

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>
52	22	1/13/1971	<input type="checkbox"/>	Campaign	Memo	From the Staff Secretary RE: Plan for countering Dem-contrived Straw Polls. 1pg. Set 1/3.
52	22	2/12/1971	<input type="checkbox"/>	Campaign	Memo	From Jeb S. Magruder to Staff Secretary RE: Radio Polls (follow-up to P-1265H). 1pg. Set 2/3.
52	22	1/27/1971	<input type="checkbox"/>	Campaign	Memo	From Jed S. Macgruder to Thomas Evans RE: Radio Polls. 1pg. Set 3/3.
52	22	1/11/1971	<input type="checkbox"/>	Campaign	Memo	From Alexander P. Butterfield to Job Magruder RE: Plan for Countering Dem-Contrived Straw Polls. 1pg. 2 copies.
52	22	1/14/1971	<input type="checkbox"/>	Campaign	Memo	From Herbert G. Klein to Staff Secretary RE: P-126H -- Plan for Countering Dem-contrived Straw Polls. 1pg.

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [doc. 114]	Action memo	From Butterfield to Kissinger RE: McCormack	1/6/71	C(Nixon)
N-2 [doc. 115]	Action memo	From Butterfield to Magruder RE: Increasing Political Activity of Teen-Agers	1/11/71	C(Nixon)
N-3 [doc. 116]	Action memo	From Magruder to Staff Secretary, RE Radio Polls (Follows up to P-1265H)	2/12/71	C(Nixon)
N-4 [doc. 117]	Action memo	From Magruder to Evans, RE: Radio Polls	1/27/71	C(Nixon)
N-5 [doc. 118]	Action memo	From Butterfield to Magruder, RE: Plan for Countering Dem-Contrived Straw Polls	1/11/71	C(Nixon)
N-6 [doc. 119]	Action memo	From Klein to Staff Secretary RE: P1265H Plan for Countering contrived straw polls	1/14/71	C(Nixon)
N-7 [doc. 120]	Action memo	From Holdeman to Safire, RE: Rin Fret	1/8/71	C(Nixon)
N-8 [doc. 121]	Action memo	From Holdeman to Rumsfeld, RE Dan Rather	1/11/71	C(Nixon)
N-9 [doc. 122]	Action memo	From Holdeman to Stuart, RE: Attached letter, RE. Participation in cultural events	1/12/71	C(Nixon)
N-10 [doc. 123]	Letter	From Shipley to Bob: RE: Washington National Symphony Program	1/8/71	C(Nixon)
N-11 [doc. 124]	memo/A	From Magruder to Staff Secretary RE: Stans letter P1265H	1/22/71	C(Nixon)
N-12 [doc. 571]	memo	Magruder to Staff Secretary	1-15-71	C(Nixon)

FILE GROUP TITLE

STAFF SECRETARY

BOX NUMBER

B7-45

FOLDER TITLE

Action Memo File (P1250 - P1300)

## RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights.
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

Collection: Staff Secretary

Box Number: 45

Folder: Action Memo File (P1250-P1300)

<u>Document</u>	<u>Disposition</u>	
114	Retain	Open
115	Retain	Open
116	Return	Private/Political
117	Return	Private/Political
118	Return	Private/Political
119	Return	Private/Political
120	Retain	Open
121	Retain	Open
122	Retain	Open
123	Retain	Open
124	Retain	Open
571	Retain	Open

Date: January 13, 1971

Time: 12:15 p.m.

FOR ACTION: J. Magruder

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date: January 18, 1971

Time: 2:00 p.m.

SUBJECT:

Plan for countering Dem-contrived  
Straw Polls.

ACTION REQUESTED:

For Necessary Action

For Your Recommendations

Prepare Agenda and Brief

Draft Reply

For Your Comments

Draft Remarks

REMARKS:

1/5 JMK

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.

If you have any questions or if you anticipate a delay in submitting the required material, please telephone the Staff Secretary immediately.

