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THE WHITE HOUSE

WASHINGTON

December 23, 1975

DEC 24 1975

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MEMORANDUM FOR: JACK MARSH
 FROM: *To:* JIM CANNON
 SUBJECT: Bicentennial Proclamation

The President indicated he would be willing to consider some kind of an important Bicentennial proclamation or message.

Bob Goldwin and two other volunteers drafted messages, which are attached.

Unfortunately, without our knowledge, Paul Theis' office also drafted a message which I did not see, and which the President recorded for New Year's day.

Unless you think otherwise, I suggest we stand on what the President recorded.

OK
Jack

to Cannon - 12/29
+ cc Marsh
Miller



TAPING:

CHRISTMAS MESSAGE

MERRY CHRISTMAS! THESE TWO WORDS CONJURE UP

ALL OF THE GOOD FEELINGS THAT MANKIND HAS EVER HELD FOR ITSELF

AND ITS CREATOR: REVERENCE, TENDERNESS, HUMILITY,

GENEROSITY, TOLERANCE -- LOVE. THESE ARE THE STARS WE

TRY TO FOLLOW. THESE ARE THE MOST ENDURING TREASURES

WE CAN BRING TO OUR WORLD.

I CAN REMEMBER A FEW CHRISTMASSES IN MY OWN YOUTH
WHEN JUST ABOUT THE ONLY THING WE HAD TO OFFER EACH OTHER
AS A FAMILY WAS THE LOVE WE SHARED AND THE FAITH THAT
TOGETHER WE COULD SEE THINGS THROUGH TO A BETTER FUTURE.

AND IT DID. IT MADE US WORK HARDER, STUDY HARDER,
TRY HARDER -- AND IT BROUGHT OUT QUALITIES AND DEPTHS OF
STRENGTH AND CHARACTER THAT NONE OF US IN THOSE DAYS
THOUGHT WE HAD.

THE SPIRIT OF CHRISTMAS IS AGELESS, IRRESISTABLE

AND KNOWS NO BARRIERS. IT REACHES OUT TO ADD A GLOW TO

THE HUMBLEST OF HOMES AND THE STATELIEST OF MANSIONS.

IT CATCHES UP SAINT AND SINNER ALIKE IN ITS WARM EMBRACE.

IT IS THE SEASON TO BE JOLLY -- BUT TO BE SILENT AND PRAYERFUL AS

WELL.

I KNOW THIS WILL BE A PARTICULARLY HAPPY CHRISTMAS

FOR ME. I CELEBRATE IT SURROUNDED BY THOSE I LOVE AND

WHO LOVE ME. I CELEBRATE IT BY JOINING WITH ALL OF OUR

CITIZENS IN OBSERVING A CHRISTMAS WHEN AMERICANS CAN HONOR

THE PRINCE OF PEACE IN A NATION AT PEACE.

THE FORD FAMILY WISHES YOU AND YOUR FAMILY A
CHRISTMAS THAT BRINGS ALL OF THE JOY, THE FULFILLMENT,
AND THE INSPIRATION OF THIS MOST PRECIOUS OF SEASONS.
MAY GOD'S BLESSINGS BE WITH YOU ALL.

END OF TEXT

TOURNAMENT OF ROSES PARADE

(TO BE TAPED MONDAY, DECEMBER 22, 1975)

GOOD MORNING AND A HAPPY NEW YEAR'S DAY TO YOU ALL.

AT THIS MOMENT -- IN PASADENA, CALIFORNIA -- ALL IS IN

READINESS FOR THE FIRST OFFICIAL EVENT OF OUR 1976 BICENTENNIAL

YEAR: THE TOURNAMENT OF ROSES PARADE.

EVERY YEAR SINCE 1890, THE PEOPLE OF PASADENA
HAVE PRESENTED THEIR OWN NEW YEAR'S PRESENT TO THE WORLD --
A MAGNIFICENT DISPLAY OF FLORAL BEAUTY, IMAGINATION AND MUSIC.
THIS YEAR, IT IS A VERY APPROPRIATE WAY TO BEGIN THE CELEBRATION
OF OUR 200TH ANNIVERSARY.

WE CAN APPRECIATE THE ROSE PARADE ON SO MANY LEVELS.

THE CREATIVE, THE ESTHETIC, THE TECHNOLOGICAL AND THE HAPPY

MIX OF HARD WORK, PRIDE AND THE COMPETITIVE SPIRIT

THAT HAS BROUGHT IT ABOUT.

WE SEE ALL OF THIS REFLECTED IN OUR BICENTENNIAL
AS WELL. IT IS PEOPLE PARTICIPATING -- AMERICANS
REMEMBERING OUR PROUD PAST AND CELEBRATING OUR UNIQUE
HERITAGE, WHILE LOOKING TO AND PREPARING FOR THE FUTURE.

SO, AS WE EXPRESS OUR APPRECIATION, TO THE MEMBERS
OF THE TOURNAMENT OF ROSES ASSOCIATION AND THE PEOPLE OF
PASADENA, LET US BEGIN THE BICENTENNIAL YEAR --
AND THE ROSE PARADE -- WITH THE WORDS OF THIS YEAR'S
TOURNAMENT THEME: "AMERICA LET'S CELEBRATE."

END OF TEXT

THE WHITE HOUSE
WASHINGTON

TO: Jim Cannon

FROM: Robert A. Goldwin

RG

COMMENTS:

This is the draft
of a New Year's statement
on a bicentennial theme
you asked me to prepare.
I have sent copies to
Mash, Cheney, and Jerry
Jones.

(Goldwin)

First Draft
12/22/75

New Year's Day, 1976, marks the beginning of our bicentennial year. Behind us are 200 years of struggle and accomplishment, 200 years of disappointments and triumphs.

Now we stand at the beginning of our Third Century of national life.

Our national life began in danger and with uncertain prospects that we could achieve national independence or sustain it. But we won that struggle and today we are the oldest unchanged constitutional republic in the world.

We began our national life in a world hostile to our founding principles. Never before had a people founded a nation on universal human rights and the principle that all legitimate political authority derives from the people themselves.

That great legacy bears with it tremendous responsibilities. We have always known that there is something special about us because of the way we were founded. To illustrate this we need only ask one simple question, what makes us "one people"?

