The original documents are located in Box 64, folder “February 28, 1972 - Peter H. Dailey - Media Market Runs” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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MEMORANDUM
February 28, 1972

MEMORANDUM FOR: MR. PETER H. DAILEY
FROM: ROBERT M. TEETER
SUBJECT: Media Market Runs

We have found over the past few years that there are several states where attitudes are defined by media market and very often run the data from our polls by media market. Now that we have this first wave fairly well in hand, I would like to go back and re-run several of the more important states by media market. Also, I would like to run most of our future studies by media market.

In order to do this we need from you a set of maps for our target states with the media markets drawn in. Could you have your people draw in the major media markets on the attached maps or send me media market maps for these states if they are already available?

California
Florida
Illinois
Indiana
Iowa
Kentucky
Maryland
Missouri

North Carolina
New Jersey
New York
Ohio
Pennsylvania
Tennessee
Texas
Virginia
Wisconsin