

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>
5	44	10/22/1970	<input type="checkbox"/>	Campaign	Letter	From Tony to Dent RE: Analysis of media to predict elections. 1 pg.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [doc. 266]	Letter	Tony to Harry re: [Review of attached polls] ip.	10/22/70	B C- (Nixon)

FILE GROUP TITLE

WHSF SMOF Dent

BOX NUMBER

8

FOLDER TITLE

1970 National Media Analysis [1 of 2]

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: Harry S. Dent
Box Number: 8

Folder: 1970 Media Analysis [1 of 2]

<u>Document</u>	<u>Disposition</u>
266	Return Private/Political

2000

October 22, 1970

Dear Harry,

After a very brief review, and I apologize for not having the time to analyze the attached polls more carefully, I would offer the following comments:

Based upon the material you gave me, there is no substantive evidence that an analysis of media can be used to predict the outcome of elections. I do not discount the possibility since the communication media has such a profound influence on voting patterns. Much, however, would depend upon an objective selection of the media and then the proper weighing of the various elements - lineage, placement, frequency, etc.

I would also have to question the use of the written word as against weighing in TV and radio coverage. If, in fact, there is a correlation between press coverage in the broad sense and status of candidates nowadays, I would assume that the analysis must include TV at least and preferably radio as well. Certainly the extensive funds being used in TV would in itself produce a reaction relative to the candidates. Perhaps the newspaper coverage parallels the TV coverage, but I doubt it.

It appears to have considerable merit relative to an understanding of what are the issues that are being covered. This would help in planning a candidate's campaign.

Along the same line it would help to evaluate how effective the candidate has been relative to his speeches, press conferences, and other activities during the course of the campaign.

In brief, it has value concerning an evaluation of the issues and the candidate's effectiveness. Its actual value as a useful tool for prognostication is questionable (I would be careful also since the individuals performing this analysis can adjust their elements to reflect other information they receive, such as polls, so that they might prove themselves correct.)

F.L.

Tony