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cc: John Holden
Harry O'Neill
Joe Goeke

June 21, 1971

TO: TOM BENHAM
FROM: LEN MILCHUK

Here is the latest breakdown on clippings concerning political polls. Since the last report we have received 85 clips on the Scott story, Vietnam withdrawal, the May Day demonstrations, and Ron Ziegler's comments concerning the withdrawal poll. All of these stories are beginning to run down after a phenomenal life span of about a month. I believe we can attribute the longevity to the adage, "It's not what you say, it's who you get to say it."

The press has been most favorable in reporting the withdrawal release. The recent clippings show various news syndicates carrying the poll and many editorial pieces. To cite two:

The Roger Zion report was very favorable to ORC. However, I hope Roger has better circulation than the two clips we received from Paoli, Indiana, and Tell City, Indiana. Both papers were weekly with a combined circulation of about 7,000.

Roscoe Drummond appears to be a "big gun" in journalistic circles. We have received three clips with his by-line with a circulation factor of just under one million.

In regard to our "balanced" releases on ecology and ideology shift to the left, we have yet to see any clips. This would appear to reinforce my original contention that "it's not what you say, it's who you get to say it." A Senator Scott or a Ron Ziegler citing our work is worth 50 three-martini lunches with members of the "Fourth Estate." Perhaps in the future we could get Martha Mitchell to say something nice about us and we would immediately become a household word.

If you have any questions, please advise.

LCM/jfs
Attachment