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Briefing Paper for the President

Meeting with the organizing group of the  
Citizens Action Committee to Fight Inflation  
(October 12, 1974 at 2:00 p. m. )

The individuals at this meeting represent broad-based organizations selected to mobilize a citizens' effort to fight inflation and save energy. Those attending the meeting are listed in Tab A.

This is a working meeting which will start the national effort. During the discussion, you might make the following points:

1. Welcome to the White House and thank you for participating in this very important effort and for being present on such short notice. (Several had to change longstanding plans in order to attend. )
2. In the four days since my economic program was presented to Congress, there has been an impressive and instantaneous telephone and letter response to the WIN program office. Organizations and businesses and private citizens have asked how they can get the WIN buttons produced across the country and I am told that button manufacturers are working around the clock to fill orders. The button can be a very effective communication device to let each citizen know that the other one is pulling with him to stop inflation. We have had one call from a very large manufacturer that has explained to us the possibility that they will tie the WIN program into possible price reductions.

Momentum has been established and I think your task now will be to harness this momentum and sustain a national will to end inflation through the next year or year and a half.

3. It is extremely important that this citizens movement is kept out of politics. I will not wear a WIN pin at partisan political rallies or mix the WIN program into political campaigns. Any candidate, Democrat or Republican, is entitled to WIN buttons. There is no R and no D in WIN, and there is no copyright on this word.

4. Any successful effort to fight inflation requires active involvement by individual Americans. We need to develop a greater national sense of partnership and begin thinking in terms of the national interest -- as opposed to short-run private interests. We can only realize our legitimate individual aspirations to the extent our society and our economy are strong and healthy -- a condition which today requires personal sacrifice and self-discipline, particularly by our more favored citizens.

5. Two basic principles should be observed in developing a citizens' program:

(a) It should be developed by the private sector itself and should not be run by the government. That is why I have asked you here today. I look to you as leaders in the private sector to develop this effort.

(b) While it is your program, the government will provide some support, especially in the initial stages. Mr. Russell Freeburg, for example, is acting as the White House coordinator, and is also available to help this organization get going until you select a permanent executive director. For my part, I will participate by lending the program the prestige of my office. I am willing to give my personal attention to such things as award ceremonies or recognition of excellence by individual citizens or organizations. Although it probably doesn't need to be said, this committee should encourage all citizen mobilization efforts be done honestly and in good taste.

6. Today I would like your comments on some of the following questions:

(a) How do we encourage broad citizen participation and reward outstanding performance? How do we measure excellence? What criteria do we select?

(b) How should it be organized for maximum effect? Should it be largely a media campaign or should there be organization down to the grass roots? Should we include political subdivisions, such as states, counties and municipalities? Frankly, in my view, we should use every tool available.

(c) What specific types of citizen, group, union and company action should this private sector effort encourage? Car pooling? Home gardens? Better heating and insulation practices? Comparative shopping? Emphasis on employee suggestions on cutting costs and increasing supply?

*KC speech  
Turn  
to FFA  
Ideas?*

8. You also should think about organizing yourself and coordinating with Russ. You may wish to broaden the base of the committee. You may want to ask a number of other key groups in our society to join with you.

I would like to suggest that as far as officers go that Sylvia Porter be named Chairman. Sylvia has agreed to serve. Although the composition of this Committee is up to you, perhaps it could be made up of five vice chairmen representing major areas of society, such as business, labor, consumers, minorities and volunteers.

I want to emphasize again that the cumulative effect of individual citizens pulling together could have an enormous impact on stopping inflation.

NOTE: When it is necessary for you to leave, you might turn the meeting over to Russ, as Chairman protem, to conduct the election of Sylvia as Chairman.



LIST OF ATTENDEES  
CITIZENS ACTION COMMITTEE TO END INFLATION  
SATURDAY, OCTOBER 12, 1974, 2:00PM

MAYOR JOSEPH ALIOTO	Chairman, U.S. Conference of Mayors
WILLIAM G. VAN METER	Executive Manager, Chamber of Commerce of the United States
THOMAS WALLACE	Vice President, United States Jaycees
MRS. LILLIE HERNDON	President, National Congress of Parents and Teachers
ROBERT P. KEIM	President, The Advertising Council
MRS. CARROLL E. MILLER	President, General Foundation of Women's Clubs
WILLIAM J. MEYER	President, Central Sprinkler Company of Landsdale, Pennsylvania
CAROL T. FOREMAN	Executive Director, Consumer Federation of America
RALPH NADER	Private Citizen
SYLVIA PORTER	National Syndicated Columnist
CHARLES BRYLEY	Executive Director, National Governors Conference
FRANK STANTON	Chairman, American National Red Cross
ROGER FELLOWS	4-H, University of Minnesota
VINCENT T. WASILEWSKI	President, National Association of Broadcasters
RICHARD E. OHENDALSKI	Boy Scouts of America

RONALD BROWN	Washington Bureau Chief National Urban League
KERRY ALLEN	Deputy Executive Director of National Center for Voluntary Action
DR. ELVIS J. STAHR, JR. (or Alternate: GENE SELTZER)	President of the Audubon Society
LEO PERLIS	Director of Community Service, AFL-CIO
STANFORD SMITH	President, American Newspaper Publishers Association
STEPHEN KELLY	President, Magazine Publishers Association
<u>OR</u>	
CHAPIN CARPENTER	Vice President, Magazine Publishers Association
BERNARD NASH	Executive Director, American Association of Retired Persons
THOMAS FLYNN	Aide to Mayor Alioto

WHITE HOUSE STAFF ATTENDING

BOB HARTMANN  
RUSS FREEBURG  
BILL BAROODY, JR.  
STANLEY SCOTT  
DUDLEY CHAPMAN  
RON NESSEN  
PAUL THEIS  
MILTON FRIEDMAN

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THE WHITE HOUSE  
WASHINGTON

MR. PRESIDENT

THIS MEETING HAS NOW RUN

THIRTY MINUTES AS SCHEDULED.

THE NEXT APPOINTMENT: HAIRCUT

IN TWENTY-FIVE MINUTES.



THE WHITE HOUSE

Cabinet /

Reporting periodically  
"Justice" ↙  
Justice

THE WHITE HOUSE

Geothermal / Aliso

depletion allowance.

THE WHITE HOUSE

Shared Crisis

Fearless

Vulnerability

Hope for a Better Day

Govt - set ~~word~~ <sup>example</sup>  
State / Cities / Labor / Managers

Media -

THE WHITE HOUSE

P.S.E. / "Treppening"

Friend Chat -

Reporting regularly.