

December 11, 1975

EYES ONLY

MEMORANDUM FOR: DICK CHENEY

FROM: JERRY H. JONES

SUBJECT: Dealing with the Gallup Poll

Bob Teeter made the following suggestions on how to deal with the Gallup Poll to be released in the morning:

1. We are disappointed but not dismayed. Of course, we would rather be ahead but we have always said that it would be a contest and that there would be ups and downs.
2. Reagan got a boost off of his announcement.
3. Every campaign has its ups and downs and we are seeing Reagan at a high point and the President somewhat down.
4. In the months ahead as people begin to examine Reagan and his record, we feel the polls will reflect a different attitude.
5. As the President has said many times, he is going to continue in his efforts as President to deal with the country's problems and feels that if he does well, he doesn't have to worry about the ups and downs in polls at any given time.

Teeter said in essence that there was no way to explain this thing away, that we need to hide out for a couple of weeks and keep a very low profile, and that we must not panic and try to throw a touchdown ball. He feels we are early in the second quarter and have plenty of time to make up ground but that the President must begin handling issues so that he doesn't lose on both sides, as Teeter feels he did in the New York situation and as he feels he is well on the way of doing in the common situs picketing situation.