After all, our population is composed of countless nationalities, colors, races, and creeds.

What holds us together as one people is not national origin nor a common religion, but rather it is allegiance to the principles that founded us: justice for all, and the equal right of every human being to life, liberty, and the pursuit of happiness.

This year, beginning on this New Year's Day and continuing throughout our observance of the bicentennial, I call on all Americans to keep in mind these sobering thoughts:

--First, much of the world is still hostile to the idea that the people can and must govern themselves. Most of the rulers of the world do not believe in political liberty, nor do they practice it--although many of them preach it. They do not allow freedom of speech, freedom of assembly, freedom of the press, or freedom of religion.

We still live in a world hostile and dangerous to those nations, like ourselves, who believe in and practice government by the consent of the governed. Because we ^{ARE} a minority in the

world, ^{WE} must remain vigilant. The enemies of liberty are still strong and numerous and persistent.

--Second, we must keep in mind that we are men and women, not angels. We are not perfect. It is unreasonable for us to demand perfection of ourselves, as individuals and as a nation. But we are right to set very high standards and to demand much of ourselves. We are wrong to lose faith in ourselves if we sometimes fall short of our standards. We have sound principles to guide us, and that is the source of our strength. But human beings are fallible, and we often do less than our best. It is true that too often, in practice, we do not respect the equality of rights of all persons, we do not follow our own precepts of equal justice, and crimes are committed by persons in high places, in and out of government, much to our shame.

But from this frank acknowledgment of human fallibility we must draw the right conclusions. It does not mean that we are no better than other nations with tyrannical governments. We are better, because our aspirations are higher. I mean our aspirations for liberty and human decency, in a world in which the people of many other nations cannot realistically

ANYTHING BUT
hope for regimentation and even degradation.

The essential fact is that we always have a standard to guide us to better accomplishments, to the full realization of a nation committed to liberty, equality, and justice. You don't have to be an angel to be on the side of the angels. Right principles sustain our faith and pride in ourselves as Americans.

The world has changed in remarkable ways since 1776, but one thing has remained remarkably unchanged--the constitutional system of government under which this nation lives. When we see how little progress political liberty has made in the rest of the world in those 200 years, we must be thankful for the blessings of liberty we ourselves have enjoyed throughout that time. In close co-operation with other peoples and governments who value freedom, we must build our strength to struggle on to preserve liberty and independence, for our sake, for the sake of our friends, and for the sake of the yearnings for freedom among all the peoples of the world.

We must never stop believing in the power of that universal

desire of the human spirit to be free. We must never shirk our responsibility to the world as a spokesman for liberty and decency. We have a duty to defend what is right when tyranny threatens. With all our faults and errors, openly visible to ourselves and all the world, we still stand as the world's best continuing hope for freedom from oppression, poverty, and fear.

The problems of the day are many and severe. We are experiencing inflation, unemployment, too much violent crime, excessive growth of government, and internal struggles that are not constructive and that seem very difficult of resolution. Also, during an election year we Americans do tend ~~to~~ to exaggerate our troubles and burdens.

But the coming of a New Year is a time for reckoning our blessings as well as our burdens. We continue to be the most prosperous great nation. We govern ourselves; we protect rights; we enjoy liberties; and we maintain our independence. We are at peace. Those are true blessings, and for them we must give thanks.

We have had economic setbacks, largely because of outside

influences, but we are steadily and sensibly working our way back to better times. If we stick to our present methods, and do not give way to impulse or rashness, our economic situation will be greatly improved in the course of this year.

But our greatest national blessing is the one we started with--political freedom based on the equal rights of every man and woman to life, liberty and the pursuit of happiness.

No nation has ever preserved liberty without great exertions. We are no exception. Let us resolve to dedicate our Third Century of national life to ~~great~~ ^{GREATER} efforts to preserve and enhance liberty for every individual among us.

Mrs. Ford joins me in sending to everyone in the world who hears or may read my words our most sincere wishes for a New Year of happiness, good health, freedom, satisfying accomplishment, and peace throughout the world.

STATEMENT BY THE PRESIDENT

For the United States of America, the new year holds more than the usual significance. In 1976, we will celebrate a seminal event in our own history and, indeed, the history of free men everywhere.

The American Revolution Bicentennial, shorn of its celebratory aspects, has meaning beyond commemoration. For our revolution extends beyond its time; it speaks to us and to the world across the ages, in stark and simple phrases of great power:

We hold these Truths to be self-evident:

that all Men are created equal,
that they are endowed by their
Creator with certain unalienable
Rights,
that among these are Life, Liberty
and the pursuit of Happiness
that to secure these Rights, Govern-
ments are instituted among Men,
deriving their just powers from
the Consent of the Governed
that whenever any Form of Government
becomes destructive of these Ends,
it is the Right of the People to
alter or to abolish it, and to
institute new Government, laying
its Foundation on such Principles
and organizing its Powers in such
Form, as to them shall seem most
likely to effect their Safety and
Happiness.

These words are our birthright as Americans. They are our creed as a people, and the source of our moral

leadership among nations. If we forget them, if we are untrue to them, we will have breached a covenant which has lived for 200 years.

This is the meaning of our Bicentennial and should be the focus of our thoughts for ourselves and for peoples throughout the world, this year and in the years to come.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 22, 1975

FOR: JAMES CANNON
FROM: BILL SELOVER^{WS}.
SUBJECT: New Year's Bicentennial Message

Attached is a draft of a possible message for New Year's day which you requested.

Rather than a formal proclamation, I would suggest it be a simple message, spoken from the heart to the American people.

NEW YEAR'S DAY 1976

A BICENTENNIAL MESSAGE

America today enters a year which commemorates its national beginnings.

This season two hundred years ago was marked by uncertainty. Few dared predict the momentous events which were to occur in the months ahead.

In the first days of 1776, that document which would proclaim our independence was only partly formed in the hearts of courageous thinkers who, nonetheless, were soon to transform their thoughts into words, and their words into deeds.

A disparate, beleaguered people, suffering the whims of distant tyranny, united by harsh injustice, the early patriots shared only a common devotion to the principles of freedom, justice, equality and self-government.

As we enter our third century as a free and independent people, it is well to ponder those principles, to renew our devotion to them, and to reaffirm our commitment to their preservation.

