

The original documents are located in Box 65, folder “October 6, 1972 - Bill Novelli - Special Emphasis Areas for Older American Advertising” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Committed for the Re-election of the President

MEMORANDUM

October 6, 1972

~~CONFIDENTIAL/EYES ONLY~~

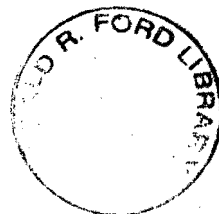
MEMORANDUM FOR: BILL NOVELLI
FROM: TED GARRISH
SUBJECT: Special Emphasis Areas for
Older American Advertising

As we discussed, the attached list shows those states where our margin with older Americans is either slipping or less than what it should be. This does not address itself to the question of whether we should advertise to older Americans. However, if we decide to advertise locally with older Americans, this list shows the areas where it would be most helpful. I have also listed individual sub-areas in each state where there are large numbers or high percentages of older Americans.

cc: Frank Herringer
Phil Joanou
Dan Todd

~~CONFIDENTIAL/EYES ONLY~~

Date 6/2/2007 by SMD
Determined to be Admin's Private Material



OLDER AMERICAN PRIORITIES

1. California

Los Angeles
San Diego
Sacramento
San Francisco
Fresno

2. Wisconsin

Milwaukee
Kenosha
Racine
Green Bay

3. Missouri

St. Louis
Kansas City
St. Joseph)
Joplin) These small markets should
Springfield) be useful in reaching older
Columbia) voters living away from the
Jefferson) urbanized areas.

4. Michigan

Detroit (Highland Park & Hamtramck)
Downriver suburbs and Ferndale
Macomb County
Flint
Saginaw
Bay City
Grand Rapids
Lansing
Kalamazoo
Traverse City

5. Maryland

Baltimore suburbs
Prince Georges County

6. New Jersey

Newark
Trenton
Perth Amboy
Rahway
Monmouth & Ocean Counties

