

The original documents are located in Box 65, folder “June 30, 1972 - Herbert L. Porter and J. Curtis Herge - Surrogate Attack Plan” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Committee for the Re-election of the President

MEMORANDUM

June 30, 1972

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MEMORANDUM FOR: MR. HERBERT L. PORTER
MR. J. CURTIS HERGE

FROM: ROBERT M. TEETER
TED J. GARRISH

SUBJECT: Surrogate Attack Plan

Determined to be an
Administrative MarkingBy CCG NARA, Date 2/8/2010

As requested, this memorandum will outline our comments and suggestions to your surrogate attack plan. Please excuse our delay in responding.

Overall, it is an excellent job. We are in full agreement with your time allocations by states and persons chosen as surrogates. In several states we have no further suggestions:

California	Oregon
Connecticut	Pennsylvania
New York	Texas
Ohio	

In Mid-July we will be able to offer further ideas. In the interim, however, we would like to offer the following suggestions for your consideration:

1. We think the program should be expanded with more surrogates. Additional government appointees (non-hatch) could cover political events which might not be significant enough to warrant attendance by the persons you have selected.
2. The surrogate program should be started earlier. Our research has shown that three-quarters of the voters will have decided for whom they will vote by the time the conventions are completed. Once voters actually decide they are going to vote for a candidate, most of them stay committed. Every point we gain now will come much easier than those we have to get in the Fall.
3. Appearances would be more useful if they were to include more than a single speech or appearance, similar to the Appreciation Day rally in New Hampshire. It would be helpful if the surrogates could participate in local political events such as small rallies, plant tours, parades, and special canvassing days. This would be a great morale builder at the local level. These local events would also be appropriate places to use lower level government political appointees.



4. Geographically, we would make the following suggestions:
- A. Illinois - There should be less emphasis on Springfield and more emphasis on the heavier ticket-splitting areas, such as Chicago Suburbs, East St. Louis, Peoria, Rockford, and Winnebago County.
 - B. Maryland - In Baltimore, surrogates on crime and drugs should replace some of those currently assigned. Additional appearances on these issues should also be planned in Montgomery and Prince Georges County.
 - C. Michigan - Appearances in Lansing should be limited. Instead, surrogates should have more appearances in the Detroit suburbs, Pontias, Flint, and Saginaw. One or two persons, such as Attorney General Kleindienst or Senator Brock, should visit the Detroit area and speak about bussing.
 - D. Missouri - We currently are having problems in rural Missouri and because it is not served by any one media market a tour of rural Missouri by one of more surrogates would be helpful. Taxes and inflation are the best issues for this area.
 - E. Washington - Some appearances in Tacoma would be useful.
 - F. Wisconsin - Appearances in Kenosha and Racine should be substituted for some of the appearances in Madison. These appearances should deal with economic issues such as inflation and be directed at blue collar ticket-splitters.
 - G. Other Areas - Where possible we would suggest that appearances be made on specific issues as outlined in the attached priority lists. These are the same lists previously forwarded.

When our second wave of polling is completed, we will give you further suggestions.

cc: Jeb S. Magruder

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