For 200 years, the ideals that inspired our early leaders have drawn to our shores the millions

who hungered for the blessings of a free society -- a society tolerant of diversity, ruled by law, governed by the majority, protected by separated powers, and committed to the worth and dignity of the individual.

Our vigorous Constitution remains a model of representative government to people near and far who seek the freedom, the justice, and the safety its principles serve. It has stood the test of years, in crisis and tranquillity, proving beyond contention the wisdom and vision of our nation's enlightened founders.

We are a nation today beset by awesome tasks yet hopeful, burdened by pressing difficulties yet confident. We are strong, and, above all, we are faithful to the principles on which this nation was founded.

Let us aspire to a world of peace and justice, proud of our rich inheritance, a legacy we hold in trust for generations yet to come.

DEC 30 1975

December 23, 1975

December 12, 1975

As we celebrate the Bicentennial of our national independence, it is a special pleasure for me to acknowledge the contribution which the broadcasting industry has made in extending and enhancing the process of free and open expression in our society.

The freedom to exchange viewpoints, the right to challenge the status quo and to redirect a line of thinking or a line of action are at the very foundation of this nation's endurance and success. In colonial times the process of exchanging opinions and disseminating news was often excruciatingly slow and spotty. The advent of the telegraph, and later the telephone, altered that situation, making point-to-point communications faster and more reliable.

However, not until the inception of radio, and then television broadcasting, did we achieve the ability to reach millions of Americans instantaneously with information and entertainment. That ability suddenly made us a nation of eye witnesses to the news, a nation of informed citizens with ready access to the multiplicity of viewpoints which shape the events of the day. Technological advances promise to expand our ability to communicate with each other still further. They promise, and in some cases already do, increase access to, and choices for, information and entertainment services and invite our direct participation in the use of media.

Our society and our system of government thrive on the freedom to inform, to educate and to dissent. And this freedom carries with it many heavy responsibilities and challenges. On this occasion, I join a proud and grateful nation in saluting an industry that is at the very heart of the strong and healthy freedom of expression we cherish as Americans.

W/ Gerald R. Ford

TO: *Milt Mitter*
ON: *12/23* AT *11 a*

Sent to: Mr. Sol Tishoff, Broadcasting Publications, 1735 DeSales Street, NW., D.C.

(This is revised version of 12/12/75 message.)

GRF:Hasek:ck

cc: D. Downton/R. Nessen/M. Mitter/J. Connor/E. Hasek/R. Rourke/D. Parsons/CF

DUE: ASAP - Requested by Mr. Tishoff.



THE WHITE HOUSE

WASHINGTON

December 30, 1975

3/15
Bicen

MEMORANDUM TO: JACK MARSH

FROM: RUSS ROURKE *Rourke*

Jack, in each and every area where Eliska indicates "expansion possible", I would vote in the affirmative. It is my impression that that expansion has not as yet taken place, and must be followed up by specific orders from RTH.

FYI, I am advised by both Ted Marrs and Milt Mitler that they are now pleased with the new policies that have been adopted with regard to Bicentennial messages. Unless there is an unexpected pullback in this area, I believe we will be reaching all of the appropriate Bicentennial audiences we need.

It is my view that it will be necessary to continue to "ride herd" on Eliska with regard to the sending of other messages. This is where we get into a difficult area, since Eliska falls quite properly under RTH's direct jurisdiction. I would recommend, however, that RTH instruct Eliska to expand those areas referred to in her memo, and that a meeting be scheduled within the next two months to analyze and assess the progress made with regard to Presidential messages as they impact upon the following areas:

- 1) Congressional
- 2) Bicentennial
- 3) Private sector (Baroody/Vickerman/Vallis)
- 4) Media/publications

*Good!
Agree - please
follow up.*



Dec. 5

THE WHITE HOUSE
WASHINGTON

Mr. Marsh --

Pages 7-12 of Eliska Hasek's
"report on the Presidential
Message Operation" have been
revised.

donna

Y
W
R
M
Reco

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVELY CONFIDENTIAL

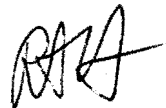
November 25, 1975

MEMORANDUM FOR:

✓ JACK MARSH
JIM CONNOR
TED MARRS
RUSS ROURKE
PAUL THEIS/MILT FRIEDMAN
BOB WOLTHUIS

FROM:

ROBERT T. HARTMANN



Attached is a copy of Eliska Hasek's report on the Presidential Message operation.

This will enable you to study it and consider necessary changes in preparation for another meeting, which I will set up when the President returns from China.

Please keep the contents confidential.

Attachment

ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

November 25, 1975

MEMORANDUM FOR BOB HARTMANN

FROM: ELISKA HASEK

SUBJECT: Presidential Message Office

In giving you the requested run-down on guidelines regarding Presidential messages, I can only speak of those policies that have to my knowledge and experience been followed since the Eisenhower Administration.

I. PRESENT MESSAGE OFFICE PERSONNEL -
JOB DESCRIPTIONS:

- A. Claudia Korte - Research Assistant
- B. Shirley Rock - Mail Analyst. Secretary. Prepares majority of referrals to departments/agencies.
- C. Jill McAulay - Secretary-Typist. Keeper of telephone log.

Naturally, the responsibilities of Claudia, Shirley and Jill are interrelated, and they assist each other as the workload demands.

I personally draft all Presidential messages handled by my office, frequently drawing upon information and advice provided me by appropriate departments/agencies. I send approximately fifty such statements out weekly. I have attached a few samples for your information.

II. VOLUME OF MESSAGE REQUESTS RECEIVED:

In an average week my office now receives approximately two hundred requests for messages. These come to me directly from the White House Mail Room, from other White House staff offices and through the White House Congressional Office from Congressmen and Senators.

III. TYPE OF MESSAGE REQUESTS RECEIVED:

There are around one thousand national organizations that receive Presidential messages each year. Here is a general run-down of the matters under which these organizations fall.

