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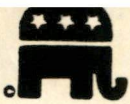
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Talking Points re: DNC Chairman, 1/26/89

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Republican
National
Committee

Mark Goodin
Director of Communications

January 26, 1989

To: Republican Leaders
From: MARK GOODIN *mg*
Director of Communications
Sub: DNC Chairman

As you know the Democratic National Committee (DNC) will elect its new chairman February 10. The new DNC chairman will most likely be Ron Brown.

Attached are talking points for your consideration.

If you should have any questions please call me at (202) 863-8614.

Attachment

TALKING POINTS: DNC HEIR APPARENT - RON BROWN

BACKGROUND

- o It appears that Ronald Brown will become the new DNC chairman. A vote by the DNC is scheduled for early February.

CONGRATULATIONS

- o Congratulate the Democrats on electing a new DNC Chairman.
 - Ron Brown is a tough competitor in the tradition of Bob Strauss, John White, Chuck Manatt, and Paul Kirk.
 - Ron Brown's a seasoned and effective political operative.
 - He is a strident liberal in the Ted Kennedy mold.

DEEP-SEATED PROBLEMS FACING NATIONAL DEMOCRATS

- o Mr. Brown will need a lot of luck, because he faces challenges that are tougher than those which overwhelmed his predecessors. Before he arrives at his desk at the Democratic National Headquarters, he'll be greeted by the ghosts of Jimmy Carter, Walter Mondale, and Michael Dukakis.
- o The Democratic Party's deep-seated problems are not easily solved. Their problems are deeper than the choice of a new and experienced chairman.
 - The Democratic Party has lost five of the six last national elections -- and four of them by landslide magnitudes.
 - The Democratic Party denies that the last election was yet another repudiation of their out-of-step liberal philosophy.
 - The number of persons identifying themselves as Democrats has sharply declined. The parties are now at a point of essential parity (35% Republican / 37% Democrat, CBS Exit Poll, November 8, 1988).

CHAIRMAN AND PARTY ARE STILL CAPTIVES OF LIBERAL SPECIAL INTERESTS

- o After their 40 state loss, the Democrats should have moved towards their shrinking moderate center. Yet, it seems of late that the Party's top post can only be granted to qualified eastern liberals.
- o Ron Brown's candidacy was vigorously supported by Ted Kennedy, Mario Cuomo, and Big Labor Bosses.
- o Ron Brown is well-prepared to lead the liberal Democrats. In 1980, he became a deputy campaign manager for Ted Kennedy's run for the presidency. Between 1981-85, he served as deputy chairman of the DNC. In 1988, he served as a national advisor to the Dukakis campaign.

CONCLUSIONS

- o The two parties are at a historical juncture. The Democrats are mired in the failures of the past. The party of George Bush is looking forward, seeking creative proposals to extend the promise of the 1980s to all Americans by the 21st Century. To hide this contrast from the voters will take more than a talented and experienced DNC chairman.