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v/p 7/76

1) Two problems -

a) No real issues of significance -
are local.
richly economy

No candidate → Free Polls & studies

consumer confusion up.

is not helping

Can a Democratic candidate - as
style & perception has +

Need some way to tie things together

Can strength - end of line -

anti-establishment sentiment
person on honest & moral
" " a conservative
" " a regular Democrat.

urgent - Short-term plans.

Political Campaign for him no good



when he attacks - he is just
showing attack Congress
never 3 clients

1) media campaign

2) V.P. candidates who can
do lot of campaign

3) Porten on std no
of people who
4 - or .5

Simplify & simplify

main objective of people
talking about them

key state - 2 guys who can
not miss full Rep
campaigns -
74 0 72



not getting at issues -

what 4-5

what about to push

ford-perception is

decent

personally honest

(But now? he has political honesty)

(perceived to change his mind)

? intelligent - want out
to be President

I Foreign Policy - maybe over
D - diff. offi. for
Gov or senator -
~~some~~



R.P. - only one over
he perceives clear advantages
over Evolution

Weakness - not a strong leader
want a strong individual

~~Don't~~

Don't see day-to-day advantage
of things that go by

Don't see advantage of what it
makes happy

Grain of what is made happy

not change Ford's perception of Catalyst



Burning - may have to
go for Court
Amendment

I Foreign Policy & Defense -

for strong
cath. - perception there.

P - not seen as being for
anything

Does not repeat of ten any

Executive speaker -
analyst - not leader



Don't give example of what
mean to work in Dayton

Content less important than how played

Get to be seen as our leaders
through reputation, etc

Art - Refers -

Language important -

more like in what doing as P

JOBS a big issue

Present left

~~For~~ TOO many workers in
Not just big a deal



1975 Summer

I f poles

II Crime

III Big Govt - spending

IV JOBS

V Health -

VI

through crime speak to

a black audience

medium issue

I ENEMY



how to make it an issue
leave it alone

Priming - ^{44%} leave it alone

for or vs cost issue

Abortion - 24% people interested
36%

Gun Control - ~~24%~~ 53%

not in gun control

55 men
43 less

44 - Not Refer

Refer - cut overseen by ~~author~~



Prison - course vs. Calm
robbed, seized & arrested
by some people over
some degree

|| ~~_____~~ ||

go after Big Business

Call on any corp to
find others

De Regulation

weeper push to remain
competitive
w/ the
start w/ our Big



Anti-Trust -

Parade - serious
problem

Catholics - private
school tax credit

education — protect

middle class value -

my kind want so

things that I want

things -

way to keep me and
from being kind of it
education



General Growth is 4085

People oppose it - but
if there is an alternative -
But -

They cut not
meaningful because cut
declined.

You say who
will complement
for on low school



How effective parental involvement in Schools

Curriculum - ~~curriculum~~
parents - working
ways on ATSA

3 elements

a) mandatory sentencing

b) Youth courts in

c) Prob Curials

d) youth - 155 officers

men - - age
completely separate.



Vigilantes

CLC =

Anti racist

JOBS + spec

youth C.C.C.

Anti-Business

anti-tax

Deeds

Anti-war

Big foot

Big Biz

Big Labor

for affairs -

agriculture - farm state people
unseen from sugar



How come

gluten

with it

for others -

Keep the butter

one to a one-ten

good who's a
wheeler dealer

Q - with delirium? - yes
an



Old time Ancient culture -
make money - start BIZ
entrepreneur - work ethic

Not a 1976 man

Given time - development

Transcendental meditation



EXECUTIVE DIRECTORS MEETING

Friday, July 30, 1976

7:00 a.m.

Mess Conference Dining Room



MEETING WITH ANDRE BUCKLES
Thursday, June 10, 1976
4:00 p.m.