Agriculture - Rural
Arts - Culture - Entertainment
Awards - Testimonials
Business - Professional Organizations
Civic - Humanitarian Groups
Commerce - Trade - Travel
Communications Media
Congressional
Consumer Affairs
Defense - Armed Forces
Economic - Fiscal Matters
Education
Energy
Ethnic Groups
Environment
Foreign - International
Fraternal Organizations
Government - Administration
Health
Holidays - Commemorative Events
Housing - Urban Affairs
Labor
Law - Crime
Religious Organizations, individuals
Retirements
Science - Space - Technology
Sports - Fitness
States - Territories - Local Government
Transportation - Safety
Veterans
Weddings - Social events
Welfare - Poverty
Women
Youth

To give you an example of what one of these categories covers, here is a list of some of the organizations that fall under the Business and Professional category above.

American Advertising Federation
National Society of Public Accountants
National Pest Control Association, Inc.
(National Pest Control Month, 1975)
Sales and Marketing Executives International
(National Salesman's Month - February, 1975)
International Association of Printing House Craftsmen, Inc.
(International Printing Week, 1975)
National Society of Professional Engineers
(National Engineers Week - February 16-22, 1975)
American Society for Industrial Security
Executives' Secretaries, Inc.
National Bankers Association
Interracial Council for Business Opportunity
American Automobile Association
National Security Traders Association
American Land Title Association
Small Business Service Bureau, Inc.
National Savings and Loan League
National Business League

IV. HANDLING OF MESSAGE REQUESTS TO DATE:

Mail received in my office is analyzed and sorted into various action categories.

- A. Routine correspondence is acknowledged over my signature on behalf of the President. These acknowledgements are prepared for me by the White House Correspondence Section following instructions I provide.

These letters extend the President's good wishes to very small local groups or to individuals. They are carefully proofread and reviewed by my office before I sign them.

- B. A great bulk of correspondence I receive is forwarded by my office to departments or agencies by White House referral slip (copy attached for your information) over my signature for:
1. draft for President's signature
 2. advice and guidance
 3. reply on behalf of the President by an appropriate Cabinet Secretary

Copies of the referrals to departments or agencies sent for drafts or advice are retained in a Suspense File in my office. As the date for the particular event approaches, and if we have had no response, we check with the department/agency to see if our referral is being appropriately acted upon. This system enables us to meet deadlines and to keep anyone who calls my office regarding the status of a particular message request informed on what is being done and when they can expect it.

Copies of direct replies by departments/agencies are always forwarded to my office. Again, they are carefully reviewed to make sure that they have been properly handled. We are in constant touch by telephone with the Public Affairs Officers in each Executive Department/Agency to run quick checks when time does not permit inquiry by memo or referral and to trace materials already referred to speed their processing.

We run checks on every request. My office receives many seemingly innocuous requests for greetings which, after researching, we discover might be potentially embarrassing for the President to comply with. This has made careful checking a vital necessity.

- C. Congressional requests receive special handling by my office. Wherever possible, we stretch the limits of established message policy. If a request is totally out of line (i. e., fund-raising, commercial or otherwise controversial), I personally call the Congressman's office (after consulting with the responsible member of our White House Congressional Office) to regret. I call instead of writing so that there is no record of a negative response to pass on to constituents, so that the Congressman feels that special consideration has been given to his request and so that the White House Congressional Office is never in the position of having to say no directly to a Congressman on whom we depend for support.

V. PROJECTED EXPANSION OF PRESIDENTIAL MESSAGES:

A. Organizations

As I have mentioned previously in this memo, up till now, individually drafted Presidential messages have generally been sent only to national organizations or for special anniversaries of local, state or regional groups. Messages for regular events/meetings of state and local chapters of national organizations have been acknowledged by me or by an appropriate Cabinet Secretary on behalf of the President. These replies on behalf of the President could, if you so desired, be upgraded to messages directly from the President. Let me give you a few examples.

1. Traditionally, messages have been sent upon request to the Automobile Manufacturers Association, which is the umbrella organization for the whole industry. At the advice of the Department of Commerce, requests for component organizations (such as the Automotive Parts Distributors Association) have been handled by messages from the Secretary of Commerce on behalf of the President. This was done to ensure fairness of treatment to all such component organizations so that one did not receive more than another and also because it was felt that, since many of these organizations are highly technical and specialized in nature, the President would not -- and should not be expected to be -- conversant with the details of their operation. This is an area where, if you should want to change existing policy, we could expand and send Presidential messages to all responsible national organizations regardless of size.
2. Lions International has traditionally had annual messages from the President. This organization is, as you know, very actively organized at state and local levels. Messages directly from the President have gone only to the International Organization's annual conventions, and staff greetings on behalf of the President have been sent to all others. This could now be changed so that local requests receive direct Presidential messages as well. A possible problem with this is that, once it becomes known, it will snowball. And since there are, as I've mentioned, close to one thousand similar organizations also organized at the state and local level, it will mean a

tremendous increase in the volume of messages. I am sure you will agree that, once we start this, we will have to be consistent and handle all such requests as Presidential and not play favorites with some. Another possible setback is that annual messages to the national organization will lose in meaning and significance if Presidential messages are sent on request to all state and local chapters.

3. In the past, messages have generally not been done for the President's signature for dedications of buildings, organization headquarters, town halls, schools, etc. This is one area in which I see definite room for expansion since these are mostly bonafide, one-time-only local events and could mean a lot to the people who worked hard to realize their completion.

B. Individuals

In the past, Presidential messages have been sent to individuals who have completed an impressive number of years of voluntary service or who have been honored by prestigious national organizations or national awards. We receive a number of requests each week for messages to individuals honored by local organizations or chapters of national organizations. These have traditionally been acknowledged by a White House staff letter or Cabinet Secretary letter on behalf of the President. Often an inscribed autographed photograph of the President has been sent to the honoree with a covering letter over my signature. Here, too, there is room for expansion for direct Presidential reply should you wish to do so.

However, in the area of tributes to individuals, there are certain requests that have NEVER been acknowledged over the President's signature. These are:

1. Government retirements. There are approximately 100,000 Federal Government employees who retire each year, many not necessarily of their own choosing. Each department or agency has its own system of recognition for these retiring Government workers. At the request

of the Civil Service Commission, we have refrained -- to date -- from sending Presidential greetings to these individuals. In this same vein, if no messages are sent to Federal Government employees, none can be sent to state or local government employees on their retirements. Naturally, exceptions have been made in both cases where a certain individual was personally known to the President, worked on his staff or handled some special project on the President's behalf. In such cases, letters from the President have been sent privately to the home of the retiree -- not to any event where the publicity might cause jealousy and ill will among others with a similarly long tenure of service and accomplishment who have not been recognized in this way. I do not frankly see how this policy can effectively be changed.

