Richard Nixon Presidential Library

June 2, 1971

Dear Roger:

Thank you for the information on the Indiana situation. I have asked Herb Klein to contact Gene Pulliam to see if he is really as unhappy as some of the rumors indicate.

As you know now we did not make a trip to Indianapolis, but your information is certainly appreciated.

Congratulations and best of luck with your expanding business.

With best wishes,

Sincerely,

H. R. Faldeman  
Assistant to the President

Mr. Roger Ailes  
423 Oak Valley Road  
Tulia, Pennsylvania 19083

THE WHITE HOUSE  
WASHINGTON

*Reed*  
Mar 25, 1971

Date \_\_\_\_\_

NOTE TO: H. R. HALDEMAN

FROM: GORDON STRACHAN *GS*

You may recall that Pulliam was one of the prime movers in the Whitcomb project. Pulliam is apparently still unhappy that the project did not go through as he hoped. Nevertheless, Klein should probably call and listen to his complaints to get a reading on whether Pulliam is really that upset.

*Also send cc of letters  
etc to Mitchell.  
DCC - Mitchell  
Klein*



ROGER AILES & ASSOCIATES, INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

212-765-3022

May 19, 1971

Mr. H. R. Haldeman  
Chief of Staff  
The White House  
1700 Pennsylvania Avenue  
Washington, D. C.

Dear Bob:

I was at Indiana University on Saturday to make a speech to the radio and television graduates and I stopped in Indianapolis briefly and talked with a few of the people that I worked with during the last campaign. I'm not sure you're aware of the situation there, so I just thought I'd bring you up to date.

Apparently, Gene Pulliam, the publisher of the Indianapolis Star, is very upset with the President because he's been unable to talk with him about the political situation out there. He has gone as far as to say he is going to back Scoop Jackson for 1972. I'm not sure if you people care one way or the other but I did want to bring it to your attention. Apparently, the situation is still solvable but for one reason or another his feelings have been hurt.

There is a rumor going around in Indiana that the President is going out there for the Indianapolis 500 this year. Although I have not seen anything official on that, if he is and unless there is some other reason for it, I think it would be a very bad idea. The situation in Indiana is just too volatile at the moment and I can't see anything that the President could gain from it politically.

Governor Whitcomb gained a little popularity by turning down the tax program recently, however, the consensus is that it will have no long range effect and the President should stay as far away from him as he can.

Enclosed also are a few recent articles on the expansion of my company. We'll be moving into new offices at the end of the first week of June. Our telephone number will remain the same, however, the address will change to: 888 Seventh Avenue, New York, New York 10019.

Mr. H. R. Haldeman

-2-

May 19, 1971

I hope everything is going well with you. Let me know if you have any special projects.

Best regards,

A handwritten signature in black ink, appearing to be 'R. Ailes', written over a vertical line.

Roger E. Ailes  
President

REA/lam  
Enclosures

Monday - May 17, 1971

PAGE 22

## THE INDIANAPOLIS STAR

Where The Spirit Of The Lord Is, There Is Liberty

II Corinthians 3:17

EUGENE C. PULLIAM, *Publisher*

*"Let the people know the facts and the country will be saved."* — Abraham Lincoln

### A Weakened America

Senator Henry M. Jackson (D-Wash.) was right in warning that the Soviet Union's buildup of offensive power could cause the United States to back down in a future confrontation.

He criticized the Nixon administration for declaring "an era of negotiations" at a time when the growing military strength of the Soviets makes the need for negotiating minimal in Soviet eyes. Negotiations between equals are possible. Negotiation is unnecessary for a state strong enough to grab what it wants or do what it wants without fear of having to contend with any interference.

As the Paris peace talks have demonstrated with stony certainty, negotiation is impossible with an enemy that refuses to bargain — and the real enemy is not North Vietnam, but the Red duo of China and the Soviet Union. They are underwriting North Vietnamese aggression in Indochina and have made it plain they will intervene with their vast force if South Vietnamese troops invade North Vietnam to smash and dismember the military that has kept Indochina at war for a generation.

Red imperialism moved cautiously during the time just after World War II when the United States had a monopoly of nuclear weapons. The Communist powers then were more than willing to negotiate and did so although they outmaneuvered and outbargained the U.S., whose foreign policy at the time was heavily influenced by pro-Communists in the State Department.

The Reds set up shop in North Vietnam

President Harry S Truman announced Sept. 23, 1949, that the U.S. monopoly had been ended with the explosion of a nuclear bomb within the Soviet Union. Open aggression was soon to follow.

On June 25, 1950, six months later, 60,000 Communist North Korean troops spearheaded by more than 100 Russian-built tanks and eventually to be reinforced by Red China

# To Become Official

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AFL-CIO will "take off its coat" for no other man.

The professional politicians in the Democratic center believe that Jackson, starting in New Mexico and continuing across Texas, will sweep the South so strongly that he'll carry the crucial border states, Tennessee and Kentucky, with possible leads in Missouri and Oklahoma. He should get most of the mountain states.

THE "SCOOP" is expected to scoop up none of the northernmost Midwest states, but he has considerable support in Illinois, Ohio, Pennsylvania and New Jersey. He faces tough opposition in New York and New England and it's anybody's ball game, with the odds against him in California.

In hard cold count, Jackson is estimated to have 600 votes going in — a rough 20 per cent. But that's not really the news; the news is that Jackson is going in.

He will enter the fight, and a donnybrook it will be. The word back at the ranch is that the horses are to toughen up in the mountain meadows this summer, with all hands ready to saddle and ride with the turn of the leaves next fall.

4

By ERNEST CUNEO  
Copyright North American Newspaper Alliance, Inc.

Washington—Senator Henry (Scoop) Jackson (D-Wash.) is in the race for his party's presidential nomination. According to high-level sources close to the Washington State senator, Jackson will make the official announcement launching his candidacy in the fall, probably in mid-September.

"Kites rise against the wind" declares an old Chinese proverb. This describes the political fortunes of Senator Jackson. The opposition designed to blow up his candidacy has blown it far up in the political heavens.

FOR THE LAST month, there has

been an intensive effort to throttle an Jackson candidacy. This took the form of Democratic resolutions in the Senate and elsewhere of such dovish nature that Senator Jackson couldn't possibly accept them. All of the other candidates; Senator Jackson does not.

The thrust of the resolution was to write a 1972 platform excluding Senator Jackson in all but name. The effect of the resolution was to make the senator considerably more resolute than before their passage. In terms of political poker, he accepted the raise and he stayed in.

THE NEXT EFFORT was so brazen that national Democratic chairman Lawrence O'Brien denounced it. As voiced by Howard Samuels in a Democratic finance committee meeting, this was a motion to cut off all funds to any nominee who did not openly advocate the quickest liquidation of the war in Vietnam.

Since Senator Jackson, alone among those named for the Democratic nomination, is unwilling to dictate to the President on a military decision, the net effect of the Samuels resolution would be to cut off any Democratic national committee funds for Senator Jackson in the event he were the nominee.

MR. SAMUELS, a likeable fellow whose forte was and is plastic clothespins and clotheslines, reached the end of his rope when it was revealed he wasn't even a contributor.

As the impartial umpire, Mr. O'Brien, a pro, was both indis-

SAT - May 15, 1971

# Jackson White House Bid To Become Official

Friday, March 5, 1971

### Ailes, Business Is Not Alling

Roger Ailes & Associates, Incorporated is the new name for REA Productions originally formed by Roger E. Ailes in 1958, V.P.-G.M. Robert J. Ailes announced.

The new name signals an expansion program for 1971 which will include activity in radio and TV production; TV counselling services to business and industry; and

a division to handle personal management for talent, Robert Ailes reported.

The success of the "Mike Douglas" show has been credited to Roger Ailes as producer. Following his resignation from that post in 1968, Mr. Ailes became Richard M. Nixon's TV Consultant in TV programming during the campaign for the presidency.



# Commercials

Volume XVIII Number 19

March 8, 1971

## Challenges N.Y. tape prices

Commenting on two recent TELEVISION RATIO Ad stories on prices of duplicating video tape, one writer has used this station March 22 and April 5, 1971.

**Richard E. Riedel, vice president of Jaffers Productions, says:** "It's hard to make a comparison between the current price of \$400 and the \$300 price of two years ago."

"I've had the same experience with the cost of color film. As of the executive ad by Adkins, color price rises out of \$585 to \$89."

## Top echelon changes

Two companies in the commercials production field have undergone top management changes along with some restructuring of their internal division set-ups. **Teletape**, which centralized its operations into eight divisions (see this section, April 19), has a new executive team. **Richard E. Riedel**, executive vice president, steps into the chairman of the board post, and senior vice president **John J. Natale** assumes the post of president. Both were among the founders of Teletape 11 years ago. **Robert Spicer**, a board of directors member, is now its new treasurer.



Riedel



Stankev

At **Computer Image**, each of its three production facilities will have its own manager, with one of the three responsible for the total structure. **CI** vice president **Bub Vogel** will manage its Los Angeles company, while **Sam Kendrick**, also a vice president, will head the Denver branch for the middle American states. And **Allan Stankev**, president of **Dolphin Productions** in New York, a division of **CI**, in addition to topping the East Coast facility, will serve as executive in charge of all the colonies. **Lee Harrison III**, a member of the board, has taken over as corporate president as well.



*Mrs. Dorothy Anthony, nursing service director, accepts the ball of yarn from SCTV staff members, left to right, Quentin Anderson, Murray Craven and Evin Varner.*

## The yarn about a ball

When shooting finished on a television commercial being filmed for **Loopco** of Wichita, their agency, **Shotwell, Craven, Varner**, was faced with a problem of what to do with a 15-foot ball of yarn used in the commercial.

After numerous inquiries by the agency it was decided to donate the four and a half miles of blue yarn to the patients at **Charlotte Community Hospital**.

## Ailes into commercials

**Roger Ailes**, former executive producer of the **Mike Douglas Show**, and a political commercials producer best known for the 1968 Nixon presidential campaign, is extending his operation to include product commercials.

In setting up the new division, **Ailes** maintains that product spots are not the same as those for poli-



Ailes

tics. "Doing soap with Lee Mer-

that the same techniques used in selling a candidate cannot be employed in selling soap.

"An advertiser, for his initial campaign," **Ailes** says, "can rely completely on the media to promote his product. Candidates, however, must blend their campaigns with debates and personal appearances. A spot campaign can go just so far." Following the release of the book, in which **Ailes** is named frequently by the press, he says he played the packaging of candidates. By doing this, he insists, they can demonstrate the intelligence of the public.

"If the public wasn't so discriminating," he continues, "so many products wouldn't fail every year."

In launching the new commercials department, **Ailes** is placing particular emphasis on video tape, although he will be filming many of his spots. Because of the inherent speed needed in running commercials for a political campaign, the producer has developed an expertise with video tape commercials production, which he will carry over into product advertising.

As part of the commercials operation, **Ailes** has brought in **Vincent Searza** as a producer-director. His background includes both commercials and program work in tape and film. Among his commercial credits are spots for **Schlitz's Challenge Sunday**, **Shell Oil** (Answer Man), **Ford** (Rocky Graziano), **Third National Bank of Connecticut**, **Firestone Tires**, **Bell Telephone**, **Yellow Pages**, **IBM**, **GAF**, **Arlen Department Stores**, **Plus White toothpaste** and **First National City Bank**.

First product commercials to be handled by **Ailes** is a campaign for **American Motors** and spots for **Aerobal Shoes** and the **Commonwealth Bank of Detroit**.

## RCA rolls cartridge units

**RCA** is shifting into high gear with production of its **TCR 100** broadcast tape cartridge recorder/player. In addition to the unit of operation at WJLA-TV Washington, it is shipping seven more machines. **RCA** would not disclose the number of orders waiting to be filled.

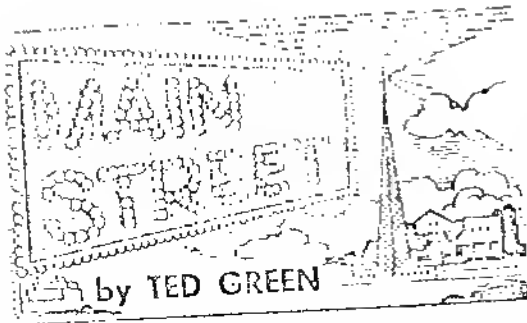
Stations that have or are about to receive the **TCR 100** are WJLA-TV, WYVE-TV New Orleans, WCCV-TV Las Vegas, WJFS-TV St. Petersburg, WYVE-TV Tampa, WJZZ-TV Miami, WISN-TV Milwaukee, WABC-TV New York and WYCA-TV Chicago.

Reproduced at the Richard Nixon Presidential Library

Copyright © 1971 by The Richard Nixon Foundation

BACKSTAGE

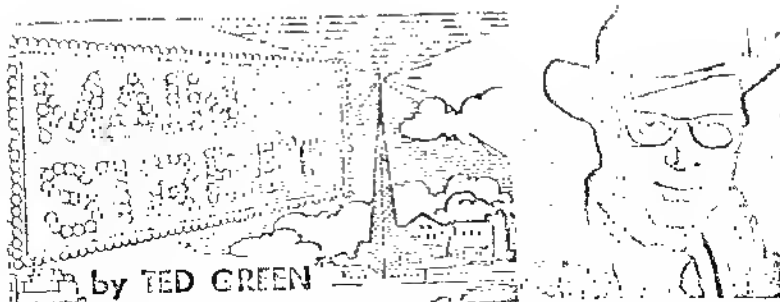
Friday, April 30, 1971



... Like we told you, keep yer good eye on Bob McCulloch & Associates, Bob McCulloch, talent manager for the outfit, pulled off a minor coup by signing the hottest "TV" comedy team of the 70s, and we do mean "HOT," Gannon and Gerstenblatt. (dats the real name) so far they've had limited video exposure, but are playing to big audiences in the launch belt (mountain-to-you). The team is getting air ready for Las Vegas. Bob McCulloch is already in deals with top talent agencies who want to sign them. TV is in dire need of comedy, so here is the chance for any smart sponsor or network to get on the ball and give the TV public what they have been yelling for. FRESH, CLEAN COMEDY. The STEINSON'S OFF To You Bob McCulloch thanks to all! He enters regarding astrologist Dee (go-jus) who should have her own show. We agree. She

BACKSTAGE

Friday, April 30, 1971



Georgia Malik appointed Director of Marketing for Celebrity Commercials for R.A. & A. (Roger Alles & Associates). Keep yer-good-eye-on this nice guy Roger Alles. He is not only one of the industry's top producers but a great business man. Miss Malik was formerly international spokeswoman for Singer Company . . . Busy Alice Playton is doubling between her off-Broadway rock musical, "The Last Sweet Days of Isaac," and Cannon Film's "Who Killed Mary What'her Name?" in which she co-stars as Red Button's daughter.

# SOFTLINE POTENTIAL

Watching the Academy Awards show was an especially exciting experience for Moe Hammer, head of the Hartford agency bearing his name, as he had a winner right in his own family. Son Richard, 25, is on the New York Times editorial staff, wrote the script for "Day in the War," which won as best documentary short subject film centered on the My Lai massacre. Richard is now working on a book about Lt. Calley.

If Dobbs Advertising vp Bruce Janklow looks deathly happy these days, it's because his wife presented him with twin daughters, Jill and Marnie, in New York's Lenox Hill Hospital April 25.

Pretty Georgia Mallick, director of marketing for retailers, is at Roger Ailes & Associates, New York, in uniquely soft-line communications field. The former Miss New Jersey FRODO BAGGINS



Lucky Sylvia Goodfriend, media buyer at Hoag-Cooper-Harrington, stands surrounded by goodies she won in "Walk on Air" contest sponsored by radio station KFWB. Prizes include a color tv, two portable sets, radios, stereos and a refrigerator.

Jane de Jonge, whose art adorns the office of her husband, Al de Jonge, vp-International, Dreher Advertising, New York, will exhibit her paintings, drawings and collages at the Greenwich Society in Greenwich, Conn.

Tying the knot April 3 were Celesta Thronson, art director for Embryonics New Product Workshop, New York, and Karl Strom.

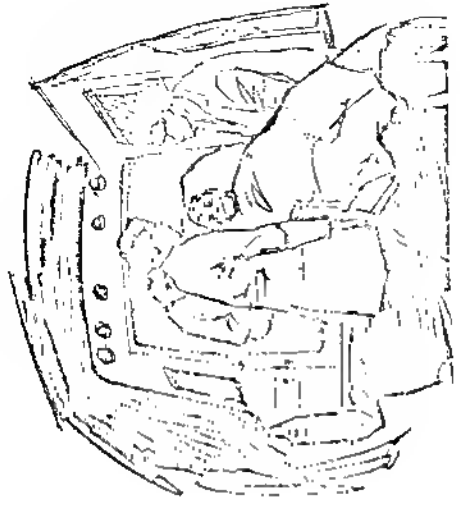
Although he went off to Hawaii to work on his Ph.D. at Ed Labs, proxy of Conklin, Labs & Bebee, Syracuse, dept. of

## For the first time: YOUR AD CAN APPEAR ON MILLIONS OF SUPPLEMENTAL GAMMA OUT BAGS.

- ★ No other advertisers to compete with
- ★ Choose the chains you want
- ★ Run your ads on one side or both sides. Up to 3 colors
- ★ Reach a 100% SHOPPER audience
- ★ Choose the geographical areas you want
- ★ Choose the weeks you want
- ★ Agency Commissionable

For Complete Details On "Ad Bags" Call, write or wire Sidney Ascher, President,

**Bag 'n' Ad** Inc. 225 West 57th Street, New York, N.Y. 10019 / (212) 757-9844



THE WHITE HOUSE  
WASHINGTON

6-74

TO: *London*

FROM: JON M. HUNTSMAN

FYI \_\_\_\_\_

Comment \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

THE WHITE HOUSE

WASHINGTON

May 21, 1971


Mr. Roger E. Ailes  
REA Productions, Inc.  
Suite 7F  
688 Eighth Avenue  
New York, New York 10019

Dear Mr. Ailes:

In order to facilitate your accommodations during your consultation visits to the White House, as a White House Consultant, we have set aside Room 175 for your utilization on these occasions. This room is adjacent to the President's Office in the E.O. B. and will have sufficient secretarial assistance during your stays. Would you please notify my office four to five days in advance, if at all possible, of any trips or visitations to the White House in order that we may insure that the office is free and that you will have the necessary secretarial assistance to accommodate your official business requirements.

Please let me know if I can be of assistance to you during, or prior to, any of your visits to Washington.

Most Sincerely,



Jon M. Huntsman  
Special Assistant to the President

Did you + Jan FU  
Huntman - 6/10  
discuss this  
6/16

6/17 - Hunt + 49.00  
Account to  
see to me  
re: [unclear]

6/19 - FU updates  
this

6/14 - checked

Betty - 6/18  
Hold this  
until cc of letter  
from Huntman  
to Ailes is  
received

6/18 - [unclear]  
6/17

THE WHITE HOUSE  
WASHINGTON  
6-  
Date Huntman  
re letter

TO: G.S.

FROM: BRUCE KEHRLI

H WAS really upset  
THAT AILES received the

letter - I would sit  
with [unclear] with a [unclear]

UNLESS he [unclear]

ASKS for [unclear]  
Good [unclear]

B.

THE WHITE HOUSE

WASHINGTON

June 2, 1971

Dear Roger:

Thanks for your note of May 28, 1971. Jon Huntsman, as the Staff Secretary, had been instructed to have offices available for you for consulting work. I am glad to hear that he notified you.

I wish you the best of luck in your new political trouble shooter role. I am sure you will do an excellent job.

With best wishes,

Sincerely,

H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailes  
President  
Roger Ailes and Associates, Inc.  
Suite 7F  
888 Eighth Avenue  
New York, New York 10019



May 28, 1971

Mr. H. R. Haldeman  
Chief of Staff  
The White House  
Washington, D. C.

Dear Bob:

Yesterday I received a letter from Jon M. Huntsman, Special Assistant to the President, at the White House offering to accommodate me with an office when I'm in to do consulting work.

I just want you to know that I appreciate it and I am very happy to know that our relationship is to continue. As you know, my personal and professional loyalty is with the President and I want to do everything I can to help get him re-elected in 1972.

As you pointed out, Bob, I have become somewhat of a political animal now as well as a media adviser and I think this does give me some added strength and in some ways makes me a double-threat man. I was used by Westinghouse Broadcasting as a trouble-shooter in trouble program areas and I think I could serve the same role politically in some of the states where we have problems. I just thought I'd mention that for you to keep in mind. Because I'm known somewhat now by political people, I always can find other reasons on the surface for being in a state.

Thanks for your confidence in me. I hope to see you soon.

Best regards,

  
Roger M. Ailes  
President

REA/lam

*FW*  
*L-FyL-BV*  
*Savage's Family*

THE WHITE HOUSE  
WASHINGTON

Date June 9, 1971

TO: *Bruce* JON HUNTSMAN  
FROM: BRUCE KEHRLI

What are you going to do on this? Please let me know so that a response can be prepared for H.

Thanks.

*I talked with Hegby -  
we agreed to do  
nothing - Simply let  
the matter die - not  
write in  
see*



ROGER AILES & ASSOCIATES, INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

212-765-3022

May 28, 1971

Mr. H. R. Haldeman  
Chief of Staff  
The White House  
Washington, D. C.

Dear Bob:


Yesterday I received a letter from Jon M. Huntsman, Special Assistant to the President, at the White House offering to accommodate me with an office when I'm in to do consulting work.

I just want you to know that I appreciate it and I am very happy to know that our relationship is to continue. As you know, my personal and professional loyalty is with the President and I want to do everything I can to help get him re-elected in 1972.

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Thanks for your confidence in me. I hope to see you soon.

Best regards,

  
Roger E. Ailes  
President

REA/lam

April 3, 1971

MEMORANDUM FOR: GORDON STRACHAN  
FROM: L. HIGBY

*file Ailes*  
*3/25 ltr to H re research project*

Will you please follow-up on the attached note from Ailes. I talked to Bob and he indicated that this project should be paid for by John Mitchell, so if an invoice comes in to Huntsman or someone, make sure it is forwarded over to Mitchell for payment.

LH:kb

THE WHITE HOUSE  
WASHINGTON

Thanks for sending this by. I'm glad he liked it. As you know, our first choice for location was the Residence. However, I felt the Blue Room looked well on camera and I was satisfied with the setting. The Library would have been too formal for this type of discussion.

A handwritten signature in dark ink, appearing to be 'J. N. [unclear]', located below the typed text.



ROGER AILES & ASSOCIATES, INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

212-765-3022

✓  
TO MARK  
Cook  
FYI  
Return to  
Higley  
C

March 15, 1971

Mr. H. R. Haldeman  
Chief of Staff  
White House  
Washington, D. C.

Dear Bob:

I just wanted to let you know that I caught most of the interview Barbara Walters did with the President last Thursday night. I thought it was done very well and the President has never come off better. It was low key and warm and although Barbara didn't stick strictly to questions about Mrs. Nixon, apparently she was urged to stray off the subject by the President. At any rate, NBC seemed to present it very fairly and mentioned several times that the President himself said no restrictions and understood that her role as a good reporter was to ask good questions.

As I have said in many previous memos, I feel that he should do more of this kind of interview and as I said, the first time we discussed Barbara Walters, she would be fair and sincere in her approach. I do think the interview could have had a little more intimate setting than the Blue Room. Perhaps a smaller room, the library, or even up in the living quarters. This would only add to the "warmth" of it.

I guess Larry has filled you in on my conversation with Evans at the National Committee. I'll keep in touch with you on that. See you soon.

Best regards,

ROGER E. AILES  
President

REA:hjs

February 16, 1971

Dear Roger:

Thank you very much for your note of February 12. With regard to James Humes, I suggest you check directly with the people over in the Speech Department, i. e., Buchanan, Price, etc. I think there was some abrasion there but I'm not exactly sure what the situation is and would hate to comment with the lack of real knowledge.

I think if you give our people a call over there they will be able to fill you in with all the necessary details.

