The original documents are located in Box 64, folder “June 6, 1972 - Robert M. Teeter - Spanish-American Vote” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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MEMORANDUM

MEMORANDUM FOR: MR. ROBERT M. TEETER

FROM: TED GARISH

June 6, 1972

Committee for the Re-election of the President

The more I re-examine the first wave campaign polls, the more importance I give to the Spanish-American vote. The President is perceived much more favorably on his handling of issues than with other voter blocs. This is especially true when Spanish-American voters are compared to blacks, Jews, and young voters. Even in light of these relatively favorable perceptions, the President does not seem to be attracting a high percentage of Spanish-American voters.

Because of the potential for greatly improving our vote with this bloc, I wanted to recommend that we send a memorandum to Mr. Mitchell suggesting that consideration be given to having President Nixon make some type of dramatic visit to meet President Echeverría in order to strengthen Mexican-American relations. In the event of a McGovern candidacy and because of the likely inroads McGovern will make into the Mexican-American community, I believe this action is especially appropriate.