

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	40	1/25/1971	<input type="checkbox"/>	Campaign	Memo	To: H.R. Haldeman From: Dick Moore RE: "Gallup Poll Report." 3pgs
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~~CONFIDENTIAL~~

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12063, Section 6-102
By cmp NARS, Date 6-10-80

January 25, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: DICK MOORE *RAM*
SUBJECT: Gallup Poll Report

After dictating the attached memo I read Elliott Richardson's excellent piece in the attached Newsweek article. I think this is the anecdote approach at its very best and illustrates how effective it can be in telling the public about the President which a Gallup Poll missed.

The special value of this approach stems from the fact that more and more people are coming to realize that the men who know President Nixon intimately are devoted to him. Therefore there is a growing acceptance of the proposition that if the people could only have the opportunity to observe the President as he really is, they would come to appreciate his many good qualities. But since people can't see the President on an intimate basis, the next best thing is for them to learn about him from close associates whom they respect.

Not trace through TV interviews
For example, a Post reporter told me that he is convinced that John Mitchell is totally dedicated to President Nixon. "That being the case," he said, "there must be something about Nixon that I don't understand, because Mitchell is too wise and strong a man to be taken in."

How to get your readers
Each man close to the President has his own constituency of admirers.

Thus when Elliott Richardson speaks, or writes with deep personal conviction about the President, he achieves credibility among those many people who think highly of him. This is true of Moynihan, Schultz, Ehrlichman, Finch, etc.

But more importantly when such a person documents that conviction with a personal anecdote, based on his personal observation, his

credibility is fortified many times over. This is the glimpse of the real Nixon which the people cannot see for themselves, but which they will accept when reported by a person they trust or admire.

Having just been introduced to the anecdote program, I am already convinced it deserves major attention and is entirely adaptable to putting across the themes which you describe in your January 18 memorandum. *How.*

How to get them to do it

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Moore see each cabinet officer?

This is what people will remember and repeat. Just -- as we have seen them do it, with negative anecdotes like the Patton movie.

Not a result of program

I realize that the anecdote program is already recognized and on its way. The Richardson piece merely suggests that its potential may be greater than originally contemplated.

One angle which need attention is the practical problem of how to implement the program. One of the problems is confidentiality. Nothing could be worse than to have it known that the PR group in the White House is programming Cabinet officers and other Nixon friends with anecdotes which were to be circulated under a master plan. Therefore, we can't very well send out such anecdotes the way we might send out copies of speeches in some formal mimeographed distribution. Probably someone should be appointed to handle this with personal visits which would outline the idea and which would be followed up by phone calls from time to time with individual members of the Administration. *Whe*

Moynihan

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I think that every one who makes an Administration speech could well include the closing Moynihan paragraph. *good*

agree
~~With regard to the Richardson article the key excerpts should be circulated and perhaps published in the RNC publications. Reprints could also be circulated.~~

Magruder

Pris Moyn
In general, the speeches and other public statements of the Cabinet officers and other officials are naturally concerned with official business and broad policies of the Administration or of the particular Department. This is necessary, but it is dry stuff and is rarely the kind of material which people talk about or repeat in personal conversations. Plutarch, Boswell and Walter Winchell proved that people love to get inside glimpses into the lives and character of prominent people - and none is more intriguing than the man who is President. We need to humanize the communications of this Administration and the anecdote program can be one whale of a step in that direction -- and an important contribution toward the 1972 result.

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*Not
True - thought you understood*
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*What results
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*Plus
More*
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RAM/aep

July 25, 1970

MEMORANDUM FOR : MR. HIGBY

Please implement this. We need to get moving quickly on an all out program to take maximum advantage of the Gallup Poll to be released Thursday, which will show the President up 6 points from the previous poll, to an approval rating of 61%.

This is now the opportunity to get the column written that the President has ordered several times and that has been ignored and that apparently you haven't followed up on either.

Have Buchanan write a column - title it Washington Wire or something - write it to be released just as and/or just after the Thursday Gallup Poll comes out and write it on the basis of the new Gallup.

Have it make the point that this is the first poll taken by Gallup after the conclusion of the Cambodian operation, then pick up the whole general story - the President stood alone on Cambodia and to the extent that he has had any public support during or since the Cambodian venture - this is a devastating indictment of the credibility of the national media - especially Time and Newsweek, the Post, the Times, and the three networks, all of whom have violently opposed the President on this issue. Then the column should go back to making the point that Nixon is the first President in this century to come in with all this opposition - the fact that he has survived at all is remarkable - he came into office inheriting the longest most unpopular war in U.S. history - a rapidly escalating inflation primarily caused by huge excess government spending - a totally antiquated, discredited, unworkable welfare system - an emotionally drained and divided nation racially and generationally - a burgeoning uncontrolled bureaucracy - an unprecedented deterioration of the office of the Presidency, with a credibility gap and a terrible lack of respect, a large and strong opposition majority

in both Houses of Congress - all this on top of the dedicated determined opposition of a large number of the press corps who, therefore, have a vested interest in his non-success.

The fact of his current high standing in the Gallup Poll indicates in some ways more about the media than it does about Nixon, especially in view of the fact that this support is in a period of economic slow-down, which is the single factor most strongly effecting Presidential popularity polls.

The column should then call for soul searching on the part of the press and broadcast media as to whether it is they who are out of tune with the people, rather than the President.

This should be very hard-hitting, very specific, it should be written as a newspaper column or a magazine column.

As you know, I've told Klein to get this done and apparently you haven't followed up to see that he does. Since he's failed we now get Buchanan to do it. If the column will not be picked up by any columnists then put a pseudonym on it for author and we'll use it in a mailing rather than getting it printed.

As further follow up on the poll, Colson should get to work on a massive telephone program. He should use Fanch to call the appropriate people around the country; Klein to call all of the press people, publishers, and broadcasters; Harlow to cover the Congressional leaders; Flanigan the business leaders; Chotiner and Dent should personally call every candidate and all the national Committee leadership. All this must be done by phone. It must be done on Wednesday and it must be programmed now so that all these people spend their entire day Wednesday on the telephone getting this done. The point here is to call these individuals - say that we know they'll be interested and pleased with the latest Gallup Poll which shows this 6% increase, bringing the President up to a very high point of 61% approval in spite of all of the attacks made on him. Then say that the caller is going to mail the callee a copy of this interesting column that makes some fascinating points on this and he hopes he'll read it and perhaps will want to get it circulated to some of his friends.

The President wants to see the phone call list and the general plan on this on Tuesday.

The point here is to synchronize this, orchestrate it, and play it the way O'Brien plays his attacks on us. We've got something positive, we've got to use it, use it hard, use it fast, use it thoroughly.

Tell the people concerned not simply to do what we've said on this, but rather to do all of this and then add some creative thinking and let's come up with about 10 good ideas in addition to the things that I've outlined above.

H.R. HALDEMAN

HRH: pm

MEMORANDUM

✓
THE WHITE HOUSE
WASHINGTON

Confidential

DETERMINED TO BE AN
ADMINISTRATIVE RECORD BY
E.O. 12958, Section 6-106
By *EMP* / *FRM*, Date *6-10-70*

July 25, 1970

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A handwritten signature in black ink, consisting of several overlapping, stylized lines that form a recognizable name.

H.R. HALDEMAN