Best regards,

Sincerely,

LS

Lawrence M. Higby  
Administrative Assistant  
to H. R. Halderman

Mr. Roger E. Ailes  
President  
REA Productions Inc.  
632 Eighth Avenue Suite 7F  
New York, New York 10019

LH:kb



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 12, 1971

Mr. Larry Higby  
Assistant to the President  
The White House  
Washington, D. C.

Dear Larry:

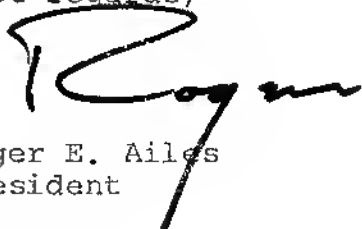
Thank you very much for your help with the Republican National Committee. I met briefly with Tom Evans before I left town. He said that he needed another ten days to get things organized and would like to talk with me again at that time. He indicated there would be no problem with working out some kind of a consultancy. I'm putting together an outline for him of services we provide and some of my ideas. I'll send you a copy. One of the reasons I wanted to move so quickly on this is because I have been getting a lot of calls in the business about my being out at the White House. Enclosed is an article from "Variety" about Carruthers which apparently got pretty good circulation. Its understandable and to be expected, but it does raise eyebrows in some corners of my business so if I can say that I am working with the National Committee and am still with the White House, it will be very helpful to me professionally. I'm going to attempt another meeting next week with John and Martha Mitchell to discuss that program. I saw her on "The Today Show" and I am more convinced than ever that this program should be done and would be very helpful to the administration.

I saw Senator Dole on one of those Sunday afternoon shows a couple of weeks ago and he definitely needs some work. He was reading teleprompter and it seemed like a new experience for him. Also his makeup was awful, his beard much too heavy and his eyes looked bad. Since he is going to be our spokesman I really think something should be done quickly but I don't want to step on any toes in telling him this.



By the way, can you quietly get me a reading on a fellow by the name of James Humes from Pennsylvania? Apparently he works in the State Department and has done some speechwriting for the President as well as other important members of the Nixon administration. I am considering hiring him for my company but would appreciate some feedback on him from your end. Larry, if there is ever anything I can do for you, don't hesitate to ask.

Best regards,

A handwritten signature in black ink, appearing to read "Roger". The signature is stylized with a large, looping initial "R" and a long, sweeping tail that extends downwards and to the right.

Roger E. Ailes  
President

REA:hjs  
Encls.

### Bob Hope Returns To Oscar Show

Bob Hope is the first of the "Best Friends of Oscar" to be announced as participating in the 43rd Annual Awards Presentation Program of the Academy of Motion Picture Arts and Sciences. Announcement was made by Robert E. Wise, producer of the show. It is Hope's 16th Oscar show. Oscar's "Best Friends" will present the awards to the winners at the Awards April 15 at the Pavilion.

### COLLEGE DISTRIB

(Continued from Page 1) to participate. We take no distribution fee but split 50-50 after expenses off the top.

Salzman formerly was Paramount assistant general counsel in New York and worked in various phases of home-office operation. He tried to sell the company his idea on campus concerts but got nowhere, hence he got into it on his own.

He plans two more exchanges but no more, feeling five should be the limit with today's shipping facilities and transportation.

E.Y.R. gets a minimum guarantee of \$250, "a true figure to cover out-of-pocket expenses on each booking, against a minimum of 50% of the take.

"The success of 'Kitchen,'" added Salzman, "doesn't change our formula." He started the company in June, 1969, but didn't begin releasing until last year.

To handle 600 schools takes two to three years, and these include high and art schools.

### Coast to Coast

By COLLETTE WOOD

COMING UP SHORTLY Like within the next two weeks, you can expect an announcement from the CBC Production company—the's Blake Edwards, Harold Robbins, Alden Schwimmer and Bruce Geller's outfit—the they'll be expanding their feature for TV deal with ABC to include yet another network. The deal will also include a series. Geller is working on three series right now. . . . Glen Campbell's producer, Jack Shea, is now negotiating with Moscow TV for Glen to do a spec from Russia. . . . CoBurt's Pierre Cossette and Burt Sugarman are talking with Jerry Frank about parlaying their "5 Proudly We Hail" relationship with other Frank properties, specifically "The Salesman." . . . Congratulate the Tony Franciosas. They're expecting. . . . One of the reasons Chevrolet is so high on sponsoring a Barbara Eden series next season, you can bet, is that whopping 53 share and 36.8 rating on the overnight ratings in New York. . . . Mike Witney is the man producer Jerry Spicer wants to grab to co-star with Bob Conrad in Jerry's indie pic, "The Western Man," rolling sometime before the summer. Hangup is NBC's decision on whether or not to pick up Mike's pilot, "The Catcher." Pickup date is March 15. . . . Although Tennessee Ernie Ford's spec that taped this week-end will have the Smothers Bros. and Danny Thomas as guests, with 27 songs on the roster, it should wind up like a hit parade. Dianna Carroll and Arlene Golanka will also guest. . . . Dianna, incidentally, will give two of the numbers from "Willie Wonka and the Chocolate Factory" their first national airing on the Anthony Newley spec. . . . Talking about "Willie Wonka" reminds us of David Walker's remark recently, "Movies are all right, but I prefer the fast pace of TV, and constantly meeting new people." So think about that all you producers that see TV a stepping stone.

HERE'S HOW IT'S DONE. . . . In these times of economic strife, we lunched with Pat McDermott, head of Patrick Enterprises recently who rapped off enough upcoming production to turn the heart of any studio chief. This year, Pat's company will do 26 half-hour entertainment docs an everything from sex to sports. "We even have an eight-year-old revolutionary set for one show," Pat said. There'll also be shows in this 26 segments on the new cinema and one on car wrecking, one of those new sports that's fast becoming a craze. "We'll do the shows on location for syndication," the busy lady said. "We've

### President Nixon Names Carruthers Consultant

Bill Carruthers has received an appointment from the White House as special consultant to President Richard M. Nixon on television. Carruthers will commute to Washington as required.

### Judy Brown Starts 2nd Filipino Film

Melinda Judy Brown will star in "The Playpen," rolling here today, produced by Cirio Santiago, directed by Jerry DeLeon and written by Jim Watkins and David Osterhout. "Playpen" is Miss Brown's second film for New World. First was "The Big Dollhouse," also shot here.

### GRAMMYS

(Continued from Page 10) Mahler: Das Krallen Wunderhorn, Christa Ludwig & Walter Berry; Bernstein: Grand Piano Concerto, Philadelphia; Mendelssohn: Concerto for Violin and Piano, Westwood; Wagner: Wesendonck Lieder, Marilyn Horne; Verdi: Lewis and Clark, Beverly Sills; Mozart: Grand Piano Concerto, Cecilia Bartoli; London Philharmonic; Orkney Islands: The Boatman's Boy, London; Prima Donna; Virginia Estévez; Puccini: Estiwariá Downes; London; Symphony Orchestra; Schubert: Lieder, Evelyn Fischer-Dieskau; Gerald Moore, et al.; Tchaikovsky: Choral Performance; Other: Than Opera; Grammys to the Conductor and Choral Directors.

Haydn: The Creation, Herbert von Karajan, cond.; Berlin Philharmonic; Rigoletto, Schimid and Hermau Frischauer cond.; Vienna Singverein; Tchaikovsky: The Nutcracker, Leonard Bernstein, cond.; Greg Smith; Smeyers and Columbia Chamber Ensemble; Schubert: Das Klavierlied, Lind Arthur Oldham, cond.; London Symphony Orchestra

# VARIETY

Wednesday, February 10, 1971

## New Vigor For Mike Douglas Show After '69-'70 Dip; May Hit The Road

Strange to say, perhaps, the "Mike Douglas Show" has been making a comeback. Still one of the sturdier staples of first-run syndication in its 10th year, the fact is that the 90-minute strip had gone into somewhat of a rating skid during the 1969-70 season—bad enough to lose it around 35 peripheral markets. Group W Productions has since carefully nursed it back to health, and the Douglas strip hit the big numbers again in last November's ARB sweeps. Now it's in clover again with a syndie lineup of around 100 markets.

Group W Productions proxy Dave Henderson hopes to travel the show during 1971, the economy permitting. Definitely set is a stint in San Diego, possibly to be followed by originations from Hawaii, Miami and the Bahamas.

Whether or not the show goes on the road, however, Henderson is satisfied that the Philadelphia-based talk-variety strip is back in gear. In the November ARB sweeps (the show's best rating performance in many Novembers) Douglas was No. 1 in his time period in homes, adults and women in nine of the top 10 markets. This compares with the previous year when it was first with homes

and adults in five of the top 10, and first with women in seven of the top 10.

In the top 25 markets, the percentage of firsts increased dramatically too. The strip was No. 1 in homes in 52% of the markets (from 29% the previous year), No. 1 in adults in 74% of the markets (from 58% the previous year), and No. 1 in women in 78% vis-a-vis 67% in November 1969). A similar pattern of improvement was also reflected in the top 50 markets where, according to the November sweeps, Douglas was first in 51% of the markets (vs. 31% in '69), with corresponding gains in the demographic areas.

Henderson attributes the slippage of the past partly to the natural fatigue that besets longrunning shows and partly to the loss of Roger Ailes as producer. Ailes had left to work on President Nixon's television campaign during the 1968 elections. Two producers came and went after Ailes, with considerable staff juggling in the process, until Henderson landed Eric Lieber as producer. He had been producer of Dick Cavett's old morning strip on ABC. Lieber has been at the helm the past two years, and under his hand, Henderson maintains, the show has come back to life.

THE WHITE HOUSE  
WASHINGTON

Date: \_\_\_\_\_

To: L

From: Bruce Kehrli

NO need PWH TE  
see - FYI.

B



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 9, 1971

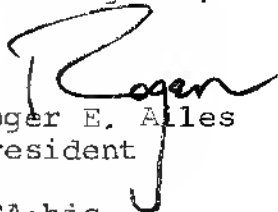
CONFIDENTIAL

Mr. H. R. Haldeman  
Chief of Staff  
White House  
Washington, D. C.

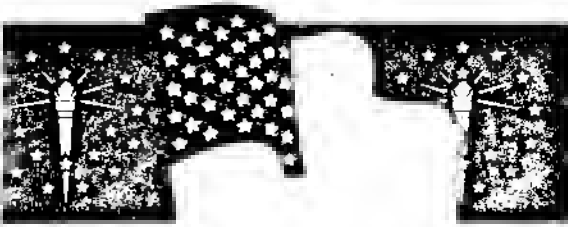
Dear Bob:

Just thought you might be interested in these notes that were sent to me following the campaigns that I was involved in this year. I worked my tail off but by and large I think we were pretty successful. See you soon.

Best regards,

  
Roger E. Alles  
President

REA:hjs  
Encls.



# INDIANA REPUBLICAN STATE CENTRAL COMMITTEE

111 N. CAPITOL AVENUE • INDIANAPOLIS, INDIANA 46204 • TELEPHONE (317) 635-7561

State Chairman  
BUENA CHANEY

November 10, 1970

Mr. Roger Ailes, President  
R.E.A. Productions, Inc.  
488 8th Avenue  
New York, New York 10019

Dear Roger,

Now that the dust has settled somewhat from last weeks election, I wish to extend to you and Bob Alshouse our sincere thanks for your talent and efforts during the campaign. All of those who came in contact with you and Bob throughout the campaign have had nothing but praise for your contribution to the campaign.

I would predict nothing but success for your program for the politically effective use of television. The field of political television is obviously one of only limited talent and your firm appears to have a near monopoly on that.

Again, Roger, our thanks for the dedicated assurance you gave us in the 1970 Indiana campaign. I look forward to seeing you again.

Yours sincerely,

  
BUENA CHANEY  
State Chairman

BC:dd

Reproduced at the Richard Nixon Presidential Library

**OLD**

**Republican for  
U. S. Senate**



**Wyoming all the way!**

October 26, 1970

Mr. Roger Ailes  
888 - 8th Ave.  
New York, New York

Dear Roger,

Thank you very much for coming to Denver last week to help us on our T.V. As both Jane and I left the studio after the session we wished that we had had you involved in our whole television operation. It would have been a different type of campaign.

When we are back in Washington or up in New York sometime, I hope we will have a chance for a visit.

With grateful thanks for your help.

Sincerely,

  
John S. Wold

JSW/ss

**Congress of the United States**  
**House of Representatives**  
**Washington, D.C. 20515**

December 12, 1970

Mr. Roger Ailes  
838 Eighth Avenue  
New York, New York

Dear Roger:

Many thanks to you and Don for your congratulations. Your contribution to the campaign was greatly appreciated and led to its success.

Now that I have the great honor of serving in the Senate, I hope to continue to merit your support.

Best wishes. I hope to have the opportunity to see you whenever you are in Washington.

Sincerely,



Robert Taft, Jr.

RTJr:vcm:mpa



Written at Palm Bay  
Club - Miami - where  
Eleanor & I are taking  
a few days off -  
Excuse Ben

STATE OF WISCONSIN  
OFFICE OF THE LIEUTENANT GOVERNOR  
MADISON

JACK B. OLSON  
LIEUTENANT GOVERNOR

Personal -

Koger

The election is over  
and frankly circumstances  
beyond control affected the  
results in the last three  
weeks -

Your aid was  
great - and I am deeply  
appreciative of the fine  
firm you head for  
its efforts in my behalf -

10/10/68  
10/10/68

far superior to Lucey's  
and I ran 550,000 votes  
ahead of our U.S. Senate  
Candidate - with the total  
vote of 1.4 million - however  
still lost by 130,000 votes  
and that is the key fact.

Hope to have chance  
to see you and all of  
your organization, someday  
to review the Campaigns -  
also have a few suggestions  
for President for 1972 -  
Sincerely,  
Governor W. A. Stegall

McDonald Davis Schmidt Inc.

411 EAST MASON STREET, MILWAUKEE, WISCONSIN 53202 AREA CODE 414 773 2500

November 13, 1970

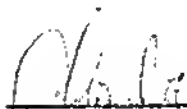
Mr. Roger E. Ailes  
President  
REA Productions, Inc.  
Suite 7F  
888 Eighth Avenue  
New York, New York 10019

Dear Roger:

Just a final note to express to you my great appreciation for the professional skill you brought to the Olson campaign and to let you know how much I enjoyed the opportunity of working with you and getting to know you. The performance of you and your company was everything we hoped it would be and was a valuable contribution to our entire effort.

I look forward to opportunities to work with you and to continue our personal friendship as time goes on.

Cordially,



Charles O. Davis

gc



# The State of Wisconsin

OFFICE OF THE LIEUTENANT GOVERNOR

MADISON

53702

HOME ADDRESS: 834 Meadow Lane  
Wisconsin Dells  
53965

JACK B. OLSON  
*Lieutenant Governor*  
*President of the Senate*

November 17, 1970

Mr. Roger E. Ailes, President  
REA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, N.Y. 10019

Dear Roger:

I want you to know that all of us who have supported Jack over the years very much appreciate the help -- and the friendship you gave Jack. His improvement in media usage was remarkable to all of us.

Personally, it was a great pleasure to know you even briefly, and I trust we will have further opportunities to work together in Wisconsin politics.

If any of your people want to vacation at the Dells, please drop me a note in care of the Olson Boat Company, and I will bring it to Jack's attention at once.

Sincerely,

*Sheila Whaley*  
SHEILA WHALEY

sla



FORWARD

REED COLEMAN, CHAIRMAN  
VETERAN  
NATIONAL ASSOCIATION OF  
261 WASHINGTON ST., P.O. BOX 1047  
MADISON, WISCONSIN 53704  
PHONE 244-3511 (600)

TELEPHONE 224-4155  
AREA CODE 608

November 10, 1970

Mr. Roger Ailes, President  
REA Productions, Inc.  
888 - Eighth Avenue, Suite 7 F  
New York, New York 10019

Dear Roger:

What isn't meant to be usually doesn't happen, and I have somewhat of that feeling about the result last Tuesday.

I wanted to express my thanks to you and most particularly to tell you that I enjoyed the opportunities that we had to spend together and to express my admiration for your talent and capabilities.

When you are out our way under less hectic circumstances, let me know ahead of time. Love to have you join us for dinner or at least for lunch.

Please give my regards to Ed Simmons and all those who worked on production.

Sincerely,



Reed Coleman  
State Chairman

RC:pm



THOMAS J. MESKILL  
GOVERNOR

STATE OF CONNECTICUT  
EXECUTIVE CHAMBERS  
HARTFORD

February 2, 1971

Mr. Roger Ailes  
Mr. Ed Simmons  
R. E. A. Productions, Inc.  
888 - 8th Avenue  
Suite 7-F  
New York, New York 10019

Dear Roger and Ed:

I am pleased to enclose herewith autographed photos "for your scrapbooks". I hope they will be a pleasant reminder of our sessions during the campaign.

Reflecting back on my campaign, I realize how fortunate I was to have the benefit of your expert advice. It was certainly a pleasure to work with you both. The results of the election must be indicative of your qualifications.

Kindest regards.

Sincerely,

  
GOVERNOR

TJM/as  
Enclosures



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

✓  
January 28, 1971

Mr. Larry Higby  
The White House  
Washington, D. C.

Dear Larry:

Thanks for all your help recently getting information I needed. I'll be in California till about February 8th. I'll call you as soon as I get back to discuss our procedure with the Republican National Committee and my meeting with Senator Dole to work out a contract.

I will let you know as soon as I get the answer on the Martha Mitchell show, but I do appreciate all your interest and help. You better be careful or you may turn out to be a television producer.

Best regards,

Roger E. Ailes  
President

REA:hjs

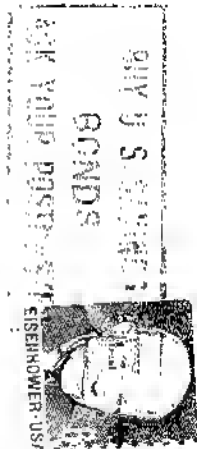
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PRODUCTIONS INC.

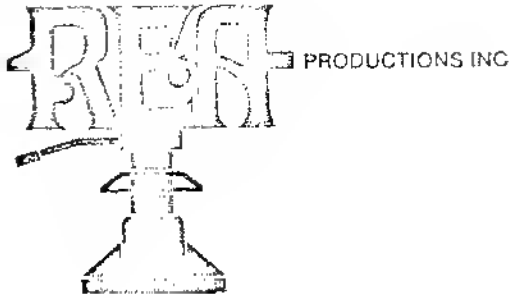


888 Eighth Avenue, Suite 7F  
New York, New York 10019

Mr. Larry Higby  
The White House  
Washington, D. C.







Neil  
Hale  
Jr

Bob -

Here is part #1  
that we discussed.

The day by day 1971-2  
schedule is in the  
works but I need more  
time on it.

Ray  
Let me know what to  
go ahead on regarding  
this part.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 9, 1970  
9:00 A.M.

MEMORANDUM FOR: H. R. HALDEMAN  
VIA: DWIGHT L. CHAPIN  
FROM: STEPHEN BULL *SB*  
RE: Roger Ailes' Comments on  
President's TV Discussion

Roger Ailes called yesterday afternoon and suggested that I might wish to pass on to you his comments concerning the President's televised discussion last week.

It was his opinion that the broadcast was generally successful and fulfilled what he interpreted to be the purposes and goals. However, Roger felt that the studio setting was undesirable and placed the President at a disadvantage. Additionally, when doing something in a studio, we have very little control over the arrangements. In the future, and Roger recommends that the President does another discussion such as the one last week, perhaps this time on domestic affairs, Roger recommends that we do it either in the Residence in San Clemente or from the Residence here in Washington.

As an adjunct to the general subject of television advice, Roger recommended that, in the absence of hiring a permanent television advisor, Tim Elbourne be sent out to California to work with Roger for a few days, thus permitting Tim to acquire additional experience in the technical areas.

*H*  
*C will cover T's*  
*with 3*

✓  
July 3, 1970

CONFIDENTIAL

Mr. Jeb McGruder  
Staff Assistant  
The White House  
Washington, D.C. 20025

Dear Jeb:

Enclosed is a memo which I received from Jim Cordes regarding the aborted TV show a couple of weeks ago. I think it was probably better that things worked out this way.

If you decide to go ahead with something like this at a later time, be sure to let me know as far in advance as you can and we'll try to put it together. I have worked with Cordes on and off over the last ten years and have great confidence in him.

Best regards,

Roger E. Ailes  
President  
REA Productions

REA:so

Enclosure

cc: B. Waldeman

DETERMINED TO BE AN  
ADDITIONAL MARKING  
E. S. [unclear] [unclear] 11  
By AAH NARA, Date 3/13/96

~~CONFIDENTIAL~~

June 22, 1970

MEMORANDUM FOR H. E. HALDEMAN

FROM : LARRY HIGBY

I met with Bob LaPorta (Ailes' first recommendation for the TV man) and agree with Chapin's recommendation that we should look for someone else. I believe LaPorta is a lot better than Bob Knott, but feel that his manner is one that may be difficult for people on the staff to work with. He's a bit too smooth and lacks some of the depth that I think you desire.

I talked to Ailes the other day and he suggested a counter-proposal that you may wish to consider. For an appropriate retainer fee, he would guarantee either the availability of himself or Ed Simmons for any major Presidential appearance. The day to day staff could be handled by Tim Elbourne and Ailes would train Elbourne. Some details would have to be worked out as to who Elbourne reported to or what the reporting relationships would be, but essentially it would give us an updated TV capability here with a minimum of additional problems.

I personally don't feel that this is the correct solution but it may be an interim solution worth trying. In the meantime I would recommend that I instruct Ailes to work in finding another person to handle the TV assignment and at the same time set up some retainer fee so that we can be guaranteed of either Ailes or someones availability for any particular event.

     Agree           Disagree

LH:pm

cc: Dwight Chapin

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

*Ally - Tolden by Monday  
HRET*

February 20, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM : LARRY HIGBY *L*

SUBJECT : TV Man

Attached are Roger Ailes' two recommendations for the television man to be based here at the White House. Roger is strongly sold on the first individual and Dwight agrees that he is probably the best guy to serve.

Recommendation: I would recommend that this man be brought down and interviewed by both Chapin and Ziegler. If he appears to be appropriate, he should then come on in and see you. If you agree we'll set this up with Ailes and probably program it for some time on Monday.

Agree

Disagree

Attachment



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

## ROBERT LOUIS LaPORTA

I know Bob LaPorta best of all the people I interviewed, although I haven't worked with him for over a year. I think he would be good for the TV assistant job for the following reasons.

1. He has had the experience of major market directing and national programming to be technically competent and still have some creativity.
2. He has worked around "big names" and is unusually good at getting along with temperamental people.
3. He is very sincere, honest and loyal but will disagree if he feels strongly about something.
4. He has worked as an assistant to me in the past and knows the demand for long hours and few mistakes.

I feel I'm being pretty objective about Bob and these are some possible question marks:

1. He has not had a great deal of film experience recently and might have to brush up a bit.
2. Because of his "low key" even temperament it is sometimes possible to steam roll over him.
3. His family has been Republican but Bob leaned to the Democrats in college. He's an independent now and feels President Nixon is doing a pretty good job. If he took the job I believe he would be completely loyal to the President.
4. As an Associate Producer of the "Mike Douglas Show" he is probably making \$18,000 - \$22,000 per year

and would need that much to take the job in  
Washington.

My first choice for the job would be Bob--partly because  
I know his work.

ROBERT LOUIS LaPORTA  
23 Pennant Lane  
Willingboro, New Jersey  
Telephone: 609/877-1843

PERSONAL DATA:

Birthdate: April 4, 1941  
Marital Status: Married  
Children: Carolyn 5, Robert 4, Richard 2

EDUCATION:

Bachelor of Fine Arts, Carnegie Institute of  
Technology, Pittsburgh, Pennsylvania--  
1963-1966. Major: Directing/Television/  
Drama--several courses in lighting and makeup.