K. R. COLE, JR.  
For the President

THE WHITE HOUSE

WASHINGTON

February 12, 1971

MEMORANDUM FOR: THE STAFF SECRETARY  
FROM: JEB S. MAGRUDER  
RE: Radio Polls (followup to P-1265H)

Attached is a copy of a memorandum I sent to Tom Evans in January recommending that the RNC alert the state and local committees to the importance of radio straw polls and urge them to make use of them.

As a followup to my memo, Tom plans to bring this up at the forthcoming regional meetings with state chairman. He will emphasize their publicity value and ask them to request all their local chairmen to institute procedures for monitoring radio shows which conduct such polls, for making sure our views are represented, and for bringing the results of such polls to our attention.

Attachment

DETERMINED TO BE AN  
ADMINISTRATIVE MARKING January 27, 1971  
E.O. 12065, Section 6-102  
~~PERSONAL MARKS, Date 12/5/78~~

MEMORANDUM FOR: THOMAS EVANS, Co-Chairman  
Republican National Committee

FROM: JED S. MACRUDER

RE: Radio Polls

I am sure you are familiar with the fact that many radio stations run very informal straw polls from time to time. These are generally part of radio talk shows or handled by disc jockeys who ask listeners to phone in their votes on candidates or issues.

Such polls become more frequent as a campaign approaches but also tend to increase with national issues, such as the Cambodia raids, the Sontag mission or the State of the Union.

Although these polls are far from scientific, they do receive publicity, as the recent NCA poll in New York City which indicated 43% support for the President's policies.

In general, we have found that most radio polls come out favorably for our side. However, sometimes it is quite obvious that the opposition is organizing calls to the stations.

It has been recommended that the RNC alert the state and local committees to the importance of these straw polls and urge their assistance in making sure our people are aware of them and have an opportunity to make their views known.

JTB

January 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. JEB MAGRUDER

FROM: ALEXANDER P. BUTTERFIELD

SUBJECT: Plan for Countering Dem-Contrived  
Straw Polls

Senator Muskie "defeated" President Nixon's bid for reelection by a landslide in a "preview of 1972" conducted by a New York radio station. In a telephone poll registering the choice of some 5,000 persons, RN polled only 43% and Wallace received less than 1%. RN had defeated Lindsay by some 50% to 43% in the GOP primary. The poll was conducted by Bill Scott on his News Call program from 6:00 to 9:00 a.m. over Radio Station WCA. Station sources noted that Scott may have influenced the outcome of the Dem primary by announcing in advance that EMK had stated positively that he would not run ... and that HHH seems unlikely to be a candidate.

This paragraph appeared in the January 9 News Summary.

Please submit through the Office of the Staff Secretary a plan for handling this kind of "straw poll" ... in that they will surely become increasingly common in future months. (We should have no trouble whatsoever in finding news outlets which will play our line.)

APB:my

*orig sent to you  
for forwarding w/  
Action Memo*

January 11, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. JEB MACAUBER  
FROM: ALEXANDER P. BUTTERFIELD  
SUBJECT: Plan for Countering Dem-Contrived  
Straw Polls

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JAN 14 1971

THE WHITE HOUSE

WASHINGTON

January 14, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: THE STAFF SECRETARY

FROM: HERBERT G. KLEIN *H.K.*

RE: P-1265H -- Plan for Countering Dem-  
contrived Straw polls

Most of the straw polls on radio stations are very informal, unscientific surveys by radio talk shows or disc jockeys. Any effort on our part to deal directly with radio stations regarding the programming of such polls would have very negative consequences and could result in charges before the FCC.

I have found in past campaigns that the most effective way to deal with these polls is to have the local party groups monitor the radio stations and rallying members and friends to call in their votes. Generally the polls are announced ahead which allows sufficient time to organize such efforts.

This, of course, works best during campaigns when party organizations are geared up. However, I believe this type of effort should and could be initiated now through the RNC. As soon as our new team is on board, I will ask that someone be charged with working with state and local groups to get this system started.

Incidentally, I would doubt that there was any organized Democrat involvement in the WCA poll because a 43% showing in a New York city radio poll is surprisingly high.

I have also found that most radio polls have come out favorable to our side and we frequently write stations to thank them for conducting them.

ADMINISTRATIVELY CONFIDENTIAL