~~Subordinate~~
~~Issues~~
~~Issues~~

[Aug. 1976]

- 1) Inflation
- 2) Balanced Budget
- 3) Tax cuts
- 4) ~~THE~~ Tax Reform
- 5) Urban Problems

forgot to report
happy for Jimmy broke

His transition is then
There must be
and to prove
The President's
competence to be
merit



[Aug. 1976]

Most urgent needs:

- 1) ~~over~~ ^{electoral} ~~campaign~~ strategy -
- 2) An ~~campaign~~ executive, ~~to~~ ~~the~~ ~~man~~ ~~who~~ ~~will~~ ~~lead~~ ~~the~~ ~~campaign~~ ~~for~~ ~~the~~ ~~election~~ ~~August~~ ~~-~~ ~~November~~ ~~day-to-day~~ ~~campaign~~ ~~for~~ ~~the~~ ~~election~~ ~~August~~ ~~-~~ ~~November~~.
- 3) ~~A~~ ~~ford~~ ~~campaign~~ ~~theme~~, ~~with~~ ~~selection~~ ~~of~~ ~~4-5~~ ~~major~~ ~~issues~~ ~~diff~~ ~~establishing~~ ~~Ford~~ ~~in~~ ~~public~~ ~~perception~~ ~~and~~ ~~differentiating~~ ~~him~~ ~~from~~ ~~Carter~~. ~~Which~~ ~~we~~ ~~can~~ ~~amplify~~ ~~and~~ ~~repeat~~ ~~Roe~~ ~~P~~ ~~not~~ ~~on~~ ~~campaigns~~ ~~and~~ ~~repeat~~ ~~and~~ ~~repeat~~.
- 4) ~~A~~ ~~change~~ ~~in~~ ~~the~~ ~~popular~~ ~~perception~~ ~~of~~ ~~communications~~ ~~communications~~.
- 5) A ~~media~~ ~~campaign~~ ~~to~~ ~~place~~ ~~Ford~~ ~~in~~ ~~the~~ ~~mainstream~~ ~~of~~ ~~the~~ ~~American~~ ~~electorate~~. ~~Break~~ ~~the~~ ~~stereotype~~.
- 6) A ~~Vice~~ ~~President~~ ~~who~~ ~~can~~ ~~be~~ ~~an~~ ~~effective~~ ~~campaigner~~.

Media test
advertising
and one way



Known as
computer
sentence

P very concerned

Jul 273 part 1

Montreal

on the way
to the
new
building
at
the
new
address

[Aug. 1976]

even better hunt - some
more than the

A. Vice President —

B. Members of the Cabinet

C. Should the President debate Carter?

yes -

D. How can Ford attract independent voters?

what he is for.

E. How can Ford attract Democrats?

[Aug. 1976]

MEMORANDUM FOR: JIM CANNON

FROM: BRENT SCOWCROFT

SUBJECT: Campaign Strategy for Dealing with
National Security Matters

In assessing the potential of foreign and defense policy as a campaign issue, and in defining a strategy for treating it, several factors should be considered:

Need it be an issue at all: At the outset, the President's very solid record of accomplishment, the soundness of his vision of the future and the absence of any current or obvious near-term crisis, minimize for the opposition the potential of foreign policy as a major issue. This judgment is reinforced by the substance of the Democratic platform on foreign and defense policy which is, in most respects, parallel to Administration policy. Differences thus far concern degrees of emphasis or style more than substance.

Should we make it an issue: A fundamental objective of the campaign must be to convince the American people of the President's superior ability to lead, as witnessed by his record in dealing with difficult issues successfully. His record in foreign policy provides very substantial evidence in this regard.

-- The nation is at peace.

-- The United States has led the industrialized world out of the most severe economic recession in the post-war period.

-- We have raised allied solidarity and respect for the United States to its highest point in the post-war period.

-- The President has reversed a ten-year trend of diminishing defense spending.

-- The Administration has accomplished unprecedented progress toward peace in the Middle East.

-- The President has taken broad new initiatives toward meeting the root causes of conflict in developing countries and has established a new dialogue between the north and the south.

-- The President has established a new partnership with the nations of this hemisphere.

In sum, the President's national security policies represent a plus both in terms of specific successes, as well as for the aggregate image they support of a thoughtful, effective, internationally respected manager, leader and statesman.

Strategy

I believe that our strategy should be developed in two directions: The first should be through an address which focusses on the President's record in dealing with the problems of the world. In such a speech, the President would elaborate his very substantial accomplishments (e.g., Sinai II, emergence from the energy crisis, economic recovery, Rambouillet-Puerto Rico, Mayaguez, defense budget, World Food Conference). This

would be followed by an address which would set forth the President's vision of the future -- the nature of the problems before us in the next four years and his approach to resolving them, with perhaps one or two specific new initiatives. We have some thoughts in mind in this regard.

An alternative would be a series of speeches on different regional or problem areas, with the President describing what he has done and where he plans to go.

