

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 | 48 | 9/10/1969 | <input type="checkbox"/> | Campaign | Memo | From Allison to Dent RE: Rollins and Bucci poll. 1 pg. |
| 5 | 48 | 9/8/1969 | <input type="checkbox"/> | Campaign | Memo | From Dent to Allison RE: Bucci poll. 1 pg. |
| 5 | 48 | 8/26/1969 | <input type="checkbox"/> | Campaign | Memo | From Haldeman to Dent RE: Polling problem and Derge 1 pg. |
| 5 | 48 | 8/25/1969 | <input type="checkbox"/> | Campaign | Letter | From Derge to Dent RE: Behavioral Research Associates surveys. 1 pg. |

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|-------------------|----------------------|----------------------|--------------------------|-------------------|----------------------|-----------------------------------------------------------------------|
| 5 | 48 | 8/19/1969 | <input type="checkbox"/> | Campaign | Memo | From Dent to Haldeman RE: Derge surveys and RNC. 1 pg. |
| 5 | 48 | 7/19/1969 | <input type="checkbox"/> | White House Staff | Memo | From Stuart to Dent RE: Research Project - First Family. 1 pg. |
| 5 | 48 | 7/18/1969 | <input type="checkbox"/> | White House Staff | Memo | From Dent to Cole RE: Polls on First Lady |
| 5 | 48 | 7/15/1969 | <input type="checkbox"/> | White House Staff | Memo | From Staff Secretary to Klein, Ziegler RE: Polls on First Lady. 1 pg. |
| 5 | 48 | 7/14/1969 | <input type="checkbox"/> | White House Staff | Memo | From Butterfield to Klein, Ziegler RE: Polls on First Lady. 1 pg. |

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|-------------------|---------------|---------------------------------------------------------------------|---------|--------------|
| N-1 [doc. 275] | Memo | Dent to RN re: Latest Sindlinger Poll Rating for the President, 1p. | 1/28/70 | C (Nixon) |
| N-2 [doc. 276] | memo | Allison to Dent re: [Rollins and Bucci] 1p.; with attachment N#3: | 9/10/69 | C (Nixon) |
| N-3 [doc. 311] | memo | Dent to Allison re: [Rollins and Bucci] 1p. | 9/8/69 | C (Nixon) |
| N-4 [doc. 277] | memo | Haldeman to Dent re: [Polling problem in relation to Derge] 1p. | 8/26/69 | C (Nixon) |
| N-5 [doc. 278] | Letter | David Derge to Harry re: [Report to Morton] 1p. | 8/25/69 | C (Nixon) |
| N-6 [doc. 279] | Memo | Dent to Haldeman re: [Derge and the National Committee] 1p. | 8/19/69 | C (Nixon) |

FILE GROUP TITLE

WHSF SMDF Dent

BOX NUMBER

10

FOLDER TITLE

1970 Polls II B

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.

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|--------------------|----------------|--------------------------------------------------------------------|---------|--------------|
| N-7 [doc. 280] | Memo | Chuck Stuart to Dent re: Research Project- First Family, 1p. | 7/19/69 | C (Nixon) |
| N-8 [doc. 312] | Memo | Dent to Cole re: [Polls] 1p. attachments N-9--N-10 : | 7/18/69 | C (Nixon) |
| N-9 [doc. 313] | Action memo | JRB/Cole to H. Klein, R. Ziegler re: [Polls] | | |
| N-10 [doc. 281] | Memo | Butterfield to Klein, Ziegler re: [Dent memo to RN] 1p. | 7/14/69 | C (Nixon) |

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Presidential Materials Review Board

Review on Contested Documents

Collection: Harry S. Dent

Box Number: 10

Folder: 1970 Polls II B

| <u>Document</u> | <u>Disposition</u> |
|-----------------|--------------------------|
| 275 | Retain Open |
| 276 | Return Private/Political |
| 277 | Return Private/Political |
| 278 | Return Private/Political |
| 279 | Return Private/Political |
| 280 | Return Private/Political |
| 281 | Return Private/Political |
| 311 | Return Private/Political |
| 312 | Return Private/Political |
| 313 | Return Private/Political |



Republican
National
Committee.

Jim Allison, Jr, Deputy Chairman

September 10, 1969

Memo to: Harry Dent

From: Jim Allison *JA*

In regard to your memo of September 8th concerning John Rollins and Bucci, I want to say that he has a misunderstanding of what has emanated from here because of his talking with Eleanor Williams and not understanding what we're trying to communicate.

Nobody is "poor-mouthing" Bucci. Our point is that the Holton campaign, and any campaign has a right to do this, has contacted with Market Opinion Research to do the polling in Virginia. Market Opinion has taken a much broader survey than Bucci has and it is much more accurate for that reason. Thus, the campaign, the Republican National Committee and hopefully the White House are looking at the MOR poll as the most up-to-date one. What I am trying to say is that -- and I've said it before and tried to talk to Rollins about it -- he is wasting his money using Bucci when no one is considering that Bucci's poll is as up-to-date as MOR. If Rollins wants to make good use of his money, he should put the money in the MOR poll for Virginia. If he does not wish to do this, he should not waste his money on another polling firm that nobody is paying any attention to. If Holton had contracted with Bucci, this would be a different matter but the fact is he didn't and I just don't want to see John Rollins waste his money.

I thus will not be good.

WBA
JA/jof

September 8, 1969

FOR: Jim Allison
FROM: Harry S. Dent

John Rollins is a little concerned because he has heard some talk emanating from the RNC to the effect that Bucci is not much of a good pollster. He is threatening to let us run our own surveys from here on out. So please pass the word, and I will over here also, that Bucci is a great guy, and you be good!

