

Richard Nixon Presidential Library  
Contested Materials Collection  
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5	24	10/10/1969	<input type="checkbox"/>	Campaign	Memo	Copy of memo from Harry Dent to Alex Butterfield RE: a proposal by Tom King to get some outside people working to support RN similar to the job done by Bill Casey. 1 pg.
5	24	7/19/1969	<input type="checkbox"/>	Campaign	Memo	Copy of memo from Chuck Stuart to Harry Dent RE: request for information about how the public feels about the First Family. 1 pg.

AT

*Harry Dent*

October 10, 1969

TO: ALEX BUTTERFIELD

FROM: HARRY DENT

A gentleman named Tom King, an attorney in Washington and a retired Air Force reserve colonel, will be calling you the first of the week to discuss with you a proposal to get some outside people working to support the President similar to the type job done by Bill Casey. I suggest you talk to him and determine whether you think this can be of any value. He is an action man, but he is also a windbag to a degree. So, keep this in mind.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 19, 1969

MEMORANDUM FOR HARRY DENT

FROM CHUCK STUART

RE RESEARCH PROJECT--FIRST FAMILY

In order to more effectively plan the participation of the First Family in political and other public affairs, we should like whatever information is available which may relate to public reaction to the First Family. We seek information in three categories:

1. Historical data relating First Family impact on voters. Did Jackie Kennedy aid her husband by attracting female votes? Was Lady Bird's participation in public affairs useful, stimulating public support of her husband? Any data which would show First Lady influence on public opinion of her husband or his administration would be useful.

2. Current specific public opinion regarding Mrs. Nixon and the children. What does the public think of PN? What is her image? How has she performed to date as First Lady? What is the public reaction to the children? To David and Julie's marriage, etc.?

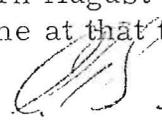
In short, I should like to know exactly what the voters think of our First Family.

3. Ideal First Family characteristics. Is there any sampling of public opinion which will show the ideal personality and being for a First Lady? What is the public seeking as a representative First Family? What would the public do to have PN improve her image? Tricia? David and Julie?

This is a tall order, and there may not be much factual material at all. However, with the increased interest in polling in the last three elections, I think it likely that some diligent digging will turn up some useful facts.

I will be on the President's Asian trip and will return August 3. Hopefully, you could have something available for me at that time.

Thank you.



FRIM

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