

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>
45	24		<input checked="" type="checkbox"/>	Campaign	Other Document	Plan for Distribution of ORC Poll (April 12-13, 1971). List of three methods of distribution to capitalize on the availability of the results of the poll and the Governor's Conference. 1pg

## Plan for Distribution of ORC Poll (April 12 - 13, 1971)

To capitalize on the availability of the results of this poll and the Governor's Conference on this weekend, three methods of distribution should be considered:

1. ORC could issue a press release emphasizing the President's popularity, war policy approval, and his strong showing in trial heat. Last weekend ORC received TV, wire, and an undetermined amount of newspaper coverage.

The chances of adequate publicity for a second ORC release are good for three reasons. First, neither Gallup nor Harris have released trial heat information recently. Two, Gallup will not do a trial heat study until April 24 and so the media could be receptive to the information. Finally, an ORC release could be sent to the Members of Congress, where it would have more credibility than the Dole-related options below.

2. Dole could mail the ORC release to the Governors, their Administrative Assistants and Members of Congress. Dole's cover letter could highlight the President's strong standing in the trial heat.
3. Dole could send a personal letter with a fairly detailed description of the poll results. He would not have to identify ORC as the pollster though this would decrease his credibility.

### Recommendation:

To increase the acceptability of ORC as a polling entity while countering the impact of the 50% approval release, it seems advisable to have ORC prepare and distribute a release.