

**The original documents are located in Box 65, folder “July 7, 1972 - Dan Piliero - Crime Issue” 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

July 7, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: DAN PILIERO  
 FROM: TED GARRISH

Prior to our meeting, I wanted to have you look at a priority target list on the crime issue in which lawyers might be particularly helpful. Our campaign polls have indicated certain areas of the country where some special emphasis of the administration's record on crime would aid in improving the public perception of the President in handling crime, and eventually will help the President's voting strength. The crime issue is especially important to us, because regardless of the record, the President is seen as significantly less able to handle crime problems than his Democratic opponents.

The President's rating varies considerably by city and I have attached a list in order of priority of those areas we would suggest where special emphasis would be more productive. Various criteria were used in selecting the priority areas. First, we considered those areas where the President's ratings were significantly worse than the national average. Second, we limited our list to those areas where we felt additional effort would improve the President's voting strength, giving special weight to those states with large electoral votes.

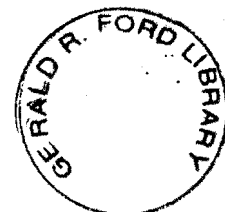
The State of Maryland deserves special attention. 16% mention crime as a leading national problem in this state compared to 6% nationally. In Baltimore, it is even more important with 20% of the voters mentioning it as the single most important national problem.

Each of the priority areas and especially Baltimore would benefit from any programs you could devise using lawyers as spokesmen for the President on his record of combating crime. Local Republican prosecutors might be very good in this regard.

Actual voter perception that crime has been reduced will not be reached easily. A recent Louis Harris poll has shown that regardless of any reduction in crime a majority of voters feel "more afraid and uneasy on the streets today" than they did a year ago. The programs will be most effective in improving perceptions on crime if the emphasis is on improving personal safety. Generally the public

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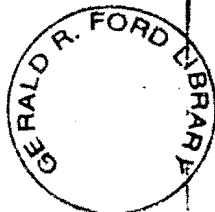
By CCG NARA, Date 2/8/2010



feels the federal government should play a greater role in solving crime problems. The only believable solutions may be "more police" and "stricter law enforcement." It is important, however, that the crime programs do not have a "repression" or "law and order" theme. These are perceived as negative symbols, especially to independent and swing voters.

We have similar priority lists for other issues which I will be happy to discuss with you when we meet.

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SPECIAL AREA PRIORITIES  
TO IMPROVE PERCEPTION  
OF THE PRESIDENT IN  
HANDLING CRIME

1. Philadelphia Metro
2. New York City and Suburbs
3. Newark Metro
4. Chicago Metro
5. Monterey/Santa Barbara/Sacramento, Calif.
6. St. Louis Metro
7. Baltimore Metro
8. Los Angeles Metro
9. Portland Metro
10. Cleveland Metro
11. Gary, Indiana Metro
12. Kansas City Metro
13. Montgomery County, Maryland
14. Indianapolis Metro
15. Pittsburgh Metro
16. Milwaukee Metro