I believe that the benefit of the incumbency is nowhere more valuable than in national security matters. The President's record is very solid and the value of that experience in dealing with the complex problems of the next four years is deserving of a national mandate.

[Aug. 1976]

Crime = →

Handguns = our blame as a
liability. →

Understand

Federal Crime To Commit
a crime w/ a handgun.

Big Govt = → →

Jobs. Pat Gwaltney.

Q 12 - Education = Tax
credit for tuition
in ~~private~~ ^{any} school
of a

Two
for
you
per
child

cost
#1 \$ yearly



[Aug. 1976?]

CONDITIONS

STRATEGY

ORGANIZATION

ISSUES

SCHEDULING

PRESS

SPEECH WRITING

ADVOCATES

BUDGET

2

AND HAVE HIS
OWN MAN TRAVELING
WITH THE PRESIDENT



[Aug. 1976?]

NATIONAL ISSUES

1. Foreign Policy and National Defense
2. Crime
3. Big Government
4. Jobs
5. Quality of Life

SUPPORTING ISSUES

1. More Competition -- less regulation
2. Education (including private schools), issues which help children and non-degree education.
3. Agriculture
4. Home Ownership
5. Environment
6. Health Care
7. Busing
8. Energy
9. Abortion
10. Welfare Reform

SUBORDINATE ISSUES

1. Inflation
2. Balanced Budget
3. Tax Cuts
4. Tax Reform
5. Urban Problems

FORD

Strengths

1. He is perceived as a decent man
2. He is perceived as personally honest

Weaknesses

1. An inadequate perception of his intelligence.
Voters question whether he is smart enough to be President.
2. Primary campaigns have raised questions about his political honesty--he is perceived to change position for political gain.
3. He is perceived as a weak leader--not decisive, not strong.

CARTER

Strengths

1. He is perceived as honest and moral.
2. He is perceived as a conservative.
3. He is perceived as a regular Democrat.
4. He is identified with the anti-Washington sentiment.

Weaknesses

1. No experience in foreign affairs.
2. No record of accomplishment.
3. Has not said anything specific on issues.

MOST URGENT NEEDS


1. An electoral strategy.
2. An executive under Morton to boss day-to-day campaign, August--November.
3. A Ford campaign theme with 4-5 major issues which we simplify and repeat and repeat and repeat, and emphasize that the President is President.
4. A communications campaign to place Ford in the mainstream of the American electorate--media, advocates and in other ways.
5. A Vice President who can be an effective campaigner.

THE WHITE HOUSE

WASHINGTON

August 4, 1976

MEMORANDUM FOR THE PRESIDENT

FROM: L. WILLIAM SEIDMAN 
SUBJECT: Additional Thoughts on the Campaign

Some further reflection in the wake of the Democratic Party convention and the results of recent polling data prompt this short note on a campaign theme that I believe is worth considering.

Jimmy Carter's Greatest Substantive Weakness

During the primaries and in the process of securing the Democratic Party nomination, Jimmy Carter followed the practice of offering something to virtually every major interest group. This pattern of interest group appeasement is reflected in the Democratic platform as well as in Carter's public statements. His skill in this effort is evidenced by the fact that it was successful in securing him his party's nomination despite the fact that many of his promises are vague and difficult to precisely cost out. But, the general theme of his appeal to special interests is clear. I am convinced that if an effective effort is made to expose this vulnerability that it will not be possible for Carter to maintain his position of appealing to special interests and at the same time profess that his principal concern is for what is in the public or general interest.

The Anti-Washington Mood

Much of the public dissatisfaction with "Washington" and with the Federal Government, according to polling data, stems from the fact that a majority of Americans do not feel that the Federal Government is on their side. They feel that it is dominated by special interests--typically large interests with money. They also resent the power that has been accumulated by big business and big labor which many consider are in partnership with big government. Ironically, Jimmy

Carter has emphasized the theme that he wants to return the government to the average man.

The perception of Washington and the Federal Government as the tool of special interests is fueled by several factors. First, Congress is frequently dominated by special interest considerations. Congressmen receive much support, electorally and otherwise, from special interests. The congressional committee system and the pattern of committee jurisdictions are structured in such a way that policy is frequently dominated by special interests, and for most congressmen the way to success is through the committee system. Few congressional districts mirror the nation as a whole, and thus congressmen feel they are fulfilling their role as "Representatives" by supporting and championing the needs of the major groups in their district. In short, the incentives are strong for congressmen to respond to special interests.

