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Republican National Committee

Catalogue of
Political Services



Mary Louise Smith, Chairman

Republican National Committee

310 First Street, S.E. • Washington, D.C. 20003 • 484 - 6500



TABLE OF CONTENTS

Message from the Chairman	1
The Republican National Committee -----	1
What is it? -----	1
What does it do? -----	1
Office of the Co-Chairman -----	2
Republican National Finance Committee -----	2
Political/Research Division -----	3
Field Operations -----	3
Training and Programs -----	3
Special Voter Groups -----	4
Black Political -----	4
Senior Citizens -----	4
Spanish Speaking -----	5
Heritage Groups -----	5
Youth -----	5
Research -----	6
Computer Services -----	6
Polls and Surveys -----	6
Campaign Research -----	6
Information Retrieval -----	6
Issues Development -----	7
Opposition -----	7
Legislative Review -----	8
Library -----	8
Communications Division -----	8
Internal Communications -----	8
External Communications -----	9
Mailing Labels -----	9
Campaign Materials -----	10
Convention Division -----	10
Speakers Bureau -----	11
Republican Auxiliaries -----	11
National Republican Heritage Groups Council -----	11
National Federation of Republican Women -----	11
College Republican National Committee -----	12
Young Republican National Federation -----	12
Teen Age Republicans -----	13

MESSAGE FROM THE CHAIRMAN ...

This catalog outlines some of the services the staff of the Republican National Committee can provide to state and local Republican Party organizations and campaigns.

The National Committee has developed a great deal of expertise over the years, particularly in the areas of computer services, finance, research and communications. These and other divisions of the RNC are prepared to share this expertise with you.

The RNC and its staff are more oriented than ever before toward winning elections. This booklet is designed to tell you what is available to help you do just that. With it is an addendum listing key staff members and how to reach them. This will be updated as necessary.

I sincerely hope you will take advantage of the services we can offer. We're out to win.

Mary Luise Smith



THE REPUBLICAN NATIONAL COMMITTEE

WHAT IS IT?

The Republican Party is a loosely formed confederation of 50 Republican State Parties, the District of Columbia, Guam, Puerto Rico and the Virgin Islands, linked together through the Republican National Committee.

The RNC is created by no law, either state or federal. It has no charter, constitution or bylaws as such. It is an organization authorized and defined in the Rules adopted by the last National Convention. It functions under these Rules until the next convention convenes and adopts its own Rules.

The RNC is composed of a National Committeeman and a National Committeewoman from each state, and the four territories, who act by authority of the National Convention as the governing body of the Party on the national level. The members are liaison between the national and state levels of the Party. The duly elected and acting Chairman of each of the 50 states and the other territories is a voting member of the National Committee during the tenure of office.

The RNC operates between National Conventions and functions from permanent headquarters in the Dwight D. Eisenhower Republican Center, 310 First St. SE, Washington, D.C. 20003 (202) 484-6500.

AND WHAT DOES IT DO?

A prime function of the Republican National Committee is to organize and conduct the Republican National Convention.

In the time between conventions, the RNC is responsible for strengthening and guiding Republican Party development. It is within this broad category of responsibility that the RNC carries on its most important on-going function: Assistance to state and local Parties in their organizational efforts.

Through its program of on-going services, the RNC provides the impetus and guidance necessary to either maintain existing organizations or stimulate and train new leadership when a state or local organization has deteriorated to the point that it can no longer rejuvenate itself.

With the passage of the 1974 Federal Campaign Act, the work of the RNC can be more important than ever to state and local Party organizations and campaigns. While modest spending limits have been placed on candidates for federal office, the national political committees are allowed under the law to spend substantial sums of money in support of federal candidates.

The effect of the law is that many political services which cannot be afforded by individual campaigns or individual Party organizations can be developed by the Republican National Committee and provided to local groups

at far less cost than would be required if each local unit were to develop its own program.

The following is a comprehensive listing of services available to campaigns and to state and local Party organizations from the Republican National Committee. Although an RNC contact is listed and a staff directory is attached to give you the name and phone number of that contact, most generally you should channel your requests through the RNC field director for your region who can provide more personalized service.

OFFICE OF THE CO-CHAIRMAN

All activities of the RNC are under the direction of the Office of the National Chairman. The National Co-Chairman, while working closely with the Chairman, also will be coordinating some Convention activities (in conjunction with the office of the Convention Director), liaison with affiliated groups (such as the National Federation of Republican Women, the Young Republicans, the College Republicans, the Heritage Groups Council and the Republican Governors Association) and State Services.