Activities: Industrial Films, 1964

President and Artistic Director,  
Chancery Lane Players, 1965

Acting Classes (Instructor),  
1965-1966

University of Scranton, Scranton, Pennsylvania--  
1959-1962. Major: Psychology

EMPLOYMENT:

"The Mike Douglas Show"--ninety-minute daily  
variety program syndicated by Westinghouse  
Broadcasting Company to 184 cities.  
1967-1968 Back-Up Producer to Roger E. Ailes

1968-1970 Associate Producer--Responsible  
for briefing Mike Douglas on each day's  
activities. Also responsible for three  
guests per day, what they do, what they  
talk about, how to present their best side,  
how they can make themselves and Mr. Douglas  
feel completely confident in each day's  
shooting.



Worked with wide variety of guests, i.e.

Rogers Morton  
Governor Raymond P. Shafer  
William F. Buckley  
Mrs. Lloyd Bucher  
Bob Hope  
Willie Mays  
Ethel Merman  
Lucille Ball

Douglas experience included two full weeks of remote shooting--one week in Florida's Cypress Gardens, one week LIVE in Baltimore's Morris Mechanic Theater--several film segments--Back-Up Director for more than a year--several prime time specials.

KDKA-TV--Producer-Director, Pittsburgh, Pennsylvania--1966-1967. Extensive public service and news work.

Assignments: Director/daily and weekend news,

Control room coordinator for the network/Pittsburgh Pirates and Steelers,

Control room coordinator/November, 1966 election night,

Films Produced and Directed:

"Double Dealers"--an expose of dishonest businessmen in Pittsburgh. Produced in cooperation with the Pittsburgh Better Business Bureau.

"Debbie"--a half-hour documentary produced for the National Safety Council--featured Howard Pyle, President of National Safety Council--several commercials for the Council also produced.

"Speech, Speech"--Clarence Darrow's plea for mercy in the "Leopold and Loeb Case".

"Summer in the City"--a taped program exploring the generation gap in Pittsburgh.

"Save the Playhouse"--a series of filmed commercial exhorting the citizens of Pittsburgh to prevent the closing of the Pittsburgh Playhouse--(Playhouse remained open several more seasons as a result)

"The First Hundred Years"--a filmed exploration of the oldest Presbyterian Church in Pittsburgh.

Continued  
Page 3

Extensive remote work--including the consecration of Cardinal Wright's auxiliary Bishop.

Associate Producer, "Sports Contact", a telephone interview show.

June 18, 1970

Dear Roger:

Ed did a good job and I appreciate your comments in regard to the overall presentation last week.

I have asked Harry Dent to take a look at your consultant contract with the Committee, but can guarantee no action one way or another. I think it is best that you get in touch with Harry directly and see if something can be worked out.

Larry informs me that things are going well in L. A., and I am glad to know that. Apparently you and Larry discussed another proposal for working out our TV man situation down here. It will take some time to consider this but it may be a possibility.

Best regards.

Sincerely,

H. R. Waldeman  
Assistant to the President

Mr. Roger E. Ailes  
President  
REA Productions Inc.  
888 Eighth Avenue - Suite 7F  
New York, New York 10019

bcc: Harry Dent with attachments

*Ch. Kent*



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

June 8, 1970

Mr. Robert Haldeman  
Assistant to the President  
The White House  
Washington, D. C.

Dear Bob:

I trust everything went well with Ed Simmons last week. If you have any suggestion on this please send them along. Ed is a good man and I trust him. I took a few notes on the speech which I'll enumerate below:

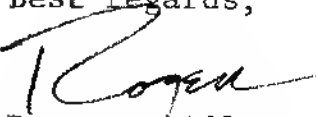
- 1) I watched the speech on a hotel set so the color wasn't perfect. Therefore, I can't be too sure of the make-up job. His eyes seemed a little dark to me, but I'll review this next time I'm in the White House.
- 2) I watched CBS and Dan Rather ran over the visual part of the President's introduction, but this was out of our control.
- 3) There were a couple of noises during the speech which sounded like he hit the microphone. Maybe it was placed too close. I'll review this with W/CA.
- 4) The President did not use the handkerchief during the speech and the director stayed on the close up much too long. It made him look a little like he had a runny nose. When I'm there I can talk him into the handkerchief and talk the director into backing out to a medium shot after the first five minutes. Our full time TV assistant, if we ever get one, will be able to establish this kind of rapport.

This may not be worth mentioning and I'm not sure anything can be done about it, but I want to point it out anyway. In delivering every speech the President seems to take special pride and places strong emphasis on the low casualty and combat death rate. I feel that this is a mistake. In my opinion he should mention those things incidentally, since most Americans, including the strong Nixon supporters, can not be happy about even a single casualty. The very thought of combat casualty is not acceptable to most. Also, he reminds too many people of former President Johnson's emphasis on the death rates during increased escalation. The President should be less like a General and more like a concerned parent at these times.

Bob, for the past year my company has had a small consultancy contract of \$12,000.00 with the Republican National Committee. Enclosed is a copy of the letter I received from Jim Allison canceling our contract. This will mean I will be in Washington even less in the following year. I have a rather extensive file of specific help and advice we've given many republicans under this contract. Can you advise me if there is any chance of getting it renewed?

How are we coming on Bob Knott or Bob Laporta? You can contact me at any time in the next few weeks at KTLA or the Hollywood Knickerbocker Hotel in Hollywood. A private line in my room for evening or early morning calls is 213 456-0556.

Best regards,

  
Roger E. Ailes  
President

REA:gw  
Encl.

cc: Dwight Chapin

Republican  
National  
Committee

Jim Allison, Jr., Deputy Chairman

May 25, 1970

Mr. Roger Ailes  
R. E. A. Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, New York 10019

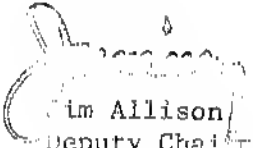
Dear Roger:

Because of some severe budgetary problems, we are having to cancel most of consultant contracts when they are up for renewal. This necessity regrettably requires me to inform R. E. A. that the Republican National Committee cannot renew its contract upon the expiration date of July 1, 1970.

Please know that we have been fully satisfied with R. E. A.'s services and only regret that we cannot renew the contract. When I see you personally I'll explain in more detail.

Best personal regards.

Sincerely,

  
Jim Allison Jr.  
Deputy Chairman

cc: Gordon Wade

JA/rmm

*P.S. 1st sentence is confidential but  
I'll tell you about it when I see you*

Reproduced at the Richard Nixon Presidential Library

National Headquarters: 1625 Eye Street NW Washington DC 20005 NAtional 8-9800.

JOHN SPARKMAN, ALA., CHAIRMAN  
WILLIAM PROXMIRE, WIS.  
HARRISON A. WILLIAMS, JR., N.J.  
EDMUND S. MUSKIE, MAINE  
THOMAS J. MCINTYRE, N.H.  
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ERNEST F. HOLLINGS, S.C.  
HAROLD E. HUGHES, IDWA  
ALAN CRANSTON, CALIF.

DUDLEY L. O'NEAL, JR.  
STAFF DIRECTOR AND GENERAL COUNSEL

## United States Senate

COMMITTEE ON BANKING AND CURRENCY  
WASHINGTON, D.C. 20510

March 5, 1970

The Honorable Rogers C.B. Morton  
Chairman  
Republican National Committee  
1625 "I" N.W.  
Washington, D.C.

Dear Rogers:

Last night I appeared on the David Frost Show. It will be aired in two weeks.

My appearance was set up, scheduled, arranged and handled, and in every other way taken care of by Roger Ailes. I know he's on retainer for the Republican National Committee. I simply wanted to tell you what a great job he did for me in setting up this appearance. Nothing was left unprovided or unthought of. In my estimation, whatever we're paying him is probably not half enough. Further, if we're not taking full advantage of his advice, talent and service, no matter what it might cost us to take full advantage of them, then I think we're missing a great opportunity to learn from someone who could teach most all Republicans a great deal about techniques that are critical for our future successes, both individually and as a party.

Cordially,

Bob Packwood

BP:bcw

bcc: Mr. Roger E. Ailes

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 9, 1970

*Teel Hovee*

*H - V*  
*FYI*  
*/C*

MEMORANDUM FOR DWIGHT CHAPIN

FROM: Tim Elbourne

Pursuant to your phone call yesterday regarding Bob Haldeman's memo to Roger Ailes on the quality of the video transmission of the President's Cambodia Report, I have tracked the following:

- 1) Approximately 30 minutes before air time the NBC studios in Washington queried the Pool Director in the truck about a slight yellow tint on the color transmission. The director, Frank Widham, replied that the video in the truck was excellent. ABC and CBS were receiving good video and had no complaints on video or skin tones.
- 2) The video feed from the truck goes to the C&P Telephone Company and is then split and fed to the networks. Because ABC and CBS were receiving good pictures, the problem at NBC pointed to a low-level line feed to NBC from C&P.
- 3) The NBC network log shows that a complaint went to the C&P at 1:30 a.m. the following morning that three lines were substandard. The network engineers didn't feel the problem was serious enough or that the video was poor enough to complain until that time. (This, incidently, affected all video originating from NBC Washington transmitted through NBC Washington.) This timing indicates that the line became progressively worse throughout the evening.
- 4) I saw the pictures in the truck and concur that they looked good. I also subsequently saw the video tape of ABC, NBC, and CBS on-air transmission. I noticed that the NBC color was weak which tended to emphasize the yellow tones. ABC and CBS were good.



In conclusion, the pool producer and the NBC engineers feel that the problem (and they indicate it was not a major one) originated as a result of a substandard line feed from the C&P Telephone Company to NBC. ABC and CBS had good quality.

None felt that makeup was a problem as was suggested in Haldeman's memo, as a possibility.

I agree with the network assessment of the problem. I further feel that because of NBC's interest in the problem, and their subsequent talks and action with the C&P Telephone Company, that the chances of a recurrence in the future will be eliminated.

cc: Ron Ziegler

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

May 13, 1970

MEMORANDUM FOR: MR. AILES  
MR. CHAPIN

FROM: L. HIGBY

On the attached you will note Haldeman's comments and recommendations regarding Roger's memo of May 4.

I thought the two of you would want to be aware of his notations in regard to this matter.

Attachment

NIXON PRESIDENTIAL MATERIALS PROJECT  
DOCUMENT CONTROL RECORD

ITEM REMOVED FROM THIS FILE FOLDER

A RESTRICTED DOCUMENT OR CASE FILE HAS BEEN REMOVED FROM THIS FILE FOLDER. FOR A DESCRIPTION OF THE ITEM REMOVED AND THE REASON FOR ITS REMOVAL, CONSULT DOCUMENT ENTRY NUMBER N-4 ON EITHER THE DOCUMENT WITHDRAWAL RECORD (GSA FORM 7279 OR NA FORM 1421) OR NARA WITHDRAWAL SHEET (GSA FORM 7122) LOCATED IN THE FRONT OF THIS FILE FOLDER.

April 8, 1970

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: L. HIGBY  
SUBJECT: TV MAN

Apparently Ziegler and Chapin have both talked with Mr. Knott, resume attached. Chapin thought he was the best man so far and Ron would like to interview him again and also talk with you about the whole subject. I would suggest that you give Ron a nudge on this at your 8:30 a.m. meeting and see if we can't speed up the process.

Attachedent

January 7, 1970

MEMORANDUM FOR THE PRESIDENT

In the attached report to me, Roger Ailes outlines his proposal for handling the television requirements that we have discussed frequently.

In essence, Roger proposes that he be retained as a consultant in the role of a creative television producer - on call, but not full-time.

He further proposes that we retain in the White House a full-time television assistant who will report to Roger and will handle day to day coverage and coordinating upcoming events for Roger as the producer.

Roger would be on call whenever needed and would regularly spend a few days every couple of weeks at the White House working with the assistant on general planning.

Roger's proposal then goes on to outline the general areas of activity which he would cover and I think you might find it worthwhile to skim through them.

Also attached is Ailes memo to you written in November of 1968 regarding the role of television in the Presidency.

Recommendation:

I recommend that we go ahead with the proposal as generally outlined by Roger and that we keep open the options to modify this as time goes on. I think Ailes is probably the best man for this job, at least for the present time. He has as much talent and experience in this field as anyone we are likely to find and he has the plus of a working knowledge of you and your staff which will enable him to move in much more effectively and more quickly than would anyone coming from the outside.

\_\_\_\_ APPROVE:

\_\_\_\_ DISAPPROVE

H. P. WALDRON

Attachments:

HR:pm

NIXON PRESIDENTIAL MATERIALS PROJECT  
DOCUMENT CONTROL RECORD

ITEM REMOVED FROM THIS FILE FOLDER

A RESTRICTED DOCUMENT OR CASE FILE HAS BEEN REMOVED FROM THIS FILE FOLDER. FOR A DESCRIPTION OF THE ITEM REMOVED AND THE REASON FOR ITS REMOVAL, CONSULT DOCUMENT ENTRY NUMBER N-5 ON EITHER THE DOCUMENT WITHDRAWAL RECORD (GSA FORM 7279 OR NA FORM 1421) OR NARA WITHDRAWAL SHEET (GSA FORM 7122) LOCATED IN THE FRONT OF THIS FILE FOLDER.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 27, 1970

Mr. Dwight Chapin  
White House  
Washington, D. C.

Dear Dwight:

I asked Fiorentino Associates to put down on paper how they would handle the lighting problems we discussed. They have outlined a plan which I have enclosed. I will be in the White House Monday, March 2nd, and would like to explore this further with you at that time.

I just found a new interviewee for the television assistant job. I am meeting with him again on Monday, and if I still feel he is alright, I will try to get him in to see you on Tuesday. The major problem I have had is finding somebody who is technically competent and still with you politically. See you Monday.

Best regards,

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs

cc: Larry Higby

  
**IMERO FIORENTINO ASSOCIATES, INC.**

*Lighting Designers and Consultants* / TELEVISION • THEATRE • INDUSTRY

IN HOLLYWOOD —  
7250 FRANKLIN AVE., HOLLYWOOD, CALIF. 90048 / 213 876.0000

50 WEST 68TH STREET • NEW YORK, N. Y. 10023 ■ 212 787-7769

February 20, 1970

Mr. Roger Ailes  
REA Productions  
Suite 7F  
888 8th Ave.  
New York, N.Y. 10019

Dear Roger,

Thank you for your recent inquiry. It is with pleasure that I offer the following proposal relating to the lighting of the President's film and television appearances.

1. REVIEW OF THE PRESENT FACILITIES:

We will send a Lighting Director and a Facilities Design Consultant to Washington to survey all the present and potential production areas. At that time, you and your staff would instruct us on all your thoughts and requirements relative to the pick-ups such as:

- Where the President would stand;
- what door he would enter by;
- day or night possibilities;
- probable camera positions;
- audience lighting areas;
- backgrounds, etc.

This would be repeated for each area and I estimate that no more than one day's time would be required for this phase.

The second phase would involve our return to New York and a layout of equipment specifications.



  
IMERO FIORENTINO ASSOCIATES, INC.

page 2  
letter to Mr. Roger Ailes

light plots, power requirements, and a description of the approach and problems (if any) of each area.

The third phase would include a return to Washington to describe to the GSA people exactly what has been done, why, and to pinpoint locations of equipment, power runs, etc. This would be done in conjunction with or following the training program.

The cost for the entire review of present facilities, including Phases I, II, and III shall be \$2000.

2. TRAINING PROGRAM:

To institute a training program for the persons handling the lighting arrangements in the White House is a most wise approach. There is no question that the ideal would be to have a full-time highly experienced Lighting Director on the White House staff. Obviously, this would be economically impractical and such a qualified man would be "wasted" in between the President's appearances. But to have 7 or 8 people who have varied duties and the lighting responsibility is one of them, is an approach that better fits the situation. We will undertake the problem of training these people to do just that.

The program will cover two areas. First, they would have to learn basic lighting techniques and the reasons behind what they would be doing. Second, they would learn the application of these techniques to the specific White House conditions and production areas.

It is difficult at this time to establish a concrete learning pattern since I do not know the people involved. However, on the assumption that they are bright and interested men who have been given this responsibility, we can estimate the time it would take to make them somewhat secure in their new role. The details and schedule of the program would best be worked out in a meeting with us, you and any other interested parties, but I offer this as a basic outline and point of

page 3

Letter to Mr. Roger Ailes

- A. Two or three days in Washington for a seminar beginning with an explanation of equipment, through basic techniques and rules, through problems and their solutions and actual demonstration and participation. Obviously, in addition to a "classroom/blackboard" technique there must be made available the use of a television facility for a period of time. I am certain you can arrange for that in the D.C. area. This session would be a crash program, literally crammed with information and will prove to be the backbone of what is to follow as an entire lighting experience.
- B. Two days in New York for the participants to see actual programs being lit and under the guidance of our staff, examine how what they have learned in the seminar is basic to a more sophisticated approach. This, I think is vital in order to put the classroom learning into proper perspective.
- C. A return to Washington for one or two days for the set-up of equipment (as was specified in the Facilities Review) and the application of all that has preceded to the actual White House areas.

As you see, this program would take from seven to ten days and I estimate the cost to be about \$5000.

I would also recommend that spot checks be conducted (especially in the beginning telecasts when networks are involved). These would have the value of added security for the trainees and would pave the way to a healthy relationship between the GSA people and the network lighting staffs. These directors are our colleagues, and as you have seen in the past, pose no problem when there is a mutual respect for the profession. After all, our goal is to facilitate the production of these programs

page 4

letter to Mr. Roger Ailes

from a technical point of view and to insure that the lighting, which is so vital to these all-important telecasts is carefully and properly handled.

The cost for these additional days would average \$350. to \$500. per day depending upon the time involved.

Refresher courses, if required, would be handled in the same fashion.

3. "On-Location" Lighting:

It is necessary to point out that crash training programs of any kind can never replace experience. This is especially true in a highly skilled profession such as lighting. It is sheer folly to assume that a trainee, no matter how expertly he has learned his job, is capable of meeting the contingencies connected with a location telecast. To learn what to do under a given series of conditions on "home ground" even though difficult, can be mastered. But my experience has been that even a seemingly duplicate set of conditions in another area or city brings with it problems one never thought possible of existing. Reflectance values change, dimensions vary, crews and equipment are changed, the cameras themselves are not the same -- and it is at this time that a crucial decision must be made and only experience can provide the answer -- or even hope for one. Those moments of insecurity and indecision can make the difference between a fine, professional end result or a picture that will prompt people to say "didn't the President look tired last night -- he looked dark and worried."

In my opinion it is a serious risk to take. No, Roger, with all the expertise available and utilized in other areas, I certainly would not entrust such an important phase of the public image to a novice -- not when he is away from his home environment. True, these people can implement and control the situation but I strongly advise the

page 5

letter to Mr. Roger Ailes

presence of a qualified lighting consultant on those telecasts.

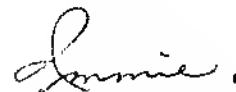
Of course, we can provide such a man and the cost shall be \$500. per day. On these trips, travel time shall be billed at a lesser rate.

All expenses are extra -- at cost. Per diems range from \$35. to \$50 per day. Equipment, trucking and crews can be provided at cost plus our usual service charges.

It would be our pleasure to serve the White House again and to provide the continuing attention that the television medium requires. As you know, Roger, our company is comprised of many highly qualified and experienced people in all aspects of television lighting. We maintain offices in New York and in Hollywood and our relationships and reputation all over the country is unmatched. I'm very proud of being able to say that and to offer it to you as part of our proposal to continue as consultants to the President.

Thank you for giving me this opportunity.

Sincerely,



Imero Fiorentino  
President

IF:bb

Check  
Z first

Break Chair.

1. Klein not sure what Aiken doing.
  1. TV group operate somewhat independently.
  2. Z thinks that you guy work for Z.  
Aiken feels that must operate independently.  
About Z & the but free.  
Call Aiken.
  3. Will be be W.H. Staff on Aiken Co.

TV consultant  
Play to Day News

Snyder do ratings.

Phone calls. Setup Collected.

Z reading on LA Post. /

Film being done. - W.H.

What's Scott's basis.

Consultant fee.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

March 14, 1970

MEMORANDUM FOR H. R. HALDEMAN

From: Ron Ziegler

Re: Roger Ailes appearance in CBS morning news show.

I have no objection to Ailes discussing from time to time the President's preparation for TV appearances. However, I think we should approach this extremely cautiously as Ailes is involving himself professionally in Republican primary contests and too close of a public association between Ailes and the President could lead to problems such as that which occurred in Florida in the past week.

One final point. As we have discussed often, final approval for this type interview should come from the Press Secretary, not from the Assistant to the President. I shall continue to make and remake this point.

A handwritten signature in black ink, appearing to read "Ron Ziegler". The signature is stylized and cursive, with a horizontal line extending to the right from the end of the name.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019  
New York 212-765-3022 Washington 202-544-6449 ✓

December 24 1970


Mr. H. R. Haldeman  
Chief of Staff  
The White House  
Washington, D. C.

Dear Bob:

As we go into the new year, please think seriously about the things we discussed and see if there is a way for me to work through the National Committee or through an outside Company to help coordinate television activities of the White House. I would even be interested in the Communications Director job at the National Committee if you would think that would help.

Have a happy holiday. See you soon.

Best regards,

  
ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

June 11, 1970

Mr. H. R. Haldeman  
Chief of Staff  
White House  
Washington, D. C.

Dear Mr. Haldeman:

My brother, Roger, tells me that he gave you his Los Angeles phone number incorrectly in a recent memo, and he has asked me to correct the error.

Roger is staying at the Knickerbocker Hotel in Hollywood, California for an indefinite period. He has a private phone line direct to his room and that number is (213) 465-0556. Also, the hotel switchboard number is (213) 465-3171, and Roger is at extension (suite) 1114.

When Roger is not at the hotel he can be reached via The Real Tom Kennedy Show at KTLA-TV in Los Angeles. The phone numbers for that Show are (213) 469-3558 or (213) 469-3914.

Sincerely,

ROBERT J. AILES  
Vice President  
REA PRODUCTIONS, INC.

RJA:hjs



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 29, 1970

MEMORANDUM FOR: H. R. HALDEMAN

FROM: Roger E. Ailes

This is just to let you know, I'll be spending quite a bit of time during the next month in California because of a TV show I have been developing. I am sorry we have not been able to move faster on acquiring a TV assistant since I can't seem to get an answer on whether Bob Knott or Bob LaPorta will fill the bill or whether I need to look further. The reason I am informing you of this now is that it would be helpful to have someone working with the President on a day to day basis and use me for organizing the upcoming major TV events.

I would like very much to get things arranged according to my original memo of some months ago since I cannot afford to drop everything for four days and lose large sums of money very frequently. This can be avoided with organization now. Unless we solve this in the next two weeks, we are going to run into a situation where the President will need me and I won't be within reach.

cc: Dwight Chapin  
Larry Higby

## RESUME

Gregory R. Stoner  
31 Gillett Street 447 Zion St.  
Hartford, Conn. 06105  
Phone area code 203  
278-6218-

Born 5/10/35  
Age 34  
Married

### EDUCATION

University of Southern California, Los Angeles, California  
Telecommunications, TV Production, Broadcast Arts 1957-58

Los Angeles State College/ Los Angeles City College/ L. A. Calif.  
Speech and Drama major/ Liberal Arts/ A.A. & B.A. 1953-57

Hollywood High School, Hollywood, California. History-Art 1950-53

### BUSINESS SCHOOLS AND TRAINING

NBC Television Network, Burbank, California. Training program -  
VTR - Engineering (RCA TR 70 and Ampex 3000) 1965

ABC Television Network, Hollywood, California. 1964  
Television engineering and light technical direction from master  
control (Camera - RCA TK 71 - TK 60's)

Grantham Electronic School, Seattle, Washington 1961  
Intensive 16 week course stressing TV electronics theory

U.S. Army Information School, Fort Slocum, New York  
Public Information, Press Information, Broadcasting 1958

Don Martin Radio and TV School, Hollywood, California 1953  
Radio and TV Production, copy writing, announcing, sales

### MILITARY SERVICE

U.S. Army Signal Corps, Armed Forces Radio and TV (AFRTS)  
Broadcast Specialist, Far East, Seoul, Korea.  
Director-Producer AFKN-TV, Station Manager-Fort Ord, Calif.  
Enlisted May 1958 - Honorable Discharge April 1961

### LICENSE:

F.C.C. First Class License - Radio Telephone # PL2 3946

### WORKS

Textbook. Television Today, A study of TV studio production now  
in progress.

