

TODAY

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Telephone: 01-630 1333 (Sales & Advertising) 01-630 1300 (Editorial)

- ① Keep on fire
- ② no action.

? don't want
people who worked
with Nixon!!
f

With Compliments

CHRISTOPHER MONCKTON

M E M O R A N D U M

FROM: Mr N J O'Shaughnessy

TO: Chris Monckton

DATE: 16 February 1987

Several top Republican political consultants are eager to work for Mrs Thatcher.

They are:

1. Roger Ailes. One of Reagan's advisers in 1984: he "reconstructed" Reagan after the initial television debacle.

A key adviser in Nixon's 1968 campaign. Heads a sizeable agency.

2. James Severin. George Bush's consultant: a smaller operation, able.

We could secure their services cheaply: the prestige of having worked for Mrs Thatcher would be a marketable asset, and there are no elections in the US this year.

Both men are expert in the arts of fundraising.

The Liberals have used consultants - Craver Matthews. Kinnock used David Sawyer Associates for his earlier US trip. They will certainly enter the British political scene.

Ailes Communications Inc.

AN INTRODUCTION TO ACI

Ailes Communications, Inc. (ACI) is a diversified communications company with its base in political media.

ACI is well known in the fields of commercial television production and business communications. Non-political clients have included: NBC, WCBS-TV, Paramount Television, AT&T International, IBM, Mobil, CBS-Fox Video, Polaroid Corp., Sperry-Rand Corp., Westinghouse Broadcasting, American Express, Celanese, Merrill Lynch, McKinsey & Co., Union Carbide, Koppers, Philip Morris, and many other Fortune 500 companies.

Roger Ailes, the company's president, has served as media consultant to political campaigns since 1968. In the last four elections, ACI has designed, created and produced winning media campaigns for ten U.S. Senate races and two statewide initiatives. It helped elect Senators Bill Armstrong (Colorado), Dave Durenberger (Minnesota/in 1978 and again in 1982), Chuck Grassley (Iowa), Bob Packwood (Oregon), Malcolm Wallop (Wyoming), Gordon Humphrey (New Hampshire), Phil Gramm (Texas), and Mitch McConnell (Kentucky). ACI's two initiative campaigns were both in Colorado -- against branch banking (1980) and against unrestricted wine retailing (1982).

In 1968, Ailes served as the executive producer for television in the Nixon campaign, and later as the White House Communications Consultant in 1969-1970. In 1984, Ailes was the political advertising consultant to the "Tuesday Team" of Reagan-Bush '84 and was called in as the principal debate coach for President Reagan in the second debate.

ACI is one of the few companies which can take pride in two Emmy Award-winners. Roger Ailes won two Emmys as the executive producer of "The Mike Douglas Show", while in 1985, Larry McCarthy won the Emmy along with Theodore H. White for Best Writing in a Documentary. The award-winning show was the Ailes-produced nationally syndicated special, "Television and the Presidency".

Roger Ailes is a native of Warren, Ohio. After graduating from Ohio University, he began his career as a prop boy and floor manager at a Cleveland television station. Within a year, he was promoted to producer/director of commercials in public affairs and children's programs. His work resulted in several awards, including the Fine Arts Magazine Award for directing six Shakespearean productions. Subsequently, he moved to KYW-TV, Philadelphia, where his production talents were soon recognized and rewarded by his being named executive producer of "The Mike Douglas Show".

It was in 1969 that he went out on his own as an independent television producer when he formed Roger Ailes & Associates. He also gradually expanded his activities in other facets of his present operation. His success in all of these ventures culminated in the reorganization of his company in 1982 under the name of Ailes Communications, Inc.

THE WHITE HOUSE
WASHINGTON

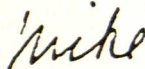
November 16, 1984

Dear Roger:

I can't thank you enough for your help and support during the campaign. The successful outcome can be attributed to the dedication and hard work of you and the other members of the President's team.

I look forward to your continued assistance and friendship as we begin this new Administration.