The Co-Chairman's Office maintains political liaison with Republican State Central Committees and Republican National Committee members. Through the Co-Chairman's Office, liaison also is maintained with the White House and Executive Departments and Agencies on Presidential personnel matters. The office:

- *Processes applicants for consideration for full-time, non-career Presidential appointments in the Administration;

- *Processes applicants for consideration for Presidential appointments to both honorary and part-time Boards and Commissions;

- *Conducts concurrence (clearance) checks on potential non-career Presidential appointees;

- *Handles requests for Presidential photos and messages; and

- *When not arranged by Congressional offices, will assist in arranging White House tours.

CONTACT: The Co-Chairman.

THE REPUBLICAN NATIONAL FINANCE COMMITTEE

The RNFC is the fund raising arm of the National Committee and has the responsibility for raising the money necessary to meet the operating budget of the National Committee, including the money spent by the RNC in support of candidates.

To aid state committees, the RNFC can:

- *Hold seminars for finance directors, candidates and Party officials to

familiarize them with political and campaign finance law;

*Supply state committees with a comprehensive Finance Manual detailing methods of effective fund raising;

*Assist state Party organizations with accounting and budget system development, as well as the RNFC computer program;

*Exchange mailing lists, giving the state the RNFC's list for that state in exchange for the state's contributor list;

*Help recruit full-time, professional finance directors for state committees and help recruit state finance committee chairmen; and

*Answer individual inquiries from state and local GOP units and candidates regarding campaign financing law.

CONTACT: Executive Director, RNFC.

THE POLITICAL/RESEARCH DIVISION

The largest of the RNC's divisions, the Political/Research Division oversees all RNC activities in the following areas: Field Operations, Training and Programs, Special Voter Groups, Computer Services, Polls and Surveys and Research.

CONTACT: Director of Political/Research Division.

Field Operations

At all times, there are approximately 12 RNC field representatives around the country -- each serving several states in a given region. They are the RNC's liaison with state and local Party organizations as well as campaign organizations.

The office of Field Operations, through the regional field representatives, can provide the most effective channel of communication for the remaining services listed in this guide by being able to offer personalized service on each request, thus assisting state and local organizations with all phases of:

*Party organization, including finance;

*Campaign planning; and

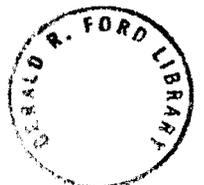
*Candidate recruitment and development.

CONTACT: Director of Field Operations or the RNC Field Director for your region.

Training and Programs

It is the responsibility of this section of the Political/Research Division to assure an adequate number of highly trained political activists available at all levels of the Party.

To accomplish this, the Training and Programs section:



*Publishes a wide range of training and operations manuals for use by state and local Parties and campaigns (subjects include: finance -- telephone solicitation, sustaining programs, direct mail, political action committees and dinners and special events; federal campaign reform and tax laws; accounting for management control; public relations and media; political research; operation of a legislative campaign committee; legislative races; convention planning; campaign scheduling; campaign research; campaign organization and party organization);

*Conducts a series of seminars in basic political organization for big city, urban, suburban and rural groups;

*Conducts specialized seminars in finance and fundraising, public relations and communications, research and campaign management;

*Conducts specific seminars as requested by state Party groups; and

*Conducts the Campaign Management College and the Advanced Campaign Management College.

CONTACT: Director of Training and Programs.

Special Voter Groups

The Special Voter Group program has as its objective reaching out to special interest groups and involving their members in the Republican Party.

The RNC has on-going programs for Blacks, senior citizens, Spanish-speaking, heritage groups and youth.

CONTACT: Director of Special Voter Groups.

Black Political

The Office of Black Political Affairs and the National Black Republican Council:

*Publish a monthly newsletter, Black Republican News, to keep Black Republicans and Party organizations informed of GOP activities of interest to Blacks;

*Can supply state Party organizations with the names and addresses of Black Republican leaders by state;

*Can supply, from the membership of the National Black Republican Council Steering Committee, consultants to advise local Republican organizations on Black programs and issues; and

*Can help in supplying Black speakers for local Republican events, as well as Black potential candidates.

CONTACT: Director of Black Political Affairs.

Senior Citizens

The goals of the RNC office of Senior Citizen Activities are two-fold: To aid the elderly and to maintain senior citizens as a meaningful and formidable Republican voting group.