OCCUPATIONAL BACKGROUND:

- WHCT TV, RKO General Television, Hartford, Connecticut  
PROGRAM MANAGER, Public Affairs Director, 1968-1970  
 TV Program Manager, supervised staff in all production, program and operational duties. Created local live programs, supervised VTR commercial production. Produced and directed public affairs series: "Connecticut Report," aired on WHCT and WOR TV, New York. Created Public Affairs policies; prepared FCC license renewal, purchased feature and syndicated product, negotiated contracts.
- KHAR TV, Independent VHF, Anchorage, Alaska  
PROGRAM DIRECTOR, TV Operations Manager, 1967-1968  
 Planned and controlled organization of new TV station, programming and production policy from sign-on. Organization of all aspects of TV operation. Directed news. Produced 16mm film spots for local and Seattle, Wash. agencies.
- KENI TV, Midnight Sun Stations, Anchorage, Fairbanks, Alaska  
KFAR TV,  
PRODUCER-DIRECTOR 1965-1967  
 Directed news. Produced documentaries (film) on Alaska's current history-oil development-exploration. Did series on "Alaska's Defence". Set up University of Alaska's ITV Program.
- KNBC TV, NBC TV Network, Burbank, California  
VTR Engineer/ VTR Operations 1964-1965  
 In charge VTR Library-West Coast / NABET union/  
 worked on KNBC TV Commercial Production Unit.
- KABC TV, ABC TV, Network, Hollywood, California 1964  
TV Control Room Engineer-Studio Field Engineer/ NABET
- KCOP TV, Independent, Chris-Craft Station, Hollywood, California  
CAMERAMAN/ Assistant Director on local commercials. 16 mm film production, editing. 1963-1964
- KIVA TV, Yuma, Arizona 1961-1963  
TV DIRECTOR, directed news and local shows, sport events, local commercials, remotes, handled switching duties.
- AFRTS, U.S. Army, Armed Forces Radio and TV. 1958-1961
- CBS TV, Usher-Page, TV, Mail room duties during High School and College. On graduation from college entered Army.



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

### JERRY WEISSMAN

I would rank Jerry as my number three choice.  
He probably wants \$15,000 - \$20,000.

#### Possible points in favor:

1. Maturity and education.
2. He has all of the technical background needed for this without question including film and tape.
3. His background is varied and includes teaching.

#### Possible points opposed:

1. I don't believe he is a Richard Nixon fan although he is hedgy on this.
2. Frankly, his personality rubs me slightly the wrong way, but he may not others.
3. He may have a tendency to go for the "glamor" assignments and overlook some day to day.

→ on second thought  
scratch this guy.  
this item scares me.

CONFIDENTIAL

- 1954 U.S. Army
- 1957 CBS: "The American Way" - Director of production
- 1958 U.S. Army (Production of "The American Way")
- 1959 U.S. Army
- 1960 Theater: Stage manager of numerous productions in New York and Philadelphia.
- 1961 CBS: "The American Way" - Director of production
- 1962 CBS: "The American Way" - Director of production
- 1963 Associate Producer, THE AMERICAN WAY  
Producer, THE AMERICAN WAY
- 1964 Director-in-charge of live and taped radio and television programs, THE AMERICAN WAY, THE AMERICAN WAY, THE AMERICAN WAY, THE AMERICAN WAY, THE AMERICAN WAY, THE AMERICAN WAY, and various radio and public affairs specials.
- 1965 CBS: Management - Executive Director and Manager of Community Service Broadcasts, Director of new specials, Supervision of new and existing special and series, Community and public relations, Budgeting, legal, policy, organizational, and programming supervision.
- 1968 Spectrum Industries, Inc - Producer of industrial and educational documentary films.
- 1969 NBC: Director of special program on Southeast Asia for NBC-TV  
CBS: "The American Way" - Consultant and director in production, Election Unit - Producer

401 Route 22 Apt. 8-C  
North Plainfield, New Jersey (07060)

*See for  
files.*

February 12, 1970

REA Productions  
888 8th Avenue  
New York, New York

Gentleman:

In response to your advertisement in BROADCASTING MAGAZINE of February 9, 1970; I am attaching my resume. Your advertisement suggested a strong production background, to be accepted to this position would continue along the line of a totally involved background in production.

I shall be available at any time for further inquiry. My salary requirement is \$14,040 yearly or \$250.00 weekly, negotiated.

Sincerely yours,

*Chester E. Galdo*  
Chester E. Galdo



Reproduced at the Richard Nixon Presidential Library

Resume of:  
CHESTER E. GALDO

Regency Village, Apartment 8-C  
401 Route 22  
North Plainfield, New Jersey  
PHONE: (H) 755-4194  
(O) 643-9100 Ext. 236

JOB OBJECTIVE

TELEVISION STUDIO PRODUCTION SUPERVISOR

EDUCATION

High School: Union High School, Union, New Jersey.  
Graduated 1950.  
Captain Stage Crew Club; Vice President Dramatic Society.

College: Bob Jones University, Greenville, South Carolina.  
Graduated 1955. Degree: B.A. Major: Dramatic Arts.  
Minor: History.

Work scholarship provided employment on University staff as Lighting Director and later Assistant Production Manager to the Dramatic Production Department.

Member Dramatic Society; Phi Beta Chi Literary Society; Soccer Club; Italian Literary Society.

Others: United States Army Motion Pictures and Audio-Visual Training Center - 10 weeks. 1955.  
Fort Stewart, Georgia.

EMPLOYMENT

5/65 - Present NEW JERSEY TELEVISION BROADCASTING CORPORATION - WNJU-TV  
1020 Broad Street, Newark, New Jersey  
Studio Stagehand Supervisor, Production Department

9/62 - 5/65 RKO STANLEY WARNER THEATERS  
Branford Theatre, 1 Branford Place, Newark 1, New Jersey  
Maintenance Stagehand and Electrician

8/60 - 8/62 FERRANTE AND TEICHER - Duo Pianists  
137 Pershing Drive, Englewood Cliffs, New Jersey  
Road Manager

8/58 - 7/60 WATV - CHANNEL 13, Newark, New Jersey (NET Affiliate)  
Member Production Crew



PERSONAL

Born: 2/10/32 in Newark, New Jersey  
Appearance: Height 5' 5 $\frac{1}{2}$ "; weight 145 pounds  
Health: Good, no physical limitations  
Married: 1965; no children  
Finances: Good order  
Residence: Apartment; willing to relocate  
Affiliations: Executive Board Local #21 I.A.T.S.E., Newark, New Jersey  
Tau Kappa Epsilon National Fraternity  
Watchung Amateur Ski Club  
Military Status: Honorable discharge - United States Army; Special Services  
Corps; March 15, 1957

5/58 - 7/60

WATV, Newark, N. J.

My experience with Channel 13 was my entrance into television. I was hired as a Studio Stagehand, directly from the Army. Channel 13 was extremely heavy with live programming, affording an opportunity to gain valuable experience in production, scenery construction and properties. I also served in the capacity of Relief Floor Manager, which allowed me to gain experience as to the Director's viewpoint of production - giving time cues and Director's instructions. Channel 13 later became an affiliate of NET.

Reason for leaving: Reorganizational changes would effect the Production Department with possible layoff. An opportunity for a position as Road Manager with Ferrante and Teicher became available.

REFERENCES

Available on request

EMPLOYMENT5/65 - PresentWNJG-TV, Newark, N. J.

As Studio Stagehand Supervisor for the first commercial Spanish-language UHF television station in the New York area. My responsibilities include scheduling of manpower, hiring personnel, preparing work schedules and supervision of the studio crew in setting up and striking all studio productions, scenery and commercial properties including the artistic lay-out and design of scenery used in the studio. A complete inventory of all scenery, properties and sets is kept for traffic purposes.

The responsibilities of competitive purchasing of all materials used in production. The processing of these accounts and purchase orders. A thorough knowledge of the price structure of materials required for scenery construction in the Channel 47 shop. Estimating of charges and costs on all jobs performed in the scenery shops.

Preparation of weekly payroll reports for Accounting Department. Maintaining records of earnings and overtime of the studio crew. Billing of man-hours to different job requests and estimate of costs for all commercial tapings produced by the Video-Tape Production, division of Channel 47.

Reason for desiring change: Want an opportunity for advancement into English-language broadcasting.

9/62 - 5/65RKO STANLEY WARNER, Branford Theatre, Newark, N. J.

Employed as Maintenance Stagehand and Electrician at the Branford Theatre. I served an on-the-job apprenticeship for Local #21 I.A.T.S.E. The maintenance of the complete stage-house, all electrical equipment, curtains and flies.

Reason for leaving: Completed training program for apprenticeship, and also, the opportunity for advancement to Studio Supervisor at television station.

8/60 - 8/62FERRANTE AND TEICHER, Duo-Pianists, Englewood Cliffs, N. J.

As the Road Manager for the popular duo-pianist team. We toured eight months yearly in the United States, Canada and Europe. It was my responsibility to handle all phases of production, including lighting, scenic effects, visuals, also, the two pianos which traveled in their own van. I served as liaison between the artists and the individual promoters or bookers. It was also my duty to move the equipment via van to each engagement. The nature of the work was that of an advance set-up man which demands of the individual a great deal of decision making prior to the arrival of the artists.

Reason for leaving: Reproduced at the Richard Nixon Presidential Library became too numerous for one man to handle.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 13, 1970

Mr. Bruce Whelihan  
Press Office  
White House  
Washington, D. C.

Dear Bruce:

For your information this is a copy of the letter that was sent to me by Fiorentino Associates after they looked over the blueprint. It may be flowered up somewhat but I thought you'd like to see it anyway.

As soon as you know when the mock-up of the lighting system will be ready let me know so I can schedule myself to come in.

Best regards,

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs

cc: Ron Ziegler  
H. R. Maldeman

*df*  
IMERO FIORENTINO ASSOCIATES, INC.  
*Lighting Designers and Consultants*

58 WEST 68TH STREET • NEW YORK 10023 • (212) 707-7763

February 10, 1970

Roger E. Ailes  
REA Productions  
888 8th Ave. Room 7F  
New York, N.Y. 10019

Sub: White House Briefing Room

Dear Roger,

Our initial review of the drawings which you have supplied me indicate there has been no provisions made whatsoever for lighting levels or angles required for color television and newsreel filming in this space. We recommend that a minimum maintain foot-candle level of 200 be supplied for the audience portion of the room and 250 to 300 foot-candles be supplied at the speakers platform. The direction of the lighting must be carefully controlled. Key lights should be located 10° to 15° above the horizontal, and at 45° to the right, left, and head-on of the speakers platform.

The drawings also indicate that no provisions have been made for back lighting so that separation can be obtained between the background and the speaker. Three back lights should be provided at a 45° angle above the horizontal, and located right, left, and center of the speakers location.

I am assuming that this space will be utilized for some form of press conference; for a question and answer situation between members of the audience; or establishing shots of the audience and the President located at the speakers platform. Nominal camera pick-up would then include, not only the President, but the audience as well. Therefore the audience lighting levels must be maintained at the levels I previously indicated.

- more -

Reproduced at the Richard Nixon Presidential Library

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These changes will require a complete review of the lighting, electrical distribution, dimming control system and air conditioning of this space.

A dimming system has been indicated in these present drawings, however, I would believe that this would be inadequate for the requirements of a television lighting system. Not only in its capacity but also in its number of controls. Each of the back light fixtures must be on a separate control as well as each key light, background lighting, and audience lighting.

In addition to the questions concerning lighting we also question what conditions have been considered for the selection of the curtain background which will be behind the President as well as other wall treatments in the room so that they are compatible with television.

We would propose therefore that we provide the following:

1. Preparation of drawings;
2. Plans and sections for lighting up the room for television pick-up;
3. Complete specifications on the lighting fixtures;
4. Dimming system;
5. Check-out and focusing of the completed installation.

The drawings would indicate the exact position of lighting fixtures so that the angle of light from these fixtures would be complementary to the President and other people at the speakers platform.

We would also provide sufficient data to the architect and engineer so that they may make the necessary revisions in the electrical service required for the

-3

space and the air conditioning requirement, if necessary.

In addition we would also review the architect's treatment of the space as to the requirements of the curtain and background behind the speakers platform and such other architectural or interior decorating treatments in light of their compatibility with the television and film picture.

Our fee for the above services would be \$4,500 exclusive of out-of-pocket expenses including travel, lodging, drawing reproductions and other miscellaneous expenses. These out-of-pocket expenses would be billed at cost through whatever agency you would designate.

I would be happy to come down to Washington to meet with you and other White House personnel to review these recommendations at this point prior to their acceptance of this proposal. In the meantime, if you should have any questions please do not hesitate to call me.

Yours truly,



Richard D. Thompson  
Director Theatre and TV  
Studio Facilities Planning

RDT:bb

THE WHITE HOUSE  
WASHINGTON

March 9th

L...

Re the podium, Colonel Redman's office advises that the President has seen the first unit on March 6th and he (the President) has made a number of modification requests. The unit is now being modified. completion date is tomorrow. March 10th.

EI

3/10/70  
L = Col Redman's office advises that the podium is completed and that the President will use it tonight.

EI



UNITED WE STAND,

DALLAS, TEXAS 75235

P. O. Box 45142

January 23, 1970

Mr. Roger E. Ailes, President  
R E A Productions  
888 Eighth Avenue, Suite 7F  
New York, N. Y. 10019

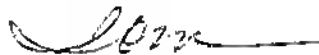
Dear Roger:

Thank you for the assistance on getting Ross on "The Mike Douglas Show" and "The Merv Griffin Show". We were happy with the results.

We'll be moving into the TV line later this summer, after we hopefully get something resolved on the POW issue. I would like to get with you at that time and discuss our thoughts and needs for our televised "Electronic Town Hall Meetings".

Again, thank you for your help and if I can be of assistance, please call.

Respectfully,



Tom Meurer

TM/sjh

Call  
Monday  
7/16

~~Pat~~ Pat

Have me call  
Aker to confirm that  
this question was  
settled.

THE WHITE HOUSE  
WASHINGTON

TO: *Lanny*

FROM: JOHN BROWN

FYI \_\_\_\_\_

COMMENT *For however*  
*you are handling these*  
*now.*

\_\_\_\_\_  
\_\_\_\_\_

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 4, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM: Ronald L. Ziegler

RE: TV Lighting for the New Press Facility

I think the first question that must be answered in regard to the lighting of the new briefing room is how we intend to use it. It has been my understanding from the outset that this facility would be used on a regular basis for the President to make announcements as much as he does in the Roosevelt Room, and also to respond to questions on specific subjects in sort of a mini-press conference format. We have approved the lighting of the area on this basis.

We have not looked at, nor do I think we should look at this facility as a television studio with highly sophisticated lighting capabilities such as exist in the Theatre, because the briefing room serving also as a press lounge simply would not be suited for this purpose.

The lighting configuration presently planned for the press lounge briefing area has been extensively discussed with the network lighting technicians and the architect. In these discussions it was realized that from time to time there would be a need for supplemental lighting.

I am somewhat confused by the suggestion made by Roger Ailes that the lighting fixtures are not proper, that arrangements for back lighting have not been made, and that the front lights now planned are not adequate for color film. I do not believe this is the case. His question regarding the dimmer system can be answered by simply saying that the currently-planned dimmer system is not isolated light by light as is the case with a sophisticated permanent studio set-up. The proposed dimmer system will operate the full bank of the front lights.

The lighting of the press room is a subject that has not been overlooked. But since Roger Ailes raises these questions in such a dramatic way, I think obviously I should arrange to meet with him the first of next week, together with the television lighting technicians and the architect to bring this question to an early resolution. I do not feel it is necessary to engage the services of Fiorentino Associates for this project.

As you suggest by the urgency of the covering memo, as there has now been a question raised by this matter, we should move rapidly, as any changes will require some adjustments in air conditioning and lighting fixtures.

I will contact Ailes if you approve, and meet with him on Monday.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 4, 1970

MEMO FOR H. R. HALDEMAN

FROM: Roger E. Ailes

RE: TV Lighting for the New Press Facility

I have gone over the blueprints for the new press facility which outline the lighting to be installed. I understand the urgency of this but feel we should bring in a lighting consultant for the TV staging. I showed the plans to Dick Thompson of Fiorentino Associates (this is the same outfit we consulted re: podium lighting). He says that the present plans seem to lacking for TV in these areas:

- 1) The present front lights for the stage area are not adequate for TV or color film.
- 2) The fixtures for lights are not proper.
- 3) There is apparently no plan for back lighting.
- 4) The dimmer system is not adequate and will not isolate the lights so that 2 people can be lit differently than 1.
- 5) Power requirements should be reviewed.
- 6) If we are considering a Q & A situation, additional lighting may be required between the stage and floor area.

Mr. Thompson has advised me he will be prepared to meet with the architect and/or lighting installation men almost immediately to review this situation. He has advised me if we are to involve Fiorentino Associates, they will consult, design and draw the plans for TV and film lighting, supervise installation, run a check on the system and come in for a final focus on the lights. This service could run between \$4,000. and \$5,000.

If you wish further background on Fiorentino Associates, I sent a memo sometime ago to Steve Bull with a detailed outline of this group. They did the lighting for the arena shows in the 1968 campaign. Please advise.

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

*L called Z*  
*Ailes file*

March 2, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM : LARRY HIGBY *L*  
SUBJECT : Television Man

Attached at Tab A are Dwight Chapin's and Ron Ziegler's comments on Bob La Porta, Ailes' No. 1 candidate for the TV slot and Greg Stoner, Ailes' No. 2 candidate. Both feel Mr. Stoner would not be suitable for the job. Chapin comments that while he was satisfied with La Porta, he would want to see other candidates before recommending on a final decision.

Ron Ziegler also feels this way but goes on to question the need for a fulltime television man and the fact that he feels that La Porta is not particularly superior to Elbourne. He requests the opportunity to discuss the concept of having a fulltime television man here with you once again.

Roger Ailes is anxious that we get someone down here so we can get the situation settled and begin operating. I assume you've discussed the concept of Elbourne with Ailes and have reached a conclusion that you want a fulltime man other than Elbourne.

In light of this I have talked to Roger and he is planning on sending down one or two other candidates for Dwight and Ron to interview.

Recommendation: I recommend that Chapin and Ziegler continue to interview candidates and that you have me inform Ziegler that as of now we are still going with the concept of another man down here for television and that it would be premature to rule out this concept until he's talked to several other people.

A



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

DO NOT WRITE IN THESE SPACES  
ADDITIONAL ACTIVE MARKING  
E.O. 12958, Section 1.1

By DL NARA, Date 3/13/96

February 24, 1970  
Tuesday - 4:00 p. m.

*Hold in  
Ailes file*

PERSONAL AND CONFIDENTIAL

MEMORANDUM FOR MR. ROGER AILES

FROM: Dwight L. Chapin

RE: Bob La Porta

I found Bob La Porta to be a very aggressive individual who seemed to be fairly bright and who was trying awfully hard to make a sale. I would imagine that in terms of his presenting himself he would have done much better if he had been under less pressure. He talked a blue streak and covered every conceivable point regarding the job from every direction.

Technically, I would imagine that he is pretty good, and I would get the impression that he is a buttoned-up type of person. You obviously know more about his qualifications in that area than any of us here.

In regard to working with the President, I would anticipate that he would have a definite problem with the day to day relationship, at least at the start. He is extremely animated in his conversation and he tends to be what I would call theatrical (at least in a straight sense). I would imagine that these qualities would have to be tempered before he was thrown into a daily working relationship with the President.

He is definitely creative and has a good sense of our desire to stage things differently and look for the unique situation which will best demonstrate those qualities of the President which we wish to have reach the public. He gives the impression of having an independent mind, and I would imagine that he can probably hold his own among his peers.

2.

I think that La Porta has good potential for the job. However, we would have to realize it is going to take some work to teach him how to deal with the President before he is put into a working relationship situation with the President. As of right now, I believe his mannerisms and style would not be compatible with the President.

I do not believe that he should be hired until we have seen two or three other people.

CC:        ✓ Mr. H. R. Haldeman  
              Mr. Ron Ziegler

PERSONAL AND CONFIDENTIAL

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 26, 1970

MEMORANDUM FOR BOB HALDEMAN

FROM: Ron Ziegler

RE: Bob LaPorta

Bob LaPorta is intelligent, aggressive, and from my discussion with him appears to be technically sound in the field of television. He is a Democrat who voted for Kennedy in 1960 but is not emotionally involved or committed to the Democratic Party cause. He has some very sound thoughts regarding the President, the Administration, and the role of government, and from my discussion with him on these subjects, I feel he would be loyal and probably develop a commitment to the objectives of the Administration.

He is somewhat balky in appearance and highly animated when he communicates. It is my judgment that this characteristic would be somewhat tempered as he develops confidence and is under less pressure than exist in an initial interview for a job in the White House.

Throughout the conversation with LaPorta I kept trying to resolve in my mind again the need for a full-time television technician in the White House, and would like to, on this occasion, suggest that we discuss this in some further detail before we move into the hiring of a full-time man. I think my position within the discussion would be that we should continue to use the talents of Roger Ailes in major television productions as the plan calls for, but also use his talents to work with Elbourne, and to the degree necessary, train Elbourne for this television role. It is my feeling that we should at least give this a try.

I believe the above feeling was amplified by my discussion with LaPorta. Although he appeared to be capable and well grounded, it kept occurring to me that LaPorta fell into the same category that other men have fallen into that I have discussed the job with -- and that is they did not appear to be substantially superior in ability or in carriage to Elbourne.

One problem, of course, involved in bringing Elbourne under the tutelage of Ailes and giving him a greater responsibility in this area is the fact that he is often concerned with advance work; but indeed this relates to the over-all television presentation of the President, and I feel that we should at least sit down with Roger Ailes to talk about working with Elbourne as an alternative before we move.

If the above is ruled out I am not ready to give Mr. LaPorta a categorical endorsement before seeing other candidates.

cc: Mr. Chapin  
Mr. Ailes

*Lon J*

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

February 28, 1970

PERSONAL AND CONFIDENTIAL

MEMORANDUM FOR H. R. HALDEMAN

Re: Greg Stoner for television position

Guys like Greg Stoner are a dime a dozen in the television business. Although his resume appears to be extensive and impressive, I was not impressed because a close examination will show that his involvement in the television business has been at the lower technical level. It is my judgement that chances of compatibility with the President could never be achieved.

Running the risk that by saying what I am going to say below will create the impression that I am totally negative regarding the addition of a television man of the type discussed, I am going to say it anyway, because I feel it is a sensible course to pursue.

The caliber of the two men I have talked to up to this point, LaPorta being far above Stoner, only leads me to conclude again that we should give Elbourne a crack at this and at least see how it would work between Ailes and Elbourne before we bring a new man in. I would like to discuss this with you and Ailes and Chapin at your convenience.

Ronald L. Ziegler

A handwritten signature in dark ink, appearing to read 'Ron Ziegler', with a long horizontal line extending to the right.


MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 27, 1970  
Friday - 6:00 p.m.

MEMORANDUM FOR MR. ROGER AILES

FROM: Dwight L. Chapin 

RE: Gregg Storer

Gregg Storer is not the person we are looking for to handle the daily TV-production type tasks at the White House. He is a lightweight.

His inability to look you in the eyes and to sell himself or his ideas are not the qualities we are looking for.

La Porta has a much higher rating than Storer.

CC: Mr. H. R. Haldeman ✓  
Mr. Ron Ziegler

*Ailes Ailes*



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 27, 1970

Colonel Albert Redman, Jr.  
Commanding Officer  
White House Communications Agency  
White House  
Washington, D. C.

