

The original documents are located in Box C54, folder “Presidential Handwriting, 1/7/1977” of the Presidential Handwriting File 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 Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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.

*up
1/8/77*

January 7, 1977

Dear Bill:

This is a brief note to acknowledge receipt of your letter to the President of January 3. Please be assured that it was promptly noted for his attention.

With warm regards,

Sincerely,

Max L. Friedersdorf
Assistant to the President

The Honorable Bill Brock
8740 32nd Street Northwest
Washington, D.C. 20008

Original to the President by Friedersdorf memorandum
cc: w/incoming (copy) to Jim Connor for your information

MLF:JEB:VO:vo

*original back to Max Friedersdorf
for appropriate handling
after President received
MBH
1/10/77*

ALL BROCK
TENNESSEE

Handwritten notes:
I will
1000



1-6-77

United States Senate

WASHINGTON, D. C.

January 3, 1977

The President
The White House
Washington, D. C. 20500

Dear Mr. President:

I know of no change more important to the future of freedom than the restoration of the Republican Party to its proper role of leadership through the election of candidates at the local, state, and national level. Because of this belief, I ask for your support of my candidacy to succeed our current chairman, Mary Louise Smith, who served so remarkably and faithfully these past two years.

Let me say first that I am bone weary of all the talk about the demise of our Party. Like you, I have put too many years of my life into building it and fighting for its principles to walk away at this particular time just because of one election. We can win, and it is vital to the future of this land that we do. Permit me a moment to explain why I believe so strongly that the National Committee can be the focal point for our resurgence.

Of course, the Party faces a difficult problem when you look at the ratio of Democrat office holders to ours. Yet, every analysis demonstrates that our values are shared by an increasing majority of the American people. Our most fundamental challenge, then, is to articulate our values in a fashion which will draw the average citizen to an identification with our party. I believe we can meet this challenge, and I would like to try.

The goal of a Republican majority can only be accomplished by taking two complimentary approaches; one at the state level and one at the national level. Let me try to address each in specific terms.

No national organization can survive without a strong and vibrant root structure. From the National Committee's perspective, our roots lie in the individual states. To strengthen them will require aggressive, competent professional state organizations. I propose that the National Committee set out to satisfy this need with every tool at its command.

In terms of direct financial support, I would ask the National Committee to authorize a program to achieve, within a limited number of years, a professional organization in each state, including a full-time organization director and a full-time finance director at a minimum, subject to state control. I would propose we fund these efforts in order to attract the most competent professionals available. Ultimately, I would seek to provide this support through the State Party

January 3, 1977

Page 2

down to the Congressional district levels so we might have at least one full-time professional responsible to local and state leaderships in each congressional district.

Such an effort would require not only a substantial outlay, but a substantial back-up for the state through professional regional teams, skilled in training modern campaign management, fund raising, and public relations. I would ask the National Committee to adopt such a long term development program for each region and to fund it.

Under the leadership of Mary Louise Smith, we have established a remarkably strong data base for the National Committee which is available for state, district, and even legislative district campaigns. This can be further refined and improved in order to make it an even more efficient campaign tool. It also needs to be supported by sophisticated demographic and attitudinal analysis at the state level. I would ask the National Committee to begin such a program.

Parallel to the organizational changes, we need to take tangible steps to support state, local, and individual Republican efforts through national programs which are designed to show the average citizen our concern and to demonstrate to them that we share their values, their dreams, and their faith in this country. Too many people now feel that neither party offers them true representation. This can and must be changed.

I would ask the National Committee that we take the first step by supporting the creation of a National Coordinating Group which would have the responsibility of responding to the excesses of monopoly government--not only by pinpointing Democrat abuses of the American people, but in an equal measure by drawing national attention to the more rational alternative which will be pursued by the coming Republican majority.

In the same vein, if we care about a specific constituency, then let us directly and overtly attempt to involve that constituency in our process. I know this stems from my own personal experience, but I believe we have a tremendous opportunity with young people, an opportunity that must be vigorously sought. In this same sense, I propose that we undertake a major effort to give access and a voice in our decision process for members of minorities, heritage groups, women and others who have much to contribute to the Party and to its future. We need their help.

If our goal is freedom, and if we are correct--as I believe we are--that political and economic freedom are interdependent with one another, then there is no group which cannot be considered a natural (albeit potential) constituency. Their problems are our problems, and we must have their knowledge, their experience, and their support if we are to solve those problems.

January 3, 1977
Page 3

In so many words this Party simply cannot just open its doors. It's got to go out and bring people in and in the process give them a real voice in our leadership and in the development of our objectives and programs.

Finally, I would ask the National Committee to authorize an extensive study and a thorough test of the possibility of utilizing mass communications as a mechanism to stimulate support for those organizations we hope to develop at the community level.

All of this I would ask our Party to do starting from the bottom up, to reorganize and to rebuild in each individual state; and starting from the top down, to listen and to enlist. Let us prove by deeds how deeply we care, striving across the width and breadth of this Party to achieve a unity of effort in the cause of personal freedom. I believe that it can be done, and I know it must, in the interest not only of the Republican Party, but of the Republic itself.

Again, I would be very grateful for your support in this effort. I do want to have an opportunity to talk to you, to solicit your ideas, and to elaborate on mine for the future of the Republican Party. Most of all, I ask your help in attempting this task.

Very truly yours,



Bill Brock

BB/hs

P.S. I will try to call and visit with you in the next few days. If you have any specific questions, I would love to hear from you. My telephone number is 202/965-1846.