

The original documents are located in Box 65, folder “September 28, 1972 - Clark MacGregor - The President's Trip to New York and California” 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 28, 1972

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MEMORANDUM FOR: THE HONORABLE CLARK MacGREGOR

FROM: ROBERT M. TEETER *RMT*

SUBJECT: The President's Trip to New York and California

Gordon Strachan asked for my impressions of the President's trip this week to New York and California.

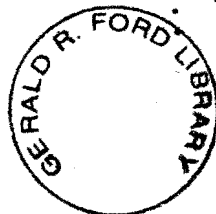
I think the trip was a success overall as he did three major fund raisers without any significant negative comment. They were very well surrounded and covered up by other activities.

The demonstrators issue appeared to be well handled. Our handling of demonstrators during the last five weeks may be particularly important in light of our slippage among young voters.

My only negative impression, which I received exclusively from the press, is that the President is spending too large a proportion of his time talking about national defense and not enough about how his domestic programs are going to help the average citizen. National defense ranks 7th, 8th, or 9th on the list of issues in terms of importance in determining Presidential vote and a large majority of voters are in favor of cutting the defense budget. At the same time, other issues have increased as being more important -- the economy, crime and drugs. It is also very difficult for individual citizens to interpret the effect of a strong national defense in terms of their daily lives. I'm not advocating that the President stop talking about national defense as it is an area we have a large advantage over McGovern but that our mix be a little more oriented to the economic issue. The overexposure to national defense might be ameliorated by discussing this issue in the future in terms of jobs rather than in a national security context.

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By CMG NARA, Date 2/8/2010



We continue to be vulnerable on the bread and butter and pocketbook issues and these should receive more emphasis overall.

Overall, this does not change my view that personal appearances by the President should be limited throughout the campaign.

