

The original documents are located in Box 64, folder “April 21, 1972 - Jeb S. Magruder - Priority State Lists” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Committee for the Re-election of the President

MEMORANDUM

April 21, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. JEB S. MAGRUDER
 FROM: ROBERT M. TEETER
 SUBJECT: Priority State Lists

Over the last several weeks I have received various memos outlining our target states. In each of these memos the list of priority states is somewhat different. I think it would be helpful if we could devise one common working list using the same definitions that would be accepted by all of the campaign divisions. Also, we could then hopefully get some agreement as to what the campaign implications of each category are in terms of all the different campaign efforts--scheduling of the President, the surrogates, advertising, organization, polling, budget allocation, etc.

As the campaign progresses we should re-evaluate each category, and if a state shifts from one group to another everyone would know how it affected their particular function.

As a framework from which to begin, I would suggest that the states be grouped into categories as shown on the attached sheet.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an
 Administrative Marking

By ① NARA, Date 12/31/09



<u>Top Priority</u> ^{1/}	<u>Priority</u> ^{2/}	<u>Defensive</u> ^{3/}	<u>Safe</u> ^{4/}	<u>Probable Loss</u> ^{5/}
California 45	Alabama * 9	Florida 15	Arizona 6	Dist. of Columbia 3
Illinois 26	Alaska 3	Indiana 13	Arkansas 6	Hawaii 4
Maryland 10	Connecticut 8	Maine * 4	Colorado 7	Massachusetts 14
New York 41	Delaware 3	New Hampshire 4	Idaho 4	Minnesota 10
Ohio 25	Georgia * 12	New Mexico 4	Iowa 8	Rhode Island 4
Pennsylvania 27	Louisiana* 10		Kansas 7	West Virginia 6
Texas 26	Michigan 21		Kentucky 9	
	Mississippi* 7		Montana 4	
	Missouri 12		Nebraska 5	
	New Jersey 17		Nevada 3	
	Oregon 6		North Carolina 13	
	Washington 9		North Dakota 3	
	Wisconsin 11		Oklahoma 8	
			South Carolina 8	
			South Dakota * 4	
			Tennessee 10	
			Utah 4	
			Vermont 3	
			Virginia 12	
			Wyoming 3	
Total Electoral Votes: 200	125	60	123	41

*W.H.
Mangul*

- 1/ Maximum resources.
- 2/ Major campaign effort to be conducted.
- 3/ Campaign to protect our current favorable position.
- 4/ Minimum campaign for states with small probability of loss.
- 5/ Minimum resources.

*Dependent on Democratic ticket and Wallace

Out.