2. Retirements from salaried positions. Given our population of 210 million and under our system of private enterprise, it is to be assumed that the majority of our adult population holds a lifetime job which ends in retirement at some point. It is impossible for the President to know the circumstances surrounding each of these retirements or how the particular job has been beneficial to society. It has in the past been thought better to avoid any messages to individuals for purely retirement ceremonies. Again, I might stress that exceptions have been made where the individual was personally known to the President or of such national prominence (such as Chairman of GM or Chairman of the National Red Cross) so that the President could commend him for public service rather than just his paid career. Because the obvious volume makes any research effort in this area impossible, I feel this would be a difficult one for expansion.

3. Testimonials for state and local officials. In the past these have generally not received Presidential messages. The reason for this policy is that in most

cases we have no idea from the incoming and no way of checking the party affiliation, true popularity, reputation or integrity of the individuals to whom such tributes are paid (i. e., city councilmen, town treasurers, county auditors, real estate board members, school board members, etc.). Here, too, I see potential difficulties if we were to expand. Having a flat policy of not recognizing any of these events is often an advantage when we have to turn down a specific request which might needlessly involve the President in some local controversy or where we know that the person has a controversial or unsavory reputation. When we can hide behind the cloak of a broad, long-established and firm policy like this, such events are far easier to turn down.

4. Commercial Endorsements. In the past it has been felt that it is totally inappropriate for the President to endorse any commercial or profit-making endeavor. This includes anniversaries of banks, companies, etc., as well as messages for board or sales meetings. The reasons for this policy are obvious. There is no guarantee that such messages from the President would not be used to advertise the companies' products or as part of their public relations effort. Also, as you know, many of these organizations are under contract to the Government, and the chances of being caught in the middle by sending a message during some delicate contract negotiations of which we may be unaware could be embarrassing. I feel quite strongly that this is an area where the policy should remain firm as is. If exceptions are made in this general policy, it ceases to be a policy.

5. Fund-raising. A number of serious problems resulting from the sending of messages to fund-raising events early in the Johnson Administration led to the formulation of a policy that precludes any messages to such events. To give you just one example: I think it was in 1966 that a major event was launched in Washington, D. C. to raise money

to feed under-privileged youngsters on Thanksgiving Day. A number of very prominent individuals endorsed or contributed to this event. President Johnson sent a message of support. In a newspaper article that came out after the event, it was revealed that, of about \$15,000 raised, only about \$650 was actually used for Thanksgiving dinners for these needy youngsters. The rest was allegedly pocketed by those who organized the charity. The article stressed the President's endorsement of this project. Since there is no practical way of checking out each of these many local, fine-sounding charitable efforts, I feel that it is wise to have a general policy of not sending Presidential messages to any of them. President Nixon followed this policy, and Phil Buchen has advised me that we should continue to follow it in this Administration.

6. Tributes to Members of the Judiciary. Ever since I can remember, there has been a very strict policy precluding messages to tributes or other public functions honoring members of the Judiciary. Because of the separation of powers under the Constitution and the time-honored independence and integrity of the Judicial Branch of the Federal and State Governments (and because Federal judges being honored might be sitting on cases in which the Executive Branch is either a plaintiff or defendant), this policy, too, is very sound. It has in this Administration been endorsed by Phil Buchen.

7. Tributes for Members of the Armed Forces. The Defense Department and the Military Aide's office have both requested that no Presidential messages ever be sent for members of the military services, regardless of rank or accomplishment. The only exception that has ever been made to this has been for retired officers of the caliber of Omar Bradley, who is, as you know, the only living five-star general. DOD has stressed the importance of adhering to this policy since the President, as Commander-in-Chief, should not be in a position of extending special recognition to one member of the Armed Forces over another. The Defense Department has its own strictly-controlled system of

honors, decorations and recognition for these deserving individuals. Requests of this type are sent through the White House Military Aide's office to DOD to be regretted in accordance with their policy.

8. Letters to Individuals or Groups Traveling Abroad. With the full support and insistence of the National Security Council and the Department of State, we have always refrained from sending messages to groups or individuals traveling abroad unless they are on official Government missions. According to State Department, this has been a policy since the Teddy Roosevelt Administration. There is obvious danger that such letters might be used by these individuals or groups to gain access to officials of foreign governments. In addition, an individual armed with a Presidential letter can wave it around in ways that could prove embarrassing to the President and to our country. Again, I cannot stress enough the importance of having a broad, firm policy here with no exceptions.

9. Tributes to Individuals or Groups Licensed by State or Local Authorities. This includes lawyers, doctors, real estate boards, zoning commissions, etc. Here again the reasons are obvious. For example, it would be impossible for us to know for certain that a doctor or lawyer who is being honored locally for his professional achievements is really in good standing within his profession. If you think this is far-fetched, you might recall the case of the famous society physician in New York who received many messages from Presidents Kennedy and Nixon and who recently lost his license for the indiscriminate dispensing of amphetamines to his patients. Regarding local licensing bodies, you can imagine the myriad local controversies they engage in daily. There seems to be no reason to involve the President in needless controversies at this level.

10. Individuals Receiving Honorary Degrees at College Commencements. No messages from the President are sent to any of these since there are hundreds of cases like this every spring and usually more than one person is honored at each commencement exercise. Quite often we get requests like this for individuals who are well known to the President. However, we often find that a well known opponent of the President or his policies is receiving an honorary degree at the same commencement. In the past, we have sent friends of the President who are honored at commencements nice congratulatory "after-the-fact" notes from the President.

11. Sillies. Each year a number of requests for Presidential messages are made for such absurd events as pie-throwing contests, pancake races and beauty pageants. To send messages to these would be inviting ridicule on the President and possibly demeaning to his Office. (Naturally, we make exceptions for things like "Red Flannel Day" in the Grand Rapids area.)

