

**The original documents are located in Box 65, folder “September 7, 1972 - Dan Piliero - Appearances and Issues for Lawyers Spokesman Program” 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

September 7, 1972

MEMORANDUM FOR: MR. DAN PILLERO  
THROUGH: FRED MALEK  
FROM: TED GARRISH  
SUBJECT: Appearances and Issues for Lawyers  
Spokesmen Program

In response to your request for suggested appearances and issues, we have prepared the attached material which indicates the priority areas in our key states where appearances would be most useful. The criterion used for selecting these areas is a combination of moderate to high ticket-splitting and past Republican vote. Within each state the areas are listed in order of their importance. Specific areas within the larger media markets are shown where applicable. It is possible that other surrogate speakers may already be covering the most important areas within each state; however, because it is impossible to saturate any of these areas, further coverage under your program will be helpful and needed. For each state the important issues are listed, along with issues of special concern in the various media markets of each state.

If you have any questions, please call.

cc: Mr. Frank Herringer

