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45	41	2/3/1972	<input type="checkbox"/>	Campaign	Memo	To: Chuck Colson, Gordon Strachan, Van Shumway From: Kathleen Balson RE: "Opinion Research Corporation." 2pgs

Chron
subject ✓

February 3, 1972

CONFIDENTIAL

MEMORANDUM FOR:

Chuck Colson
Gordon Strachan
Van Shumway

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By EMP NARS, Date 6-10-80

FROM:

Kathleen Balsdon

SUBJECT:

Opinion Research Corporation ✓

The negotiations to informally "syndicate" the ORC polls have proceeded to this point:

1. We will arrange to have ORC polls mailed to the top man at each daily paper, and radio and TV news directors (total: 5,164).
2. ORC will supply a copy of the release at least seventy-two hours before its release date, and give us ninety-six hours notice, when possible, that a poll release is expected.
3. The polls will be mailed in press release form, with no cover letter, and in ORC envelopes. We will do all the printing, addressing, stuffing, etc.
4. ORC will lease a postage meter to be kept in their Washington office. We will transfer funds from account 1000 to cover this postage expense. The meter will be used for our mailings of ORC polls ONLY.
5. ORC will provide me with a copy of their mailing list so any of their clients not on our list can be added.

Comments:

Item #2, dealing with the lead time, is vital to the success of this project. The poll must reach west coast papers before the release date if we expect them to print it. Harris and Gallup polls are received by the media several days in advance of the release date.

In order to maintain credibility with the media, it may be worth our while to mail ORC's "balance" polls too. These include polls on ecology, taxes, etc. While they aren't always in complete support of the Administration's actions, they are not overly critical (a sampling is attached). This will certainly help to counteract criticism that ORC is in the White House's hip pocket.

Approve _____ Disapprove _____

In a similar effort to maintain credibility, it may be advisable to postpone Senator Dole's distribution of ORC polls on the Hill, and our distribution to White House staff and spokesmen, until after the poll appears in the press, or on the wires. The news clipping, rather than the ORC press release, should then be distributed by Administration personnel.

Approve _____ Disapprove _____

CWC agrees