

The original documents are located in Box 18, folder “President Ford Committee - Lee Nunn Resignation as Political Director” of the Richard B. Cheney Files 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 Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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.

The President Ford Committee

☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆☆

1828 L Street, N.W.
Suite 250
Washington, D. C. 20036

President Gerald R. Ford
The White House
Washington, D.C. 20500



October 2, 1975

Mr. Bo Callaway, Chairman
The President Ford Committee
1828 L Street, N.W., Suite 250
Washington, D.C. 20036

Don R
info

Dear Bo:

Confirming my conversation with you yesterday, I am resigning effective today. My views on the operation of a national political campaign are so different from your own, and especially in view of certain specific steps you are taking, I cannot, under any circumstances or conditions, continue my association.

Considering the present posture of the campaign operation as of today, I wish to offer some very frank observations that may be helpful to the campaign.

1. Running an incumbent President's campaign is a massive undertaking, crowded into a very short period of time. You and Mimi alone cannot run the whole show and make all the major and minor decisions. You must delegate authority to other well-qualified people.
2. Events are overtaking you. You are now entering the fourth month of the campaign and still working on a campaign plan, and knocking down walls in your new Headquarters. One-half the working time has elapsed between your starting date and the early primaries. Some states are now making decisions that have a bearing on delegate selection, yet, as of yesterday, your third fieldman was employed. Unless you move fast on interviewing, checking out resumes, and hiring, you will be without personnel for some very crucial areas.
3. Your procedure of dictating hundreds of memos for the file, (MFRs) is creating a paper mill operation. You can get entangled in your own red tape. I believe many memos could be eliminated -- essential ones more brief, and most of the MFRs should be directed to someone for action rather than to the files.
4. In planning the operation, move up to the 4th quarter of this century. All segments of our society are entitled to participate in Presidential campaigns, and must do so if you expect to win. The women, heritage groups, blacks, youth, senior citizens, and other special groups must be included in a meaningful way. You have none of these on board today.



Mr. Bo Callaway
October 2, 1975
Page 2

5. You are not running a Vice-Presidential campaign. If you must discuss the subject, tell the same story in the south and west that you expound in the north. Today, straight talk and integrity must be the foundation of any successful political campaign.
6. Start talking positive. It's wrong from every standpoint to predict primary losses in New Hampshire and Florida, and such hedging is not warranted by the facts. A good team is being put together in both states by competent people and they deserve your support.
7. Get a press representative and let him handle your press relations. You, as Chairman make news, and it gets 50 state coverage.
8. Take 2 or 3 days away from the pressures of the job. Have a conference with yourself and get re-oriented. You are dealing with an election to the highest and most influential office in the world today. The Party, the contributors, and supporters of the President can't afford fumbles. Make an honest reassessment and a strong resolution to quickly get a highly professional, effective campaign under way in all the States.

I hope you accept these observations in the spirit in which they are given.

With best wishes.

Sincerely,



LEE R. NUNN

cc: President Gerald R. Ford ✓

