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<td>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</td>
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Plan for Distribution of ORC Poll (April 12 - 13, 1974)

To capitalize on the public's interest in the results of the recent ORC poll and the upcoming 1976 election, 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 for 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 Administrators, and Members of Congress. Dole's cover letter could highlight the President's strong standing in the polls.

3. Dole could send a personal letter with a fairly detailed description of the poll results. He would not have to identify ORC to the pollster, though this would decrease his credibility.

Recommendation:

To increase the acceptability of ORC as a polling entity while controlling the release, ORC's approval release, it seems advisable to have ORC prepare and distribute a release.