

Gallup Says Book Hurt Jackie Image

By George Gallup
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The "Battle of the Book" has hurt rather than helped Jacqueline Kennedy's public image. This is the weight of public opinion in the U. S. at this time.

The controversy between the Kennedy family and the author and publishers of "Death of a President" has sparked tremendous interest, as evidenced by the fact that as many as nine persons in ten say they have heard or read about the affair.

The views of those aware of the controversy are 3-to-1 on the side that Mrs. Kennedy's image, if anything, has been tarnished, although a large proportion — four in ten — say they are unable to express an opinion.

The book controversy, however, did not prevent Mrs. Kennedy from being overwhelmingly selected by the American people in December as the woman they most admire in the world today. She has topped the list for five consecutive years. Interviewing for the survey was completed prior to publication of the first magazine installment of "Death of a President," but does reflect the prepublication controversy in December.

HUNT

One of those who thinks the flap over author William Manchester's book has hurt Mrs. Kennedy's image is a

44-year-old executive, who said "it showed her as somewhat vindictive. She considers herself aloof and above the masses."

A 32-year-old housewife interviewed also thinks the controversy has done Mrs. Kennedy no good:

"The Kennedys have manipulated their images to put themselves on a pedestal. All of a sudden they realize this book could damage their semi-deity image. This is why they want some of the very human occurrences eliminated from the book."

HELPED

Some, however, think Mrs. Kennedy's public image has been, if anything, improved. A middle-aged housewife, who admitted that she "couldn't wait to read the book," commented:

"She expressed her opinions as she truly felt them regardless of who was involved. She exercised her right as an American citizen to uphold her views and opinions."

The Question

This question was asked in the latest survey of all those who said they had heard or read about the controversy:

"Do you think the recent controversy between Mrs. Jacqueline Kennedy and author and publishers of "Death of a President" has hurt or helped her image with the American people?"

The results:

- Has hurt 44%
- Has helped 15
- No opinion 41

Fifty per cent of persons interviewed who are aware of the controversy (or approximately 46 million people) say they are interested in reading the book (or the book as serialized in Look magazine).

See also Manchester file, this date

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