

The original documents are located in Box 4, folder “Economic Policy Board Meeting, Dec. 21, 1974” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.

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Talking Points

December 21, 1974

MEMORANDUM FOR: THE PRESIDENT

THROUGH: DONALD RUMSFELD

FROM: RICHARD B. CHENEY

SUBJECT: Talking Points for Economic Policy Board Meeting -- Saturday, December 21, 1974, 2:00 P.M.

As you requested last night, the following are the things that might be mentioned to the Economic Policy Board when you meet with them today concerning the preparation of their piece of the State of the Union Message and the Economic Policies for January:

1. The calendar they submitted and timetable is inadequate. For example, it shows the Congressional briefing coming after the speech, rather than before. That is a major decision that should be surfaced for the President to resolve.
2. Consideration should be given to overall Congressional strategy in connection with economic policy. We need to find some way to force Congress to act similar to the proposal now under consideration in the energy area. Namely, proceeding administratively to impose an import tax on oil and leaving it on until such time as Congress enacts the desired legislative package. It is important that we not simply follow our October posture of submitting a long list of proposals and then sitting back and waiting for Congress to act.



3. The group needs to think about **all** of the resources that are available to be utilized to sell whatever policies are finally decided upon to the American people and through the American people to the Congress.

This includes such things as utilizing the Vice President as our lead spokesman to explain our policies.

It involves briefing the Cabinet so each of the Cabinet members is equipped with the required knowledge and speeches for their public appearances after the State of the Union and are encouraged to follow up aggressively.

It includes briefing the Sub-Cabinet and all Presidential Appointees on our policy, and then finding ways to get them actively working to promote the policies.

4. They should give serious consideration to using Bill Baroody's operation and all of those organizations with which he has liaison in order to build support for the policies -- The National Association of Manufacturers, The Chamber of Commerce, labor organizations, and other public and private interest groups.

5. They ought to give thought to what kinds of articles can be written for various publications around the country, such as on the op ed page of the New York Times and elsewhere.

6. They need to consider what kinds of events the President personally should do by way of follow up to the State of the Union Message and the announcement of Economic Policy. This includes such things possibly as regional press conferences, meetings with editors, economic writers, etc.

7. Someone needs to talk to Dave Packard about the Business Council, and about the possibility of other types of business organizations getting behind the policies and supporting them and encouraging action.

In general, the group needs to be encouraged to pull together a coherent set of policies. But they also need to devote as much time to finding ways to package the policies and sell them to the American people and the Congress as they spend developing the policies in the first place.



Finally, you may want to remind the group not to discuss any of these matters with the press.



MEMORANDUM FOR THE PRESIDENT

THROUGH: DON RUMSFELD

FROM: DICK CHENEY

SUBJECT: Talking Points for Economic
Policy Board Meeting, Saturday, Dec. 21th, 2 PM

As you requested last night, the following are the things that might be mentioned to the Economic Policy Board when you meet with them today concerning the preparation of their piece of the State of the Union Message and the Economic Policies for January:

1. The calendar they submitted and timetable is inadequate. For example, it shows the Congressional briefing coming after the speech, rather than before. That's a major decision that should be surfaced ^{FOR} the President ^{TO RESOLVE.} ~~before it's decided.~~
2. Consideration should be given to overall Congressional strategy in connection with economic policy. We need to find some way to force Congress to act similar to the proposal now under consideration in the energy area. Namely, proceeding administratively to impose an import tax on ^{oil} ~~gasoline~~ and leaving it on until such time as Congress enacts the desired legislative package. It's important that we not simply follow our October posture of submitting a long list of proposals and then sitting back and waiting for Congress to act.



3. The group needs to think about all of the resources that are available to be utilized to sell whatever policies are finally decided upon to the American people and through the American people to the Congress.

This includes such things as utilizing the Vice President as our lead spokesman to explain our policies.

It involves briefing the Cabinet so each of the Cabinet members is equipped with the required knowledge and speeches for their public appearances after the State of the Union and are encouraged to follow up aggressively.

It includes briefing the Sub-Cabinet and all Presidential Appointees on our policy, and then finding ways to get them actively working to promote the policies.

4. They should give serious consideration to using Bill Baroody's operation and all of those organizations with which he has liaison in order to build support for the policies, ~~This could include a~~

~~series of regional briefings, work with~~ ^{with} ~~the~~ National Association of Manufacturers, ^{THE} Chamber of Commerce, labor organizations,

~~and~~ ^{and} other public and private interest groups.



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6. They need to consider what kinds of events the President personally should do by way of follow up to the State of the Union Message and the announcement of Economic Policy. This includes such things possibly as regional press conferences, meetings with editors, economic writers, etc.
7. Someone needs to talk to Dave Packard about the Business Council, and about the possibility of other types of business organizations getting behind the policies and supporting them and encouraging action.

In general, the group needs to be encouraged to pull together a coherent set of policies. But they ~~to~~ ^{ALSO NEED} devote as much time to finding ways to ~~articulate~~ ^{PACKAGE} the policies and sell them to the American people and the Congress as they spend ~~to~~ developing the policies in the first place.

Finally, you may want to remind the group not to discuss any of these matters with the press.