

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

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2	26	11/23/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Gallup Poll. 2 pgs.
2	26		<input checked="" type="checkbox"/>	Domestic Policy	Other Document	Third page of a memo or letter regarding use of the media and the vice president. Author and recipient unknown. 1 pg.
2	26	11/5/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: RN and the vice president. 1 pg.
2	26	11/19/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Gallup Poll. 2 pgs.

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2	26	11/5/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Harry Byrd and RN. 1 pg.

November 23, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup Poll

The results of the Gallup Poll to be published this coming Sunday are contrary to what we had all expected. I know from my brief involvement with the President last week that he expected the poll to be down "several points."

It may be that nothing will serve us better in answering the media's charges that the President lost ground during the campaigning period as will this poll. Therefore, I recommend we game plan the exploitation of the results of this poll.

SOME SUGGESTIONS

In order to protect ourselves with Gallup, I believe that all of our efforts should take place on Sunday - the day the poll is released and the first part of next week.

- 1/ Sunday morning, November 29, Chairman Morton should call a press conference at the National Committee for early in the afternoon that same day. Doing it on a Sunday will add an element of curiosity plus if done properly should give us the Chairman on the Sunday evening news shows, as well as the play in the Monday morning papers. The Chairman should use some of the media's quotes about the damage done to the President's popularity by his actively campaigning and then use the Gallup figures in attacking the critics. Obviously, some good lines should be developed for this press conference and if you approve of this idea, we will put Safire, Nofziger and Klein to work in preparing some material for the Chairman to use at the press conference, as well as to have a plan for programming the Chairman so that he holds the press conference

the twenty-ninth.

Approve _____ Disapprove _____

2. I believe that the people generally want to know that a President is sensitive to public opinion. The President should be very philosophical about this Gallup Poll. For example, the criticism in the media has not bothered him since he feels it did not accurately register how the people feel. This is a subtle point but it reflects a good attitude and a "Presidential way" of looking at things. Therefore, Monday would probably be a good day to have in one or two of the more friendly columnists. I am thinking of someone like Dick Wilson or William White. The President could do a superb job of getting across the attitude which would serve him well if a column were to be written on it.
3. Herb Klein should suggest that an editorial be written for Monday evening's Star. Herb could suggest this to some senior person at the Star Sunday after he reads the poll. Having an editorial pointing out the President's 57% approval rate in the Star would help get the point across to Congress that perhaps the President's campaigning efforts did not hurt his popularity in the country.
4. Herb Klein should call William Randolph Hearst, Jr. and have him write a column taking on the critics of the President within the media by using the Gallup poll to clobber those prophets of doom who were already predicting a Nixon defeat in 1972.

Approve _____ Disapprove _____

This Saturday at Herb Klein's morning meeting, I will give the group the results of the poll and we can crank some additional ideas.

DLC:ny

extent which we have in the last two to three months.

There are undoubtedly several people within the media who could be won over or at least neutralized to a far greater degree than we might think possible. One example which serves as a good lesson is what happened when the President met with Barbara Walters. You will recall that one day when Tricia was doing an interview with Barbara Walters the President asked her to step into his office. They talked for ten to fifteen minutes and as you know since that time, Barbara Walters has spoken highly of the President in personal interviews and I have heard her say complimentary things about the President on television. The untapped charm and persuasiveness of the President obviously influenced Mrs. Walters very much. It was the form that we know the President is best at -- the head-to-head. I am convinced it can have its effect on others. Prime targets would be Harry Reasoner, John Chancellor, Howard K. Smith, and perhaps Mike Wallace again.

In any case, it would seem to me that a change in the handling of our relationships with the media would be in order. Especially realizing that we will undoubtedly end up having to attack them again, just as hard as we have in the past, is in itself probably the best reason for pulling back a little at this time.

4. Use of the Vice President

We need to build a broader base for the Vice President. He should remain controversial only on a very calculated basis. I would suggest the obvious which is for him to take on more prestigious types of assignments for the President and also to make sure that his speeches are higher-level and concentrate more on issues than personalities.

I would imagine that if the velocity of attacks waged by the Vice President during the 1970 campaign were to continue, that the left-wing faction in the GOP would make Agnew the primary issue at the 1972 Convention. I cannot see what purpose is served over the next few months in having the Vice President continue to be an issue within the Party.

November 5, 1970

DETERMINED TO BE AN

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E.O. 12065, Section 6-102

By ~~ad~~

NARS Date 7/27/70

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

I have noticed from the telephone log that the President has not talked to the Vice President since the election. It would seem to me that it would be a very good idea for the President to call the Vice President prior to leaving for Florida, or to invite him over for a short meeting.

Maybe the President will ask to see him after today's Cabinet Meeting and that will solve the problem. Or perhaps he will make reference to the Vice President in the Cabinet Meeting this morning which would serve the same therapeutic purpose as a meeting. In any case, I think something is in order.

It probably seems ridiculous to you but something which would probably well-remembered would be if you would drop the Vice President a very short hand-written note commenting on the job he has done for the President in the last several weeks. It is only a suggestion.

DLC:ny

November 19, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup

The following is a preliminary report on the Gallup Poll which was taken last weekend.

The poll is not yet completely tabulated. Out of a sample of 890, the best guess that they can come up with is that the President's approval rate will be 58%. John Davies warns that it could fluctuate anywhere from 56 to 60% but that his best educated guess is 58%.

For the poll they took October 9 - 13, 1970, the President's approval rate was 58% and the disapproval rate was 27%. Therefore, it can be said that there has been no change in the President's popularity in light of the President's efforts during the election.

John Davies and I discussed why the President's popularity did not drop in light of the criticism he has taken in the media. It is Davies' opinion that all the "experts" would guess that the President's popularity would drop. However, Davies maintains the reason the President did not drop in popularity is the reaction of the public to a visible President. He feels that when they see a man in action like during a campaign, a crisis, an international conference or when he goes on television a lot, it serves to keep his popularity up. Davies feels that the President's campaign efforts reflected an energetic President and one who stood up for what he believed in and therefore the public is willing to give him a vote of confidence.

Davies added his own personal comment that no matter what the media and the Democrats say, it was obviously a victory for the President was able to hold a possible Republican slide to a minimum. If it had not been for the economy, the President would have undoubtedly defied tradition and it would have been a banner year for the Republicans.

CC: Mr. Bull
DLC:ny

According to John Davies, the results of this poll will be published a week from Sunday. Davies will be writing it this weekend. The promotion has already gone out so they are locked into issuing it.

November 5, 1970

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By mcn NARS, Date 7/27/80
CONFIDENTIAL

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

Harry Dent met with the Harry Byrd people yesterday and says he needs to see the President for fifteen minutes prior to his going to Key Biscayne. The subject is a very touchy one and involves whether Senator Byrd goes back to the Democratic Party or whether he comes into the Republican Party and some of the ramifications.

Harry says he does not feel that he should put the subject into writing.

If we try to work Harry in, it should be this afternoon.

Schedule Harry in this afternoon _____

Other _____

DLC:ny