

Richard Nixon Presidential Library
Contested Materials Collection
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15	10	11/10/1972	<input type="checkbox"/>	White House Staff	Memo	From Strachan to Malek RE: whether or not to run a post-election survey. 1 pg.
15	10	11/2/1972	<input type="checkbox"/>	Campaign	Memo	Talking paper generated by Strachan RE: Senator Harry Byrd and campaign advertising. 1 pg.
15	10	10/26/1972	<input type="checkbox"/>	Campaign	Memo	Copy of a memo from Dent to Haldeman RE: Byrd's possible endorsement of RN. Handwritten note added by unknown. 1 pg.

ADMINISTRATIVELY CONFIDENTIAL

November 10, 1972

MEMORANDUM FOR: FRED MALEK
FROM: GORDON STRACHAN
SUBJECT: Post Election Survey

Attached is the memorandum I sent to Bob before the election. He approved the project under Teeter's direction if MacGregor concurred. MacGregor deferred, indicating he has no interest. Bob has withdrawn his support of the project if Teeter is involved. Further, Bob has not interest in the post election survey. However, he would not object and if someone (you or Magruder) would approach Stans, he would neither encourage or discourage the project. The post election survey must survive or die on its merits. I am in favor of it.

In addition to the materials submitted by Teeter, I have talked with John Davies, my contact at Gallup, and Charles Roll, an independent consultant. They propose 600 Democrats who supported the President and 1,000 independents, selected from the 3,500 respondents in the key precincts that Gallup used in his last pre-election survey. The cost (30-40,000) is the going rate for a 1,600 interview personal interview survey.

The time frame for the project is:

November 13 -- approval of project
November 20 -- Approval of questionnaire
November 27 -- preparation of visuals and pretest
December 1-15 -- field interviewing
January 1 -- final report.

Please advise me if you have any interest in pursuing this project. If not, I will turn it completely off because the "half-life" of post-election survey information terminates next week if the project is not begun.

GS/jb

TALKING PAPER FOR POLITICAL MEETING

RE: Senator Harry Byrd and Campaign Advertising

Senator Harry Byrd

Harry Dent has received word from Harry Byrd's Administrative Assistant that Byrd is waiting for someone high up to call and ask him to endorse the President.

Clark, will you call Byrd?

Campaign Advertising

Peter Dailey's November Group can purchase additional local 60-second spot TV but needs the money immediately.

Clark, can you get Stans to put up the 250,000 needed this morning?

GS
11/2/72

GS/jb

October 26, 1972

MEMORANDUM FOR: H.R. HALDEMAN
FROM: HARRY DENT

Senator Harry Byrd's administrative assistant, who formerly worked for Poff and is a very good friend of ours, says that although he is new on the Byrd staff, he gets the impression Byrd is waiting on somebody high up to call and ask him to endorse the President. Perhaps Clark MacGregor should give him a ring.

Copy for Gordon Strachan