

The original documents are located in Box 6, folder “3/14/75 - National Newspaper Association Government Affairs Conference” of the President’s Speeches and Statements: Reading Copies at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE PRESIDENT HAS SEEN. *def*

NATIONAL NEWSPAPER ASSOCIATION

GOVERNMENT AFFAIRS CONFERENCE

FRIDAY, MARCH 14, 1975

LADIES AND GENTLEMEN . . . WELCOME TO THE
WHITE HOUSE.

THE EAST ROOM IS A PARTICULARLY APPROPRIATE
PLACE FOR US TO MEET . . . AND TALK ABOUT THE NATION'S
PROBLEMS. THIS ROOM IS RICH IN HISTORY . . .
FULL OF HAPPY AND SAD MOMENTS IN THE LIVES OF THE RESIDENTS
OF THIS HOUSE AND IN THE NATION'S PAST.

THE FIRST FIRST LADY IN THIS HOUSE WAS ABIGAIL ADAMS

. . . WHO WROTE HER FAMILY OF HANGING LAUNDRY IN THIS ROOM

AND OF THE PROBLEMS OF THE NEW FEDERAL CITY. MRS. ADAMS

SENT NEWS TO HER FAMILY OF THE LARGE AND SMALL PROBLEMS

SHE FACED . . . THE SAME KIND OF NEWS THAT YOU IN THIS ROOM

SHARE WITH YOUR READERS.

I HAVE FOND MEMORIES OF THE NON-METROPOLITAN WEEKLY
AND DAILY NEWSPAPERS IN THE FIFTH DISTRICT OF MICHIGAN.

DURING MY CONGRESSIONAL CAMPAIGNS, I ADVERTISED HEAVILY
IN SMALL CITY NEWSPAPERS AND RELIED ON THE KNOWLEDGE THE
PUBLISHERS AND EDITORS HAD OF THEIR AREAS. I KNOW
FIRST-HAND THAT THE PEOPLE WHO KNOW A TOWN BEST ARE THOSE
WHO RUN THE LOCAL NEWSPAPERS.

AND IN RECENT YEARS, THE GROWTH IN THE NUMBER OF
SUBURBAN NEWSPAPERS REFLECTS THE IMPORTANCE OF THIS BRAND OF
PERSONAL JOURNALISM. IN AN AGE OF MASS COMMUNICATIONS . . .
YOU ARE IN THE BUSINESS OF LOCAL COMMUNICATIONS. YOU FILL
AN IMPORTANT NEED OF YOUR READERS . . . THEIR NEED TO KNOW ABOUT
THE PROBLEMS OF THEIR COMMUNITIES.

WHILE THE WORLD HAS GROWN SMALL AND INTERDEPENDENT IN
MANY WAYS . . . THE FACT REMAINS THAT THE NEWS AROUND THE CORNER
AND DOWN THE STREET IS STILL IMPORTANT TO ALL OF US.

WE LIVE IN A MOBILE SOCIETY . . . AND TOO MANY OF US
HAVE BEEN PULLED AWAY FROM OUR ROOTS. YOUR NEWSPAPERS PUT
US IN TOUCH WITH OUR NEW COMMUNITIES AND GIVE US LINKS TO OUR
HOMETOWNS.

YOU ARE PART OF THE DIALOGUE THAT KEEPS
SELF-GOVERNMENT GOING. I ADMIRE YOUR WORK . . . AND
I NEED YOUR HELP. A MEANINGFUL DISCUSSION OF NATIONAL
PROBLEMS CANNOT TAKE PLACE ONLY ON NETWORK TELEVISION OR
IN LARGE METROPOLITAN NEWSPAPERS -- BECAUSE THESE FORUMS
DO NOT PROVIDE SUFFICIENT OPPORTUNITY FOR AUDIENCE RESPONSE
AND PARTICIPATION.

ONE OF THE REASONS IT IS IMPORTANT FOR ME AND MEMBERS
OF THIS ADMINISTRATION TO TRAVEL AROUND THE COUNTRY AND TO MEET
IN WASHINGTON WITH GROUPS LIKE THIS ONE . . . IS TO LISTEN
AS WELL AS TALK ABOUT THE NATION'S PROBLEMS.

PERHAPS MY CONGRESSIONAL BACKGROUND CONVINCED
ME OF THE VALUE OF FACE TO FACE CONTACT . . . BUT THERE IS NO
SUBSTITUTE FOR THE DISCUSSION OF IDEAS IN PERSON WITH COMMUNITY
LEADERS LIKE YOU. THE BEST BRIEFING PAPER IN THE WORLD CANNOT
EXPLAIN PROBLEMS AS WELL AS SOMEONE WHO DEALS WITH THEM DAILY
AND DIRECTLY -- GOVERNORS OR THE MAYORS OR PUBLISHERS.

GOVERNMENT OFFICIALS NEED MORE TALK-BACK FROM THE
PEOPLE THEY SERVE . . . AND THAT IS PARTICULARLY TRUE OF THOSE
OF US IN WASHINGTON. THIS TOWN CAN BE JUST AS PAROCHIAL
AS A TOWN OF TWO HUNDRED FIFTY PEOPLE.

ONE OF OUR WAYS AT THE WHITE HOUSE OF GETTING
TALK-BACK IS OUR BRIEFING SESSIONS. BUT ANOTHER IS
FOR YOU TO SEND YOUR COMMENTS AND EDITORIALS TO RON NESSEN
IN OUR PRESS OFFICE.

