

DEMOCRATS

IN CONVENTION

1972



The Vice Chairman

Mary Lou Burg



Her audience might be businessmen or women voters; Mary Lou Burg speaks to either kind of group indiscriminately—and authoritatively. She attracts her audiences, regardless of sex, because she can bring them what they want to hear—top Democratic party policy from one of the decision-makers.

Since she was elected Vice Chairman of the Democratic National Committee two years ago, Miss Burg has traveled more than 100,000 miles, visited thirty-four states, addressed countless Democratic groups of all sizes and constituencies, and made numerous television appearances, speaking in behalf of the Democratic cause and bearing the message of Democratic reform.

"The important thing is that the party speak with a firm consistent voice on reform and all other policy matters," she says. "I tell them about this upcoming election; I tell them we've got to get together and present a united

Democratic front and we're going to fight and win it this fall."

It is a straight, simple message that has been boosting morale and rallying Democrats all over the nation. Frequently, Miss Burg takes to television, radio and other forums to debate Republican officials.

Her work, involving all aspects of party policy, is perhaps the best evidence of the metamorphosis she has wrought in the Democratic vice chairmanship, a post once given generally to women's matters. "Of course I will always be very much concerned with women's affairs," she says.

Last October, Miss Burg and Harriet Cipriani, director of women's activities, staged a Washington leadership conference to encourage women to run for elective office and for delegate to the 1972 convention. "The mood," says the Vice Chairman, "was one of healthy, constructive militancy."

India Edwards, Vice Chairman from 1950-56, described participants as "pols in the best sense of the word, but new style pols. That is what we need in our party, whether they be female or male, young or old, of whatever color or creed."

Miss Burg believes that the best way to advance the cause of women is to demonstrate that they are obtaining political equality and that they can function capably and effectively in the political world.

That is exactly what she has been doing since she took over the vice chairmanship as a full-time salaried officer with an equal say in all party matters. Miss Burg entered politics at the county level in her native Wisconsin in 1960; she served as county chairman and member of the state party Administration Committee before she was chosen Democratic National Committeewoman in 1968.

She left a position as General Manager and General Sales Manager of radio station WYLO of Milwaukee to become an officer of the Democratic National Committee in 1970. She had been in broadcasting for fifteen years, and she had served, among other community and professional activities, as fund-raiser for the March of Dimes and the Milwaukee Center for the Performing Arts. She is a graduate of the University of Wisconsin. •