Dear Colonel Redman:

I think the meeting with the President regarding the podium design was fruitful. If I can be of any further help, please let me know. Thank you for taking me on a facilities tour of the White House equipment. I will want to do that again as soon as we get the assistant aboard.

I am submitting a proposal on the lighting school we discussed with Dwight Chapin. As soon as I get the go ahead, I will let you know. Please keep me informed of the progress on the podium.

Best regards,

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs

cc: H. R. Haldeman  
Dwight Chapin



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6440

February 26, 1970

Mr. Dwight Chapin  
White House  
Washington, D. C.

Dear Dwight:

This is just for your information. You might want to think of how we should handle this in the future. Specifically on the things I last mentioned in my memo on television.

Best regards,

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs  
Encl.

cc: H. R. Haldemann



THE WHITE HOUSE  
WASHINGTON

✓

1/5/70

L -

Here's a "package"  
on Lee Hayes .... it  
came in today from  
REA Productions, Inc.  
Attached (next under)  
is the background.

Have fun.

EL

December 19, 1969

Dear Roger:

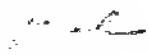
Prior to our getting together again to discuss your thoughts on TV at the White House, I'm wondering if you could put them down on paper so I might have a chance to review them prior to our discussion. This might also be of value with regard to your evaluation on Lee Hayes.

After this we could get together and both of us could raise any questions after I've had an opportunity to think about what you are proposing.

As you may know, I will be leaving for California on the 20th and plan to spend the Holidays there. However, I have instructed Larry to make sure that your memoranda are forwarded directly to me in California so I can get at this thing during the Holidays and be ready to move at the first of the year.

Thanks for all your help this year and best wishes for the Holiday season.

Sincerely,

  
H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailes  
President REA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, New York 10019

*Jack Mayberry*  
*Chicago Today*

HRH:LH:pm

cc: Elmer Juanich

*(212) 765-3022*

January 7, 1970

Dear Roger:

Thanks very much for the material you sent me on December 30.

On the basis of your report, I think we'd better pass on Lee Hayes, at least for now, and make an effort to find someone better. I would, however, appreciate your thoughts on possible candidates and on how we might go about digging up some talent in this area.

I am in general agreement with your proposal regarding White House television. I do want to give it some more thought and spend some time discussing it with the President before we take any specific steps to implement.

I would appreciate your giving some thought to the question of payment which you mentioned briefly at the end of your document. There are, of course, several approaches possible. I think that it would not be desirable to retain your company and have you hire the assistant on your payroll. It seems to me it would be much better for the assistant to be on the White House Staff and then either you or your company to be retained separately. The problem that we will have, of course, is funding the retainer and I think it would be helpful in this regard if you would give some thought to what the charge would be based on implementation of the plan you outlined.

There are a couple of possibilities of ways of handling this outside of White House operations and that very well may be the best route to take.

What I need from you as the next step in other words, is an estimate of time and cost involved, assuming we follow your plan.

Sincerely,

H.R. Helms  
Assistant to the President

Mr. Roger E. Ailes  
President, REA PRODUCTIONS  
888 Eighth Avenue  
New York, New York 10019  
RHJ/pm

(CONFIDENTIAL REPORT)

To: Bob Haldeman

From: Roger E. Ailes

Date: December 1969

Subject: White House TV

## White House TV

In general, there are several areas that can be improved regarding White House television. It is contingent upon you appointing a person to be responsible who can organize and supervise it, who knows the answers and where to find the answers and who is always "thinking" and presenting ideas for you to use. If this is done well, it will be a tremendous asset to the image of this Administration.

As we discussed, I believe the White House should not employ a full-time top-notch creative television producer. Even if the best people were available and affordable, it seems to me that an excellent job can be done if you have a TV consultant of the above calibre on call. I am proposing that you use me in this capacity because you know my work, I know your problems, I'm dedicated to the President on a personal and political basis, and I realize that in this type of work there is no margin for error. Further, because I am a successful commercial producer with my own company, I can bring that experience and those contacts to bear here. Whoever the consultant, he will need a full-time assistant in the White House with some production and technical knowledge to handle day-to-day coverage and coordinate up-coming events for the TV producer. Also, he will have to coordinate between Ron, Herb, Synder, yourself, and W. H. Communications. It might be best to give the producer and consultant desk space in the EOB with some secretarial help, so you have a TV base of operations and the producer has a place to work when he's in town. The job can be done effectively if the producer spends a few days every couple of weeks at the White House, plus being on-call when you need him.

If you decide to go ahead with this plan, I'd like to come in to set up all areas outlined in great detail, develop check lists, etcetera.

It will be important for the TV consultant to work with and through Herb and Ron, but report directly to one person, preferably you, so television doesn't again slip to a secondary position of importance, given the President's feelings about it.

There seem to be four general areas about which we should be concerned, with secondary but critical priorities under those headings. They are:

- I. Day-to-Day Television.
- II. Major speeches and Special Events.
- III. Bookings and technique development for the President and Cabinet.
- IV. Ideas, Film, working toward 1972 Campaign.

Now to elaborate, here's a general outline of each area:

I. Day-to-Day Television

A. News Coverage

1. TV Producer sets up a check-list for assistant to follow.
2. Assistant works with press office to ensure good maximum coverage for the President.
3. Assistant maintains relations with TV crews.
4. Assistant keeps a weekly report on air time and subject matter to evaluate effectiveness.
5. Assistant on hand for emergencies. Talks daily with producer.

B. Press Conferences

1. Again producer sets up check-list.
2. Assistant should have directing experience so he has an "eye" for a shot.
3. Assistant coordinates with press office and network crews. This gives network directors a feeling that they have someone to go to, rather than ending up with a press assistant. They get more warning, more help, and fewer delayed decisions.

## II. Major Speeches and Special Events

### A. Major Speeches

1. Since these are usually set in advance, the producer will have time to work on them to ensure quality and consistency.
2. If one arises quickly, a phone call will have the producer on the next plane. Meanwhile, the assistant can do the legwork.
3. Lighting, make-up, and additional technical help can be hired through my company when needed, as in the past.

### B. Special Events

1. Again besides the scheduled events like the Astronaut's Dinner in Los Angeles, the producer will sit in on and contribute to idea sessions.
2. The producer will brief the President on such events so that he's sure nothing can go wrong and so that he makes the best appearance.

## III. Bookings and Technique Development

### A. Bookings

1. The over-all exposure of administration officials will help raise our image.
2. This should be coordinated between Herb's office and the RNC. Snyder might do the actual booking and maintaining of relations with existing programs.
3. The producer will oversee this area and assist when necessary, as when I talked to the VP of NBC News to get Herb Klein on the Tonight Show.
4. We can lose votes on television if the right people aren't seen and under the right conditions. A check-list for this can be developed and we can advise people making appearances.
5. For Cabinet members, film can sometimes be used effectively in conjunction with their appearance, especially on talk shows.

### B. Technique Development

1. I feel a great deal can be done to help certain Cabinet members and give them more confidence. As producer of talk variety shows I've had vast experience with TV "amateurs" getting them ready.



2. Work with the President on the style of the "fireside chats" concept that we discussed. I can make some simple points that will help him.
3. Perhaps work with the writers on TV style for the speeches. Having spent a great deal of time studying audiences and writing introductions and interviews for TV, I know quite a bit about the "effect" of words and phrases on people. My feeling is in keeping with the President's sincere style, sometimes more emotional words could be used to our advantage. "Kickers" and memorable phrases need to be used more.
4. Help Vice-President Agnew set up his coverage.

#### IV. Ideas, Film, 1972 Campaign

##### A. Ideas

1. See 1968 memo.
2. Develop "fireside chats" and person-to-person programs.
3. Contribute to brain-storming sessions.
4. The President has done an excellent job of "cooling-down" the country and Vietnam in 1969. Publicly Secretary Rogers can be used more in 1970 to maintain public opinion in this area while the President goes "positively" into the "Challenge of the 70's," America's Quality of Life. He should make a major address on this and state publicly that poverty, air and water pollution will be eliminated in America totally by 1980.
  - a) This is similar to Kennedy's challenge for the moon. It isn't met in his administration but when it's reached he gets the credit.
  - b) If done well it will markedly counter-balance his pragmatic image with that of an idealist and dreamer.
  - c) This will do much to help him reach the young.
5. Secretary Hickel has a tremendous image problem. I know how to help it. If you could suggest to him that he talk with me and let me organize a campaign for his department, I'll sit down with him and contribute my ideas. This could be paid for I'm sure by existing public relations contracts with industries already involved in projects for water pollution solutions, such as the one in the Virgin Islands.

- B. Film
  - 1. We should organize, screen, and catalogue film and tape of the President.
  - 2. See 1968 memo.
  - 3. I have a full-time film director on my staff so we can shoot certain necessary film if the budget allows.
  
- C. 1972 Campaign
  - 1. The campaign will be totally different this time. We should begin organizing visual materials now, so the President can "stay above the battle" when the time comes.
  - 2. Visual materials on Mrs. Nixon now will get her off the firing line at campaign time.
  - 3. If the President okays it, a documentary with David, Julie, Tricia, and Mamie Eisenhower could be prepared now. I would like to produce it. An excellent program like this aired in late 1971 could set the mood for the entire election year. Julie is interested in doing documentary production work and she could work under me to learn the business and serve as associate producer of the program.

V. Miscellaneous Thoughts

- A. This plan will give the White House a coordinated professional approach. It will also open a flow of thoughts and continuous evaluations of progress.
  
- B. It is important to carefully organize this so that everyone is happy with the TV, the President is confident, the TV assistant doesn't end up an errand boy for the press office, and the lines of communication are kept open.
  
- C. There will be some stories and outside criticism of the professional approach to TV, but it hasn't hurt us so far and the President can never really be criticized for trying to talk to Americans effectively and openly. TV is still the best means of mass communication today.
  
- D. If you decide to go ahead, I would like to sit down with the President and listen to his "gut feelings" about TV and his ideas for improvement. By asking certain questions I can get a "sense" of approach to the over-all problems.

Bob, this is a fairly complete but still rough outline.

I'm not sure how we could work out payment for this, but there are probably several approaches. You could even retain my company and have me hire the assistant on my payroll. We can explore this when I see you. If there are any questions, just give me a call. I sincerely believe this is a necessary step.

CONFIDENTIAL REPORT - TELEVISION  
PRESIDENT RICHARD M. NIXON

From Roger E. Ailes  
November, 1968

Television will play a major role in the Presidency of Richard M. Nixon. Whether the administration acts or reacts to it is entirely up to Mr. Nixon and his key advisors. To whatever extent possible, they should make a conscious effort to control Mr. Nixon's image on TV. When it is necessary to run for re-election, it will be the public's composite impression of the President (formed over four years) that will influence them. Television was used well in this campaign, but in four years it will have to be better.

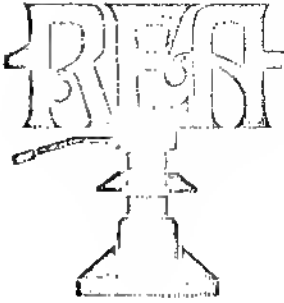
Here are some of the thoughts I've had about the TV planning which I feel should be implemented. I will be glad to elaborate in person.

1. Study alternative solutions to TV's "Great Debate" format. (Surely Mr. Nixon will be challenged again and a substitute format can be found that is better for us.)
2. Shoot all film consistently with thought of how to use it in the campaign.
3. Record history on film. First administration to use film for history.
4. Celebrities for Nixon. This needs a complete reorganization and now is the time to do it.
5. The same TV Director should be on hand every time the President is on TV (other than newsreel and press conferences).
6. Organize party members (Senate and House) - build local shows for distribution back home, between Nixon and Congressmen or Senators.
7. Day in the life of the President. (Tough Problems on film).
8. Experiment with new formats with President - one in one direct talk to camera. Give him a style of communication.
9. Use of key administration people booked on TV shows. Use of TV to carry the administration's point of view.

10. Use TV as a political wedge with recalcitrant Congressmen for voting.
11. Develop young TV stars of the Republican Party.
12. TV can regain much support for Vice-President Agnew.
13. Progress reports to the Nation on specific problems. In effect, Mr. Nixon's own TV show giving the public something to look forward to and the feeling he is keeping them informed.
14. Series of dialogues with the President by special interest groups, i.e., newsmen, women, youth, senior citizens, even world leaders.
15. Use of TV to give background and enlist support for Cabinet members. Work on their TV images.
16. Set up, to whatever extent possible, a consistent schedule for Mr. Nixon's use of TV.

These are a few of the things I feel should be done to use the power of TV to enlist public support for Mr. Nixon and the Republican Party and to aid in Mr. Nixon's re-election.

Any TV advisory group should include a TV production and direction specialist who is successfully working in the television industry. The person should also understand Mr. Nixon, his media history and problems, and the aims of the administration.



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-766-3022 Washington 202-966-1411

December 30, 1969

Mr. H.R. Haldeman  
Assistant to the President  
White House  
Washington, D.C.

Dear Bob:

I hope you've had some time to relax over the holidays.  
Enclosed you'll find:

- a) A report on my conversation with Lee Hayes.
- b) The TV outline we discussed.
- c) A copy of my original memo from Nov. 1968.

I'll look forward to hearing from you to discuss this in more detail. I'll be in California at the Beverly Hills Hotel between January 7th-11th, otherwise I'll be at my New York office.

Happy New Year.

Best regards,

Roger E. Ailes  
President  
REA PRODUCTIONS

REA/wk

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 7, 1970

MEMORANDUM FOR THE PRESIDENT

In the attached report to me, Roger Ailes outlines his proposal for handling the television requirements that we have discussed frequently.

In essence, Roger proposes that he be retained as a TV consultant in the role of a creative television producer - on call, but not full-time.

He further proposes that we retain in the White House a full-time television assistant who will report to Roger and will handle day to day coverage and coordinating upcoming events for Roger as the producer.

Roger would be on call whenever needed and would regularly spend a few days every couple of weeks at the White House working with the assistant on general planning.

Roger's proposal then goes on to outline the general areas of activity which he would cover and I think you might find it worthwhile to skim through them.

Also attached is Ailes memo to you written in November of 1968 regarding the role of television in the Presidency.

Recommendation:

I recommend that we go ahead with the proposal as generally outlined by Roger and that we keep open the options to modify this as time goes on. I think Ailes is probably the best man for this job, at least for the present time. He has as much talent and experience in this field as anyone we are likely to find and he has the plus of a working knowledge of you and your staff which will enable him to move in much more effectively and more quickly than would anyone coming from the outside.



APPROVE

\_\_\_DISAPPROVE

H. R. HALDEMAN

Attachments



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

January 10, 1970  
4:50 p.m.

*Ailes  
folder*

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN *off* —

RE: Roger Ailes' Proposal

The following are some thoughts which I would like to express in regards to the proposal which Roger Ailes has submitted regarding the television output at the White House.

*Ailes*  
I believe that Ailes is probably the best short-term solution to obtaining a qualified television consultant. If he is hired, I think that the message should be made extremely clear that there is nothing permanent about the job. The longevity of the association will be based upon the job which is done upgrading our present television output and also in creating new means of using the medium. In addition I suggest that you make a strong point of the need of his finding the most outstanding young man in the industry to join the White House Staff as the day-by-day television man.

7  
Operationally, it may be best to have the day-by-day man operate independent of either Klein's or Ziegler's office. Obviously he would have to be in close coordination but perhaps it is best not to put him under anyone's thumb except yours. He must develop a rapport with the President and I think that there is a case to be made for having him appear independent and not as a functioning part of the "press operation." This is just a technique for positioning him in the President's mind.

We have two immediate things coming up on the calendar where it would probably be helpful to have Ailes involved. The first is the Art Linkletter Rainbow series which will take place the last week in January and the other is the possible Middle-Sized City Mayors and EQC Trip. It seems to me that both of these events offer Ailes the opportunity to get into some of the more creative aspects of using television for the President's benefit

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

Oiles memo - re TV about 6 mo. ago.

Scott - good facilities man  
not creative - no artistic judgment  
composition - Leptiz field.

Need a utility guy - in press office  
to handle technical set-up.

Tom can't match cameras - etc.

Al very good - maybe Tom could learn  
could use 20 point check list.

Then need a special events - creative man - <sup>or</sup> call

1) plan special events - major things <sup>set</sup>  
i.e. Castro dinner - etc. - speeches  
work through the man we have here  
+ have our man keep in constant touch

2) idea man - work up thoughts for use of TV  
special problem talks -  
discuss priorities - etc.

for chats -

have to have beginning + end -  
free swing in the middle.  
might record these & make available  
so that can release when they wish.

Should develop the whole structure & presentation

January 7, 1970

MEMORANDUM FOR THE PRESIDENT

In the attached report to me, Roger Ailes outlines his proposal for handling the television requirements that we have discussed frequently.

In essence, Roger proposes that he be retained as a TV consultant in the role of a creative television producer - on call, but not full-time.

He further proposes that we retain in the White House a full-time television assistant who will report to Roger and will handle day to day coverage and coordinating upcoming events for Roger as the producer.

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Roger's proposal then goes on to outline the general areas of activity which he would cover and I think you might find it worthwhile to skim through them.

Also attached is Ailes memo to you written in November of 1968 regarding the role of television in the Presidency.

Recommendation:

I recommend that we go ahead with the proposal as generally outlined by Roger and that we keep open the options to modify this as time goes on. I think Ailes is probably the best man for this job, at least for the present time. He has as much talent and experience in this field as anyone we are likely to find and he has the plus of a working knowledge of you and your staff which will enable him to move in much more effectively and more quickly than would anyone coming from the outside.

... APPROVE

..... DISAPPROVE

H. R. WALDEN

Attachments

HRH:pm

December 19, 1969

Dear Roger:

Prior to our getting together again to discuss your thoughts on TV at the White House, I'm wondering if you could put them down on paper so I might have a chance to review them prior to our discussion. This might also be of value with regard to your evaluation on Lee Hayes.

After this we could get together and both of us could raise any questions after I've had an opportunity to think about what you are proposing.

As you may know, I will be leaving for California on the 20th and plan to spend the Holidays there. However, I have instructed Larry to make sure that your memoranda are forwarded directly to me in California so I can get at this thing during the Holidays and be ready to move at the first of the year.

Thanks for all your help this year and best wishes for the Holiday season.

Sincerely,

H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailos  
President REA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, New York 10019

HRH:LH:pm

cc: Elmer Juanich

THE WHITE HOUSE  
WASHINGTON

December 8, 1969

MEMORANDUM FOR: H. R. HALDEMAN  
FROM: Ronald L. Ziegler  
RE: TV Man

Cliff Miller recommended Lee Hays who now works for WNDT, Channel 13 -- the Education Broadcasting Corporation -- in New York City. I have attached Mr. Hays' resume and also a couple of pieces of his work which he forwarded to me.

I had about a two-hour conversation with Hays about three weeks ago. He seems to be creative, well appearing, hard working, and good at the mechanics of television production. On paper he seems to be just the man we would want. I think it would be worthwhile for you to talk to him.

His list of recommendations is good. They are attached. I have talked to several individuals on his recommendation list, including Bill Moyers. Moyers says that he is a good man, knows him only professionally, but feels he is very capable. As a matter of fact, he is recommending him for a job to head up the educational television operation in New Jersey.

Cliff Miller has been looking extensively, as you know, for a television man, and Hays comes with an A rating from Miller.

I talked to Hays today and he is available to come down to talk again on 24 to 48 hours notice. Let me know what you think.

Attachments.





PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

December 2, 1969

Mr. H. R. Haldeman  
Chief of Staff  
White House  
Washington, D. C.

Dear Bob:

I have been meaning to write this for a couple of weeks but have been out of town on business most of the time. These are just a few brief thoughts I had regarding the President's speech on November 3rd. The main thing that he wanted to accomplish which was his sincerity I think worked fine. A single head on camera is very effective. However, the network director can be advised that the close-up shots should be taken toward the beginning of the speech before he begins to perspire. And later he can zoom out to avoid extreme close-ups.

I assume it was the President's own decision not to use a handkerchief. However, if the treated one is available and he is reminded just prior to broadcast, he'll usually go along.

It seems that the new decor in the office was too bright and that the background was busy. The only way to eliminate this is for someone to look at the shot in the truck during setup, and then make recommendations to the director.

Thanks for your last note. I appreciated it.

Best regards,

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs  
cc: Mr. John Ehrlichman

Calandro - Have it here on Wednesday.  
Electron Analysis - State by St.

Use of the P.

Use of TV. Techniques for 1971. Just from exposure without regard to Political  
P. Events -  
1st Family. PN, David, Julie, TN.

- Events
1. Has to do.
  2. Possible events. Holiday. ie Thanksgiving proclamation.

Files - Schedule of people for show.  
Restructuring of the RNC.  
Communication Consult tent for the RNC.

1. Lay out Program for all Adm people.  
Major markets.
2. New effort into operation.
2. Make Blue Print kept 6/72 that everyone operate from.

Must be positive and inspirational  
but has power for the office of the President.  
State Television Program & local broadcaster.  
Someplace the state we will work against

Selling the foreign Policy decision.

Problem of here

Caruthen.

Film library -

Nixon / documentary for 2 years.  
done in late '71.

Human interest.

Could work on this in spare time.  
work

Man here - must have a plan of  
a man who knows what he  
is doing.

Need a new man at the R.N.C.

Capitol News Service.

After future - What does he do. very rough.  
1. Between now & '72  
Officers of full-time men.



Celebrity Thing - Need to be lining up  
people & make our celebrities.

Then need to widen and jazz up cliff  
areas.

Bowman ~~is~~ should be fired.

Bad adv.

Committee non reporting.

Got verbal opinion. - Col exam of opinion  
Serrano no problem. OK.

Murphy tel to Mitchell day before election.

Meanwhile off opinion come in.

PLO at justice - looking into Shigley matter. (Start)  
FBI clue. by Shigley & Committee.

Can you look to justice. They now say does not apply.

M doj letter saying will be ~~investigated~~ looked into  
M write letter out tomorrow.

Colson talked to Shigley in Europe - but don't see  
me off FBI come in he will call Pass  
Coyne - Colson is convinced.

of reports will involve the Klean question.

How will turn off PLO and talk to  
Mitchell in Miami?

Does Mitchell not know where behind the  
Hole

justice now writing opinion saying that it doesn't apply.

THE WHITE HOUSE

WASHINGTON

November 13, 1970

MEMORANDUM FOR: MR. HALDEMAN  
MR. KLEIN

FROM: GORDON STRACHAN GS

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.

A

Republican Media Consultants

<u>Consultant - age</u>	<u>Campaigns</u>			<u>Result</u>
<u>REA Productions, Inc.</u> <sup>1</sup> (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> <sup>2</sup> (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 &amp; Assoc.</u> <sup>3</sup> Earle Palmer Brown - about 45	Hogan	House	Md.	Won
	Gude	House	Md.	Won
	Beall	Sen.	Md.	<hr/>
				Won
				3W
<u>Spencer-Roberts &amp; 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/>
Robert F. Bonitati - 31				Won
I Lynn Mueller - 30				1W
Gordon Knox - 29				
Cary W. Sully - 26				

Consultant - age	Campaigns			Result
<u>Treleaven Associates</u> (New York) Harry Treleaven - 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
				<hr/> 1W 6L
<u>Stephen Shaddegg Associates</u> (Phoenix, Arizona) Stephen Shaddegg -	Williams	Gov.	Arizona	Won
	Fannin	Sen.	Arizona	Won
	Carter	Sen.	N. M.	Lost
				<hr/> 2W 1L
<u>Jack Tinker &amp; Partners</u> (New York)	Rockefeller	Gov.	New York	Won
				<hr/> 1W
<u>Civic Services, Inc.</u> <sup>3</sup> (St. Louis, Missouri) Brad Hayes - Ed Grefe - Roy Pfautch -	Wold	Sen.	Wyoming	Lost
	Burton	Sen.	Utah	Lost
	Beall	Sen.	Md.	Won
				<hr/> 1W 2L
<u>Walsh Advertising</u> (Wilmington, Delaware)	Roth	Sen.	Delaware	Won
<u>Jones &amp; Thomas Inc.</u> (Chicago, Illinois) F. Thomas Bertsche	Smith	Sen.	Illinois	Lost
	Goodell	Sen.	N. Y.	Lost
				<hr/> 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.