Secondly, to the extent that Federal courts become involved in political decisions they have increasingly become a place of refuge or last resort for special interests in our society unable to find satisfaction elsewhere in the political system.

Thirdly, Executive Branch departments and agencies are largely organized around specific constituencies and special interests. Many Americans feel the Presidency is the single institution in the American political system in which the incentives to respond to the general interest -- what is in the best interest of all the people as a whole -- is at least as great as the incentives to respond to special interests.

Despite the fact that the Presidency is the single institution most able to respond to the general interest, many Presidents have maintained strong and visible ties to specific special interests. Your record over the past two years in elevating the general interest over special interest considerations in your decision making is clear. Indeed, several political observers have noted that your Administration has been successful in alienating in some way or another virtually every major special interest in the country. Examples to illustrate this point are legion and include your failure to acquiesce to demands for special treatment during the economic recession for the automobile industry, the tanker industry, and others; your numerous vetoes of legislation designed to benefit special interests ranging from child nutrition to common situs picketing; your regulatory reform proposals for the trucking, airline and railroad industries; your block grant proposals to consolidate numerous categorical grant programs which are the province of special interests; and your refusal to bail out New York City.

This suggests to me four recommendations:

1. Emphasize in campaign speeches and literature the close identification Jimmy Carter enjoys with special interests.
2. Identify Congress as the focus of special interest power in Washington.
3. Identify yourself as the Number One fighter against special interests and make as a basic theme of your campaign your commitment, as reflected by your record as President, to pursuing policies in the general interest.
4. Consider including these themes in your acceptance speech at the Republican National Convention.

cc: Lynn May
Art Quern

THE WHITE HOUSE
WASHINGTON

August 12, 1976

MEMORANDUM FOR:

JIM CANNON

FROM:

JIM CONNOR *JEY*

The attached article from the CHRISTIAN SCIENCE MONITOR dated August 12 was returned in the President's outbox with the request that it be forwarded to you for your information.

cc: Dick Cheney

Attachment:

Article entitled:
OLYMPIC problems that need to
be met before 1980

Congress of the United States

Office of the Minority Leader

House of Representatives

Washington, D.C. 20515

OFFICIAL BUSINESS

Herald R. Ford
M.C.

sports

PGA his last hope for a major title this year

Can Nicklaus avoid big tournaments shutout?



Jack Nicklaus

AP photo

By Joe Clerico
Special to
The Christian Science Monitor
Washington, D.C.

Can Jack Nicklaus, the bionic golfer, avoid being shut out in the major championships this year?

That's the leading question as the PGA Championship, the last of the four big tournaments, moves into the sports spotlight Thursday through Sunday at Congressional Country Club near here.

Nicklaus has won more major titles than anyone else ever — 16. On his value scale major championships are the only ones worth reckoning. If he goes a year without winning one, he considers his record a failure, even if he wins four lesser events and a small fortune.

"You are remembered by the majors you win," he says. "That's why I'll be pointing for the PGA."

A victory at Congressional would be extra special for Nicklaus because it would raise his total of PGA Championships to five, matching Walter Hagen's record. Hagen won it at stroke play in the 1920s. Nicklaus has won it at stroke play in 1963, '71, '73, and last year. It does not intimidate him to hear that the defending champion has never repeated in the PGA since it switched to stroke play.

Nicklaus is not playing poorly this season, by any standards but his own. He has won the Tournament Players Championship and won

over \$100,000. But he has come up just short in the big ones: a tie for third in the Masters, a tie for 11th in the U.S. Open and a tie for second in the British Open. The putts have not fallen quite often enough in these crucial weeks.

In the field here will be Masters champion Raymond Floyd, U.S. Open champion Jerry Pate and British Open champion Johnny Miller. Pate proved his Open win in Atlanta was no fluke when he out-gunned Nicklaus to win another national open last month, Canada's.

Lee Trevino, always a favorite in important tournaments and the 1974 PGA champion, missed the U.S. and British Opens with a strained back. He is expected to tee it up here.

And also in the field will be Arnold Palmer, by special invitation. Arnie failed to qualify otherwise. This is the one major tournament he has not won.

He's having a bad year — he isn't even listed among the top 100 money winners — but he sounds optimistic.

"I really think I can win this one," he said after playing an early practice round at Congressional. "You have to get uptight and stay uptight to win a pressure tournament like this. You have to keep the mistakes down. I think I can. When I am convinced I cannot win a major tournament, I'll quit."

