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THE PRESIDENT HAS SEEN...*leg*

THE WHITE HOUSE
WASHINGTON

January 23, 1975

MEMORANDUM FOR THE PRESIDENT

THROUGH: DONALD RUMSFELD
FROM: RICHARD CHENEY
ROBERT GOLDWIN
RONALD NESSEN
SUBJECT: Chancellor TV Interview

MR7

The style of the interview should be conversational, not the style of a press conference. This is an opportunity to show yourself to the public in a way that can not be done in a press conference.

You should feel free to initiate subjects you want to talk about even if they do not ask you the right question. You can simply say, after answering the question, "You know, one of the things that's always interested me is . . .".

We suggest the following four major themes as ones you might initiate:

1. There seems to be no disagreement on the goals this country ought to pursue -- independence of our invulnerability in energy supplies. No one seriously questions the need to end our dependence on others for energy as soon as possible. The only disagreements are about how to achieve this goal. My proposals emphasize conservation and development of energy resources in a comprehensive program. Anyone else who wants to be responsible has to try to do the same.
2. There is no painless solution. Nobody likes to take bitter medicine, but if we are sensible we do it because it is better than being sick.

Some political leaders make it seem that they have painless solutions, but there are none. Bitter medicine is required -- we have no choices.

3. A lot of the maneuvering now going on is an attempt of some people to shift the burden to others. But the only fair program puts the burden on all of us. I will not give the impression that any of us can come through the long, difficult problem free of cost.
4. The world is entering a new era and we have to adopt new ways of thinking and new ways of behaving to adjust to the new reality. The kind of leadership we need has to be completely honest with the people and deliberate and persistent in dealing with these problems because there are no quick solutions. That is the leadership I am trying to give and that is the kind of thinking the American people demand and deserve.

In summary, the four points are:

1. No disagreement about goals
2. No painless solutions
3. The burden must be shared by all
4. Deliberate and honest leadership