

The original documents are located in Box 65, folder “July 28, 1972 - Bill Novelli - Media Allocations” 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

July 28, 1972

MEMORANDUM FOR: BILL NOVELLI
 FROM: TED GARRISH
 SUBJECT: Media Allocations

Because the campaign has already divided the key states into priorities (Attachment A), I will not address that problem but will limit my suggestions to internal allocations within each state.

Based on a combination of our ticket-splitting analysis, the polling data, and our analysis of past Republican coalitions which have won in each state, I would arrange the priority areas within each state as follows:

Alabama

1. Mobile
2. Birmingham
3. Montgomery

California

1. Los Angeles/Orange County
2. San Diego
3. Sacramento/Stockton
4. San Francisco

Connecticut

1. Hartford
2. Fairfield County through N.Y. ADI

Florida

1. Orlando
2. Tampa/St. Petersburg
3. Pensacola
4. Jacksonville
5. Miami

Illinois

1. Chicago
2. Rockford/Davenport
3. East St. Louis
4. Springfield



New Jersey

1. Hudson County
2. Hunterdon County
3. Philadelphia suburbs

Maryland

1. Baltimore County
2. Washington suburbs (Montgomery and Prince Georges County)
3. Anne Arundel County

Michigan

1. Detroit suburbs (Wayne, Oakland and Macomb Counties)
2. Flint
3. Grand Rapids
4. Saginaw/Bay City

Missouri

1. St. Louis (Also should help us in Illinois)
2. Kansas City

Ohio

1. Cleveland
2. Cincinnati
3. Toledo
4. Dayton

Oregon

1. Portland
2. Eugene

Pennsylvania

1. Pittsburgh and southwest corner (especially Cambria, Westmoreland, and Washington County)
(Somewhat less important Beaver, Clearfield, Butler and Armstrong County).
2. Philadelphia suburbs

Texas

1. Houston
2. Dallas
3. Austin
4. Corpus Christi

Wisconsin

1. Milwaukee and southeast corner (especially Kenosha and Racine)



ATTACHMENT A

Top Priority

California
New York
Pennsylvania
New Jersey
Illinois

Second Priority

Ohio
Michigan
Connecticut
Maryland
Texas

Third Priority

Washington
Oregon
Missouri
Wisconsin