"Julius Boros won the PGA when he was 48 and Sam Snead gave it a good shot three years

ago when he was 61. It comes down to concentration. I kept up with Jerry Pate during the Canadian Open, but he got the ball up and down better from in close. That's concentration."

No one ever concentrated better than Ken Venturi when he won the 1964 U.S. Open at Congressional. The victim of a long slump coming into the tournament, Venturi was nearly out on his feet from heat exhaustion the last day.

The Open windup was a murderous 36 holes then, and the temperature was over 100 with the humidity not far behind. Literally staggering in, Venturi finished with a marvelous 278. That was the last 36-hole Open finale.

Now a television commentator for CBS (ABC is doing the PGA), Venturi says Congressional favors the fader of the ball — the player who can hit it from left to right. Nicklaus and Trevino are master faders.

The course is not great, but it is solid. At 7,053 yards and par 70, it is long but not so long the pros will be overextended.

It demands that the player use a wide variety of shots, a mark of a good test. On each of his last two rounds in 1964, Venturi employed every club in his bag.

Congressional normally plays to a par of 72 for its members, who include President Ford and — as the name suggests — congressmen and senators.

Olympic problems that need to be met before 1980

By Larry Eldridge

It's never too early to look ahead toward the next Olympics, so as we close the books on Montreal it is already time to think about 1980. And the first thing a lot of people are thinking about is how to cope with the multitude of political and social problems that beset the games so regularly nowadays.

One old idea which surfaced again during this year's troubles was to use the Olympic flag and anthem instead of those of the individual nations. At first this might sound like a good idea for curbing the rampant chauvinism at these quadrennial celebrations, but in actuality it might be one of those solutions that is worse than the problem.

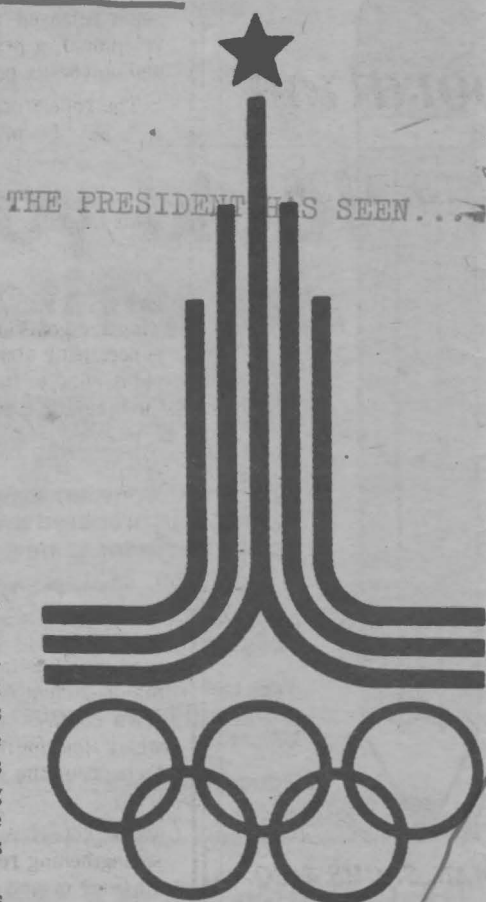
Anyone who has been at the Olympics knows what a moving and memorable mo-

Game plan

ment it is when his country's team marches in, or when an athlete from his nation wins an event and they raise the flag and play the anthem. The athletes feel this too. Many of them (including some now starring in the pro ranks) have told me that playing for their country was the No. 1 thrill in their entire careers.

Take all this away, and the Olympics would become just another big track meet, swimming competition, or whatever. Anyway, the problem doesn't lie with flags or anthems. There's nothing wrong with an athlete competing for his country as well as for himself. It's just that certain nations, like the Soviet Union starting shortly after the war and East Germany now, have made such an obsession out of winning medals that they have perverted the whole Olympic ideal.

The United States isn't exactly blameless either, for while it doesn't have state-supported sports programs its officials and media types can wave the flag with



Symbol for 1980 Olympics

anyone — and let's not forget that they were the ones who started the whole problem by making such a fetish out of counting medals.

Somewhere along the way all of these countries lost sight of Baron Pierre de Coubertin's original concept that "the most important thing in the Olympic Games is not to win but to take part."

