

**The original documents are located in Box 65, folder “July 11, 1972 - Dan Piliero, Angela Harris, and Tony McDonald - Geographic Issue Priorities” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

Committee for the Re-election of the President

MEMORANDUM

July 11, 1972

MEMORANDUM FOR:

MR. DAN PILLERO  
MS. ANGELA HARRIS  
MR. TONY McDONALD

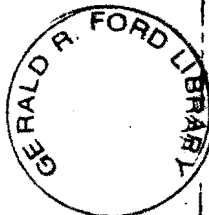
FROM:

TED J. GARRISH

SUBJECT:

Geographic Issue Priorities

Per our discussion, I have attached the area priorities for several important issues. No Vietnam list was written due to its general importance everywhere.



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



SPECIAL AREA PRIORITIES  
TO IMPROVE PERCEPTION  
OF THE PRESIDENT IN  
HANDLING DRUG PROBLEMS

1. New York City and suburbs
2. Philadelphia Metro
3. Baltimore Metro
4. San Francisco/Los Angeles Metro<sup>1/</sup>
5. Portland Metro
6. Newark Metro<sup>2/</sup>
7. Austin Metro and Mid-Texas
8. St. Louis Metro
9. San Diego Metro
10. Milwaukee Metro<sup>3/</sup>
11. Dallas/Fort Worth Metro
12. Cleveland Metro
13. Pittsburgh Metro

---

1/ Secondarily Monterey, Santa Barbara,  
Sacramento and Stockton.

2/ Secondarily rest of New Jersey.

3/ Secondarily Racine/Kenosha.



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

1. Philadelphia Metro
  2. New York City and suburbs
  3. Portland Metro
  4. Seattle Metro
  5. St. Louis Metro
  6. California<sup>1/</sup>
  7. Pittsburgh Metro
  8. Milwaukee Metro
  9. Baltimore Metro
  10. Chicago Metro
  11. Houston Metro
- 

1/ Emphasis should be in the population centers, particularly in southern California.



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

1. New York City and suburbs
2. Pittsburgh Metro
3. Portland Metro
4. Milwaukee Metro
5. Los Angeles and Orange County
6. San Francisco, San Mateo, Santa Clara,  
and Santa Cruz Counties
7. Missouri - all parts of state including  
rural areas
8. Cleveland Metro
9. Chicago Metro
10. Kenosha, Racine, Rock, and Walworth  
Counties, Wisconsin
11. Texas (primarily Dallas, Houston, and Austin)



SPECIAL AREA PRIORITIES  
TO IMPROVE PERCEPTION  
OF THE RESIDENT IN  
HANDLING TAXES

1. New York City and suburbs
2. Hudson Valley, New York
3. Portland suburbs and Northern Oregon  
coastal counties
4. Chicago suburbs
5. Rural Missouri
6. Pittsburgh Metro
7. Kansas City Metro
8. Newark Metro
9. Los Angeles and Orange County
10. Milwaukee Metro
11. Upstate New York
12. Philadelphia Suburbs
13. Toledo Metro
14. Nashville Metro



SPECIAL AREA PRIORITIES  
TO IMPROVE PERFORMANCE  
OF THE PRESIDENT IN  
HANDLING POLLUTION/ENVIRONMENT

1. California<sup>1/</sup>
2. New York City and suburbs
3. Philadelphia Metro
4. Cleveland Metro
5. St. Louis Metro
6. Baltimore Metro
7. Mid and East Texas (Including  
Austin and Houston)
8. Portland Metro
9. Milwaukee Metro
10. Toledo Metro
11. Pittsburgh Metro

---

<sup>1/</sup> Emphasis should be in the population centers,  
particularly Los Angeles and San Francisco.

