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THE WHITE HOUSE

WASHINGTON

June 30, 1975

MEMORANDUM FOR: RON NESSEN

FROM: JIM SHUMAN *Ji*

SUBJECT: PRESIDENT'S NAACP SPEECH

Following are some quick thoughts, as we discussed this weekend, on the President's speech before the NAACP, scheduled for tomorrow.

1. It should be a high risk speech. Rather than cater to expectations of conventional thinking that the speech should contain promises and programs, it should state bluntly and clearly that the time for that is past. It should have as its theme: It is insulting to Blacks - and a form of discrimination - to single them out as a special group deserving treatment. It should say that the Administration is concerned about their problems, not because they are Black problems, but because they are American problems.

The speech could be constructed as follows:

Opening -- This would set the theme, the: I come before you not because you are Black Americans, but because your problems concern me; and I recognize that now, in 1975, although there is discrimination because of race, most of the deep problems of Black Americans are due not to race but to other factors.

Review -- A section which would review history and accomplishments of civil rights movement. It would be positive and supportive. It would indicate that President Ford is in favor of Black desires for political, economic and social acceptance and equality. It would lead up to:

Present Situation -- This section would note the results of the civil rights movement. It would show what has been accomplished and what still remains to be done, displaying concern

that so many Americans are still out of the mainstream of American life and prosperity.

Ford Program -- This section would say that although much remains to be done, it cannot be done by stirring passions with empty promises. It would recognize what the federal government can and can not do. Real success in achieving Black goals will require hard work, first on the part of all Americans who must look at Blacks not as a minority but as fellow human beings, and secondly, and most of all, it will require hard work on the part of Blacks, themselves, who must, as so many already have, earn respect and equality, just as everyone must.

There are, however, things the government can do, and which the President could pledge the government will do:

To take three major areas:

Welfare and Unemployment -- We should pledge ourselves to examine and improve present programs so that they deliver the services they promise, and to review the programs to see if ways can be found to make them unnecessary, to help people get off welfare into productive jobs so that they can establish their own sense of self-worth and dignity. (Studies have shown this is the goal of most welfare recipients.)

Jobs -- The key to this, of course, is providing jobs, and this administration is dedicated to building an economy strong enough to employ everyone who wants to work.

Education -- Although education is traditionally a local function, supervised by the various states, this administration is dedicated to guaranteeing that all Americans get the best education available so that they can function productively in today's complex economy and can thus get jobs.

Discrimination -- There are plenty of laws prohibiting discrimination on the books. This administration is dedicated to seeing that they are enforced, that no American is discriminated against on the basis of race, sex, or any other factor.

Conclusion - The administration's desire is to build a nation worthy of the goals of the Declaration of Independence and the Constitution, in which the right of every man to life, liberty and the pursuit of happiness are guaranteed. The problems Blacks have in achieving those goals concerns us all, and the administration pledges to help Blacks - and all Americans - work to reach those goals.

NOTE: The above is rough and off the top of my head. It is submitted only as the starting point for further discussion.