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THE WHITE HOUSE

WASHINGTON

September 11, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

ROBERT T. HARTMANN  
PAUL A. THEIS

FROM:

JAMES E. CONNOR *JEC*

SUBJECT:

Options for speech at the dedication of  
Firestone Fieldhouse, Pepperdine  
University, Malibu, California, on  
Saturday, September 20, 1975

The President has reviewed your memorandum of September 9th  
on the above subject and made the following notation:

"Let me read Bill Banowsky's draft"

Please follow-up with appropriate action.

cc: Don Rumsfeld

THE WHITE HOUSE

WASHINGTON

September 9, 1975

MEMORANDUM FOR: THE PRESIDENT

VIA: ROBERT T. HARTMANN

FROM: PAUL A. THEIS

SUBJECT: Options for speech at the dedication of Firestone Fieldhouse, Pepperdine University, Malibu, California, on Saturday, September 20, 1975

Background: The fieldhouse you are to dedicate was donated to Pepperdine University by Ambassador Leonard Firestone. Pepperdine is an 8,000-student, 3-campus university celebrating its 40th anniversary in 1976. It was founded by the Church of Christ, is conservatively and religiously oriented, and has enjoyed tremendous success and growth in recent years. Mrs. Ford visited the original Pepperdine campus in downtown Los Angeles on her visit to California during the summer. The new main campus, where the fieldhouse is located, is in Malibu. Bill Banowsky, President of the university, is GOP National Committeeman for California.

1. Dr. Banowsky has submitted a proposed draft dealing with the importance of independent or private education in America -- which he suggests as a good subject for this audience. He stresses the contribution of private education as:

- a reservoir of national leadership;
- a relief to the public taxpayer;
- a source of important research;

*Let me  
read Bill B's*

- an innovative, creative force in education;
- a standard by which to measure public education;
- a guardian of academic freedom from political (state legislature) considerations;
- an effective instructor in ethical and moral values for American youth.

Dr. Banowsky's proposed draft also emphasizes the need to block Congressional efforts to curtail through heavy taxation the private donations which are the lifeblood of private independent education.

2. Dr. Banowsky's real preference, however, is for you to make a major policy address at Pepperdine on the subject of your choosing. He wants to make the dedication ceremony as dignified -- and as memorable -- as possible, even to the point of having the speech referred to as the "Pepperdine Address."

Writer's Recommendation: If a detailed policy address for a specific issue is not feasible at this time, Patrick Butler, who developed these options, recommends a speech on the importance of public service. Points to develop include:

- the impact of government and politics on our everyday lives;
- the sense of accomplishment which goes with public life, even with its day-to-day frustrations;
- the President's commitment to public life despite its hardships and risks;
- characteristics of the ideal public servant;
- the role of public service in the future.

This seems to have the makings of a serious Presidential address, highlighting your assets and experience, and setting a high tone as the political season intensifies.