Unfortunately, no one has yet found a way to stop a country from ignoring that ideal — and once this happens its rivals can seldom resist the temptation to try to

keep pace. I think the answer, though, is to cope with such distortions as best we can, not try to change the whole format.

For one thing, the U.S. Olympic Committee could try a little harder to improve its own programs instead of just rationalizing all failures on the grounds that Eastern European-style sports assembly lines don't fit the mold of a free society.

Obviously it wouldn't be feasible to try to set up such a system in the United States, but this doesn't mean — as the USOC seemingly would like us to believe — that national development programs are some sort of communist plot.

Countries like Austria, Switzerland, and France spend millions each year on their skiing programs with an eye toward the Winter Olympics, illustrating quite clearly that you don't have to live in a regimented society to develop a strong national team in a particular sport.

While the USOC wrestles with this problem over the next four years (and according to some of its own athletes, if something isn't done quickly American teams face potential disaster in Moscow four years hence), the International Olympic Committee has its hands full trying to find solutions to the various delicate political problems confronting it.

High on the list, is the "China question," which threatened for a while to wreck the Montreal games. Sentiment has been growing to allow mainland China and its 800 million people into the Olympic movement, but so far a majority of members has stopped short of fulfilling Peking's demand that Taiwan be simultaneously kicked out.

"Solving this problem is uppermost in my mind," IOC President Lord Killanin said in his post-Olympics press conference, but he did not indicate that he had as yet come up with any solution.

"What happened here (Canada's last-minute refusal to let Taiwan compete as the Republic of China), highlighted the question," he said.

Taiwan's withdrawal and the boycott by 30 African and Arab nations once again raised the question of letting athletes compete under the Olympic flag if for some reason they can't compete for a country. This came up poignantly in Montreal when sprinter James Gilkes of Guyana made just such a request after his country pulled out. Many people thought this was a chance for the IOC to establish an important precedent enhancing the sporting aspect of the Olympics and making them less nationalistic, but Gilkes' application was rejected.

Killanin, questioned sharply about this decision at his press conference, said the IOC had been "emotionally anxious to do the best we could," but had been prevented by technicalities from making any other decision.

The question is also being raised already as to how the IOC will react if the Soviet Union in 1980 follows Canada's lead and tries to bar or place restrictions on countries with which it is not friendly (Israel and Chile are the leading candidates).

Killanin reaffirmed at his news conference that the Russians have given assurances they will go by the IOC's rules, and when pressed with a hypothetical question about what would happen if they didn't he said: "If promises are not fulfilled, the Games will have to be withdrawn or cancelled."

One can only hope that the IOC somehow resolves the China question without sacrificing a member in good standing (Taiwan), finds a way to prevent last-minute boycotts like the one in Montreal, decides to let athletes compete under the Olympic flag in special situations, and lets the Russians know in no uncertain terms that despite its wishy-washy performance in giving in to Canada, any failure to abide by the rules in 1980 will cause cancellation. If it accomplishes even some of these things, the four years between Olympics will have been productive ones.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

INFORMATION

August 12, 1976

MEMORANDUM FOR: Jim Cannon
FROM: Dick Parsons
SUBJECT: Crime

You recently asked me to give some thought to the question of what additional steps the President could take (or propose) to reduce the level of crime in the country. Herewith, my preliminary ruminations.

My first thought is that the simple answer to the question you have posed is: "Not much!" This is because there is very little the Federal government can do directly about the problem.

The crimes most Americans fear -- murders, muggings, rapes, robberies -- usually do not fall within the criminal jurisdiction of the Federal government. Rather, these crimes must be dealt with at State and local levels. Therefore, unless one is prepared to suggest that all so-called "street" crimes be made Federal offenses (which, I suppose, is an option, though one I would not recommend), the role of the Federal government in combating this kind of crime must be essentially a supportive one.

Given this limitation, I believe the most effective thing the Federal government can do that will have an impact on crime is to target more resources on State and local prosecutors' offices. I reason as follows.

The criminal justice system may be looked upon as a boat (at least in one respect): if too many people crowd aboard, sooner or later the boat will sink and everyone will drown. Similarly, if too many people come into the criminal justice system, sooner or later the system will break down and lose its capacity to process anyone effectively. In a very real sense, I think this is what's happening to our State and local criminal justice systems.

