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**RADIO-TELEVISION NEWS DIRECTORS
ASSOCIATION REMARKS**

FRIDAY, JANUARY 24, 1975

THANK YOU FOR COMING TODAY. I AM GRATEFUL
FOR THE OPPORTUNITY TO DISCUSS WITH YOU THE PROGRAMS I
HAVE PROPOSED TO THE CONGRESS -- FOR THEIR SUCCESS DEPENDS
TO A LARGE EXTENT ON THE UNDERSTANDING AND COOPERATION OF
THE AMERICAN PUBLIC.

THE MORE INFORMATION THE PUBLIC RECEIVES ON WHAT
I HAVE PROPOSED, THE BETTER CHANCE THEY STAND OF BEING
IMPLEMENTED, IN MY OPINION. BECAUSE OF THE POWER OF
THE ELECTRONIC MEDIA, YOUR ROLE THEREFORE IS AN ESPECIALLY
VITAL ONE.

IN THE PAST WEEK, THREE ASPECTS IN PARTICULAR OF
MY STATE OF THE UNION MESSAGE HAVE BEEN STRESSED.

THEY ARE THE TAX REBATE, THE INCREASE IN THE OIL
IMPORT TARIFFS, AND THE PROPOSED CEILING ON INCREASES IN
GOVERNMENT WAGES AND SOCIAL SECURITY AND OTHER BENEFITS.

BUT THESE THREE ARE ONLY PART OF A MUCH MORE COMPLEX
DESIGN FOR PULLING THIS NATION OUT OF THE ECONOMIC DOLDRUMS
AND THE ENERGY CRISIS -- A DESIGN WHICH HAS BEEN LARGELY
IGNORED IN THE ARGUMENTS OVER PARTS OF THE OVERALL PLAN.
THE IMPORTANT FACT IS THAT THE ENERGY PLAN, WHICH HAS BEEN
REVIEWED BY BOTH SECRETARY MORTON AND FEA ADMINISTRATOR ZARB
HERE TODAY, GOES FAR BEYOND TRYING TO REDUCE CONSUMPTION
OF IMPORTED OIL THROUGH PRICE LEVERS. IT TACKLES THE NEED
FOR MORE DOMESTIC SOURCES, BETTER USE OF ENERGY, AND
RESEARCH FOR NEW ENERGY SOURCES.

IN SHORT, WHAT WE NEED IS TO RESTYLE THE
ENTIRE NATIONAL APPROACH TO ENERGY PRODUCTION AND CONSUMPTION.

THIS IS A COMPLEX TOPIC, WHICH OUR ENERGY PROGRAM IS

DESIGNED TO MEET AND SOLVE. BUT THE PUBLIC NEEDS TO

BETTER UNDERSTAND IT -- AND I HOPE YOU CAN HELP US

PROVIDE THIS UNDERSTANDING.

NOW, THE ONE-TIME TAX REBATE IS A MATTER OF GREAT CONCERN BECAUSE IT DEALS DIRECTLY WITH THE MANNER AND AMOUNT OF MONEY TO BE PUT BACK IN THE TAXPAYERS' POCKETS.

THIS REBATE HAS BEEN INTEGRATED VERY CAREFULLY WITH THE OTHER TAX PROPOSALS. WE WERE NOT LOOKING AT JUST ONE SEGMENT OF THE ECONOMIC PICTURE. IN DRAWING UP THE PROPOSALS, THE EMPHASIS WAS ON THE CONTINUING ECONOMIC HEALTH OF ALL TAXPAYERS -- LOW AS WELL AS MIDDLE INCOME CITIZENS.

BUT OUR ECONOMIC RECOVERY OBVIOUSLY CANNOT
BE ACCOMPLISHED SIMPLY BY A ONE-SHOT TAX REBATE.
IF WE ARE TO RETURN TO A STABLE, BALANCED AND GROWING
BUSINESS CLIMATE, WE MUST PURSUE A PROGRAM THAT
TRENDS A PRUDENT LINE BETWEEN ECONOMIC STIMULATION AND
PERSONAL SACRIFICE.

OF COURSE, A PROPOSAL SUCH AS THE FIVE-PERCENT
CEILING ON SOCIAL SECURITY INCREASES FOR 1975 IS A PERFECT
TARGET FOR IRRESPONSIBLE POLITICKING. THERE IS A
LEGITIMATE NATIONAL CONCERN, WHICH I SHARE, ABOUT THE
IMPACT OF INFLATION ON THE FIXED INCOMES OF OLDER AMERICANS.
THE PROPOSED CEILING ON THE SIZE OF THESE INCREASES IN
FEDERAL BENEFITS IS COUPLED WITH PLANS FOR A MORATORIUM
ON NEW FEDERAL SPENDING AND A CEILING ON FEDERAL SALARIES.

IT MAY BE GOOD POLITICS FOR SOME CRITICS TO
SUGGEST WE START REDUCING THE GROWTH IN FEDERAL SPENDING
SOMEWHERE ELSE. BUT THE TIME HAS ARRIVED WHEN POLITICALLY
UNPOPULAR DECISIONS MUST BE MADE.

IF WE DO NOT BEGIN THAT TASK, WE WILL BE
DOING DISSERVICE TO THE PEOPLE WE MOST WANT TO HELP.

FORTUNATELY, THERE IS SOMETHING IN OUR NATIONAL
CHARACTER THAT SUMMONS STRENGTH WHEN THE COUNTRY IS
CONFRONTED WITH DIFFICULT CHALLENGES. THAT IS WHY I
BELIEVE THE AMERICAN PEOPLE WILL ACCEPT AND RESPOND TO
THE ECONOMIC AND ENERGY PROPOSALS WE HAVE LAID BEFORE
THEM AND BEFORE THE CONGRESS.

I WILL CONTINUE TO TAKE MY CASE DIRECTLY TO
THE AMERICAN PUBLIC. JUST AS I BELIEVE IT IS THE
PRESIDENT'S DUTY TO MAKE THE HARD CHOICES, I ALSO
BELIEVE THE CHOICES MUST BE EXPLAINED TO THE MOST IMPORTANT
FORUM THERE IS -- THE CITIZENS. YOUR HELP IN
ACCOMPLISHING THIS TASK IS VITALLY NEEDED. I APPRECIATE
THE CONCERN YOU HAVE SHOWN BY JOINING US HERE TODAY.

THANK YOU.

END OF TEXT

CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO: THE PRESIDENT
VIA: ROBERT HARTMANN *RHT* *DP*
FROM: PAUL A. THEIS *PT*
SUBJECT: Presidential draft remarks for the
Radio and Television News Directors Association

TIME, DATE AND PLACE OF PRESIDENTIAL USE: 4:30 p. m.

Friday, January 24, 1975, the White House

SPEECHWRITER: Kaye Pullen

EDITED BY: Casserly/ Orben/Theis

BASIC RESEARCH/SPEECH MATERIAL SUPPLIED BY:

Jerry Warren's office

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