



# *Gerald R. Ford Library*

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1000 Beal Avenue, Ann Arbor, MI 48109-2114  
<http://www.fordlibrarymuseum.gov>

**Thursday, November 11, 2004**

## **GERALD R. FORD SCHOLAR AWARD** **IN HONOR OF ROBERT M. TEETER**

The Gerald R. Ford Presidential Library and the University of Michigan are pleased to announce the establishment of the “Gerald R. Ford Scholar Award in Honor of Robert M. Teeter.”

Robert M. Teeter spent over thirty years in public opinion analysis and campaign strategy, including the 1976 campaign of President Gerald R. Ford. During his career, Mr. Teeter worked with and befriended numerous political and corporate leaders. President Ford recounts, “Bob had a passion for studying the political process and the public’s voice in that process. For over three decades, his public opinion research and analysis were creative, ground breaking, and insightful. I am delighted and gratified to have this award bear our names, and advance research at the Library.”

The Gerald R. Ford Scholar Award in Honor of Robert M. Teeter will be presented annually to a Ph.D. student doing dissertation research and writing on an aspect of the United States political process during the latter part of the 20<sup>th</sup> century. The Gerald R. Ford Scholar will conduct at least a portion of his or her research at the Ford Library on the campus of the University of Michigan. The majority of written materials from Mr. Teeter’s career, documenting public opinion analysis from 1972 to 2004 and political campaign strategy, are part of the Ford Library collection, and the award recipient will be encouraged to make full use of the Teeter Papers.

This endowed award is the result of efforts by the Teeter family and UPS, where Teeter served as a member of the Board of Directors. Michael Eskew, Chairman and CEO of UPS said, “Bob made an enormous contribution to the UPS Board and the UPS family. We are delighted for this opportunity to honor him by enabling students to study the American political experience.”

The Teeter family believes that the Ford Scholar Award will carry with it recognition and prestige now and into the future. Mrs. Betsy Teeter said, “This award is a wonderful way to keep Bob’s spirit alive and we would like to thank President Ford, UPS, the Ford Library, the University of Michigan and the Ford School of Public Policy for all their efforts in making this a reality.”

For further information about the “Gerald R. Ford Scholar Award in Honor of Robert M. Teeter,” please contact:

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