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7	68	9/25/1972	<input type="checkbox"/>	Campaign	Other Document	Copy of a media analysis of the campaign in late September of 1972. Handwritten notes on original added by unknown. 1 pg.

POLITICAL MEDIA ANALYSIS

September 25, 1972

THE PRESIDENT HAS SEEN...

Light news day this morning, and a rough weekend for Mr. McGovern.

FOR THEIR SIDE -- Times leads this morning with Yankelovich poll showing RN 39 points ahead in top sixteen states -- and incredible 21 points ahead (better than two-to-one) in New York. This widely played poll plus Gallup showing RN stronger among youth has to add to pressures mounting on McGovern, as the clock starts to run out. Six weeks to go tomorrow. McGovern also showing signs of frustration at being unable to "lock" with President on the issues, frustration with RN's "above the battle" campaigning.

Likely to see a change in McGovern strategy, moving away from high intensity campaigning to half-hour speeches to the nation.

Two areas where McGovern has potential, in our view A) When Veep accused him of parroting NVN propaganda last week, McGovern instantly assumed role of "victim" whose loyalty had been questioned. Good Response. He is likely to do the same today in wake of Laird's hard-nosed assault on him for his comments re: prisoner release. Biography of McGovern shows that his casting himself in role of victim, defending integrity and patriotism with high moral fervor is one of his more effective political tactics.

Record indicates we should be extra cautious of giving him any possible grounds for assuming role of assaulted victim.

Secondly, given columnists and analysts, even some favorable to us, talking of Watergate and "special interests" in back pages, a McGovern network address on this subject could be helpful to him.

(Clearly, more thought should be given to how we handle the three prisoners issues, as long as they are in Communist hands. Propaganda use of them is probably self-evident to most Americans.)

FOR OUR SIDE -- President's Texas swing a real triumph. One problem was presence of so many fat cats with RN; this covered by TV footage of crowds of Mexican-Americans. Then on return with amnesty speech in White House, and RN discussion of economic gains, we got additional straight to favorable coverage, although extent not yet known. Hard to find a solid negative in this weekend's coverage of the President.

The First Lady's coverage is diminishing from the high point of last week, but still extensive coverage continues. One negative: Cancellation of L. A. press conference affords opportunity for another comment from media to effect that First Lady prefers staying off controversial issues.

*H Good - This is what we want  
- We don't want her to become  
like Eleanor Roosevelt.*