Currently, our criminal justice systems tend to treat everyone who comes into the system alike in terms of processing them through the system (the theory being that the process of determining guilt or innocence should be the same for everyone). There is



practically no attempt made to differentiate between types of defendants for the purpose of according different kinds of treatment to different kinds of defendants. As a consequence, as our systems have become more and more overcrowded our ability to effectively dispense justice has diminished across the board.

We know, on the other hand, that most crime is committed by a relatively small number of individuals. The recent case here in Washington of a single individual who has admitted to committing about 50 rapes, 80 burglaries, 10 armed robberies and an uncounted number of car thefts serves to illustrate the point. And, while this is an extreme case, a recent study of over 225,000 persons awaiting trial on criminal charges revealed that two out of three had significant previous criminal histories.

From these observations, I draw two conclusions: (1) we can make a significant impact on the problem of serious crime in this country through the immobilization of a relatively small number of people -- those who repeatedly and habitually commit crimes; and (2) given the fact that we do not have the capacity to effectively handle everyone entering our criminal justice systems, emphasis should be placed on prosecuting and incarcerating the habitual offender.

Two years ago, the Law Enforcement Assistance Administration (LEAA) began an experimental program designed to focus the attention of the criminal justice system on the habitual criminal. Under this program, LEAA provides funds to local prosecutors to establish special "career criminal" bureaus within their offices. Such bureaus are comprised of senior or experienced assistant district attorneys whose sole responsibility is the prosecution of career criminals. LEAA also provides funds for the establishment of mechanisms and procedures to screen out career criminals as soon after arrest as possible. This enables identification of the truly serious offender as soon as he comes into the system and the immediate assignment to his case of an experienced prosecutor, who handles the case from beginning to end. These cases are also given priority by the courts to insure prompt trials.

So far, the results of these career criminal programs have been tremendously impressive. Through the first 18 months of operation in eleven jurisdictions:

- 615 individuals were identified as career criminals;
- the average adjudication time from arrest to final disposition was approximately 84 days;
- the conviction rate was 95 per cent (or 585); and
- the average sentence was 21 years imprisonment.



More importantly, many of the jurisdictions participating in the career criminal program have reported a decrease in the rate of crime.

At the moment, LEAA funds career criminal programs in some 18 jurisdictions throughout the country at a total cost of approximately \$6 million (see attachment for detail).

In my view, this has been LEAA's most successful program, at least in terms of reducing crime, and I would think that one of the most important things the President could do about crime is significantly expand the career criminal program. Of course, the level of expansion is subject to negotiation, but I would think something on the order of a tenfold increase would be appropriate.

In addition to helping State and local governments immobilize those who commit crimes, there are things the Federal government can do directly which will have an indirect impact on crime. One such thing would be to improve the Federal drug abuse program.

As you know, a number of recent surveys have indicated that anywhere from one-third to one-half of all street crime is drug abuse-related. While no one can say what the precise correlation between drug abuse and crime is, reason and experience tell us that the two are related and that reductions in the level of drug abuse can lead to reductions in the level of crime.

During the past 18 months, the President has made reducing drug abuse a priority objective of his Administration. We have produced a White Paper on the subject, created several new coordinating mechanisms, proposed new legislation, and infused in the troops a new spirit of enthusiasm and cooperation. The one thing we have not done, however, is substantially increase the resources we are committing to this effort.

For FY 1977, the President has requested \$780 million for the Federal drug program. In FY 1974, however, the Federal drug budget was \$782 million. What has happened over the past three years is that the massive budgetary increases of the early 1970s (when the Federal drug budget went from less than \$100 million in FY 1969 to almost \$800 million in FY 1974) have been completely absorbed by the bureaucracy. We are now operating at close to maximum capacity and, simply put, we aren't going to get much more out of the program without putting more into it.

I note by way of historical perspective that the only time we have made truly significant (or at least dramatic) progress in reversing the drug abuse trend was in late 1972/early 1973.

I note also that crime decreased for the first (and only) time in the last 20 years during that period. I believe it is more than coincidence that this dramatic progress, which the former President hailed as "turning the corner on drug abuse," came on the heels of a massive increase in Federal spending to prevent and treat drug abuse (from \$223 million in FY 1971 to \$511 million in FY 1972).

I do not here suggest that simply by infusing more money into the program we will produce a result similar to that achieved in 1972/3. However, I do think we will have to increase the resources we have committed to combating drug abuse if we hope to do more than simply keep our heads above water. I would think an increase on the order of \$100 million to \$200 million (the latter figure bringing total expenditures up to about \$1 billion) would not only be responsible in terms of the Federal drug program but could lead to a reduction in drug abuse and crime.

