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THE WHITE HOUSE  
WASHINGTON

January 22, 1975

MEMORANDUM FOR: DONALD RUMSFELD  
FROM: JAMES E. CONNOR 



During the past several days the President has publicly demonstrated a thorough grasp of the details of his program. I think that such a demonstration has been helpful, but that it will soon become counterproductive. This is so for two reasons:

- detailed discussion always blurs the vision that underlies the proposals.
- the details by necessity will be compromised in some fashion. To the extent that the President is closely tied to them he will be seen to have "lost" something if he does not get each and every of his specifics.

The TV interview scheduled for tomorrow evening provides a good opportunity to get away from the details and to concentrate on the "why" of his program.

We ought to be sure that he is prepared or even that he directs the conversation toward the following kinds of questions:

- Why is dependence on foreign oil intolerable?
- what will it mean for our economy
  - what will it mean for our national security
  - what will it mean for our allies

Why is it necessary now to change the direction of a growing governmental share of the GNP?

Why do we have to avoid the short term "quick fix" solutions (rationing) that are being proposed?