



H. R. Haldeman Diaries Collection, January 18, 1969 – April 30, 1973

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Monday, May 31.

The President was at Camp David until about 2:00 and then returned to Washington, went right over to the EOB and continued work on press conference preparation. He did call on the phone at midday from Camp David, and we had a long review of some of the general results of our new image poll that I just received this morning. He had a lot of questions on the specifics and was obviously, and justifiably, concerned by the low approval level and the fact that none of the accomplishments seem to have gotten through, nor has the question of restoring dignity to the White House and a few of the other personal characteristics of that sort, although the family man, hardworking, and some of those, have come through very clearly. He felt that we needed to do some additional polling, get some new trial heats, because these trial heats also were not good, and also felt that we were going to have to get going particularly on a drug program, because we came out very low on both law and order and in fighting drugs and narcotics. It's clear that the only issue we can gain very much from emphasizing is the whole general crime thing. He feels that we should get our speakers going hard on the world leader, on dignity and on strength, because these are all points that came through rather weakly and have to be made by other people. The President can't do them himself. As far as the problems on the economy and the war, they either will or won't work themselves out. Overall, the poll comes through about as well as we would expect, but it has some very clear weak points. He called a couple more times from the office with minor items along the same line and a few bits of schedule juggling.

End of May 31.