If this appeals to you, I can work with OMB and the agencies to develop a tentative breakdown of where the additional funds would be spent.

Another thing the Federal government could do which would, I believe, have a positive impact on crime would be to establish a national sports and recreation program.

We have known for a long time that opportunity to participate in organized sports can be a real alternative to crime among young people. Sports can provide an outlet for pent-up energies and aggressions. For some, it even provides a medium for self-expression. At worst, it can provide young people who would otherwise be idle with something constructive to do.

Yet, the Federal government does very little to insure that recreation programs and facilities are widely available. This responsibility falls mainly on the shoulders of local governments (i.e., public school systems), a handful of highly fragmented private concerns and, of course, each of us in our individual capacities. Thus, it can truly be said that there is no coherent, comprehensive national sports and recreation program for our nation's youth.

I believe the establishment of such a program, designed to insure that every child has a continuing opportunity to engage in organized sports activities, would serve several national purposes -- not the least of which is reducing crime. To be

effective, such a program would have to be more than just a policy-making, coordinating kind of operation. Substantial resources would have to be made available to construct facilities where none now exist (or to renovate inadequate facilities), to purchase equipment and to employ staffs. The cost could be anywhere from \$10 million to \$100 million or more, depending on how ambitious the program might be (it could, for example, be targeted only on high-risk groups like inner city youth).

Whatever the level of investment, I think this kind of program has real potential. Moreover, the long-range implications of not doing this, or something like it, are frightening. With youth unemployment in some cities in excess of 60 per cent, and with no real likelihood of substantially reducing this figure, we have got to begin to think about providing these young people with something to do. If we don't, crimes committed by youth will continue to soar.

As I indicated at the outset, these are preliminary ideas. Some, perhaps, are not well thought out. I am still working on some others. In any event, I would be glad to discuss this with you further at your convenience.

CAREER CRIMINAL PROGRAM

<u>JURISDICTION</u>	<u>1st Year Award Amount</u>
1. San Diego	\$ 247,118
2. Columbus	239,416
3. Suffolk County - Boston	463,912
3a. Suffolk County - Corrections	343,569
4. New York County - Manhattan	556,155
5. Detroit	576,040
6. Salt Lake City	201,708
6a. Salt Lake City - Defender	71,064
7. Kalamazoo	78,543
8. Houston	266,068
9. New Orleans	421,789
10. Dallas	308,246
11. Indianapolis	315,000
12. Miami	350,000
13. Rhode Island	190,304
14. Saint Louis	350,000
15. Albuquerque	98,522
16. Louisville	285,000
17. Memphis	300,000
18. Las Vegas	135,000
TOTAL	\$5,797,459

All projects are to be funded for a second year at or about their first year funding level.

Excerpt from

Remarks by the President at Vail, Colorado on August 27, 1976

Our campaign is national, and we believe -- as I said in the acceptance speech -- we concede no State, we concede no vote.

Secondly, we have refined the areas that we think important for this campaign to emphasize:

- ① Number one, jobs, meaningful jobs with an opportunity for advancement.
- ② Number two, an accelerated home ownership program. That is something more Americans are more interested in today than almost anything as we look at the polls that have been taken and the surveys that have been made.
- ③ Number three, quality health care that is affordable to the American people. We have to keep pressure on the costs of health care and make sure the quality of health care they are getting today will be continued and expanded.
- ④ Number four, crime. As I said in the acceptance speech, we will not tolerate the kind of crime rate increases that have taken place over the last three or four years, and we have not only a reiteration of what I have said in three or four speeches on the crime issue, but also some new thoughts and ideas that will be announced in the campaign.
- ⑤ The last, in the domestic area, recreation. Some -- or, I hope, all -- of you are going with us to Yellowstone Park on Sunday. We will have some announcements at that time that I think will show we are interested in the increased quality of life.

They really incorporate five points: Jobs, home ownership, quality health care, a reduction in crime and better recreation facilities. One other falls under that category, and that is in the field of education.

⑦ But, there is one other point that has to be made because it is sort of all-encompassing -- peace throughout the world. As I said in the acceptance speech, we want peace at home and peace throughout the world.

Those will be the thrust, those will be the emphasis, those will be the objectives we will try to convey to the American people that the Ford-Dole Administration of the next four years will emphasize.

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