HSD:cg

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 26, 1969

MEMORANDUM FOR: MR. DENT

I agree with your solution to the polling problem in relation to Derge. Will you please inform him that he should prepare a sanitized questionnaire to show Morton before going to the field, as well as the actual version which includes the questions the President wishes asked. This latter questionnaire would be for the President's eyes only.

Thank you very much for bringing this problem to my attention.

H. R. HALDEMAN

*Lead to Derge on telephone
GSD 9/3*

File

File

BRA

BEHAVIORAL RESEARCH ASSOCIATES

DAVID R. DERGE, President
WOODRUFF LANE, BITTNER WOODS
BLOOMINGTON, INDIANA 47401

(812) 336-5564

August 25, 1969

PERSONAL

The Honorable Harry Dent
Deputy Counsel to the President
The White House
Washington, D. C.

Dear Harry:

Enclosed is a draft of the report which is to be sent to Rogers Morton as Chairman, R.N.C. It contains data from two surveys (May and August). The latter was paid for by R.N.C. and the former by another source.

This represents one screening of the surveys by me which eliminated materials on one of the two following grounds:

1. My judgment that the President wishes it to remain confidential.
2. My judgment that the materials could be damaging to the President or one of his programs.

It is my understanding that you will act as liaison on these matters between The White House and R.N.C. Accordingly, I am seeking your guidance and clearance to release materials to Morton.

Specifically, I need to know two different types of things:

1. Have I included materials in the proposed report which The White House wants excluded. Simply "X" out such pages and return them to me.
2. Have I excluded materials The White House wishes included. The complete reports are in Haldeman's hands, I believe. You may wish to check my judgment on the original screening of these.

I sense that Morton is anxious to have this report to demonstrate to R.N.C. that the program is under way and to have something to show for their expenditures. Therefore, I hope you will give the matter your immediate attention.

Sincerely,



David R. Derge

August 19, 1969

DETERMINED TO BE AN
AD ~~CONFIDENTIAL~~ MARKING
E.O. 12066, Section 6-102
By CRJ NARS, Date 5/6/81

FOR: Bob Haldeman

FROM: Harry S. Dent

Dave Dirge has a little bit of a problem with the National Committee. Evidently he went to the field on his first poll without checking with Jim Allison or Rogers Morton, although he conferred with them earlier. Morton takes the position that this polling service is costing the National Committee so much money that he has to report to the National Committee members on expenditures for this project.

Dirge has talked with me about his problem privately. He has a big question as to how much or what he turns over to the National Committee. At every National Committee meeting, they have been having a presentation of National Committee poll information. In fact, the members have become quite accustomed to this as a feature of their meetings.

Morton certainly understands that the President wants some questions and answers for "his eyes only." Thus, whatever questions the President wants to ask should be given to Dirge and Dirge should prepare a separate questionnaire for Morton to see, prior to going into the field. This would be a sanitized version. Then, when Dirge gets the results, he should have one set of results for the President and a sanitized version for Morton. This way, I don't think we will have any problem at all with Morton and the National Committee.

HSD:cg

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.?

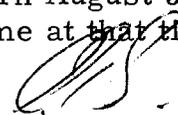
In short, I should like to know exactly what the voters think of our First Family.

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.



715
R.L.S.
July 18, 1969

TO: Ken Cole

FROM: Harry Dent

With regard to the memorandum concerning the President's request for further publicizing of recent polls concerning the popularity of the First Lady, I am having this information on the Gallup poll distributed through Republican Party periodicals and am also assigning a veteran political lady in the Post Office Department to a research project to determine additional good information such as this on the First Lady and the entire family. When we get this material, we will provide this to Ziegler and Klein and Republican Party periodicals.

cc: Harry Treleaven

Date: Tuesday, July 15, 1969

Time: 7:00 P.M.

FOR ACTION:

H. KLEIN
R. ZIEGLER

cc (for information):

H. R. Haldeman
J. Keogh
J. Ehrlichman
✓ H. Dent

FROM THE STAFF SECRETARY

DUE: Date: Monday, July 21, 1969

Time: 2:00 P.M.

SUBJECT:

President's request for further publicizing of recent polls concerning the popularity of the First Lady.

ACTION REQUESTED:

- | | |
|----------------------------------------------------------|---------------------------------------------------|
| <input checked="" type="checkbox"/> For Necessary Action | <input type="checkbox"/> For Your Recommendations |
| <input type="checkbox"/> Prepare Agenda and Brief | <input type="checkbox"/> Draft Reply |
| <input type="checkbox"/> For Your Comments | <input type="checkbox"/> Draft Remarks |

REMARKS:

Please submit a report on what actions were taken to comply with the attached request.

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

JRB
K. R. COLE, JR.
For the President

THE WHITE HOUSE

WASHINGTON

July 14, 1969

MEMORANDUM FOR:

~~H. R. HALDEMAN~~ Herb Klein
~~JOHN EHRLICHMAN~~ Ron Ziegler

On July 8th, Harry Dent forwarded a memorandum for the President which contained the following statements:

- A recent Gallop Poll indicated that 54% of the people (those questioned) approved of the way Mrs. Nixon is handling her role as First Lady.
- Approval of Mrs. Nixon outweighs disapproval by a ratio of 9 to 1, whereas the approval to disapproval ratio of Jackie Kennedy Onassis is only 6 to 1.

The President believes that these facts are assets which we should use to a greater extent.

^A
ALEXANDER P. BUTTERFIELD

cc: ~~Herb Klein~~ H.R. Haldeman
Jim Keogh
~~Ron Ziegler~~ John Ehrlichman
Harry Dent