B

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

<u>Consultant - age</u>	<u>Campaigns</u>			<u>Result</u>
<u>Guggenheim Productions, Inc.</u> (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
				<u>4W 2L</u>
<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
				<u>3W</u>
<u>Rives-Dykes Agency</u> (Houston, Texas)	Bentsen	Sen.	Texas	<u>Win</u> 1W
<u>Take One, Inc.</u> (Miami, Florida)	Chiles	Sen.	Florida	<u>Win</u> 1W
<u>Shelby Storch &amp; Co., Inc.</u> (St. Louis, Missouri)	Symington	Sen.	Missouri	<u>Win</u> 1W

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

MEETING PAPER

Meeting: H. R. Haldeman/Roger Ailes  
10:30 - 11/19/70

(you may want Chapin and/or Higby to sit in)

Subjects you may wish to cover:

1. You may wish to get Ailes' analysis of the election results with particular emphasis on our use of media and the broadcast on the final night. He has some theories about Muskie, and his use of the media, that you may also wish to explore, including his statement to me, that if he were Muskie he would know how to beat us in 1972.

2. Ailes' relationship with the White House:

Roger has basically lived up to the verbal agreement that we discussed at the beginning of the year - namely; that on any occasion when we have had need of his services, he has always been available, or offered to make his assistant available.

He was going to try to train Tim Elbourne, but this has basically met with limited success due to Elbourne's relative unavailability. You might want to explore the possibility of Elbourne a bit more. Ailes has done little if any work on the film for the Library. He indicates that he is going to be working on this during the next month, but you may want to explore this with him. At the beginning of the year, there was some question with paying Roger, but in checking with John Brown, I find that our records indicate that we are up-to-date in terms of his payment, so this should no longer be a problem.

3. Future Plans:

You may want to solicit from him what he feels his future relationship with the White House should be, indicating that we still have the need for a full-time television man. Perhaps you would like to question him on some of the people mentioned in Strachan's memo to see if he has a reading on any of them. Then indicate to him that it is our feeling that we still need a full-time man here.

4. Analysis of News Unit:

I have attached Ailes' comments, along with Klein's for the proposed news unit project. In light of the campaign, he may have some different feelings on this, or he may think it is a project we want to move ahead on now. You may want to get an up-dated reading from him on this.

Attachments

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

Nov. 19, 1970

*Handwritten:*  
✓  
11/25  
12/7

MEMORANDUM FOR THE RECORD AND FOLLOW UP

RE: ROGER AILES

Haldeman met with Roger Ailes, Dwight Chapin and Larry Higby at approximately 10:45 a. m. on November 19. Ailes was asked to follow-up on the following items and to have them ready by next Wednesday, November 25.

1. Election analysis done on a state-by-state basis.
  2. Proposal for the use of media by the President (TV) going by the calendar through 1971, taking all the Presidential events and suggesting where other Presidential events should be added.
  3. A proposal for the First Family and how they could be used, including Mrs. Nixon, David, Julie and Tricia.
- Handwritten:* In addition, Ailes is to include events he feels we have to do and then the \_\_\_\_\_ events and how we might make some headway with regard to them, i.e. The Thanksgiving Proclamation.

In addition to this Ailes had many other ideas he wanted to comment on, namely; the restructuring of the RNC and the scheduling, not only of First Family members, but also of Cabinet people and other Administration spokesmen. He also raised the subject of who the new communications man would be at the RNC and indicated it was his feeling he could best serve the Administration by opening an office here in Washington and making the head of that office available to the White House on a full-time basis. In addition we need to be building a base with local broadcasters and television programs for 1972. What basically is needed here, Ailes feels, is

*Handwritten:*  
Follow up with Ailes at a later time.

a Game Plan that concentrates State-by State on those states we will be working against and counting on in '72.

Ailes got into the problems we seem to have in really selling what we are doing now. He cited for example our foreign policy decisions - how brilliant they have been, but how we've failed to really indicate this to the public at large.

Haldeman raised the question of the film library and our need there to have someone continually reviewing the film and building a Nixon documentary that we could run sometime probably late 1971. This would take up the spare time of Ailes' consultant down / here.

With regard to the news programming effort as proposed last summer, Ailes feels this is a good idea and that we should be going ahead with it. Haldeman suggested the name "Capitol News Service" and Ailes will probably be doing more work in this area.

Finally Ailes raised the question of his own future and what he does long-range. Haldeman made no firm commitments to him, indicating first he would like to see what his proposal would be regarding the President's use of TV. Ailes felt the best thing to do would be to open an office down here and be staffed by his man on a full-time basis.

Finally the question of the celebrities supporting the President was raised. It was agreed we need to get something going here, particularly someone out lining up our people for '72. One of our strongest weapons is to use the White House in terms of scheduling in building celebrities and getting those people that are basically neutral, committed to us for 1972.

## MEETING PAPER

Meeting: H.R. Haldeman/Roger Ailes  
10:30 - 11/19/70

(you may want Chapin and/or Higby to sit in)

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I have attached Ailes' comments, along with Klein's for the proposed news unit project. In light of the campaign, he may have some different feelings on this, or he may think it is a project we want to move ahead on now. You may want to get an up-dated reading from him on this.

Attachments

THE WHITE HOUSE  
WASHINGTON

L.

I tried calling Roger but he's en route to Florida. Will arrive there at 10:00 our time.

P.

Relayed info on to Press office who in turn said they would relay it to Ailes. 3/2/70

February 26, 1970

L.

Gordon Wade at RNC says that he has the film now at RNC. However, Nelson Gross, ~~XXXXXX~~ State Chairman in New Jersey had requested it for Tuesday. It will be at the RNC today and tomorrow, however.

Upon return from New Jersey - and there's only one copy, they will have extra copies made of the film.

*Call Arden & tell him this.  
see what he wants to do. L.*

P.

December 29, 1970

*File 6-11-70 / Carruthers,  
Wh...*

MEMORANDUM FOR: BILL CARRUTHERS

FROM: DWIGHT L. CHAPIN

As I mentioned to you on the telephone the other day, Bob Haldeman has talked to Roger Ailes and Roger is fully aware of your coming aboard here as well as Mark Goode's.

Roger would be willing to get together with you at some future date to go over some materials that he has and give you his opinions regarding the President's use of television and techniques.

If you want any help from me in terms of setting up this meeting, please so advise.

December 23, 1970

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: DWIGHT L. CHAFFIN

*Bill*  
I have a gut feeling that we are bordering on disaster if we do not get Roger Ailes in and squared away soon. If we handle Roger in the proper way and quickly, I think we can avoid any bad feelings. If Roger finds out that Carruthers and Mark Goode are coming on his own, he just may launch a small offensive which I doubt that we need very much at this time.

DLC:ny

December 10, 1970

MEMORANDUM FOR: MR. H. R. HALDEMAN  
 FROM: DWIGHT L. CHAFFIN  
 SUBJECT: Press Conference

Roger Ailes makes a very good point which you may want to contemplate. He does not feel that what the President says tonight at the Press Conference is going to be very important. What is going to be important is how he looks and the tone in which he handles the questions, etc.

Obviously, he is going to be asked about the rail strike, Wickel, why he hasn't had more press conferences, what happened to the law and order issue during the campaign, and other antagonistic-type questions. The technique which he applies to answering these questions - calmness, coolness, humor -- will all affect the viewer more than his detailed response.

I would imagine that the President will be a little on edge tonight knowing that he is going to be under attack and sensing the indignant mood the press is in. Therefore, it might be well for you to pass along to him the thought that most people will be impressed tonight not by the details in which he explains things, but by the way he finesses with charm and understanding those questions which come his way. You might say that Dick Moore called with an interesting thought to contemplate and then go into some of the things I have mentioned above. I think the President would appreciate Dick Moore's feelings in regard to this subject.

DLC:ny

EX-101  
PR 16-2

December 7, 1970

MEMORANDUM FOR: MR. H. R. HALDEMAN  
FROM: DWIGHT L. CHAFFIN  
SUBJECT: Roger Ailes - Press Conference

Roger Ailes wants to know if we want to have him here for the Press Conference Thursday night. He is going to be here Wednesday working on the Christmas Tree Lighting Ceremony and would stay over to be here Thursday night.

Approve \_\_\_\_\_

Disapprove \_\_\_\_\_

DLC:ny

CONFIDENTIAL

TO: [illegible]  
FROM: [illegible]  
SUBJECT: [illegible]

[illegible]

[illegible]

[illegible]

[illegible]



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

September 9, 1970

EXECUTIVE

REID

PL

PL/ST25

Ailes, Rozac

③

FOR: Hugh Sloan  
FROM: Bud Wilkinson *Bud*  
RE: Football Games

Most of the states that have target Senate races will not have nationally televised games. Any home game against a respectable opponent that the President wishes to attend would be satisfactory.

The Texas-Oklahoma game on October 10 from Dallas, Texas will be televised nationally. The following three regional games will cover about 70% of the country:

Minnesota at Missouri, September 19  
Notre Dame at Missouri, October 17  
California at USC, October 31

I recommend that the President attend one of the televised games.

*Oct 24* *Emerson - Zandy* *Knoxville, Tenn*

EXECUTIVE

PL/ST5  
PR 7-1/507\*

PR 11

405

CO 71

4:11

2:17

THE WHITE HOUSE  
WASHINGTON

MEETING AND PHOTO SESSION  
WITH SENATOR GEORGE MURPHY  
Monday, August 31, 1970

10:30 A. M.

The President's Office

THE PRESIDENT:

BACKGROUND

Your meeting with Senator George Murphy will be in two parts:

1. A brief substantive meeting during which Senator Murphy will report on his visit to Israel;
2. A session during which SILENT, still and movie photographs will be taken for the Senator to use in his Fall campaign for Senate.

The photographic session will be under the supervision of Roger <sup>X</sup>Ailes who will be here at 8:00 a. m. to supervise the placement of lighting equipment by the photography crews.

SEQUENCE OF EVENTS

10:30 a. m. The Senator will meet with you and H. Kissinger briefly to discuss his Israel visit.

10:45 a. m. Meeting concludes.

Dr. Kissinger departs.

The film crews will then be admitted into your office.

Secretary Rogers and Attorney General Mitchell will join you for the filming session with Senator Murphy.

July 14, 1970

Dear Roger:

Bob asked I thank you for your July 1 letter that awaited him upon return from San Clemente. He is glad to know the problems outlined in your letter regarding the President's makeup for his last telecast from the White House have been noted and necessary steps taken.

Hope to see you soon.

Sincerely,

Lawrence M. Higby  
Staff Assistant  
to H. R. Haldeman

Mr. Roger E. Ailes  
REA Productions, Inc.  
388 Eighth Avenue  
Suite 7F  
New York, New York 10019

LMH:jj

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 29, 1970

Mr. Chapin  
EXECUTIVE

10/11/70  
10/11/70

MEMORANDUM FOR BOB HALDEMAN

FROM: Ron Ziegler

RE: Wednesday night T. V. conversation

Bob <sup>x</sup>Seigenthaler of ABC will produce the Wednesday night conversation. He is bright, enthused, and wants to, and is capable of doing an outstanding production. Seigenthaler has been in charge of several of the Apollo space shot pool productions.

I have told Seigenthaler that Tim <sup>x</sup>Elbourne will assist him in any way he can with technical matters, and serve as a contact. I have also informed him that Roger <sup>x</sup>Ailes will be on the scene to work with him and serve as a direct liason between the President and the pool, and between my office and the pool.

Seigenthaler, Elbourne, and the technicians will survey the President's office this afternoon. If possible, they would like to do this at 1 o'clock and should take a couple of hours. Therefore, it would be helpful if the President worked in his residence most of the afternoon. The producer would also like to survey alternative locations around the residence this afternoon, if possible, should a production in the office show too many technical problems.

As is normal procedure in a production of this type, the Washington Bureau Chiefs of the three networks are here in San Clemente. They are:

Bill <sup>x</sup>Small of <sup>x</sup>CBS  
John <sup>x</sup>Lynch of <sup>x</sup>ABC  
Frank <sup>x</sup>Jordan of <sup>x</sup>NBC

This group will serve as the committee with which we will work out format of the show, and work with on any problems that may arise.

June 17, 1970  
7:00 p.m. Wednesday

MEMORANDUM FOR MR. STEPHEN B. BULL

FROM: Dwight L. Chapin

RE: President's Television Address on the Economy

Would you please have Roger Ailes do an evaluation of the President's appearance today on the nationally televised speech on the economy? You might point out to Roger that I still feel that the camera was in too tight on the President for too long a period of time. There also seemed to be some problems with the sound -- at least on the television set that I was listening to.

I think that after every television appearance, we should get an evaluation of the technical side of the show from Roger. I would like you to get this on each occasion and get it to me just as soon as you can.

CC: Mr. Haldeman

DLC:ny

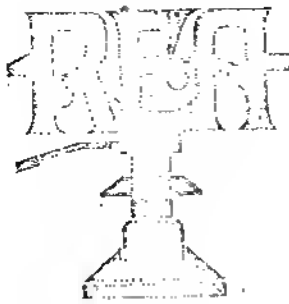


EXHIBIT  
70  
SP3-80  
CPB-10  
H  
W  
J

PRODUCTIONS INC./888 Eighth Avenue/Suite 7F/New York, New York 10019/New York 212-765-3022/Washington 202-956-1411

June 10, 1970

Mr. Bob Haldeman  
The White House  
Washington, D. C.

Dear Bob:

My New York office just called today about a possible technical problem on the last speech. I will get a copy of the tape here in California and review it.

Ed Simmons will be in Washington over the weekend and review a White House copy. I'll get back to you the first of next week with our findings.

As I said in my previous letter, I watched the show on a lousy hotel TV set and it was impossible to get any color quality.

Best regards,

Roger E. Ailes  
President

REA: gvw

June 3, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Ed Simmons

RE: President's Cambodian Speech - June 3, 1970

I have just discussed with Roger Ailes on the Coast the television speech the President is to make tonight on Cambodia. It was Roger's feeling - and I agree with him - that no mention should be made of the film. Words like, "Here is some film, etc." are gratuitous -- the viewer sees that already.

The film is being run from the NBC Studios over which we have no control. If for some reason the film does not come up and the President has mentioned it, it could be embarrassing. If, however, the President just makes his speech and the film comes up accurately, it only enhances what he is saying. He could use words like, "We have captured so many rifles and heavy mortars" and we will see that.

Roger and I recommend that all references to the film be omitted from the speech.

May 22, 1970

Dear Roger:

Many thanks for your letter of May 20. I was glad to receive the information you passed on regarding Dr. Joyce Brothers, and would appreciate your sending me her address and phone number so that we will be able to follow up on your suggestion.

It's always good to hear from you, and I hope we'll have the pleasure of seeing you down this way again before too long.

With kindest regards,

Sincerely,

Rose Mary Woods  
Secretary to the President

Mr. Roger E. Alles  
President  
REA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, New York 10019

RMW:maf



April 29, 1970

MEMORANDUM FOR: H. R. HALDEMAN

THROUGH: Roger B. Allen

This is just to let you know, I'll be spending quite a bit of time during the next month in California because of a TV show I have been developing. I am sorry we have not been able to move faster on acquiring a TV assistant since I can't seem to get an answer on whether Bob Knott or Bob LaPorta will fill the bill or whether I need to look further. The reason I am informing you of this is that it would be helpful to have someone working with the President on a day to day basis and use for organizing the events and TV events.

I would like very much to get things arranged according to my original memo of some months ago since I cannot afford to drop out for four days and lose large sums of money very frequently. This can be avoided with organization now. Unless we solve this in the next two weeks, we are going to run into a situation where the President will need me and I won't be within reach.

cc: Dwight Chapin  
Larry Higby

April 23, 1971

EXECUTIVE  
PR 5-1/10

*The President*

FROM  
THE WHITE HOUSE  
WASHINGTON, D.C.

x  
Mr. Roger E. Ailes  
President  
REA Productions, Inc.  
888 Eighth Avenue  
New York, New York 10009

28 69 - 2204

To John Moore<sup>x</sup>  
With best wishes,

*Richard Nixon*

UNITED STATES PRESIDENTIAL ARCHIVES

Friday, April 19, 1970

4:38 P.M.

The Family Theatre

THE PRESIDENT:

BACKGROUND

UNIA has just completed a 90-minute film about <sup>X</sup>Apollo XI. On July 20 it will be previewed almost successively in twenty countries. This is the anniversary date of the Moon landing. To add to the effectiveness of this film, the opening portion will be of you delivering brief introductory remarks.

SEQUENCE OF EVENTS

4:45 p.m. Proceed to Family Theatre.

6:50 p.m. Seated at a desk which will have been prepared for you deliver approximately two minutes of remarks. You will be reading the remarks from a teleprompter.

<sup>X</sup>  
The filming is being done by Harold Lloydson Company on behalf of UNIA. However, Roger Allen will be present to supervise all aspects of the production.

NOTES:

1. A copy of the script that will be on the teleprompter is attached.
2. If convenient to you, you might wish to apply next day, if depositing the Oval Office.

Stephen Hill

April 9, 1970  
Thursday - 2:30 p. m.

MEMORANDUM FOR MR. RON ZIEGLER

FROM: Dwight L. Chapin

RE: Bob Knott

Roger Ailes is extremely anxious to get the Bob Knott thing settled one way or the other. Do you want to talk to me about Knott or are you going to talk to Haldeman? In any case, I have recommended to Roger Ailes that Haldeman meet with Knott and then explore any reluctancies you have. Some way we have got to keep this thing moving.

CC: Mr. Higby

DLC:ny

149

EXECUTIVE  
WH 2-3  
PR 16  
Conf Lighting

THE WHITE HOUSE  
WASHINGTON  
April 7, 1970

MEMORANDUM FOR DWIGHT CHAPIN

FROM: Ron Ziegler

RE: Lighting of the West Terrace Press Facility

I would like to test the lighting on the President in the new Press Room sometime in the very near future. We can get a Navy film crew to shoot a test film some evening after the press has departed. This would take only two or three minutes of the President's time.

If you can give me an idea as to when we can do this, I will work it out with Roger Ailes. Of course, we would want to have our T. V. consultant Roger on the scene.

2  
we will try to  
do today or tomorrow  
while Roger is here  
Ron Z

PROV. IN  
APR 10 1970  
COMM. DIV.

Nothing else sent to 5-14-70  
Central Files as of 1/10

201

EXECUTIVE (8)  
WHJ-2-1  
PP:15  
[Signature]

MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

March 30, 1970  
Monday - 6:00 p.m.

HIGH PRIORITY

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin [Signature]

RE: \* Press Facility

Mr. David <sup>\*</sup>Allen of Colortron worked with Roger <sup>\*</sup>Ailes and the architect on the lighting system in the new press facility.

Mr. Allen lives in Washington and if we so desire we can have him here tomorrow morning to take a lighting check for the President in the new facility.

Have him here at 11:45

Wait until Ailes is in town

Why the hell  
hasn't he  
been here  
all along?

[Signature]

RECEIVED  
APR 1 1970  
CENTRAL FILES

*Just*

EXECUTIVE (5)

WH 8

WH 9-1

WH 9

PR 16-1

WHITE HOUSE COMMUNICATIONS AGENCY  
THE WHITE HOUSE  
WASHINGTON, D.C. 20500

WYCA-A

3 March 1970


Mr. Roger E. Ailes  
President  
\* RFA Productions, Inc.  
888 Eighth Avenue  
New York, New York 10019

Dear Mr. Ailes:

Thank you for your continued interest in our podium work. Based on the meeting with President Richard Nixon, we have designed a podium embodying features that he indicated he would like. Basically, the new design will provide good illumination of the reading surface and will eliminate microphone shadows.

A rough sketch of the new design is attached. The new podium will be 30 inches wide to provide a larger reading surface and the microphones will be recessed into corner wells which should eliminate any shadows from them.

The first unit is being constructed at this time and will be finished at 1200 hours, 6 March 1970.

  
ALBERT REDMAN, JR.  
Colonel, USA  
Commanding

1 Incl  
a/s

cc: H. R. Haldeman  
Dwight Chapin  
Brig Gen James D. Hughes

RECEIVED  
MAR 4 1970  
CENTRAL FILES

GENERAL

PB16-1

SP

CARRANCHINI, S.L

LACHMAN, MORT



PRODUCTIONS INC. 888 Eighth Avenue. Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-544-6449

February 26, 1970

Mr. Dwight Chapin  
White House  
Washington, D. C.

Dear Dwight:

This is just for your information. You might want to think of how we should handle this in the future. Specifically on the things I last mentioned in my memo on television.

Best regards,

*Roger E. Alles*

ROGER E. ALLES  
President

x REA Productions, Inc.

REA:hjs  
Encl.

cc: H. R. Haldemann

RECEIVED

MAR 2 1970

GENERAL FILES



February 23, 1973  
Monday - 9:30 a.m.

17-1772  
PB 16

MEMORANDUM FOR: H.R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Television Plan

Status Report Roger Ailes is the only one in with a TV Plan.

I should have everyone's thoughts ready for you by Tuesday  
afternoon.

DLC:hle

gat/ MEMORANDUM

EXECUTIVE  
WH 8  
WH 1  
WH 9-1  
7G 139

THE WHITE HOUSE  
WASHINGTON

File  
WH 9-1  
WH 8

February 9, 1970

MEMORANDUM FOR: GENERAL HUGHES

RE: Reimbursement of Funds

On the basis of a recent recommendation by Roger <sup>X</sup>Ailes, Bob Haldeman approved the fabrication of a velvet-covered portable steel (or aluminum) frame for use as a backdrop during future Presidential telecasts from the Oval Office. Because GSA representatives attended the meeting at which backdrop specifications were discussed and finalized -- and because of the limited time period prior to the President's scheduled February 10th television appearance -- that organization (GSA) was directed to order immediately the necessary materials and proceed with the manufacture of the frame.

In that under normal circumstances the White House Communications Agency has responsibility for providing logistical support for Presidential telecasts and other such events, I am requesting by way of this memorandum that WHCA reimburse GSA for whatever expenses were incurred in this project's completion.

If you have any questions concerning these arrangements please direct them to John Brown, the Staff Secretary.

Thank you.

*Alexander P. Butterfield*  
Alexander P. Butterfield  
Deputy Assistant to the President

cc: Mr. John Brown  
Mr. Bill Hopkins ←

RECEIVED  
FEB 10 1970  
CENTRAL FILES

FEB 3 1970



PRODUCTIONS INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

New York 212-765-3022 Washington 202-966-1411

EHRlichman, JOHN DE

January 30, 1970

Mr. John D. Ehrlichman  
Assistant to the President  
The White House  
Washington, D. C.

Dear John:

Thanks for your note of January 27. I appreciate your thoughts and encouragement. It looks as though I'll be working more regularly down there, so I'll see you soon.

Best regards,

ROGER E. AILES  
President  
x REA Productions, Inc.

REA:hjs

RECEIVED  
FEB 5 1970  
CENTRAL FILES

January 27, 1970  
Tuesday - 10:00 a.m.

MEMORANDUM FOR MR. LARRY HIGBY

FROM: Dwight L. Chapin  
RE: Haldeman Appointment

As I mentioned yesterday, I think it is important that Bob have a meeting with Roger Ailes, Herb Klein, and Ron Ziegler to explain Roger Ailes' position here at the White House.

I have talked to Roger about this matter and it is his suggestion, and Magruder and I concur, that Bob should meet with all three of the above individuals in order to make sure everyone understands the setup.

I realize you may want to recheck this with Roger, but this was his feeling as of yesterday.

DLC:ny

RECEIVED  
JAN 28 1970  
CENTRAL FILES

CONFIDENTIAL - FBI / [unclear]

January 27, 1970

Dear Roger:

I have just read your interview in U. S. NEWS AND WORLD REPORT.

