

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
1	50	1/11/1971	<input type="checkbox"/>	Campaign	Memo	From Butterfield to Magruder RE: a recent poll that reported a landslide Muskie victory for 1972, and the White House's plan to counter this information. 1 pg.
1	50	1/11/1971	<input type="checkbox"/>	Campaign	Memo	From Butterfield to Haldeman RE: a recent poll that reported a landslide Muskie victory for 1972, and how to better utilize the Republican Party's own media outlets. 1 pg.

January 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. JEB MAGRUDER
FROM: ALEXANDER P. BUTTERFIELD
SUBJECT: Plan for Countering Dem-Contrived
Straw Polls

Senator Muskie "defeated" President Nixon's bid for reelection by a landslide in a "preview of 1972" conducted by a New York radio station. In a telephone poll registering the choice of some 5,000 persons, RN polled only 43% and Wallace received less than 1%. RN had defeated Lindsay by some 50% to 43% in the GOP primary. The poll was conducted by Bill Scott on his News Call program from 6:00 to 9:00 a.m. over Radio Station WCA. Station sources noted that Scott may have influenced the outcome of the Dem primary by announcing in advance that EMK had stated positively that he would not run ... and that HHH seems unlikely to be a candidate.

This paragraph appeared in the January 9 News Summary.

Please submit through the Office of the Staff Secretary a plan for handling this kind of "straw poll" ... in that they will surely become increasingly common in future months. (We should have no trouble whatsoever in finding news outlets which will play our line.)

APB:ny

January 11, 1971

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ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: ALEXANDER P. BUTTERFIELD
SUBJECT: Countering Dem-Contrived Straw
Polls

Senator Muskie "defeated" President Nixon's bid for reelection by a landslide in a "preview of 1972" conducted by a New York radio station. In a telephone poll registering the choice of some 5,000 persons, RN polled only 43% and Wallace received less than 1%. RN had defeated Lindsay by some 50% to 43% in the GOP primary. The poll was conducted by Bill Scott on his News Call program from 6:00 to 9:00 a.m. over Radio Station WCA. Station sources noted that Scott may have influenced the outcome of the Dem primary by announcing in advance that EMK had stated positively that he would not run ... and that HHH seems unlikely to be a candidate.

This paragraph appeared in the January 9 News Summary. It elicited a comment, directed to you, to the effect that we must find an effective man right away to handle this kind of "straw poll" for such polls will become increasingly common in future months. We ought to be able to find plenty of news outlets which will play our line.

CC: Mr. Klein
Mr. Magruder

APB:ny