

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>
12	23	1/31/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The need to set up trial and heat polls in high schools and colleges. 1 pg.
12	23	12/18/1971	<input type="checkbox"/>	Campaign	Memo	From Larry Higby and Gordon Strachan to Jeb Magruder. RE: The gradual increase of in the number of campus polls, with the general question of "Who do you want to see elected to the Presidency", as the main point. 1 pg.
12	23	1/11/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Jeb Magruder. RE: The process of setting up college and high school polls in New Hampshire, and the need to ensure that they are ran correctly. 1 pg.
12	23	1/11/1972	<input type="checkbox"/>	Domestic Policy	Memo	Unknown author to Jeb Magruder. RE: Campaign activities centering on the development of trial heat polls in high schools and colleges, as well as increasing the news media coverage on the Democrats. 2 pgs.

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12	23	1/11/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Larry Higby to Gordon Strachan. RE: The trial heat polls in select colleges and universities, and the need to ensure that they are set up properly in order to achieve accurate results. 1 pg.
12	23	1/28/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Key States-Presidential Travel-Polls. 1 pg.
12	23	1/28/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Gallup Trial Heat results entitled, "Nixon and Muskie in Standoff Battle for 1972." 1 pg.
12	23	1/20/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Tom Benham's analysis of which issues affect which population subgroups. 1 pg.
12	23	1/20/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Primary States Poll Results on New Hampshire, Florida, and Kentucky. 1 pg.

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12	23	1/18/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The poll results taken in New Hampshire, Florida, and Wisconsin, and their availability on January 24. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 235

Folder: Strachan Chron-HRH only January 1972 Book II

<u>Document</u>	<u>Disposition</u>
179	Retain Close Invasion of Privacy STRACHAN TO HRH re: "AMBASSADOR-SHIPS / PETER FLANNIGAN" 1/31/72
180	Return Private/Political STRACHAN TO HRH re: "HIGH SCHOOL AND COLLEGE POLLS" 1/31/72
181	Return Private/Political STRACHAN TO HRH re: "KEY STATES - PRESIDENTIAL TRAVEL - POLLS" 1/28/72
182	Return Private/Political STRACHAN TO HRH re: "GALLUP TRIAL HEATS" 1/28/72
183	Retain Open
184	Retain Open
185	Retain Open
186	Retain Open
187	Retain Close Invasion of Privacy STRACHAN TO HRH re: "CLIFF MILLER / WHITE HOUSE CONSULTANTSHIP" 1/24/72
188	Return Private/Political STRACHAN TO HRH re: "BENHAM ANALYSES" 1/20/72
189	Retain Open
190	Retain Open
191	Return Private/Political STRACHAN TO HRH re: "PRIMARY STATES POLL RESULTS" 1/20/72
192	Retain Open
193	Return Private/Political STRACHAN TO HRH re: "BOB TEEETER - POLL INFORMATION" 1/18/72
194	Retain Open

Administratively Confidential

January 31, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

High School and College Polls

Recent efforts to get Jeb Magruder and the Committee to Re-Elect the President to set up good trial heat polls from colleges and high schools have proved unsuccessful. Three memoranda (copies attached) beginning December 18, and several conversations by Higby and myself have accomplished nothing.

Unfortunately, another memorandum from the President (as blank) or from you to Magruder probably will not produce the results sought. Only the Attorney General may be able to push the Committee to produce on these campus (college) and high school polls.

GS:lm

Mag/Resnow

December 18, 1971

~~#~~ FU
1/3/72

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By *Emp use* NARS, Date *1-21-80*

MEMORANDUM FOR:

MR. JEB MAGRUDER

FROM:

L. HIGBY
GORDON STRACHAN

We need to start cranking up the business of campus polls and encouraging them and begin building a program whereby we gradually increase the number of campus polls that we release.

For example, the President went to the University of Miami while in Key Biscayne last time and discovered they had held a trial heat poll there and that he won over all candidates. (Something I doubt the Campaign Committee is aware of.)

What we need to do here is start picking those campuses, large campuses, that we can win like the University of Miami and begin to organize trial heats on campus and build a program of releasing these trial heats.

On those campuses where we can't win, rather than doing trial heats, we should just do a general question about who do you want to see elected to the Presidency. This way we will still come out strong because of the large number of Democratic candidates and the feel at this time.

Will you please let us know what is happening on this program by January 3rd.

LH:kb

*advise
H.*

~~FU 1/14~~

January 11, 1972

H FU

JEB MAGRUDER

1/31 417

GORDON STRACHAN

MEMORANDUM FOR:

FROM:

SUBJECT:

High School and College Polls

As I mentioned to you and Ken yesterday, there is considerable interest in making sure that college and high school polls in New Hampshire proceed correctly. Ken mentioned that he would arrange a high school poll within two weeks. In addition, the colleges that he has selected for February polls should have target dates set.

In light of all the publicity that McCloskey got on that one high school poll, it has been requested that you work directly with Ken Rietz to assure that our high school and college polls proceed quickly with little chance of error.

Thank you.