Sincerely,



MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Mr. Roger Ailes
Ailes Communications, Inc.
456 West 43rd Street
New York, New York 10036



Severin Aviles Associates provides Republican incumbents, candidates, and the national party organization with communications services, political and media strategy and campaign media.

The principals of the firm are accomplished political, research, and communications professionals who have directed political and media campaigns at the House, Senate, and Gubernatorial levels.

In 1980, Severin Aviles produced regional advertising for the U.S. Presidential campaign of Vice President George Bush. Severin Aviles currently serves as creative agency for Fund for America's Future, Vice President Bush's national political action committee. The firm provides special election campaign media for the National Republican Congressional Committee, including direct mail communications for the signature of President Ronald Reagan.

Severin Aviles television commercials are shown to Republican candidates across the country by the Republican Governors Association and the National Republican Congressional Committee as models of effective campaign advertising. Severin Aviles commercials have scored higher in voter group tests (for Information, Persuasion, Like/Dislike, and Recall) than any political commercials ever tested by the NRCC. ||

The firm also designed, wrote, and produced the Republican Leadership Manual, the principal field text for the 1984 campaign, which the Republican National Committee provided to all state and county chairmen nationwide. ||

In 1986, the firm represented Guy Hunt, the first Republican elected Governor of Alabama in 112 years.

Severin Aviles has been honored by the U.S. Chamber of Commerce and the the American Association of Political Consultants for excellence in campaign print, mail, radio, and television media.

The firm provides a broad range of campaign services including press activities; direction of issue and opposition research; survey analysis; graphics design; production of print, radio, and television communications; media planning and placement; and overall political strategy.

The executive staffs of the Republican National Committee, the National Republican Congressional and Senatorial Committees, and the Republican Governors Association are well-acquainted with the firm and its work.

NEW YORK POST

Agency hopes election leaves it Bushed



ELECTION Day means the end to another season of endless plane rides and all-night editing sessions for James Severin 3d and his partners at Severin/Aviles/Associates, a leading media consultant to Republican candidates.

Today could be particularly memorable for the six-year-old firm. It expects to make history by helping to elect Guy Hunt as the first Republican Governor of Alabama in 114 years.

Severin/Aviles also expects its man in Colorado, State Senate President Ted Strickland, to win the statehouse.

Candidates for important offices all over the country are almost forced to call on New York-based political consultants to guide their campaigns.

"There are only a half-dozen people in each party that do this well and they tend to be from New York," Severin noted. He likens the job to knee surgery. If you need it, you go to Lenox Hill. It doesn't matter if the knee is from Texas or Alabama."

Political consultants charge a retainer of \$10,000 to \$25,000 a month, beginning a year before the election. "We're the campaign's marketing department. We hire staff, a pollster and set up the operation," Severin says. They also create advertising and collect commissions for placing it.

Campaign media budgets are rising. Severin/Aviles' clients will each spend at least \$1 million — and be outspent by their opponents.

Severin and his partners are graduates of David Garth's organization, which helped put Mayor Koch in office.

In addition to its partisan pursuits, Severin/Aviles is a full-service agency that has handled projects for business clients including Pan American World Airways, the National Hockey League, Rockefeller Center Development and D. Cenci.

Yesterday, the agency was elected by Colors in Optics, a manufacturer of designer eyewear.

Severin put the agency's total billings at \$5-\$10 million, "but it swings every other year and is really thrown out of whack during Presidential election years."

He says clients don't mind the firm's political activity. "They like our ability to get to the root of the problem quickly. For us

to be successful, we have to get a 51 percent market share in six to eight months. It's honed us to a fine edge."

Another of the firm's political clients is Vice President George Bush and his political action committee, The Fund for America's Future.

Should Bush decide to run for President in 1988, Severin/Aviles will handle the campaign. "It is our expectation and hope that he will" run, Severin notes. The firm has been approached other Republican contenders, but it will work for Bush or no one, he said.