

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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2/28/72

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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 one of 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