To these ends, the office of Senior Citizen Activities has available:

*Senior Citizens Campaign Manual, detailing how candidates can effectively reach senior citizen voters;

*A Suggested Senior Citizens Program for Republican Members of Congress; and

*A Suggested Senior Citizens Program for State Committees.

CONTACT: Director of Senior Citizen Activities.

Spanish Speaking

The Office of Spanish Speaking Affairs and its supporting organization, the Republican National Hispanic Assembly, carry the Republican message to hispanics.

Among the services of the Office of Spanish Speaking Affairs are:

*A monthly newsletter for Spanish-speaking Republicans, El Republicano; and

*Consultation on issues and techniques for local GOP units beginning programs for Spanish speaking voters.

CONTACT: Director, Office of Spanish Speaking Affairs.

Heritage Groups

The Heritage Groups Division of the RNC works in coordination with the National Republican Heritage Groups (Nationalities) Council, a federation of ethnic Republican clubs.

The Heritage Groups Division:

*Publishes a monthly newsletter, GOP Nationalities News;

*Can provide state Parties or campaigns with lists of ethnic voters;

*Can provide state Parties and campaigns issue material relating to ethnic voters;

*Assists in supplying speakers for ethnic-oriented events;

*Can provide demographic information such as the ethnic breakdown of a state; and

*Can assist state and local Parties in setting up nationalities groups.

CONTACT: Director, Heritage Groups Division.

Youth

The newest of the RNC's special voter groups programs, the Office of Youth Affairs is responsible for increasing the involvement of young people in the Republican Party. The program will supplement the activities of the Young Republicans, the College Republicans and the Teen Age Republicans and will aim especially at non-college, working young people who overwhelmingly identify themselves as political independents.

CONTACT: Director, Office of Youth Affairs.

RESEARCH

RNC Research Division activities are divided into three areas: Computer Services, Polls and Surveys and Campaign Research.

Computer Services

The increased reliance of campaigns and political planning on computer analysis of data is reflected in the RNC's expanding Computer Services section.

The Computer Services section can provide campaigns and committees:

- *Demographic data by state or district, from the 1970 Census, i.e. how many blue collar workers, minority voters, etc., in the district;
- *Analysis of past election results, including from 1972 and 1974 precincts ranked by voter strength to aid in targeting priority precincts;
- *Analysis of federal fund outlays within the district for use in campaign issues development; and
- *Consultation on computer mailing services, including list and label preparation and preparation of mailing programs.

A full, detailed catalog of available computer services, outlining procedures for requesting services and the costs of same, may be obtained from the Director of Computer Services, RNC.

CONTACT: Director of Computer Services.

Polls and Surveys

The Polls and Surveys section of the RNC provides one of the newest services of the Research Division. The reliance of campaigns on poll and survey data is increasing as is the expense to candidates who must now work with the added pressure of strict campaign spending limitations. The Polls and Surveys section can give consultation and professional assistance to state parties and campaigns.

CONTACT: Director of Polls and Surveys.

Campaign Research

Campaign research is divided into five subdivisions: Information Retrieval, Issue Development, Opposition Research, Legislative Review and the Library.

Information Retrieval

Information Retrieval clips, codes and stores on microfilm articles from 55 daily and Sunday newspapers and 16 weekly, monthly or quarterly periodicals. Most files date from 1970. Information Retrieval has on

microfilm for internal Research purposes:

*Virtually every major political column, news story or editorial of political interest;

*Sample editorial and columnist opinion on a given subject; and

*Published information on Democrat incumbents.

The Information Retrieval section also maintains articles of momentary importance but not enough significance to code and film in up-to-date state files for those needing information on current events in a given state. (These files date from the previous 18 months.)

Issues Development

Issue position data is developed from news releases, factsheets, special reports and publications from various governmental departments and agencies, Congressional staffs and committees, the White House and various academic sources. The Issues Development section:

*Monitors, analyzes and develops into position papers and reports varied political issues of national and international importance;

*Develops issue position data in the following areas: Administration action/accomplishment, Congressional initiatives/enactments, Party philosophy/position;

*Provides information on most major national and statewide public opinion polls; and

*Publishes the Republican Almanac, a profile of states with current demographic information, voting information in key races for the last 20 years and breakdowns of key individuals in each state.

CONTACT: Assistant Director of Research.

Opposition

The Opposition Research unit collects information on major Democrat personalities as it appears in major daily newspapers, magazines, the Congressional Record, Congressional Quarterly and other sources.