I wanted to let you know what a good job I thought you did. You showed a rare mixture of knowledgeability and discretion.

Congratulations and best wishes.

Yours sincerely,

John D. Ehrlichman  
Assistant to the President  
for Domestic Affairs

Mr. Roger Ailes  
EWA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York 10019

JDE:jlh

cc: Bob Waldeman

January 13, 1970

Dear Roger:

Time goes by rapidly and I'm sorry to be so long answering your letter about the Jeremy Spawes idea.

The problem would involve what kind of students, to be a hit show they would have to be controversial. They should not just feed questions.

Because I have reservations on the direction and gains involved I'd not want to be responsible for securing a sponsor or guaranteeing all cabinet officers.

I appreciate your confidential interest, but I think this is their problem and should remain so.

Best regards,

Sincerely,

Herbert G. Klein  
Director of Communications  
for the Executive Branch

Mr. Roger E. Allen  
President

REA Productions Inc.  
888 Eighth Avenue, Suite 7F

January 10, 1970  
4:50 p.m.

MEMORANDUM FOR: H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Roger Ailes' Proposal

The following are some thoughts which I would like to express in regards to the proposal which Roger Ailes has submitted regarding the television output at the White House.

I believe that Ailes is probably the best short-term solution to obtaining a qualified television consultant. If he is hired, I think that the message should be made extremely clear that there is nothing permanent about the job. The longevity of the association will be based upon the job which is done upgrading our present television output and also in creating new means of using the medium. In addition I suggest that you make a strong point of the need of his finding the most outstanding young man in the industry to join the White House Staff as the day-by-day television man.

Operationally, it may be best to have the day-by-day man operate independent of either Klein's or Ziegler's office. Obviously he would have to be in close coordination but perhaps it is best not to put him under anyone's thumb except yours. He must develop a rapport with the President and I think that there is a case to be made for having him appear independent and not as a functioning part of the "press operation." This is just a technique for positioning him in the President's Mind.

We have two immediate things coming up on the calendar where it would probably be helpful to have Ailes involved. The first is the Art Linkletter Rainbow series which will take place the last week in January and the other is the possible Middle-Sized City Mayors and EQC Trip. It seems to me that both of these events offer Ailes the opportunity to get into some of the more creative aspects of using television for the President's benefit.

DLC:hle

6541-1  
11/17-1

December 19, 1969

Dear Roger:

Prior to our getting together again to discuss your thoughts on TV at the White House, I'm wondering if you could put them down on paper so I might have a chance to review them prior to our discussion. This might also be of value with regard to your evaluation on Lee Hayes.

After this we could get together and both of us could raise any questions after I've had an opportunity to think about what you are proposing.

As you may know, I will be leaving for California on the 20th and plan to spend the Holidays there. However, I have instructed Larry to make sure that your memoranda are forwarded directly to me in California so I can get at this thing during the Holidays and be ready to move at the first of the year.

Thanks for all your help this year and best wishes for the Holiday season.

Sincerely,



H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailes  
President REA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, New York 10019

HRH:LH:pm

cc: Elmer Juanich



December 2, 1969

Mr. H. R. Haldeman  
Chief of Staff  
White House  
Washington, D. C.

Dear Bob:

I have been meaning to write this for a couple of weeks but have been out of town on business most of the time. These are just a few brief thoughts I had regarding the President's speech on November 3rd. The main thing that he wanted to accomplish which was his sincerity I think worked fine. A single head on camera is very effective. However, the network director can be advised that the close-up shots should be taken toward the beginning of the speech before he begins to perspire. And later he can zoom out to avoid extreme close-ups.

I assume it was the President's own decision not to use a handkerchief. However, if the treated one is available and he is reminded just prior to broadcast, he'll usually go along.

It seems that the new decor in the office was too bright and that the background was busy. The only way to eliminate this is for someone to look at the shot in the truck during setup, and then make recommendations to the director.

Thanks for your last note. I appreciated it.

Best regards,

ROGER E. AILES  
President  
REA Productions, Inc.

REA:hjs  
cc: Mr. John Ehrlichman

RECEIVED  
JAN - 9 - 1970  
CENTRAL FILES

November 14, 1969

Dear Roger:

Many thanks for your congratulatory note  
of the 13th.

I appreciate your vote of confidence and  
support.

Best personal regards.

Yours sincerely,

John D. Ehrlichman  
Assistant to the President  
for Domestic Affairs

Mr. Roger E. Ailes  
REA Productions, Inc.  
888 Eighth Avenue, Suite 7F  
New York, New York 10019

JDE:JLH:jlh

November 13, 1969

Dear Mrs. Jones:

Your letter of July 25 to the President was referred to my office. I am sorry to have taken so long in responding.

<sup>(11/13)</sup>Mr. Miles is privately employed in New York City, and in addition serves as a consultant to the Republican National Committee.

With best wishes,

Sincerely,

Herbert G. Klein  
Director of Communications  
for the Executive Branch

Mrs. Charles W. Jones  
200 North Warrinster Road  
Hartboro, Pennsylvania 19040

HGK:RCO:jas

SECRET

①

PR 14-4

September 23, 1969

Dear Roger,

Rose Woods sent me a copy of your letter to her. I would like to add my own congratulations to the accolade. After seeing the show you produced in Los Angeles, we think you are the greatest.

Your new show is most exciting, for lots of reasons. One of them is that it is a real boon to the Administration having an intelligent intelligence agent in the talent field who can tell us who is a good performer-can-Republican.

I would welcome your suggestions and advice, and look forward to working with you again.

All the best,

Sincerely yours,

Lucy Winchester  
Social Secretary

Mr. Roger E. <sup>K</sup> Ailes  
President  
REA Productions, Incorporated  
858 Eighth Avenue, Suite 7F  
New York, New York 10019

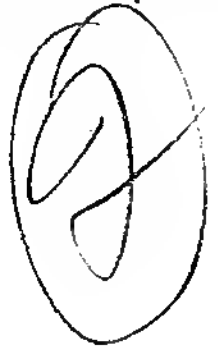
LW/tt

Will you ever have time for D.C.?  
We hope so!

EXECUTIVE

9/21/69-1  
4#  
LH  
9/21/69

File



September 19, 1969

MEMORANDUM FOR

Dwight Chapin

From: John C. Whitaker *JCW*

Re: President and <sup>7</sup>Holton doing TV - Rose Garden  
x

After you told me "we've done that", I checked with Holton who said that that was simply film with no sound and that he wants to discuss on camera with sound Federal/State relationships with the President and make a five-minute TV tape out of it.

I think the President should do this and you should get Roger Ailes down to put the production together.

GENERAL

September 18, 1969

Dear Roger:

Mrs. Lucy Winchester, Social Secretary, handles all of the arrangements for entertainment at the White House and she would be the person to talk with concerning the suggestion in your letter of September 16. I will send her a copy of your letter and tell her that you will be getting in touch with her.

I don't blame your mother for being proud of you -- we all are. Good luck.

With best personal regards,

Sincerely,

Rose Mary Woods  
Personal Secretary  
to the President

Mr. Roger E. Alles  
President  
REA Productions, Inc.  
858 Eighth Avenue, Suite 7F  
New York, New York 10019

cc: Lucy Winchester w/copy of incoming

RMW:maf

PP. 16

August 26, 1969

Dear Al:

Thank you very much for forwarding a copy of the letter you received from Charles L. Chester on broadcasts from the President's office. I have taken the liberty of forwarding a copy to Roger Ailes in case he has any additional thoughts or comments.

Looking forward to seeing you soon,

Sincerely,

H. R. HALDEMAN  
Assistant to the President

Mr. Alfred Scott  
870 United Nations Plaza  
New York, N. Y. 10017

bcc: Mr. Roger Ailes  
Mr. Jeb Magruder

HRH/LH/cej



July 24, 1969

Dear Mr. Ailes:

Enclosed please find a selection of photographs which we made last Sunday night which I thought you might like to have for your files.

Sincerely yours,

Ollie Atkins

Mr. Roger Ailes  
President  
REA Productions  
Suite 7F  
888 Eighth Avenue  
New York, New York 10019

Enclosures



EXECUTIVE

1044

1044

1044-1

June 30, 1969

TO: Carson Howell

Attached is a bill for the sum of \$1300 which represents the expenses incurred by the White House for lighting consultation and modifications of the President's podium. This work was necessitated by an inadequacy in lighting that was discovered when the President delivered his Vietnam speech in May. Because White House Communications was unable to rectify the problem, it was necessary to turn to an outside professional group.

X

It is requested that payment be made to R. E. A. Productions, Inc.

*Roger E. A. Productions*

Stephen Bull

RECEIVED  
JUN 30 1969  
EXECUTIVE

June 17, 1969 1

*The President*

EXECUTIVE  
FR 5-1/

FROM  
THE WHITE HOUSE  
WASHINGTON, D.C.

Mr. Roger E. Ailes  
President  
REA Productions  
888 Eighth Avenue  
Suite 7F  
New York, New York 10019



Roger Ailes

*With appreciation for his invaluable assistance and with best wishes,*

*Richard Nixon*

June 17, 1969 1

EXECUTIVE  
FR 5-1/

*The President*

FROM  
THE WHITE HOUSE  
WASHINGTON, D.C.

Mr. Roger E. Ailes  
President  
REA Productions  
888 Eighth Avenue  
Suite 7F  
New York, New York 10019

o Roger Ailes

*With appreciation for his invaluable assistance and with best wishes,*

*Richard Nixon*

EXECUTIVE

PL 16

THE WHITE HOUSE

WASHINGTON

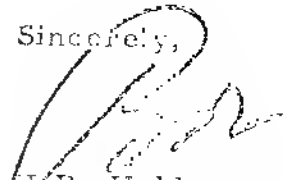
April 3, 1969

Dear Roger:

I received word from the Honorable Rogers Morton the other day that he had discussed your participation in future events with Herb Klein and Harry Treleaven. Congressman Morton requests that you be in contact with Harry Treleaven at the Republican National Committee after April 15 to try and develop fully your future relationship with the RNC.

Best regards,

Sincerely,

  
H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailes  
President  
REA Productions, Inc.  
888 Eighth Avenue  
Suite 7F  
New York, New York  
10019

RECEIVED  
APR 7 1969  
GENERAL FILES

11/14/44

Handwritten initials or scribbles

April 1, 1959

Dear Roger:

I received word from the Honorable Rogers Morton the other day that he had discussed your participation in future events with Herb Klein and Harry Treleaven. Congressman Morton requests that you be in contact with Harry Treleaven at the Republican National Committee after April 15 to try and develop fully your future relationship with the RNC.

Best regards.

Sincerely,

H. E. Haldeman  
Assistant to the President

Mr. Roger E. Atlas  
President  
REA Productions, Inc.  
336 Eighth Avenue  
Suite 7F  
New York, New York  
10019

REH:LH:pm

GENERAL

April 1, 1969

Dear Roger:

My belated thanks for your letter. I appreciate having the report on television planning. I enjoyed seeing you and will keep in touch.

All of us are most grateful for your splendid contribution to the Nixon victory. I hope to be able to work out things along the lines we discussed and I'm pleased with the meeting you had regarding the '70 campaign.

With best wishes,

Sincerely,

Herbert G. Klein  
Director of Communications  
for the Executive Branch

Mr. Roger E. Ailes  
President  
REA Productions  
388 Eighth Avenue  
Suite 7F  
New York, New York 10019

HGK:MEW:dwy

EXECUTIVE

PR 16

March 27, 1969

Dear Roger:

This is just a note to acknowledge your March 18 letter. I have contacted Rogers Morton and informed him of your interest in being of assistance to any Congressmen or Senators seeking guidance on arrangements for television appearances.

With best regards,

Cordially,

H. R. Haldeman  
Assistant to the President

Mr. Roger E. Ailes  
President  
REA Productions, Inc.  
888 Eighth Avenue  
Suite 7F  
New York, N. Y. 10019

March 4, 1969  
5:30 p.m.

EXECUTIVE

PR7  
754-1

MEMORANDUM FOR: H. R. HALDEMAN

RE: Schedule Considerations

APPOINTMENTS

1. Bryce Harlow has said that the President wants to see Senator Eugene McCarthy sometime in the near future. I would like to schedule that for the week of March 10th.

Okay \_\_\_\_\_, No \_\_\_\_\_, Other \_\_\_\_\_

2. The National Association of Cattlemen will be in Washington mid-March. During the post-election period, John Mitchell through Senator Hruska made a commitment that the President would meet with this group. We are being held to our commitment. They do not wish to meet with Hardin - only with the President and Senator Hruska is very firm about this. May I arrange a fifteen minute courtesy call during the mid-March period when they will be in Washington?

Yes \_\_\_\_\_, No \_\_\_\_\_, Other \_\_\_\_\_

3. The Boys' Club of America would like to have a publicity picture taken with their "Boy of the Year." This request comes from Al Cole. They would like to do it mid-March.

Yes \_\_\_\_\_, No \_\_\_\_\_

4. Henry Doornik has decided to take the position of Deputy Assistant to Frank Shakespeare. He wishes to come in to tell the President why he made this decision.

Yes \_\_\_\_\_, No \_\_\_\_\_, Other \_\_\_\_\_

*Rec'd in file*  
*March 10, 1969*

RECEIVED  
MAR 10 1969  
EXECUTIVE SECRETARIAT



EXECUTIVE

PP-16

March 26, 1969

Dear Rogers:

During the past campaign many of the President's television appearances were very ably arranged by Roger Ailes. The President was very pleased with the capable manner in which Roger carried out his responsibilities and the results, of course, speak for themselves.

In the months ahead you may receive inquiries from many Congressmen and Senators asking your advice on arrangements for upcoming television appearances. The President feels that Roger could be of assistance to these individuals and that you might bring him to their attention. His address is REA Productions Inc., 888 Eighth Avenue, New York, New York 10019.

With best regards,

Cordially,

H. R. Waldeman  
Assistant to the President

Honorable Rogers C. D. Morton  
Republican National Committee  
1625 Eye Street, N. W.  
Washington, D. C.

JRB/tad

March 10, 1969

Dear Roger:

Although I will be seeing you on Thursday, I wanted you to know I very much appreciated your letter and will get to work right away on your request for the autographed picture for your office.

I am delighted that things are going well. You know you have my very best wishes, as well as those of the President. He is grateful for all that you have done in his behalf.

Sincerely,

Dwight L. Chapin  
Special Assistant  
to the President

Mr. Roger E. Ailes  
President/REA Productions  
888 Eighth Avenue  
New York, New York 10019

DLC:ny

January 22, 1971

EXECUTIVE

FGS-11-1/CARRUTHERS

PR 7

PR 16-1

FGS-11-1/ENDE, MARK

Ailes, ROSTR

MEMORANDUM FOR: H.R. HALDEMAN  
FROM: DWIGHT L. CHAPIN

Bill Carruthers would like to see you today or tomorrow. He wants to discuss the following:

1. You and Bill had discussed the need to have an agreement on the minimum number of Carruthers's consulting days for the first year. Bill would like to agree on that figure with you.

Solution

- a. Carruthers offers a rough estimate of 175 days per year as the minimum. This would include time working on White House matters out of California.
  - b. Three and a half days per week will probably be his minimum. That is 182 per year. I would suggest the 3.5 day per week minimum.
2. Carruthers wants to get out the fact that he is associated with the White House within his profession. Reason - - he is vague about trips to Washington and dodging the issue among associates.

Solution

- a. Ziegler should not make an announcement of the association.
- b. Let Carruthers leak the story to the trades in Los Angeles. It should be played as low key as possible. Should act to clarify. Ziegler will verify if asked.

May 26, 1971

Dear Rog:

Here are the photographs you requested.

Good to hear from you again.

Best regards,

Billie Atkins

Mr. Roger E. Ailes  
President  
Roger Ailes & Associates  
868 Eighth Avenue  
Suite 77  
New York, N. Y. 10019

Enclosures

May 18, 1971

Dear Roger:

We will pick up some things as per your letter of the fourteenth and send them to you. Just give us a little time.

Best regards,

Ollie Atkins

Mr. Roger E. Alles  
President  
Roger Alles & Associates  
338 Eighth Avenue  
Suite 7E  
New York, N. Y. 10019



ROGER AILES & ASSOCIATES, INC. 888 Eighth Avenue, Suite 7F New York, New York 10019

212-765-3022

May 14, 1971

Mr. Ollie Atkins  
Chief Photographer  
The White House  
1700 Pennsylvania Avenue  
Washington, D. C.

Dear Ollie:

I stopped in to see Jeb Magruder at the Citizens for the Re-election of the President office the other day and spotted some of the photo blowups that they have on the wall there. I'm working on a couple of special projects for the Republican National Committee at the moment.

I wonder if it would be possible to get a few of those blowups (11x14 if possible) to hang in my new office in New York. We are moving into new quarters the end of the first week of June and I would love to have a shot of that split screen to the moon. Also a color blowup of the White House at night and possibly one of the Oval Office, particularly that one shot with the fish-eye lens would be great for my new reception area. We are adding some photographs of some of the other work that my firm has done and our decorators are presently planning the whole space. Of course, I would be happy to pay you whatever it would cost to get those photographs, and if there is any problem as far as clearance, I'll be happy to talk with Bob Haldeman about it. I'm sure, however, that they would have no objection. I'm still in close contact with all of the people there.

I hope all is going well with you.

Best regards,

*Roger*

Roger E. Ailes  
President

REA/lam

P.S. A color blowup of the astronauts' return that we did in Hawaii would be great, particularly one showing Diamond Head. The

EXECUTIVE

3

gan/

THE WHITE HOUSE  
WASHINGTON  
May 21, 1971

WH 2-2-2  
76 6-11-1/Ailes, Roger E

Mr. Roger E. <sup>x</sup>Ailes  
REA Productions, Inc.  
Suite 7F  
888 Eighth Avenue  
New York, New York 10019  
Dear Mr. Ailes:

In order to facilitate your accommodations during your consultation visits to the White House, as a White House Consultant, we have set aside Room 175 for your utilization on these occasions. This room is adjacent to the President's Office in the E.O. B. and will have sufficient secretarial assistance during your stays. Would you please notify my office four to five days in advance, if at all possible, of any trips or visitations to the White House in order that we may insure that the office is free and that you will have the necessary secretarial assistance to accommodate your official business requirements.

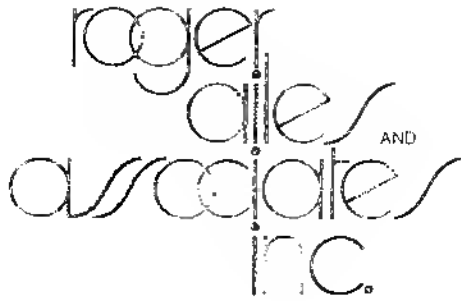
Please let me know if I can be of assistance to you during, or prior to, any of your visits to Washington.

Most Sincerely,



Jon M. Huntsman  
Special Assistant to the President

RECEIVED  
JUN 23 1971  
CENTRAL FILES



888 SEVENTH AVENUE, NEW YORK, N.Y. 10019 / 212 765-3022

July 2, 1971

Mr. Ollie Atkins  
White House Photographer  
The White House  
Washington, D. C.

Dear Ollie:

I read the recent article on you and thought it was excellent. You handled the questions like a pro. And, by the way, you do one hell of a good job photographing the President.

Thanks for sending those color prints. If I can ever be of help, give me a call.

Best regards,



Roger E. Ailes  
President

REA/lam



SECRET  
7/12/71

July 6, 1971

Dear Roger:

Bob has asked that I acknowledge your letter of June 30. We are aware of David Frost's desire to do an interview with the President and have discussed the possibility internally many times.

Although there are no plans at the present time to proceed with setting up the interview, we will keep your own recommendation and thoughts in mind.

Thank you for the fact that you gave me on the Fourth something that President's television show the evening before. We were very interested in reading a technical reading and appreciate the comments you had to offer.

Hope to see you soon.

Sincerely,

Dwight L. Chapin  
Deputy Assistant  
to the President

Mr. Roger H. Ables  
233 Seventh Avenue  
New York, N.Y. 10019

1971 JUL 7 PM 2 59

JUL 6 1971  
GENERAL FILES

*Bo*

RECORDED  
KER  
PH 15-14  
WASHINGTON SENATORS

July 21, 1971

Dear Roger:

I received your letter dated July 1, and appreciate your thoughts regarding the President.

I have forwarded this information to Dwight and I'm sure that he'll fit it in if possible.

With best regards,

Sincerely,

Lawrence M. Files  
Administrative Assistant  
to G.R. Balaban

✓  
Mr. Roger S. Files  
ROGER S. FILES and ASSOCIATES, INC.  
985 Seventh Avenue  
New York, New York 10019

cc: Dwight Chapin -- FYI ✓

RECORDED  
JUL 23 1971  
CENTRAL

REZ  
PP15-16

Washington Senators

July 21, 1971

Dear Roger:

I received your letter dated July 1, and appreciate your thoughts regarding the President.

I have forwarded this information to Dwight and I'm sure that he'll fit it in if possible.

With best regards,

Sincerely,

Lawrence M. Stoly  
Administrative Assistant  
to J.N. Walden

Mr. Roger F. Ailes  
ROGER AILES and ASSOCIATES, INC.  
313 Seventh Avenue  
New York, New York 10019

cc: Dwight Chapin -- FYI

RECORDED  
JUL 23 1971  
CENTRAL

6

dg

FILE MEMO:

SEE: C.F. FG 6-11-1/Ailes, Roger for corres. dated 3/9/71 re. Roger AILES.  
\* FIorentino ASSOCIATION.

A large, stylized handwritten mark, possibly a signature or initials, consisting of a long vertical stroke that curves to the right at the top and bottom.

*Ailes* (2)  
~~EXECUTIVE~~

SP3-88  
PP

KNOTT, Bob

LAPORTA, Bob

AILES, Roger E.

June 8, 1970

Mr. Robert Haldeman  
Assistant to the President  
The White House  
Washington, D. C.

Dear Bob:

I trust everything went well with Ed Simmons last week. If you have any suggestion on this please send them along. Ed is a good man and I trust him. I took a few notes on the speech which I'll enumerate below:

- 1) I watched the speech on a hotel set so the color wasn't perfect. Therefore, I can't be too sure of the make-up job. His eyes seemed a little dark to me, but I'll review this next time I'm in the White House.
- 2) I watched CBS and Dan Rather ran over the visual part of the President's introduction, but this was out of our control.
- 3) There were a couple of noises during the speech which sounded like he hit the microphone. Maybe it was placed too close. I'll review this with WACA.
- 4) The President did not use the handkerchief during the speech and the director stayed on the close up much too long. It made him look a little like he had a runny nose. When I'm there I can talk him into the handkerchief and talk the director into backing out to a medium shot after the first five minutes. Our full time TV assistant, if we ever get one, will be able to establish this kind of rapport.

September 9, 1971

2-10-973  
F.E.B. (1) / [unclear] [unclear] [unclear]

MEMORANDUM FOR: ROBERT H. FINCH  
FROM: WARREN HENDRICKS  
RE: TV TAPING - SEPTEMBER 9, 1971

You have agreed to participate with Mrs. Finch in filming an approximately fifteen to twenty minute TV segment of "Luncheon at the Capitol" being produced by Roger Ailes. The show will be reminiscent of the Stock Club Show where a number of dignitaries and VIP's are interviewed while having lunch at the Watergate Terrace Restaurant. This is the first show, others will follow. Others participating today include Pearl Neeta, Robert McCormick Blair, Virginia Knauer, Astronaut Scott, Carol Channing, and Secretary Chaffee.

Filming will begin at 2:00 P.M. and continue until approximately 4 P.M. Roger is aware of Mrs. Finch's luncheon at Blair House which will not be concluded until approximately 3:15 P.M.

Roger will meet you upon your arrival at the Watergate Restaurant, and introduce you to June Lockhardt, from Hollywood, and, according to Ailes, very bright, who will do the interviewing. While you and Mrs. Finch are seated at a table June will join you for a very informal conversation. Roger said that subject matter is completely up to you but did suggest a couple minutes describing your long association with the President showing him as a warm and passionate man.

