

The original documents are located in Box 65, folder “July 18, 1972 - Fred Malek - Dissemination of Data” 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 18, 1972

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MEMORANDUM FOR: FRED MALEK
FROM: ROBERT TEETER
SUBJECT: Dissemination of Data

The one question concerning the dissemination of our polling data which has not been fully resolved is what and how much we give our state chairmen and political coordinators.

In Ohio and Pennsylvania our chairmen already have full access to the data as the Republican Committee in those states shared in the cost and made it available to them. Also Burdell Bixby will be given a complete report on New York per his agreement made with Mr. Mitchell.

This leaves California, Illinois, Texas, New Jersey, Michigan, Connecticut and Maryland in question. The first four are long form states and the later three short form.

While we may want to exclude one or two, my recommendation is that we give a complete briefing to each of the state chairmen in each of the above states along with our political coordinators for that state. Most of these people are first rate campaign managers who have run successful campaigns in their state before and who are accustomed to using polls and it doesn't make sense to now ask them to run a campaign for the President and then deny them the use of one of the basic tools.

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Determined to be an
Administrative Marking

By CCG NARA, Date 2/8/2010