During Presidential election years, the Opposition Research unit devotes much of its time to monitoring Democrat presidential contenders prior to the Democrat Convention and the Democrat nominee for President and for Vice President after the Convention.

The Opposition Research unit is responsible for developing:

*Voting records;

*Interest group voting scores;

*Polls;

*Significant quotations; and

*Legislation sponsored.

CONTACT: Assistant Director of Research



Legislative Review

The Legislative Review section produces a weekly publication, Legislative Reports, which summarizes action in committee, on the floor and in conference for the U.S. House and U.S. Senate, as well as bills passed by the Congress and action taken on them by the President. Because distribution of this report is expected to broaden, individuals that are interested may obtain a yearly subscription at the cost of \$15 per year.

CONTACT: Assistant Director of Research.

Library

Major reference documents in the Library include:

- *Congressional Record, 1958 to present;
- *Congressional Quarterly Almanac, 1948 to present;
- *Congressional Quarterly Weekly Reports, 1960 to present;
- *Congressional Index Service, 1971 to present;
- *National Journal, 1969 to present;
- *Facts-on-File, 1952 to present;
- *Presidential Papers, from President Hoover to present;
- *Proceedings of Republican National Conventions, 1856 to present;
- *Republican Senate and Congressional Roll Call Votes;
- *Digest of Public Bills;
- *U.S. Census Reports;
- *Federal Register;
- *State Department Bulletin;
- *Monthly Labor Review;
- *Who's Who in America, 1952 to present;
- *Who's Who in American Women, 1968 to present;
- *Who's Who in Finance and Industry, 1971 to present;
- *Current Biography, 1944-1973;
- *Congressional Directory, 1909 to present, and
- *New York Times (microfilm), 1960 to present.

CONTACT: Assistant Director of Research.

COMMUNICATIONS DIVISION

Responsibilities of the Communications Division divide into four general areas: Internal Communications, External Communications, Mailing Labels and Campaign Materials.

CONTACT: Director of Communications.

Internal Communications

The Internal Communications section of the Communications Division is

responsible for all communications between the Republican National Committee and the state and local Republican organizations.

The Internal Communications section:

*Produces First Monday, the regular monthly newsmagazine of the National Committee that is circulated to more than 200,000 current contributors, 4,000 media personnel, Party officials and other outlets, such as public libraries;

*Produces The Campaigner, a monthly newsletter for Republican political professionals;

*Produces Talking Papers for speech inserts;

*Produces special publications such as Lincoln Day kits, The History of the Republican Party and others;

*Produces training manuals;

*Produces training and motivational films for local Party units;

*Can provide consultation to state and local GOP units on their communications programs.

CONTACT: Deputy Director for Internal Communications.

External Communications

The External Communications section is responsible for handling the day-to-day public information and press needs of the National Committee. In addition, the section is responsible for generating daily radio and television coverage of RNC activities.

For state and local parties, the External Communications section:

*Can arrange publicity (news releases and photos) for Party officials visiting Washington and around the country;

*Can provide audio and visual actualities of Party officials in Washington or at other RNC events;

*Produces campaign film materials, including television spots;

*Provides consultation to state and local Parties and campaigns.

CONTACT: Deputy Director for External Communications.

Mailing Labels

The Mailing Label section maintains and updates numerous mailing lists used by RNC divisions. On a for-cost basis, the section can provide mailing labels (Cheshire or adhesive) to state and local committees and campaigns in these categories:

*1,300 daily newspapers, available by Zip Code sequence in the following circulation codes: Less than 2,000 circulation, 2,000 to 5,000, 5,000 to 10,000, 10,000 to 25,000, 25,000 to 50,000, 50,000 to 100,000, 100,000 to 200,000, 200,000 to 350,000, 350,000 to 500,000 and over 500,000;

*5,600 weekly newspapers, available in Zip Code sequence or in the same circulation breakdowns as above;

*Radio and television news directors, commentators, reporters, editorial

personnel, etc.;

- *Syndicated columnists;
- *AP and UPI state offices in the 50 states;
- *Various special interest publications writers;
- *Party officials on the national, state and local levels; and
- *Other lists in the areas of academics, business and community leaders and associations and organizations.

CONTACT: Director of Print and Graphic Services.

Campaign Materials

The Campaign Materials office serves as the archives of the National Committee. To state and local parties and campaigns, the office can supply:

- *Names of vendors from whom buttons, posters, bumperstickers, novelties and other campaign items may be purchased;
- *Limited quantity copies of all RNC publications, manuals and campaign aids; and
- *Limited quantity copies of Presidential, First Family and Vice Presidential photos.

