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THE WHITE HOUSE

WASHINGTON

July 6, 1983

Dear Myles:

This will acknowledge receipt of your letter of June 29, 1983 concerning the Sam Popkin "Balloon Popping" memorandum. Thank you for the clarification and prompt response.

Sincerely,

Fred F. Fielding
Counsel to the President

Myles Martel, Ph.D.
President
Martel & Associates
One Aldwyn Center
Villanova, Pennsylvania 19085

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Martel & Associates
EXECUTIVE COMMUNICATION CONSULTANTS

MYLES MARTEL, Ph.D.
President

June 29, 1983

Mr. Fred Fielding, Esq.
Counselor to the President
The White House
Washington, DC 20500

Dear Fred:

When we spoke yesterday morning, I promised I would write you a note confirming the substance of our telephone conversation regarding the Sam Popkin "Balloon Popping" memo.

That memo was provided to me by Prof. Samuel Popkin following an interview I conducted with him for my book, Political Campaign Debates: Images, Strategies and Tactics (Longman, April 1983). A few pertinent facts to clarify this matter:

1. The interview was conducted on July 8, 1981.
2. The interview was tape recorded with his consent and transcribed.
3. During the interview Popkin refers to the memo by name and tells me that he will be sending it to me.

In addition, the memo and the interview are quoted on p.20 of my book with footnotes appearing on p.30.

Finally, I have been informed that Popkin has confirmed both the interview date and the fact that he indeed released the memo discussed above to me following our interview on July 8, 1981.

David Gergen and Frank Hodsoll were sent copies of this memo following my interview with Popkin for their personal interest since we were so closely associated during the 1980 campaign.

I requested that they not circulate the memo because I wanted it to be used exclusively in my book.

I appreciate your inquiry regarding this matter.

Very sincerely yours,

Myles Martel, Ph.D.
President

P.S. Please acknowledge the receipt of this letter in writing.
ONE ALDWYN CENTER • VILLANOVA, PENNSYLVANIA 19085 • 215-525-5959

JUL -5 1983

THE FEDERAL BUREAU OF INVESTIGATION - DEPARTMENT OF JUSTICE

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UNITED STATES DEPARTMENT OF JUSTICE



FEDERAL BUREAU OF INVESTIGATION

THE WHITE HOUSE

WASHINGTON

July 6, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: RICHARD A. HAUSER *RHS*

SUBJECT: Carter Debate Briefing Materials

Myles Martel has written to you confirming, among other things, that the Popkin "Balloon Popping" memo was given to him by Professor Popkin sometime after July 8, 1981.

Attached for your signature is a letter to Martel acknowledging receipt of his letter and a memorandum to the Deputy Attorney General forwarding the letter for Justice's information.

Attachments