I have gone through this long list of no-no's to show you that there are problems in enough of these categories to make the policies necessary and, for the sake of fairness, to preclude any exceptions. One of the recurring problems I have had in turning down message requests like the above made by White House staff members is that the staff member who receives the request from a reputable, reliable source or friend, does not see why it could possibly damage the President in any way. This may be true of his particular case. But if we abandon the policy for some, it becomes impossible for me to explain to others that there is in fact a policy of not sending messages for such requests. And I cannot very well say that one deserves an exception over another. This could do the President more harm than good.

VI. NEED FOR CENTRAL CLEARING HOUSE FOR ALL PRESIDENTIAL MESSAGES. I believe that this memorandum shows why there is a continuing need for a central clearing house for all Presidential messages:

- A. to avoid duplication
- B. to check out each individual organization and event from every possible angle consistent with established policy so that the President will never be embarrassed by any message sent out over his name
- C. to ensure fair treatment for all requesting organizations and individuals.

- - -

Finally, I would like to point out that, with my limited staff and my additional responsibility (in which I am assisted by Jim Brown) of reviewing all materials for the Presidential autopen, it is quite difficult for me to expand the volume of Presidential messages in any appreciable way without doing violence to the quality of the messages now being sent. I fear that an added volume would far more resemble form letters rather than thoughtful and individually prepared statements.

I welcome your suggestions as to how far a Presidential message expansion ought to go and in what area.

###



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

DEC 31 1975

2684
~~2864~~
Judy
o/c
Called
2/31
5:30
d

MEMORANDUM FOR ROBERT D. LINDER

Subject: Proposed Bicentennial Year Proclamation

Attached, for the President's immediate consideration, is a proposed proclamation designating the year 1976 as the Bicentennial Year. The proposed proclamation was submitted by the American Revolution Bicentennial Administration, at the request of this office and the White House Bicentennial Office; it has been revised in this office.

The proposed proclamation formally designates the entire year 1976 to the Bicentennial and provides a year long Presidential focus for the Bicentennial celebration. We believe that the proposed proclamation is both an appropriate and essential formal declaration for a once in a life time event. The Bicentennial is an event which is singularly of special national significance and appeal to all Americans.

Time has not permitted formal submission to the Department of Justice in accordance with the provisions of Executive Order No. 11030, as amended, however, an attorney in the Department of Justice who normally reviews proposed Executive orders and proclamations as to form and legality has informally advised that there is no legal objection to its issuance.

We urge that it be immediately submitted for the President's consideration so that it can be signed today - before the designated year has begun.

This proposed proclamation has the approval of the Director of the Office of Management and Budget.

William M. Nichols
William M. Nichols
Acting General Counsel

Attachment

THE BICENTENNIAL YEAR

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

In the year 1776, the people of our land dedicated themselves in word and deed to the principles of liberty, equality, individual dignity, and representative government. It was a hectic and heroic beginning of a process which led to the creation of a great republic symbolizing then, as it does today, the hope of the future.

That was a year of revolution not merely in the rejection of colonial rule but in the thoughtful, eloquent, and enduring expression of a government which would foster and perpetuate the development of a free and independent people.

Now, two hundred years later, we have settled our continent and turned our vision to the limits of the universe. We are the richest nation in the world - rich in our resources, rich in our creativity and our strength, and rich in our people - from our Native Americans to those who have come from every country on earth to share in the hope, the work and the spirit of our Republic.

The challenges faced by our forebears were not only to their physical capabilities but also to their hearts and to their faith in the future. Their response affirmed their deep belief that by their actions they could create a better society in a better world. As we enter America's Third Centruy of national life, let us emulate in word and deed, their resolve and vision.

NOW THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby proclaim the

year of our Lord Nineteen hundred ~~seventy~~-six as The Bicentennial Year. Let 1976 be a year of reflection, a year of sharing, and foremost, a year of achievement.

I urge all Americans to reflect, from time to time during this Bicentennial Year, on the historic events of our past, on the heroic deeds of those whose legacy we now enjoy, and on the compelling visions of those who helped shape our constitutional government.

I call upon teachers, ministers, labor, business and community leaders, and those in the communications media, to review our history and publicize the shaping events, people, and ideas of our historic beginnings.

I call upon every man, woman, and child to celebrate the diversity of tradition, culture and heritage that reflect our people and our patrimony. Let each of us resolve to cherish and protect what we have achieved in America and to build upon it in the years ahead, not by words alone, but by actions which bespeak a continuing commitment to a heritage of individual initiative, creativity, and liberty.

IN WITNESS WHEREOF, I have hereunto set my hand this thirty-first day of December, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

JAN 6 1976

THE WHITE HOUSE
WASHINGTON

January 6, 1976



MEMORANDUM FOR: MILTON MITLER
THRU: MAX FRIEDERSDORF
FROM: PATRICK O'DONNELL *POD*
SUBJECT: Bicentennial Message

On Thursday, January 8, 1976, at 9:00 a.m., the Neiman-Marcus store in Houston, Texas, will dedicate their Bicentennial Flag Festival at which reproductions of historical flags will be displayed.

Senator John Tower (R-Texas) has requested our assistance in obtaining a Presidential message to be read at this ceremony.

Many thanks for whatever help you can offer on this short notice.

cc: Jack Marsh ✓



HATCH, SINCLAIR
PRES. MESSAGES

JAN 19 1976

January 12, 1976

We now mark the beginning of our Third Century as an Independent Nation as well as the 200th Anniversary of the American Revolution. For two centuries our Nation has grown, changed and flourished. A diverse people, drawn from all corners of the earth, have joined together to fulfill the promise of democracy.

America's Bicentennial is rich in history and in the promise and potential of the years that lie ahead. It is about the events of our past, our achievements, our traditions, our diversity, our freedoms, our form of government and our continuing commitment to a better life for all Americans. The Bicentennial offers each of us the opportunity to join with our fellow citizens in honoring the past and preparing for the future in communities across the Nation. Thus, in joining together as races, nationalities, and individuals, we also retain and strengthen our traditions, background and personal freedom.

