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<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>
46	13	12/8/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: keeping track of Teeter. Handwritten notes added by unknown. 1 pg.
46	13		<input checked="" type="checkbox"/>	Campaign	Other Document	Page from a document relating to campaign organization focusing on polling personnel. Handwritten note on Teeter added by unknown. 1 pg.

Item N-17

Teeter/Benham

THE WHITE HOUSE
WASHINGTON

December 8, 1971

MEMORANDUM FOR : GORDON STRACHAN
FROM : L. HIGBY

In following up with Teeter, let's make sure we get or rather stay close with him as he starts moving. For example, let's get the Illinois poll.

Also, next time Teeter is in there, watch him closely to see if he continues on his same practice of talking too much. He's pretty damn good in working with Bob and I think was just a bit nervous. Don't say anything to him but just keep an eye out on this.

We should probably try to get compatible demographic breaks on all our future polls with the stuff the Campaign Committee is going to be putting together.

12/9 } G → Benham
G → Teeter

FUNCTIONAL ORGANIZATIONAL STRUCTURE

It is recommended that the functions included in this planning study be separated into three organizational parts, Polling, Research, and Mail and Telephone Communications, each reporting to the campaign management. The proposed organizational chart is shown in Tab B.

POLLING

Polling Organization

In 1968, the campaign organization had a consultant who acted as a point of contact between the political decision-makers and the polling vendors. This has the following advantages:

- (1) His interest was that of the candidate, rather than of his vendors.
- (2) He could act as intermediary in questions of campaign strategy and tactics without compromising them.
- (3) He provided an additional professional backstop to the vendors on matters of quality control, analysis and research methodology.

Personnel

We have spoken to all potential candidates who have been suggested for polling consultant in the 1972 campaign. At the present time, we have four broad alternatives:

*We've
settled on
Capt. [unclear]*

- (1) Bob Teeter, Vice President, Market Opinion Research. Most qualified candidate in the judgment of those who have met with him. Very good technically and understands campaign requirements well. His resume is included in Tab C.
- (2) Dave Derge. Did a very acceptable job in 1968, particularly relating to administration and coordination. Some question about his technical expertise, particularly relating to important new developments in the state-of-the-art.
- (3) John Deardourff, Bailey, Deardourff & Bowen, Inc. Has been involved in many Republican state and Congressional campaigns. Very well thought of by political professionals. Compensation requirements a bit high, but could probably be negotiated to more reasonable range.