CONTACT: Director of Campaign Materials.

CONVENTION DIVISION

The major responsibility of this division is the planning and execution associated with the quadriennial National Nominating Convention.

Between Convention planning periods, the Convention office:

- *Performs administrative services for members of the Republican National Committee and Republican State Chairmen;
- *Maintains the records and proceedings of past Conventions;
- *Prepares and furnishes background information on the Republican Party and the National Committee to school and other groups;
- *Advises state and local organizations on how to plan for and hold conventions;
- *Plans and staffs meetings of the Republican National Committee and the Executive Committee of the National Committee;
- *Prepares and distributes required documents relating to delegate selection and other procedures associated with the National Convention; and
- *Maintains and distributes up-to-date lists of members and officers of the National Committee and officers of the State Committees.

CONTACT: Director, Convention Division.

SPEAKERS BUREAU

The Speakers Bureau can be of assistance to local Party units by arranging for Republican notables to speak at various GOP events, especially fundraising events.

Speakers can be scheduled for Party dinners, rallies, seminars, political schools, etc.

CONTACT: Director, Speakers Bureau.

REPUBLICAN AUXILIARIES

NATIONAL REPUBLICAN HERITAGE GROUPS (NATIONALITIES) COUNCIL

The National Republican Heritage Groups (Nationalities) Council [NRHG(N)C] is a national, all-volunteer ethnic auxiliary to the Republican Party. Members pay dues and elect their leaders at each level. The NRHG(N)C was formed in May, 1971, and consists of 30 Republican national ethnic organizations and 20 state Nationalities Councils, representing about 1,000 clubs. The NRHG(N)C works closely with the Heritage Groups Division of the RNC and is partially supported by the RNC. It is, however, significantly self-supported by membership dues, both on the state and national levels.

The National Republican Heritage Groups (Nationalities) Council can:

- *Provide state Parties and campaigns with lists of key ethnic Republican opinion makers;
- *Provide state Parties and campaigns with lists of ethnic press and radio;
- *Supply state and local Parties with information on how to set up ethnic Republican clubs; and
- *Financial assistance to campaigns of selected Republican candidates.

CONTACT: Executive Director, NRHG(N)C.

NATIONAL FEDERATION OF REPUBLICAN WOMEN

An autonomous affiliate of the RNC, the National Federation of Republican Women (NFRW) is composed of some 3,500 member clubs in every state and the District of Columbia. Clubs range in size from 10 members to more than 2,000 members. The NFRW is the largest political organization of women in the nation.

The NFRW provides a vehicle which keeps women active in the political

process on a continuous basis, despite the fact that candidates and campaigns come and go. Through issue-oriented literature and "nuts and bolts" political training, the Federation insures that there always are well-trained and informed "troops" in the field to mobilize whenever the need arises.

Among other programs and services, the NFRW:

- *Publishes the monthly CHALLENGE newsletter, distributed to all member units and individual subscribers at \$5 annually;
- *Distributes Challenge Chairman's Sheets, a monthly mailing of useful information and campaign techniques;
- *Maintains lists of Republican women who are elected officials;
- *Distributes lists of patriotic and informative books as a part of the Mamie Eisenhower Library Project; and
- *Mobilizes women volunteer forces in political campaigns and special events and elections. The NFRW National Headquarters, via WATS telephone lines, can turn out hundreds of volunteers overnight.

CONTACT: NFRW Headquarters Staff.

COLLEGE REPUBLICAN NATIONAL COMMITTEE

The College Republican National Committee (CRNC) provides services to state and club organizations on campus.

Available to student members are:

- *The College Republican, the national College Republican newsletter;
- *The Washington Campus News Service, a service for all campus media pointing out positive Republican accomplishments;
- *Organizational materials for campus recruitment;
- *Student Fieldmen Schools, comprehensive weekend seminars on campus organization and youth campaign coordinations;
- *Republican Open Forum, providing Republican standpoints on campus through issue-oriented debates and speakers;
- *A Speakers' Bureau to help clubs bring Republican spokesmen on campus;
- *Bi-monthly memoranda with program ideas, the newest manuals and guides, Republican oriented articles and issue papers, and other materials; and
- *An internship program offering qualified students an opportunity to work at the Republican National Committee on Capitol Hill.

CONTACT: Executive Director, CRNC.

