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THE WHITE HOUSE

WASHINGTON

October 12, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: LARRY HIGBY

FROM: BRUCE KEHRLI

SUBJECT: Election Eve at the White House

After a couple of preliminary planning meetings with the people
at 1701 on what they'll be doing and what they'll be able to
provide for the Election Eve coverage, we came out with the
following:

> 1. For actual results of the Presidential
> and other elections nobody is going to beat
> the networks. This is also true as far as
> projections which they will be doing using
> polling data gathered over the weekend prior
> to the Election, turn-out data in key districts,
> and early results.
>
> 2. Herb Klein and Bob Finch have some type
> of a phone call program that they did in 1968
> and 1970. They call various polls around the
> country to come up with readings on how things
> are going in that particular area.
>
> 3. Most of the emphasis at 1701 is to watch
> the networks closely and try to get someone
> inside to get the information before they
> broadcast it.

Based on the fact that the President will be travelling cross-
country, Gordon and I came up with the following proposed schedule
of information in the order that it will be available.

> 1. Turn-Out -- From key cities or counties in
> areas where the turn-out can be used as a pre-
> diction of the results. The research people at
> 1701 will give us recommendations on this.
>
> 2. Straw Polls Outside of Polling Booth in Key
> Areas -- The general reaction to this at 1701
> was negative, we would need too many people in
> order to make it worthwhile. Supplementing this
> we could make calls to key polls in a given number
> of areas, getting their readings.

3. Actual Results -- Here again the networks
have the best and quickest information, although
we have ordered a UPI wire which will come out
with an accurate update of the Presidential and
key Congressional races every 45 minutes.

The Committee is going to have their control center at the
hotel rather than at 1701 and we'll need to resolve whether
communication should come from them or directly here. Some of
the information will obviously have to be analyzed and Chapin's
suggestion -- I agree -- is to have Teetor either over there
or here and at least one of his people here to take a look at
the information after it's analyzed. The raw data will go to
him for analysis and then be sent over.

I think the best way to handle the communcations is to set
up a system similar to that which we have on speech follow-up.
That is to have some girls here with direct lines either out
in the country or through the control center at the hotel.
Have three people monitoring the networks (one each) and
have one person monitoring the wire machine.

Another question is whether we want to generate phone calls
from his friends and get reactions from people he respects
out in the field? I think this should be included.

I'd appreciate any thoughts you have on this before we make
a final proposal. We're waiting for some information from
1701 on just exactly how many key cities or districts will
provide relevant information. There's obviously going to
be a hell of a lot of information floating around and we're
going to have to distill it quite a bit. Since you "were
there" in 1968 do you have any thoughts?