As we lay the cornerstone of America's Third Century, the very special part in this great national undertaking performed by The Church Club of New York through its commemoration of the Bicentennial, is most commendable.

bcc: D. Downtown
R. Nessen
J. Connor
E. Hasek
3cc: S. Drake
cc: J. Marsh

Individual: Mr. Sinclair Hatch
President, The Church Club of New York
1 Chase Manhattan Plaza, NY, NY 10005
For Annual Meeting 1/19/76



January 12, 1976

Dear Mr. Hatch:

On behalf of President Ford, I would like to thank you for your information concerning the Church Club of New York Bicentennial observance.

In response to your request, the President asked that I send you the enclosed Bicentennial message along with his very best wishes and appreciation for the manner in which the Church Club of New York is commemorating our nation's 200th anniversary.

Sincerely,

Milton E. Nitler
Deputy Special Assistant

Mr. Sinclair Hatch
President
The Church Club of New York
1 Chase Manhattan Plaza
New York, New York 10008

Enclosure: Special message to The Church Club of New York

MEM/abh

Zcc: Sandy Drake
cc: Jack Marsh - FYI



crossed Douglas

Free milt mitler
January 9, 1976

MEMORANDUM TO:

MILT MITLER

FROM:

JACK MARSH

Milt, please handle the attached with Eliska. FYI, Bob Douglas is a good friend of JOM's and one of Vice President Rockefeller's top people.

JOM:RAR:cb



ONE CHASE MANHATTAN PLAZA
NEW YORK 10005

January 6, 1976

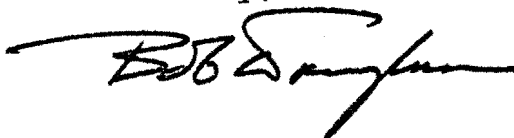
Dear Jack:

The enclosed letter to the President and related material are self-explanatory.

The Church Club is made up of very prestigious New Yorkers. A message from the President would be very well received and, I should think, would be to the President's distinct advantage.

With warm regards,

Sincerely,

A handwritten signature in cursive script, appearing to read "Bob Dwyer". The signature is written in dark ink and is positioned below the word "Sincerely,".

Mr. John O. Marsh, Jr.
Counsellor to the President
The White House
Washington, D. C.

The Church Club of New York
35 East 72nd Street
New York, N. Y. 10021

January 5, 1976

The President
The White House
Washington, D.C. 20025

Dear Mr. President:

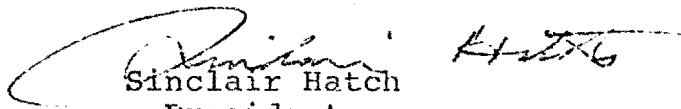
By the attached copies of my letter to you last July and the reply from Mr. Rustand, I would remind you that we hoped you might find it possible to address the forthcoming Annual Meeting of the Church Club on January 19 which will commemorate the Bicentennial. Unfortunately our meeting conflicts with your schedule for the State of the Union message.

Would you, however, find it appropriate to send us a word of greeting on this occasion? As you will see from the enclosed announcement of the meeting which went to our members, we were fortunate in obtaining Senator Pell as our speaker, along with the Bishop of New York.

Because of a few parish rectors who made the headlines of those days, our Church has often been dismissed in American history as a hotbed of Tories. To the contrary, I understand (and it might be of interest to you to verify) that two-thirds of the signers of the Declaration of Independence were members of the Church of England - to which the Episcopal Church was the successor in America.

I know that a word from the first lay Episcopalian of our country (and the first to occupy the White House in thirty years) would be an inspiration for all of us on the 19th.

Yours very sincerely,


Sinclair Hatch
President

1 Chase Manhattan Plaza
New York, N.Y. 10005
(212) 422-2660

The Church Club of New York

25 East 72nd Street
New York, N. Y. 10021

July 1, 1975

The President
The White House
Washington, D. C. 20025

Dear Mr. President:

On behalf of The Church Club of New York I am writing to ask you to honor us by addressing our 89th Annual Dinner, scheduled to be held at the Hotel Plaza on Monday evening, January 19, 1976.

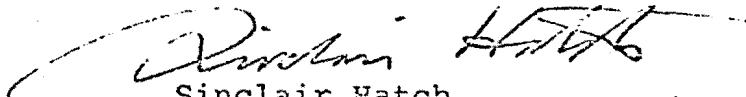
The Church Club is an independent lay organization, originally formed by a group of Episcopalians in New York City, which now has a membership of over 600 throughout the New York metropolitan area. The Annual Dinner is an occasion which usually draws upwards of 500 members and guests. Traditionally the Bishop of New York (now the Right Reverend Paul Moore) addresses the dinner and frequently introduces the principal speaker, who may be either a prominent layman or clergyman.

I am enclosing a copy of our last Annual Report for your information and of course will gladly supply any other details regarding the Club. I would add, incidentally, that the Constitution of the Club was amended in May as set forth in the Report so that women are now equally qualified with men for membership in the Club and the first women members have been elected.

The Trustees and I have been moved to extend this invitation to you with the hope that in the Bicentennial Year you might find our Annual Dinner an appropriate occasion for an address on some subject as the role of private institutions such as the Church in the history and success of America.

It would be an honor for us to be addressed by the First Episcopalian of our country and I hope that this may appeal to you as a fitting part of the celebration of the Bicentennial. I would add that if the date for which we hold a reservation at the Plaza conflicts with your other commitments we would make every effort to adjust this to accommodate you.

Yours respectfully,


Sinclair Hatch
President

THE WHITE HOUSE

WASHINGTON

July 25, 1975

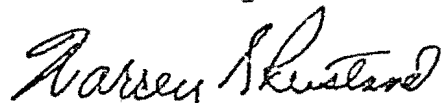
Dear Mr. Hatch:

John Marsh has forwarded along with his recommendation, your letter to the President inviting him to address the 89th Annual Dinner of the Church Club of New York at the Hotel Plaza in New York City on January 19.

The President was pleased to receive this cordial invitation and, if circumstances permitted, he would like very much to join you on January 19 in New York. Regrettably, though, the extremely heavy demands of his official schedule for January, including State of the Union and other messages to the Congress, will not make it possible.

The President sends warmest best wishes to you, along with his regrets.