YOUNG REPUBLICAN NATIONAL FEDERATION

The Young Republican National Federation (YRNF), the nation's largest political youth organization with more than 400,000 members, has been the major auxiliary of the Republican National Committee in recruiting young people into the Republican Party and has fathered such organizations as the College Republicans and the Teen Age Republicans.

YRNF works in coordination with the other youth auxiliaries

and the RNC to promote increased involvement of young people in the Party.

The YRNF:

- *Publishes a monthly newsletter, the YR News;
- *Has available material on the organization and management of local YR clubs;
- *Provides field assistance for organization and campaigns; and
- *Has available publications on management of state legislative campaigns and the workings of an effective youth campaign.

CONTACT: Executive Director, YRNF.

TEEN AGE REPUBLICANS

National Teen Age Republican (TAR) membership is more than 100,000, broken down into local and county unit clubs. TARS are young people between the ages of 13 and 19 who attend junior or senior high school.

The annual National TAR Leadership Conference is held in Washington for TAR officers, and regional TAR workshops are held throughout the year. TAR Field Representatives are selected each year and spend the summer months traveling throughout the country assisting state and local TARS and promoting youth involvement in GOP politics.

National TAR Headquarters is the official service center for all local, county and state TAR organizations.

TAR Headquarters:

- *Provides an assortment of organizational manuals and seminar kits on a wide variety of subjects including practical politics, voter registration, community and Bicentennial involvement, drug abuse and free-enterprise education;
- *Maintains a film library which includes films on campaign techniques, current issues, drug abuse and patriotism; and
- *Publishes TARGET, the national TAR newsletter quarterly.

CONTACT: National TAR Director, 359 National Press Building, Washington, D.C. 20045.



we're out to
 WIN

WHITE HOUSE

JACK MARSH

ADDENDUM
to
RNC CATALOG OF SERVICES

(Note: All phones are Area Code 202; prefix 484-)

Black Political Affairs	
John Wilkes, Director -----	6664
Campaign Materials	
Onis Johnson, Director -----	6553
Chairman's Office	
Mary Louise Smith, Chairman -----	6700
AB Hermann, Special Assistant to the Chairman -----	6697
Eddie Mahe Jr., Executive Director -----	6693
Gary Engebretson, Executive Assistant -----	6704
Co-Chairman's Office	
Richard D. Obenshain, Co-Chairman -----	6735
Tony Likins, Executive Assistant -----	6565
College Republican National Committee	
Karl Rove, Chairman -----	6527
Communications	
G. Norman Bishop, Director -----	6550
William A. Royall Jr., Deputy Director -----	6550
Computer Services	
Ron Wiles, Director -----	6560
Convention Division	
Josephine Good, Director -----	6630
Field Operations	
Charles Peckham, Director -----	6767
Finance (Republican National Finance Committee)	
O.C. Carmichael, Chairman -----	6730
Rodney A. Smith, Executive Director -----	6720
Heritage Groups Division	
Col. Jay Niemczyk, Director -----	6674
Information Retrieval	
Larry Dye, Assistant Director of Research -----	6650
Issues Development	
Larry Dye, Assistant Director of Research -----	6650
Legislative Review	
Larry Dye, Assistant Director of Research -----	6650
Library	
Helen Blondell, Librarian -----	6626
Mailing Labels	
Jack Kocher, Director of Print and Graphic Services -----	6576
National Federation of Republican Women	
Constance Dean Armitage, President -----	6670
National Republican Heritage Groups Council	
Col. Jay Niemczyk, Executive Director -----	6762
Opposition Research	
Larry Dye, Assistant Director of Research -----	6650
Political/Research Division	
Richard Thaxton, Director -----	6614
Cheryl Jackson, Administrative Assistant -----	6530



Polls and Surveys		
Wilma Goldstein, Director	-----	6520
Print and Graphic Services		
Jack Kocher, Director	-----	6576
Research		
Larry Dye, Assistant Director of Research	-----	6650
Senior Citizens		
Phil Guarino, Director	-----	6677
Spanish Speaking		
Jay Garcia, Director	-----	6780
Special Voter Groups		
Joe Gaylord, Director	-----	6775
Speakers Bureau		
AB Hermann, Special Assistant to the Chairman	-----	6697
Teen Age Republicans		
Barbara Wells, National Director		
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Training and Programs		
Charles Bailey, Director	-----	6512
Young Republican National Federation		
Dick Smith, Chairman	-----	6680
Dave Nickles, Executive Director	-----	6680
Youth		
Cathy Bertini, Director	-----	6750

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