

The original documents are located in Box 39, folder “Image, Public” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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Factors to think about regarding the release of letter to President Hinckley--
The real question is public image, yours. Does the President need this letter as a vehicle for him. You used your original letter as a vehicle to amplify your own personal beliefs on morality but the question of the show was not a question of morality. It was about today's teenagers and you answered in terms of what is going on today. Since there was no moral question there is no need to apologize. If you change anything you had to say prior to this, it may undermine you and put you on the defensive. This was initially avoided and consequently the Harris Polls, excellent publicity, etc. (one publication wants to put you on the cover as one of the 25 people of the year). Plus you are Number One in popularity of numerous groups, publications, etc. This is what is helping the President Ford Committee.

Another factor about this letter (Granted it met ~~to~~^{the} need for President Hinckley~~s~~ but your original letter met the need for your public image.) is it boxes in your children in setting standards for them. ~~██████████~~

~~██████████~~
Thus far your public image has excelled as a result of the show. Do you feel it is necessary to change course on this whole question and risk credibility.

