

Richard Nixon Presidential Library  
Contested Materials Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
53	57	9/22/1972	<input type="checkbox"/>	Campaign	Letter	From Leonard to Mountain RE: "RNC -- Post Election Structuring" 6pg
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53	57	9/22/1972	<input type="checkbox"/>	Campaign	Letter	From Leonard to Mountain RE: "RNC -- Post Election Structuring" 6pg
53	57	1/11/1973	<input type="checkbox"/>	Campaign	Memo	From Kehrlie to Colson RE: Information for Bush 1pg

## DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
N-1 [DOC#47]	Memo	Leonard to Barry Mountain re: "RNC -- Post Election Structuring"	9/22/72	C
N-2 [DOC#47]	Memo	[copy of N-1]	9/22/72	C
N-3 [DOC#47]	Memo	[copy of N-1]	9/22/72	C
N-4 [DOC#48]	Memo	Kehrli to Colson re: "Anything worth passing along to Bush?"	1/11/73	C

FILE GROUP TITLE

STAFF SECRETARY

BOX NUMBER

189

FOLDER TITLE

BUSH/RNC

RESTRICTION CODES

- A. Release would violate a Federal statute or Agency Policy.  
 B. National security classified information.  
 C. Pending or approved claim that release would violate an individual's rights.  
 D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.  
 F. Release would disclose investigatory information compiled for law enforcement purposes.  
 G. Withdrawn and return private and personal material.  
 H. Withdrawn and returned non-historical material.

Presidential Materials Review Board

Review on Contested Documents

**Collection:** Staff Secretary  
**Box Number:** 189

**Folder:** Bush/RNC

<u>Document</u>	<u>Disposition</u>
47	Return Private/Political
48	Return Private/Political

Frank M. Leonard

September 22, 1972

FOR: BARRY MOUNTAIN

RE: RNC -- POST ELECTION STRUCTURING

Per your request, here are some thoughts.

The RNC's Function

One of the problems (and causes of the current low morale) is that the RNC has been groping for its place ever since the 1968 Nomination.

~~Many~~ <sup>Many</sup> of the big and little egoists who have been in and out of there over the past four years refused ~~to~~ face up to the fact that the White House is running the show whether they like it or not.

The "shadow of the White House" reality holds ~~no~~ <sup>no</sup> matter which party has the key to 1600. It's been going on for a century.

The only time a national chairman has power is when his party is out of it. Witness Ray Bliss and Larry O'Brien.

It is important to keep this in mind in the restructuring process.

Communications Service Arm

At this place in time, the RNC has no business trying to match, duplicate (or compete with) any function that is being performed at the White House. It's like pitting a mouse against a lion.

To that end, its political divisions, its voter bloc representatives and other "busy work" departments are redundant. They have been redundant since the President was nominated.

As we have seen, the hero of this campaign has been the RNC's political research operation. It does a needed and outstanding job in an area where neither the White House nor the Campaign Committee can, or cares to, compete.

(more)

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And that's the story in a nutshell.

The RNC will be a happy, humming cog in the big wheel if it confines itself to doing only those things which the White House and the party leadership really need.

Aside from the important administrative job of running the place and running its party's functions and conventions, the primary thrust of its overall activity is communications -- communications that support Administration action; build party strength; keep the membership informed.

What is needed, is not constituent representatives but seasoned communicators -- from the Chairman's office down.

#### Services

There are many areas of communications that are left out of anybody's planning. These should be taken on by the RNC. For example:

1. The RNC should seriously think about taking on -- in house -- the audio-visual set up at the Campaign Committee, under Scott Peters' very professional supervision. It is worth its weight in political gold. And, because it is so obviously political, it cannot be operated out of the White House.
2. There is now no apparatus for reaching the nation's powerful weekly papers and their readers whose total is in the multiple millions. At one time, the RNC did have a weekly press operation (a very good one) but somebody scrapped it in the poorer days because it is fairly expensive to run.

NOTE: Many people think of "weeklies" as rural papers -- and a lot of them are rural. But in Metropolitan New York alone, there are about 300 of them. These are neighborhood papers and their readers are loyal.

(more)

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3. RNC PICTURE DESK. One of the RNC's Communications hang-ups is that it is almost entirely word-oriented. While most politicians like to see their words in print, all people like to see pictures.

The White House is also word-oriented in its communications, yet it has one of the finest photo crews in history.

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There are many more areas of service but these will serve as examples. The obvious problem is that everybody is waiting for somebody else to get an idea.

#### Outside Services

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Good writers abound in Washington -- most of them working on the Hill and all of them interested in

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picking up some extra bread with free lance work.

NOTE: There's a top financial public relations man in New York with a reputation for excellent writing -- speeches, annual reports, financial features, releases, etc. He doesn't have a single writer on his staff. His secret is that he lays assignments on New York Times and Wall Street Journal scribes and pays them well. In the long run he saves money on benefits, office space, office service personnel, SS bookkeeping, vacations, sick leaves, and the rest of the catastrophe. The theory applies even moreso at the RNC where the "Open Door" is a revolving one as regimes come and go.

My own publications are an excellent case in point. If we were to staff up the qualified artists who do my work, supply them with the necessary equipment (roughly about \$50,000 worth of stuff for the kind of publications we are handling), we simply couldn't afford it.

#### Publications

The proliferation of crappy little pamphlets -- particularly "newsletters" -- costs good money and gives the RNC a dog-eared look. All of them are on squeezed-out budgets, edited and crafted by people who know nothing about the publications field.

Taken together, the money for all this junk mail would allow for broader coverage of the RNC -- all its works and people -- in a really representative party publication.

I do not think MONDAY or its fat brother FIRST MONDAY represents anybody except people who happen to think like Lofton. I submit, there are many who do not.

The narrow scope of these publications precludes coverage of many things that count in building a majority party, supporting the Administration's positive programs, providing a voice for RNC's state leadership and pitching up the morale of the troops.

Even though I designed the format and the original positive thrust of these publications, I really think they have run the course.

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I strongly recommend a tabloid, similar to our NOMINATOR/ELECTOR/RE-ELECTOR. It has many advantages:

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This is an opportunistic business. You go to press when you have something to say and you time your release date, not to an inexorable calendar but to hit your audience when it does you the most good.

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There are other publications to be considered. I really thought PARTNERS was an excellent format for exposing the very positive features of Administration action, with the best possible employment of color subjects. I got to do one issue before Lyn killed the publication in favor of FIRST MONDAY. I would strongly recommend its re-issuance on, at least, a quarterly basis.

I, personally, hope to get involved in the INAUGURAL souvenir book. I think it can be an important vehicle for the President.

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Down the road is the positive excitement of the bi-centennial. I think the RNC has an important role to play in making this event -- and the communications opportunity -- a credit to the President.

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There is much more to be said and planned. I would do that (hopefully under contract) at a later date.

Sincerely,

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Frank M. Leonard

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Frank M. Leonard

[Item N-3]

52 Riverside Drive  
New York, New York 10024

1112 16th Street, Northwest  
Washington, D.C. 20036

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Frank M. Leonard

[Item N-4]

THE WHITE HOUSE  
WASHINGTON

Date 1/11/73

TO: CHUCK COLSON

FROM:  BRUCE KEHRLI

FYI -- Anything worth passing  
along to Bush?

Yes, - one of

2 Good points;

mostly Mush, however  
all