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THE WHITE HOUSE
WASHINGTON

November 5, 1974

MEMORANDUM FOR RON NESSEN

FROM: DEAN BURCH 

Kitty Kelly, whom I mentioned to you yesterday, is very much interested in joining your shop. Kitty has spent four years on the Hill, 2 years on the Washington Post editorial page, and 3 years with the Washingtonian magazine, among other assignments.

Kitty has apparently been in touch with Lou Thompson and I'm sure he could give you further information.

Kitty is in Stockbridge, Massachusetts this week finishing a book but can be reached at (413) 298-3177. I'd really appreciate it if you'd look her over.



THE WHITE HOUSE
WASHINGTON

November 6, 1974

MEMORANDUM FOR: DONALD RUMSFELD

FROM: DEAN BURCH

SUBJECT: RNC Action Program / Presidential Message

The options are (a) to go with something like my version of Mary Louise's message; (b) to go with a much briefer Presidential call-to-action, with strong but general assurances of close collaboration between the WH and RNC toward '76; or (c) to go with nothing.

I recommend against (c) and prefer (a).

The issue of FIRST MONDAY in which the message would run will include various pieces on staff reorganization at the RNC, beefing up of the research, communications, and field-training functions -- but with few specifics and no budget figures. The risk, therefore, is of the President getting too specific in what he's applauding.

The attached text is, in my opinion, satisfactory -- supportive of Mary Louise but general in nature.

A decision has to be made, and text approved ASAP, to accommodate printing schedule. I would appreciate, therefore, your comments by telephone.

Attachment

cc: Anne Armstrong
Bob Hartmann
Jack Marsh
→ Ron Nessen
Paul Theis



Mary Louise Smith
(Edited by Dean Burch)

SUGGESTED TEXT FOR GUEST EDITORIAL TO
BE SIGNED BY PRESIDENT FORD TO APPEAR
IN NOVEMBER ISSUE OF "FIRST MONDAY"

The election of 1974 was, like every off-year election, a mixed bag for the Republican Party. There were victories, but there were not enough victories. And, candidly, there were painful losses, particularly so because of the good and able men and women who -- for a time at least -- will be out of office.

But it is an American tradition -- a Republican tradition -- to close the book on the past, regroup, and fight back. Our Republican National Chairman has developed a plan of action designed to do just that. I have reviewed the program, and I have talked with Mary Louise about her plans for the Republican National Committee and the entire Republican Party over the next two years. I am confident that this is the kind of approach we need to bring about a resurgence of Republicanism. This is the kind of program that can produce a decisive victory in 1976 -- a Party victory.

Mary Louise has focused on the "nuts and bolts" of politics. Our emphasis must be on organization and person-to-person contact.



These are the surest ways I know to build a winning party.

This program will help us build our state and national committees into a fighting force. The Republican Leadership Conference, to be held early next year, will be our springboard. You can count on my full participation. Republican leaders from across the country will take a hard look at the state of our Party -- what we are, how others see us, what we want to be. A principal affirmative thrust will be to raise Republican preference well above its current level by helping voters identify with the Republican Party and the sound principles upon which our Party is built.

Our principal target must be citizen apathy. It is a national disgrace that we have come to tolerate elections where fewer than half of the eligible voters bother to cast their ballots. To suggest that Americans are turned off by politics is to admit the failure of self-government.

The program Chairman Smith presents to you here is aimed specifically at ending this apathy. It is based on the theory that people care most



when they are personally involved, and that the way to involve them in politics is to show them how to use our political system to serve their own best interests. I believe that theory is sound.

I congratulate Mary Louise on this initiative and offer her my total support as we work together toward 1976. I am confident she can count on your full support as well.

