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1/7/75
THE PRESIDENT HAS SEEN.

THE WHITE HOUSE

WASHINGTON

January 4, 1974

MEMORANDUM FOR:

THE PRESIDENT

FROM:

WILLIAM SEIDMAN
FRANK ZARB
RON NESSEN

The considerable and generally accurate leaks about the contents of your planned economic and energy programs are damaging the planned impact of your proposals. We feel that you should reevaluate your plans to announce the economic and energy proposals in the State of the Union speech and consider making at least some announcement before then in order to prevent a complete loss of impact.

There are several reasons we think the leaks are damaging:

1. They give your opponents an opportunity to attack your proposals during the next 2 1/2 weeks while you cannot answer.
2. By having all the proposals out in the newspapers ahead of time, the reaction to the State of the Union may be, "there is nothing new in that".
3. Senators Jackson and Proxmire are likely to begin hearings before the State of the Union speech on these matters and by the time you make your speech you will appear to be merely reacting.
4. There is a great deal of anticipation being built up on this speech. People are looking not just for specific details but for signs of decisive and knowledgeable leadership which will determine to a large extent the country's estimation of you as President. A strong implication of you as a leader in firm command of the economy and the energy field may be lost if you don't speak out before the details of your programs are completely leaked.



Therefore, we suggest you consider the following options:

NO
1. Make a speech or use your news conference Tuesday to announce as many of the economic and energy proposals as you have decided on by then.

OK
2. Make a major television speech announcing your energy program only. Frank Zarb favors this and says the complete energy package will be ready to go Thursday, January 9 or Friday, January 10.

3. Go ahead and announce ~~the energy and~~ economic proposals in the State of the Union as planned. We do not favor this.

Assistant Secretary Enders says that Dr. Kissinger also favors announcing the energy and economic proposals at the earliest possible date.

We would welcome an opportunity to discuss this with you.

THE WHITE HOUSE
WASHINGTON

January 7, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: WILLIAM SEIDMAN
FRANK ZARB
RON NESSEN

FROM: JERRY H. JONES 

Your memorandum to the President of January 4 on leaks has been reviewed and the following notations were made next to each option:

1. No.
2. Ok.
3. The following was crossed out -- "energy and ..."

Please follow-up with the appropriate action.

Thank you.

cc: Don Rumsfeld