

The original documents are located in Box 64, folder “March 13, 1972 - Robert M. Teeter - Projects” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 13, 1972

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Determined to be an Administrative Marking.

By SA NARA, Date 12/31/89

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MEMORANDUM FOR: MR. ROBERT M. TEETER
FROM: TED GARRISH
DAN EVANS
SUBJECT: Projects

Now that the first wave of polling is complete, there are several projects which may be undertaken. We would appreciate your recommendations on priorities for these projects and also for additional suggested assignments. The projects are listed below according to the order which we believe should be adopted. The timing may be affected to some degree by the order of projects selected.

Voter Bloc Studies

Voters in each of several voting blocs will be accumulated from all states and analyzed for special vote characteristics and opinions on issues. Our analysis will produce demographic and issue information of particular value to the advertising and direct mail groups. Both Novelli and Finkelstein have requested this information. The first bloc studies suggested are Catholics, young voters and blacks. It will take approximately two weeks for the first voter bloc report.

Youth Poster Study

This study will evaluate various alternative youth posters for their effectiveness and determine whether there are any negative reactions to the current proposed poster. We have made initial preparations for this study and are waiting for Mr. Mitchell's approval. Our report will be available three weeks from the time final art is completed.

cc: Mr. Jeb S. Magruder



Issue and Presidential Personality Maps
For Priority States

We are currently working with Finkelstein testing the feasibility of mapping priority states with issues and presidential personality. Our objective is to produce geographical target areas for direct mail and door to door canvassing.

If we are unable to meet this objective, we will produce the necessary data for Morgan and Finkelstein to improve the general effectiveness of direct mail. It will take approximately three weeks to refine and apply this technique.

Message and Ad Testing

We are to receive a vendor's presentation on this subject soon. Our purpose will be to test the effectiveness of the "non-candidate" ads currently used in the primary and also to test various issues and messages for persuasive appeal. Finally we will do some quantitative research to determine whether it will be possible to improve the President's strength with various voter blocs. Initial data could be available within one month.

Wallace Strategy

This would involve a state by state evaluation of the effect of Wallace on the election. We will ascertain whether it is to our advantage to have Wallace on or off the ballot. The analysis should be more meaningful after our second wave of polls is received, and will require three weeks to complete.

Overall State Electoral Strategy

This analysis will evaluate our chances of election in all states to determine the appropriate allocation of campaign resources for the remainder of the campaign. The analysis will be more meaningful after our second wave of polls is received. Four weeks will be required to report on this subject after completion of the second wave.

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