*1/17 - mag will have poll
in 1 week
1/26 - this weekend*

cc: Ken Rietz

GS:lm

January 11, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JEB MAGRUDER
FROM:
SUBJECT: Campaign Activities

What is happening with our effort to start to get good trial heat polls out of colleges and high schools.

We need to try to develop an effort here on both counts, particularly going for some high school support in New Hampshire so we don't get all negative stories.

It is ridiculous to let the McCloskey people get the kind of story they got out of the one high school poll which was obviously a heavily loaded operation.

Perhaps we should try one high school in New Hampshire and maybe one college to test operations since the overall effort has zero results today. See if we can't generate out of each one of these a major effort and if that effort is productive, get several other schools doing the same thing and get some polls out on them.

On a different subject, we now need to see that there is a maximum interest developed in the Democratic primary and try to get all the news media focusing there instead of on the Republicans.

One line we should be using is "because of the lack of significant competition in the Republican primaries, we don't expect any large vote turn out".

LH:kmt

*attach
to Over*

ACTION MEMORANDUM -- POLITICAL

We need to try to develop some high school support in New Hampshire, particularly for the purpose of the polls, so we don't get all negative stories.

Perhaps we should try one high school and maybe one college as a test operation and see what we can generate on a major effort and if it is productive, get several others and get some polls out on them.

It is ridiculous to let the McCloskey people get the kind of story they got out of that one high school poll, which was obviously a heavily loaded operation.

Also, we need to see that there is maximum interest developed in the Democratic primary and try to get the focus there instead of on the Republicans.

One line we should use would be, "because of the lack of significant competition in the Republican primaries, we don't expect any large vote turnout".

HRH
January 10, 1972

THE WHITE HOUSE
WASHINGTON

January 11, 1972

G
FC
1 week

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN
FROM: L. HIGBY L

Let's keep the heat on with regard to the college polls. Obviously this situation is still not set up properly, particularly in light of the fact there was such a ride on the high school poll yesterday.

w/ Riets
1/18 / memo on way

January 28, 1972

Administratively Confidential

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Key States - Presidential Travel-
Polls

Dwight Chapin is asking for guidance from poll information for planning Presidential travel and activity for March and April. Tom Benham and Bob Teeter have been asked to prepare brief analyses of where the President could travel that would be most helpful in key states. Benham's will be ready on February 1 and Teeter has committed to have his completed on February 11.

GS:car

Administratively Confidential

January 28, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Gallup Trial Heats

On Monday, Gallup will release "Nixon and Muskie in Standoff Battle for 1972." The figures are:

	<u>Nixon</u>	<u>Muskie</u>	<u>Wallace</u>	<u>No Opinion</u>
G-Jan 7-9, 1972	43%	42%	12%	3%

Gallup also asked trial heat questions about the other contenders and may have asked a four-way with McCarthy. I could not obtain this information. Don Rumsfield might be able to get it from George Gallup, Jr. but you would have to ask Rumsfield personally to do it.

GS: car

January 20, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: E. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Benham Analyses

Discussions with Tom Benham resulted in the attached memoranda. He became intrigued with the idea of determining which issues affect which population subgroups. Benham went back to the ORC May 1971 Domestic Issues Poll and prepared the attached report. He has not submitted the material to the Domestic Council.

Benham's analysis of the Catholic Voter is the result of discussions and his own personal interest.

Together with the report he prepared on Presidential popularity in various demographic groups and the analysis of the Wallace candidacy these memoranda represent all the useful analyses of our polling data that Benham can develop.

GS:dg

Administratively Confidential

January 20, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Primary States Poll Results

Bob Teeter's office (Dan Evans) hand delivered the attached ORC reports on New Hampshire and Florida and the DMI report on Kentucky. Teeter was not able to deliver the MOR Wisconsin report for you because it will be in Detroit until tomorrow.

Summary sheets of issues, ballots, and perceptions are also attached. These are parts of memoranda which Teeter is currently working on in Detroit.

He also delivered a large box of demographic tables as backup to these three surveys. These tables are not the abbreviated demographics that we normally receive from ORC but rather computer printouts of very detailed cross-breaks.

Bob Teeter's personal analysis of these surveys is to be ready for delivery to the Attorney General on Monday, January 24th. You will receive a copy simultaneously. The Attorney General has not received a copy of the attached materials because Teeter has talked with him and is convinced he (the Attorney General) does not want this amount of detail.

In light of the agreement of "eyes only" review by you of Bob Teeter's poll information, neither Larry nor I have reviewed these materials.

GS:lm

Administratively Confidential

January 18, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Bob Teeter - Poll Information

Bob Teeter will not have the poll reports on New Hampshire, Florida, and Wisconsin until Monday, January 24, although he has had the data for some time. His reasons for the delay are the same as those given during the last week of December when the results were originally due - that the data is slow in coming in.

My guess is that he is too busy to write up reports. I do not think he is sending information to the Attorney General without sending a copy to you.

Recommendation:

To emphasize your very real interest in receiving the results, if this is the case, Bob Teeter should be asked to send whatever he has completed plus the basic results and demographics to you tonight by air mail special delivery.

Approve _____ Disapprove _____

Comment _____

GS:lm