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THE WHITE HOUSE  
WASHINGTON

January 21, 1976

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

JACK MARSH

FROM:

JIM CONNOR 57

The attached letter was returned in the President's outbox with the following notation:

"On Sunday, I met with Bill for about thirty minutes. We discussed his proposal as outlined here which has merit. Keep me posted."

Please follow-up with appropriate action.

cc: Dick Cheney



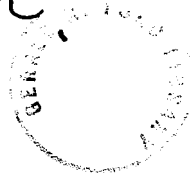
THE WHITE HOUSE  
WASHINGTON

Jack Marsh

On Sunday I met  
with Bill for about 30  
minutes.

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Keep me posted



THE PRESIDENT HAS SEEN....

THE WHITE HOUSE

WASHINGTON

January 18, 1976

MEMORANDUM FOR: THE PRESIDENT

FROM: WILLIAM J. BAROODY, JR. (B)

Franklin Roosevelt's theme was The New Deal. What he put together politically for the Democratic Party was the New Deal Coalition of special interest groups. This was a successful but divisive strategy that divided the country along economic interest lines.

Your theme is Common Sense. What you are putting together politically for the Republican Party is a Common Sense Coalition of all interests in America. This can be an equally successful but unifying strategy that attracts the responsible majority that exists in all sectors of American society.

The potential Ford constituency lies in the overwhelming majority of Americans who honestly and responsibly care about their communities and their country and want a piece of the action in making things better.

The paragraphs and phrases in the State of the Union Speech which formulate your position on the relationship between Government and the private sector, and especially cooperation between the two, can have a profound impact on politics in 1976, as well as on public policy.

1. The Common Sense Coalition - Your new formulation provides a direct link to all constituency groups in America. In addition to cultivating elements of a new coalition through specific programs (i.e. the estate tax revision, catastrophic health care, tax reductions, etc.) the general formulation reaches out to much larger constituencies.

A major speech before the New Hampshire and Florida Primaries in which you spell out the principles of this approach and issue a call for all Americans to join your Common Sense Coalition should be considered. It will give your political supporters and spokesmen a simple, persuasive and effective tool for explaining why all Americans have a stake in your remaining in the Presidency. Alternatively, we could let the political commentators and pols discover for themselves that this is your basic political strategy.

2. Incumbency - The way you have used and will use the powers of incumbency provide specific leadership acts to present to the American people. All other Presidential candidates can only make endless promises and proposals. They must persuade the American people that once elected they can get the Congress to dispose favorably of their proposals. Only the power of incumbency, however, offers an immediate leadership and action capability.

3. Direct Political Action (no politics is the best politics)--Your formulation about government-citizen involvement and cooperation provides the concept and rationale for Administration spokesmen to directly contact private citizens through letters, meetings, conferences, seminars, and other means. For example, we are planning to send letters over your signature. to thousands of participants who attended our White House conferences. These letters will be directly linked to the new formulations in your speech and will restate to the various participants that you feel their participation in such programs is an integral part of your philosophy of democratic government.

4. Intellectual Capital with Political Pluses -- The formulation about the genius of America's "unique combination of governmental and free citizen action" has been studied and noted by various political thinkers and columnists but has never before been posited as a public policy formulation by an American President. If developed and couched in public policy terms, this formulation should have an appeal to intellectuals, political commentators and other thought leaders of American politics. This will provide you with valuable political credit in the intellectual arena.

5. Unleaked material - This formulation will probably be one of the few sections of your SOTU that has not been leaked to the press. As such it will not have been discounted in advance and the Democrats will not have been able to prepare a response to it.

Special Note - The Consumer Representation Hearing Conferences and their relationship to the SOTU Formulation.

On Monday we will hold the fourth White House Hearing on Consumer Representation Plans, this one in Atlanta. Due to the substantive merits of the conferences themselves and especially in Atlanta due to the fact that Rogers Morton will be the Presidential spokesmen, the conference probably will



attract media attention, so you can probably expect media coverage before the State of the Union telecast. If by some fluke Monday is a heavy news day and the Atlanta conference is put on the media's back burner, you can expect network coverage on either the Houston meeting (Wednesday) or the Philadelphia meeting (on Friday). We expect 2500 people to attend in Philadelphia. The following week there will be hearings in Denver, Los Angeles, and San Francisco. Certainly some of these hearings will get national media coverage. You may have noted there was national coverage on both NBC and CBS of our Chicago conference.

If they continue to go well, you could consider some options to further highlight them as an example of the process you have begun to involve all Americans in the decision-making processes of government which affect their lives, including for example, a surprise appearance at one of them in the next two weeks. Philadelphia on Friday automatically comes to mind because of its Bicentennial overtones.