Sincerely,



Warren S. Rustand
Appointments Secretary
to the President

Mr. Sinclair Hatch
President
The Church Club of New York
35 East 72nd Street
New York, New York 10021

MAR 9 1976

THE WHITE HOUSE
WASHINGTON
March 8, 1976

MEMORANDUM FOR: GWEN ANDERSON
FROM: WARREN BENDRIKS
SUBJECT: Request for Presidential Message

The Counselor to the Vice President, Governor Ray Shafer, has agreed to represent the President at the USO's special Bicentennial Salute to America's Armed Forces Banquet on March 11 in Philadelphia, Pennsylvania. The President had been invited to help celebrate the 35th anniversary of the USO and to receive the Liberty Bell Award. With his decline, they will now present the award to Pearl Bailey for her efforts in entertaining our troops overseas. I understand she was one of the first to ever entertain overseas.

The USO is interested in a message from the President which could be read at the evening banquet where Pearl Bailey is being honored. With that in mind, it was suggested that Ray Shafer, as the former Governor of Pennsylvania, would be a most appropriate person to read a special message from the President and Mrs. Ford to the 1,000 people in attendance.

Attached is some information which would be helpful in preparing a message. You should know that other Administration Spokesmen, John Warner, ARBC and General George Brown, Joint Chiefs of Staff, will appear Wednesday and Thursday respectively.

I will ask Governor Shafer's Assistant, Mark Morse, to touch base with your office.

Many thanks.

Attachment



CY PROVIDED: J. MARSH
B. BAROODY

THE WHITE HOUSE
WASHINGTON

May 10, 1976

MAY 13 1976

MEMORANDUM FOR: JIM CAVANAUGH
DOMESTIC COUNCIL

FROM: TED MARSH

SUBJECT: 7-76 BICEN EDITION LA LUZ

The attached is self-explanatory. This will be good exposure for the President and his views. I will appreciate your providing the proposed comments.

We will prepare schedule proposal for photograph for cover.

Enclosure



Bill:

For the July issue, we could have on the front cover a picture of the President discussing Hispano health concerns with the Assistant Secretary of Health, Dr. Theodore Cooper and myself.

RBS

The National
Coalition of Spanish
Speaking Mental Health
Organizations



1019 19th Street, N.W., Suite 73
Washington, DC 20036
(202) 466-2260

RODOLFO B. SANCHEZ
National Director

May 3, 1976

Mr. William J. Baroody, Jr.
Assistant to the President
for Public Liaison
The White House
Washington, DC 20500

Dear Bill:

As your secretary might have informed you, I will be the guest editor of La Luz magazine for a special bicentennial edition in July, 1976. This special edition will focus on "Health and the U.S. Hispano."

This edition will include a variety of articles addressing the various human services issues that concern the Hispano community, such as health legislation, mental health, alcohol and drug abuse, and models of community human services programs. The articles are being submitted by Spanish-speaking individuals such as Congressman Edward Roybal, Fernando Oaxaca from the Office of Management and Budget, Governor Raul Castro from Arizona, and other renowned Hispanos in the field of psychiatry, health, etc.

I believe that it would be very appropriate for the President to submit a written statement on his position regarding the health issues of the Hispanos. When I discussed this idea with Mr. Oaxaca, he also agreed and informed me that he would be contacting you regarding this matter.

Should the President deem this appropriate, we should have his statement in my office as soon as possible.

Looking forward to a positive response,

Respectfully,

Rodolfo B. Sanchez

RS:mec

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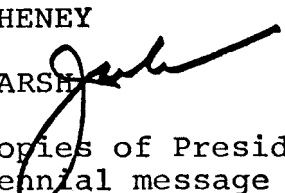
J. Julian Rivera, M.S.W.

Rev. Mario Vizcaino, S.

THE WHITE HOUSE

WASHINGTON

June 21, 1976

MEMORANDUM FOR: DICK CHENEY
FROM: JACK MARSH 
SUBJECT: Tape Copies of Presidential
Bicentennial message

There have been a number of requests for a tape recorded Presidential Bicentennial message by radio and television stations as well as churches and organizations. Most of these are for some July 4th event.

The President is recording a 2-minute Bicentennial message (recording scheduled for 2:30 p.m., Monday June 21, 1976) and this can be duplicated for that purpose.

I have been advised that through network assistance, which is normal, the television spot will be fed to network affiliates and Bob Mead can supply the few copies which might be requested by independent stations. Our problem, therefore, is with radio stations and churches and organizations.

Byron Laboratories in Washington, D.C. is on the GSA schedule. They can produce the necessary cassettes (100) for about \$14.00 each or a total of about \$1,400. I believe the coverage we can enjoy through this warrants the expenditure and would appreciate your assistance with this.

JUN 21 1976

THE WHITE HOUSE
WASHINGTON

6/21/76

JACK -

THIS IS THE MEMO
COVERING PURCHASE
OF COPIES FOR THE
PRESIDENT'S BICENTENNIAL
TAPED MESSAGE.

Wise

October 5, 1976

We now mark the beginning of our Third Century as an Independent Nation as well as the 200th Anniversary of the American Revolution. For two centuries our Nation has grown, changed and flourished. A diverse people, drawn from all corners of the earth, have joined together to fulfill the promise of democracy.

America's Bicentennial is rich in history and in the promise and potential of the years that lie ahead. It is about the events of our past, our achievements, our traditions, our diversity, our freedoms, our form of government and our continuing commitment to a better life for all Americans. The Bicentennial offers each of us the opportunity to join with our fellow citizens in honoring the past and preparing for the future in communities across the Nation. Thus, in joining together as races, nationalities, and individuals, we also retain and strengthen our traditions, background and personal freedom.

As we lay the cornerstone of America's Third Century, I commend the publisher and staff of the Scripps League Newspapers for their inspiring efforts in publishing the text of the booklet entitled, LET FREEDOM RING -- A Bicentennial Challenge. I applaud this important contribution to broaden public understanding and appreciation of our cherished national heritage. Efforts such as this are helping to make our great national celebration a meaningful and memorable one for all.

GERALD R. FORD

3cc: S. Drake
cc: D. Downton
cc: J. Connor
cc: R. Nessen
cc: S. McConahey
cc: J. Marsh ✓

Ind: John O. Marsh, Jr. sending covering ltr to Mr. J. Willard Marriott Chairman of the Board/Marriott Corp. 5161 River Road/Washington, D. C. 20016 Prepared in the offc of M. Mitler...sjd