Luncheon at the Capitol will be aired in both Washington, D.C. and New York sometime later this month.

WRH:vn  
x file  
WRH file

Monday - May 17, 1971

PAGE 22

## THE INDIANAPOLIS STAR

Where The Spirit Of The Lord Is, There Is Liberty

II Corinthians 3:17

EUGENE C. PULLIAM, Publisher

"Let the people know the facts and the country will be saved." — Abraham Lincoln

### A Weakened America

Senator Henry M. Jackson (D-Wash.) was right in warning that the Soviet Union's buildup of offensive power could cause the United States to back down in a future confrontation.

He criticized the Nixon administration for declaring "an era of negotiations" at a time when the growing military strength of the Soviets makes the need for negotiating minimal in Soviet eyes. Negotiations between equals are possible. Negotiation is unnecessary for a state strong enough to grab what it wants or do what it wants without fear of having to contend with any interference.

As the Paris peace talks have demonstrated with stony certainty, negotiation is impossible with an enemy that refuses to bargain — and the real enemy is not North Vietnam, but the Red duo of China and the Soviet Union. They are underwriting North Vietnamese aggression in Indochina and have made it plain they will intervene with their vast force if South Vietnamese troops invade North Vietnam to smash and dismember the military that has kept Indochina at war for a generation.

Red imperialism moved cautiously during the time just after World War II when the United States had a monopoly of nuclear weapons. The Communist powers then were more than willing to negotiate and did so although they outmaneuvered and outbargained the U.S., whose foreign policy at the time was heavily influenced by pro-Communists in the State Department.

The Reds set up shop in North Vietnam and North Korea, organized Communist governments in Eastern Europe and Czechoslovakia and gained control of China. But they carefully avoided overt armed aggression which would have brought them into collision with U.S. military force. Soviet leaders were well aware of the U.S. nuclear-armed strategic bomber force in the air around Soviet borders 24 hours a day.

President Harry S. Truman announced Sept. 23, 1949, that the U.S. monopoly had been ended with the explosion of a nuclear bomb within the Soviet Union. Open aggression was soon to follow.

On June 25, 1950, six months later, 60,000 Communist North Korean troops spearheaded by more than 100 Russian-built tanks and eventually to be reinforced by Red Chinese "volunteers," invaded South Korea, starting the Korean War.

Nevertheless, the U.S. nuclear force remained a powerful enough threat later in the hands of President Dwight D. Eisenhower to compel the Reds to sign the armistice ending the Korean hostilities.

Since then, as Communist military power has grown, Communist expansionism has been on a bold, adventurous course. Red China has developed nuclear weapons and is working on carriers and the Soviets have built both nuclear and conventional military forces outstripping those of the U.S.

In the U.S. at the same time, so-called "peace" factions with shady and often overtly Communist and fellow-traveler connections have been demanding unilateral disarmament by the U.S. and succeeded in getting liberals in Congress to dismantle a considerable part of the nation's defense establishment.

Senator Jackson was right in saying that the U.S. should insist in the Strategic Arms Limitation

# White House Bid To Become Official

Page 1

is, the ama- won by ex- le party. To , clear, Mr. would either he wouldn't

hat the New calation will i that exclu- on i na- down to a ying these

-feated cou- organized for Hubert

e infiltrated i the meet- Muskie (D- n with his y splitting Democratic support for ey started.

Lowenstein Americans (DA), and

promptly passed a resolution calling for the impeachment of President Nixon, which was just as promptly denounced by Mr. Humphrey as irresponsible.

From Mr. Lowenstein's area also came the rumor that Senator Muskie had declared that any of those named as the Democratic possibilities were acceptable to him except "Scoop" Jackson—something Muskie's camp was quick to deny.

Whatever else was accomplished by these efforts to cut off the Washington senator—by resolution, by finance and by declarations of inacceptability—they most certainly gave him a unique position: that of running against the Democratic left, from far to near, and against President Nixon, simultaneously.

**THIS CLEARS** the track and Senator Jackson holds the middle. Three presidents think him the most qualified of the Democratic nominees.

President Nixon specifically offered him the office of secretary of defense, and there are those who insist that the President also offered him the job of secretary of state as an alternative.

Mr. Nixon's view is shared by LBJ — and President George Meany of the AFL-CIO privately declares that the

AFL-CIO will "take off its coat" for no other man.

The professional politicians in the Democratic center believe that Jackson, starting in New Mexico and continuing across Texas, will sweep the South so strongly that he'll curvy the crucial border states, Tennessee and Kentucky, with possible leads in Missouri and Oklahoma. He should get most of the mountain states.

**THE "SCOOP"** is expected to scoop up none of the northernmost Midwest states, but he has considerable support in Illinois, Ohio, Pennsylvania and New Jersey. He faces tough opposition in New York and New England and it's anybody's ball game, with the odds against him in California.

In hard cold count, Jackson is estimated to have 600 votes going in — a rough 20 per cent. But that's not really the news; the news is that Jackson is going in.

He will enter the fight, and a donnybrook it will be. The word back at the ranch is that the horses are to toughen up in the mountain meadows this summer, with all hands ready to saddle and ride with the turn of the leaves next fall.

**MR. SAMUELS**, a likeable fellow whose forte was and is plastic clothespins and clotheslines, reached the end of his rope when it was revealed he wasn't even a contributor.

As the impartial umpire, Mr. O'Brien, a pro, was both incisive and definitive

Turn to Page 8, Column 4

SAT - May 15, 1971

# Jackson White House Bid To Become Official

By ERNEST CUNEO

Copyright North American Newspaper Alliance, Inc.

Washington—Senator Henry (Scoop) Jackson (D-Wash.) is in the race for his party's presidential nomination. According to high-level sources close to the Washington State senator, Jackson will make the official announcement launching his candidacy in the fall, probably in mid-September.

"Kites rise against the wind" declares an old Chinese proverb. This describes the political fortunes of Senator Jackson. The opposition designed to blow up his candidacy has blown it far up in the political heavens.

**FOR THE LAST** month, there has

been an intensive effort to throttle a Jackson candidacy. This took the form of Democratic resolutions in the Senate and elsewhere of such dovish nature that Senator Jackson couldn't possibly accept them. All of the other candidates; Senator Jackson does not.

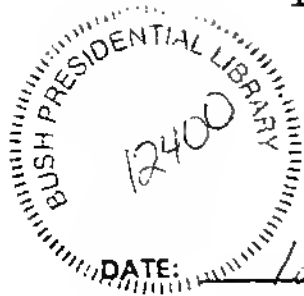
The thrust of the resolution was to write a 1972 platform excluding Senator Jackson in all but name. The effect of the resolution was to make the senator considerably more resolute than before their passage. In terms of political poker, he accepted the raise and he stayed in.

**THE NEXT EFFORT** was so brazen that national Democratic chairman Lawrence O'Brien denounced it. As voiced by Howard Samuels in a Democratic finance committee meeting, this was a motion to cut off all funds to any nominee who did not openly advocate the quickest liquidation of the war in Vietnam.

Since Senator Jackson, alone among those named for the Democratic nomination, is unwilling to dictate to the President on a military decision, the net effect of the Samuels resolution would be to cut off any Democratic national committee funds for Senator Jackson in the event he were the nominee.



Presidential Phone Calls



DATE: 12-21-90

TIME: 8:25  
incoming/outgoing

WITH: Roger Ailes

SUBJECT:

Guilty Til Proven Innocent  
B:11

- or -

Only way to  
Establish Innocence  
to be quotas.

FOLLOW UP: Voinovitch "close"

\* Martin herself asked  
Roger to do press  
conference - then apologized

PHOTOCOPY  
GB HANDWRITING

Bush Presidential Library Photocopy

P  
give cc of  
this to JS

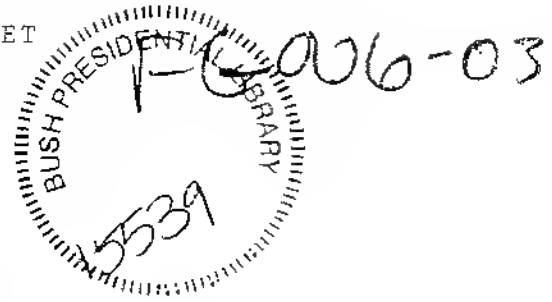
THE WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET

INCOMING

DATE RECEIVED: DECEMBER 18, 1989

NAME OF CORRESPONDENT: MR. ROGER AILES

SUBJECT: WILL BE HAPPY TO ASSIST THE UNO IF IT IS  
DESIRED; WOULD LIKE A COPY OF A TELEVISION  
INTERVIEW WITH A COSTA RICAN BOY TO WHOM THE  
PRESIDENT GAVE HIS NECKTIE



ACTION DISPOSITION

ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACT CODE	DATE YY/MM/DD	TYPE RESP	C D	COMPLETED YY/MM/DD
JOHN SUNUNU		ORG	89/12/18			C 90/01/10
	REFERRAL NOTE: <i>Sig Rogish</i>					
	REFERRAL NOTE: <i>handled by phone</i>		R 90/01/04			C 90/01/08
	REFERRAL NOTE:					
	REFERRAL NOTE:					
	REFERRAL NOTE:					
	REFERRAL NOTE:					

COMMENTS: *Bruce Zanca called Ailes - "interview tape could not be located"*

ADDITIONAL CORRESPONDENTS: MEDIA: L INDIVIDUAL CODES: \_\_\_\_\_  
CS MAIL USER CODES: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

- \*\*\*\*\*
- |                          |                      |                      |   |
|--------------------------|----------------------|----------------------|---|
| *ACTION CODES:           | *DISPOSITION         | *OUTGOING            | * |
| *                        | *                    | *CORRESPONDENCE:     | * |
| *A-APPROPRIATE ACTION    | *A-ANSWERED          | *TYPE RESP=INITIALS  | * |
| *C-COMMENT/RECOM         | *B-NON-SPEC-REFERRAL | * OF SIGNER          | * |
| *D-DRAFT RESPONSE        | *C-COMPLETED         | * CODE = A           | * |
| *F-FURNISH FACT SHEET    | *S-SUSPENDED         | *COMPLETED = DATE OF | * |
| *I-INFO COPY/NO ACT NEC* |                      | * OUTGOING           | * |
| *R-DIRECT REPLY W/COPY * |                      |                      | * |
| *S-FOR-SIGNATURE         |                      |                      | * |
| *X-INTERIM REPLY         |                      |                      | * |
- \*\*\*\*\*

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE  
(ROOM 75, OEOB) EXT-2590  
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING  
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS  
MANAGEMENT.

Bush Presidential Library Photocopy

THE WHITE HOUSE  
WASHINGTON

January 8, 1990

TO: Ed Rogers

FROM: BRUCE J. ZANCA  
Office of Public Events  
and Initiatives

*BJB*

We fully researched Roger's request. The Navy TV unit does not have the tape. I have called Roger with the bad news. Let me know if you need us to do anything else.

THE WHITE HOUSE  
WASHINGTON

Date: January 4, 1990

FOR: SIG ROGICH

FROM: ED ROGERS

- Action
- Your Comment
- Let's Talk
- FYI

*Bruce*  
*ASAP!*

Please handle or advise.

It's important that the Governor be responsive.

Thanks.

1007

# Ailes Communications, Inc.

December 12, 1989

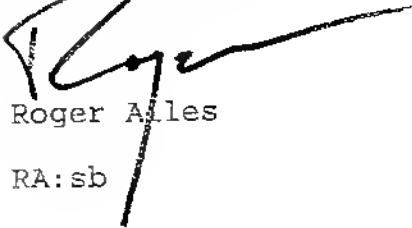
Governor John Sununu  
Chief of Staff  
The White House  
Washington, D.C. 20500

Dear Governor,

As I mentioned in October, we are ready to assist the UNO if you and they believe it is desirable. Members of my staff will be in San Jose, Costa Rica frequently in December and January if meetings can be arranged there.

By the way, we have tried unsuccessfully to obtain a copy of a TV interview with the young Costa Rican boy to whom the President gave his necktie in October. Reports of the interview were that the boy was very touched by the gesture. Could you ask one of your assistants if that tape exists? Thanks.

Best regards,



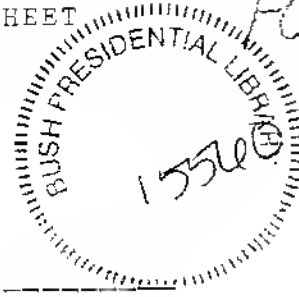
Roger Ailes

RA:sb

Bush Presidential Library Photocopy

THE WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET

FG-006-03



INCOMING

DATE RECEIVED: JANUARY 22, 1990

NAME OF CORRESPONDENT: MR. ROGER AILES

SUBJECT: ENCLOSURES A CARTOON WITH A PERSONAL NOTE

ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACTION		DISPOSITION	
		ACT CODE	DATE YY/MM/DD	TYPE RESP	C D

JOHN SUNUNU		ORG	90/01/22	NAN	90/01/24
	REFERRAL NOTE:				
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COMMENTS:

ADDITIONAL CORRESPONDENTS: MEDIA: L INDIVIDUAL CODES: \_\_\_\_\_  
CS MAIL USER CODES: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

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*ACTION CODES:          *DISPOSITION          *OUTGOING          *
*                       *                       *CORRESPONDENCE:  *
*A-APPROPRIATE ACTION  *A-ANSWERED          *TYPE RESP=INITIALS *
*C-COMMENT/RECOM       *B-NON-SPEC-REFERRAL *           OF SIGNER *
*D-DRAFT RESPONSE      *C-COMPLETED        *           CODE = A  *
*F-FURNISH FACT SHEET  *S-SUSPENDED        *COMPLETED = DATE OF *
*I-INFO COPY/NO ACT NEC*                       *           OUTGOING *
*R-DIRECT REPLY W/COPY *                       *                       *
*S-FOR-SIGNATURE       *                       *                       *
*X-INTERIM REPLY       *                       *                       *
*****

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REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE  
(ROOM 75, OE0B) EXT-2590  
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING  
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS  
MANAGEMENT.

Bush Presidential Library Photocopy

106153

THE CHIEF of STAFF  
has seen

ROGER AILES

Gov —

I read the Post article.  
They didn't lay a glove on  
you. This cartoon indicates  
that your time is coming.

Roger

THE WHITE HOUSE  
WASHINGTON  
*ORM OPTICAL DISK NETWORK*

ID# \_\_\_\_\_

\_\_\_ Hardcopy pages are in poor condition (too light or too dark).

\_\_\_ Remainder of case not scanned.

\_\_\_ Oversize attachment not scanned.

\_\_\_ Report not scanned.

\_\_\_ Enclosure(s) not scanned.

\_\_\_ Proclamation not scanned.

\_\_\_ Incoming letter(s) not scanned.

\_\_\_ Proposal not scanned.

\_\_\_ Statement not scanned.

\_\_\_ Duplicate letters attached - not scanned.

\_\_\_ Only table of contents scanned.

\_\_\_ No incoming letter attached.

\_\_\_ Only tracking sheet scanned.

\_\_\_ Photo(s) not scanned.

\_\_\_ Bill not scanned.

\_\_\_ Resolution not scanned.

\_\_\_

Comments:

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TO: Governor Sununu  
FROM: RA  
DATE: August 17, 1990  
RE: Press Availabilities

THE CHIEF of STAFF  
has seen



As you know, when I had lunch with you and the President, I am the biggest advocate of the President getting some vacation time. I think the American people understand as well. However, (far be it from me to suspect a media conspiracy) I have had at least half a dozen calls very recently from the press trying to lead me into discussions like, "fiddling while Rome burns", "golfing while Americans are being taken hostage", etc.

The only reason this is of concern to me is that I notice the networks beginning to show more and more footage of the President in the golf cart. It is very clear that they have a point of view which does not represent a fair picture of how the President is handling the crisis.

During several breaks this morning, CBS cut directly from the President riding in a golf cart to footage of soldiers marching. They also add editorial comments over this footage, which suggests the President is not concerned. It is my judgement that the American people simply don't believe this about George Bush, and therefore there will not be a major repercussion. On the other hand, I know first hand what a megatonnage dose of media hammering the same message can do.

The networks are also editorializing about the President having a short temper about his score. This presumes that he is upset about being interrupted in his golf game, rather than being concerned about Iraq.

I realize it is difficult to control the press, especially when they use long lenses. But, we need to do two or three things:

- 1) Give them access to the President, but only at times when he is prepared to answer their questions;
- 2) Stay calm and friendly and let them think Saddam Hussein is the one who needs to be cranky and sweaty;
- 3) Keep our spin control troops out there on TV while the President is vacationing;
- 4) Keep the family (especially grandchildren) around him when he is playing;
- 5) Do a little more fishing and less golfing.

I am not talking here about any major changes in what you all are doing, but I would recommend some fine tuning as I have outlined.

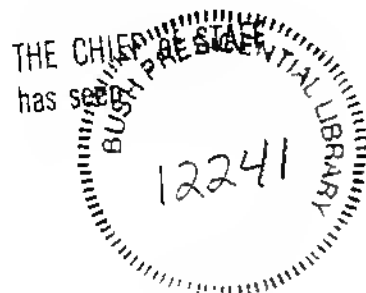
My best to you all.

Bush Presidential Library Photocopy



~~CONFIDENTIAL~~

## Ailes Communications, Inc.

~~CONFIDENTIAL~~

VIA FAX

TO: Governor Sununu  
Ed Rogers  
FROM: Roger Ailes *RA*  
DATE: November 16, 1990  
RE: Miscellaneous Thoughts

With regard to doing a major speech sometime soon, (and there may be no need to do a major speech until the President returns from the Middle East) it is very important that the speech be written well in advance. It appears to me that many of the speeches are being written in first or second draft on the day of the speech. He needs time to get comfortable with the language. A few people should see the copy to punch up the style to make it more interesting and memorable. The speech must be correct in tone. If there is any chance for me to see an early draft of the speech I would like to, because I have a feel for what the American people will accept and respond to.

People want to know why we are in the Gulf and willing to risk American lives. We have given several reasons and they are all valid, but the two best are probably: 1) Hussein has the weaponry and the will to escalate devastation to other countries, and 2) the atrocities being committed by the Iraqi army in Kuwait.

Dress in Desert

For ceremonial functions, the President should dress in suit and tie and be the President of the United States. In the field he should wear khaki slacks, open shirts, long sleeves with the sleeves rolled up. It is my judgement that he should not wear hats or helmets. A fatigue jacket would be fine in the field with the soldiers on Thanksgiving Day.

In general, the President should not look overly military nor should he climb in a tank or handle military equipment. The networks in this country might put the Dukakis footage next to him on the screen.

Be aware of symbolic backgrounds (both Arabic and American) at all times.

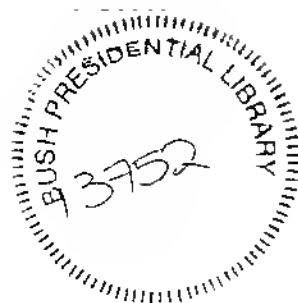
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Miscellaneous

1. I believe it is true that all soldiers in the Gulf volunteered for military service. This is not a situation where we are drafting people and forcing them to face the enemy. These people joined the service knowing a day of battle might come. This message needs to be articulated to the public.
2. If a high enough ranking woman officer is in the desert, she should be included in top briefing sessions. If not, he should meet with her privately.
3. I am sure he will schedule a briefing session with a commander in the field. If the session is scheduled for one hour, and lasted four to five hours, it will heighten the drama for the news media and intensify the pressure on Hussein.
4. Once you have memorable phrases written, don't be afraid to repeat them.
5. Create a single "line of the day" and stick to it.
6. Don't just tell people what you are doing. Tell them why you are doing it and link it to an American value as well as an issue. Don't underestimate the value of defending Israel and innocent people throughout the Middle East from Hussein. The administration has begun to do this by talking about oil in terms of jobs.
7. Be sure that every stop of the President's visit is advanced because a confrontation between a soldier and the Commander in Chief would be blown out of proportion by the media.
8. Advise the loyal spokesman here at home who have access to the media about the points to be made and the "line of the day". There will be much analysis in this country, and our people should be all over the media to help the President.

Best regards.

January 16, 1991



MEMORANDUM FOR THE PRESIDENT  
GOVERNOR SUNUNU

FROM: ROGER AILES  
SUBJECT: ANTI-WAR PROTESTORS

**Question:** How do you feel about the anti-war protestors?

**Answer:** I understand that some people, the anti-war demonstrators and protestors, differ with me and the majority in Congress who believe that the use of force must now be called upon.

Demonstrators and protestors are one reason force must be used.

You see, in America, many have fought and died for your right to protest.

There are no protestors in Iraq - they would be executed.

To the demonstrators I would say, I respect your opinion, and as you march and call me names, and attack your government, just give a moment of thought to the men and women who came before you and gave their life for your right to demonstrate against our government.



THE PRESIDENT

CONFIDENTIAL

3/19/91

C. F.

222877

IVC 91

TO: President Bush  
Governor Sununu  
FROM: Roger Ailes  
DATE: March 18, 1991  
RE: Upcoming CBS Special

RA

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CBS has decided to go forward with a two hour special on April 3, 1991. The title of the program will be "An All Star Salute To Our Armed Forces". It will be produced live from Andrews Air Force Base. The audience will be made up entirely of service families, except for some VIPs.

I realize that CBS is not our favorite network, however, I have had several private conversations at the highest levels and believe they are sincere about wanting to improve relations. They have certainly noticed that ABC got the "Sam and Diane" tour of the White House and that NBC got a "Day In the Life of the President" and that CBS has essentially been shut out. I believe they are also very aware of their anchor problems. I believe it is now much like *Newsweek* was during the campaign. As you recall, I held out against *Newsweek* longer than almost anybody, but once I was ordered by Jim Baker to cooperate with them, I did so. In retrospect, it was the right decision at the right time. I now believe CBS is very much in that mode.

I realize there was a miscommunication when I mentioned this to Governor Sununu a week before the scheduling meeting, and I should have put it in writing at that time. I just simply screwed up. I certainly don't expect Governor Sununu to remember details of what people say to him at the conclusion of a busy meeting. For that I apologize.

I have been told that the President may be on vacation April 1-3, and I am the first one who believes he needs the rest. However, if you do plan to be back in Washington the night of April 3, and land at Andrews Air Force Base, perhaps you would consider coming to this program, or at least stopping by. I know that you have an NBC show scheduled on the West Coast for April 5. Perhaps a similar East Coast visit with the troops on April 3 should be considered.

I have always leveled with you guys and don't want to do anything less than that now. There is not a penny in this for me personally. I intend to see that all the savings from the actual production of the show get sent to the widows and orphans of the Desert Storm troops. There is one personal consideration in all of this. It is my credibility at the highest levels of the networks, where I constantly try to advance the President's agenda.

PHOTOCOPY  
GB HANDWRITING

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President Bush, Governor Sununu  
March 18, 1991  
Page 2

This should be no concern of yours. But, I wanted you to know it. I truly believe this would be a great event for the President.

I thought perhaps CBS might cancel this program if they found out the President was away. However, they believe they are too far down the line in terms of commitment to stars and the hiring of producers, Smith and Hemian, to back away now. The program is live, and the ideal event would be to have Air Force 1 land at Andrews just prior to the live broadcast so they could show the President coming off the plane and into the event to take a bow. He could do this as a "drop-by" event or stay and watch the show if he is able to. If this is out of the question I'll certainly understand. Please advise as soon as possible. I appreciate your help on this.

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STW 01  
ADOL

FROM  
THE WHITE HOUSE  
WASHINGTON, D.C.

PD



Mr. Roger Ailes  
Ailes Communications, Incorporated  
13th Floor  
440 Park Avenue, South  
New York, New York 10016



WALKER'S POINT  
KENNEBUNKPORT, MAINE

August 8, 1992

Dear Roger,

I am not sure Chaim would want to dine with this guy.  
Ron Kaufman extended the olive branch then we find out  
LaBoutillier was encouraging demonstrators against me  
in the recent POW/MIA meetings. Just a heads up.

Warm regards,

920812

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