WE NEED TO HEAR FROM YOU AND THE READERS YOU SERVE.

AND WE ALSO NEED YOUR HELP IN DESCRIBING THE PROBLEMS AND
SOLUTIONS OF THE DAY. BUT THE ECONOMIC AND ENERGY DEBATE
UNDERWAY NOW MUST NOT BECOME SIMPLY AN EXCHANGE OF RHETORIC.
THE DEBATE MUST PRODUCE ACTION.

IN JANUARY, THE ADMINISTRATION OUTLINED A
COMPREHENSIVE PROGRAM TO DEAL WITH SOME VERY HARSH REALITIES
FACING OUR NATION ECONOMICALLY AND IN ENERGY.

WE MADE SOME STERN CHOICES IN DRAWING UP THE ADMINISTRATION
PLAN -- THE KINDS OF CHOICES THAT SOME POLITICIANS WOULD
RATHER TALK ABOUT THAN MAKE.

YOU DEAL WITH DEADLINES IN YOUR BUSINESS.

IF THOSE DEADLINES AREN'T MET . . . THEN YOU CANNOT SERVE

YOUR READERS ON TIME. THE CONGRESS MUST RESPOND TO

SOME VERY REAL NATIONAL DEADLINES. I ASKED FOR ACTION

BY APRIL FIRST ON A REBATE OF 1974 INCOME TAXES . . . FOR

INDIVIDUALS AND FOR BUSINESSES. THERE HAS BEEN MUCH

DISCUSSION ON WHO SHOULD RECEIVE THE TAX REBATES . . . A

DISCUSSION BASED TOO OFTEN ON PURELY POLITICAL CONSIDERATIONS.

WE CANNOT LOOK AT THIS REBATE ON A POLITICAL
BASIS . . . WE HAVE TO LOOK ON HOW A REBATE WILL AFFECT
ALL AMERICANS. IT IS SOMETIMES FASHIONABLE TO TALK
AS IF WHAT IS GOOD FOR THE AMERICAN ECONOMY IS NOT GOOD
FOR THE AMERICAN PEOPLE. THIS TENDENCY TO TREAT THE
ECONOMY AS AN ABSTRACT IDEA DIVORCED FROM THE LIVES OF THE
CITIZENS LEADS TO SOME UNFORTUNATE PIECEMEAL PROPOSALS.

WHEN THE ECONOMY IS SOUND . . . IT MEANS
THE PEOPLE OF THIS NATION ARE ABLE TO LIVE COMFORTABLY
WITHOUT FEAR OF INFLATION AND WITH JOBS.
TO MEET THE PROPOSED APRIL FIRST DEADLINE
ON THE TAX CUT . . . THE SENATE MUST ACT BEFORE IT
RECESSES MARCH TWENTY-FIRST . . . AND THE HOUSE BEFORE
ITS MARCH TWENTY-SIXTH EASTER RECESS.

THE TAX CUT IS ONLY PART OF THE PROGRAM THIS
ADMINISTRATION HAS PROPOSED . . . AND THERE HAS BEEN
MORE RESPONSE FROM CAPITOL HILL ON THIS PROPOSAL THAN
ON MANY OTHERS. BUT AS NECESSARY AS THE TAX CUT
IS . . . IT IS ONLY A SMALL PIECE OF THE ACTION THAT
MUST BE TAKEN.

THE CONGRESS MUST ACT ON OTHER PARTS OF MY
PROPOSAL . . . ESPECIALLY IN THE AREA OF ENERGY.
IN MY STATE OF THE UNION ADDRESS, I CALLED FOR ACTION IN
NINETY DAYS ON A MORE COMPREHENSIVE TAX PROGRAM . . .
THE FIRST RESPONSE BY THE CONGRESS TO THIS PLEA WAS TO
NEGATE ANY ACTION BY THE PRESIDENT TO INCREASE OIL TARIFFS . . .
AND TO SUSPEND THE PRESIDENTIAL AUTHORITY FOR NINETY DAYS.

*in the spirit
of compromise*

I HAVE VETOED THAT BILL . . . BUT I DID DELAY

THE IMPOSITION OF THE TARIFFS UNTIL MAY FIRST TO GIVE MORE
TIME FOR THE CONGRESS TO ACT.

THE NATION'S CURRENT ECONOMIC AND ENERGY SITUATION
IS SO CRITICAL . . . THAT THE DEADLINE FOR ACTION CANNOT
BE PUSHED BACK INDEFINITELY. AS YOU KNOW WELL THE
TIME COMES WHEN THERE IS A FINAL DEADLINE . . . WE IN

AMERICA ARE APPROACHING THAT POINT. *Every day of delay
by the Congress makes the United States more & more
vulnerable to decisions by foreign oil cartels.*

THERE IS NATIONAL AGREEMENT ON THE NEED FOR
ACTION . . . THERE IS WITHIN THE SPIRIT OF THE AMERICAN
PEOPLE A WILLINGNESS TO ACCEPT THE HARD CHOICES REQUIRED
TO REGAIN ECONOMIC STABILITY AND ACHIEVE ENERGY INDEPENDENCE.

IN MANY WAYS . . . THE PRESIDENT AND THE
AMERICAN PEOPLE NOW WAIT FOR THE CONGRESS TO CATCH UP
WITH US.

AS RALPH WALDO EMERSON SAID, "IN SKATING
OVER THIN ICE OUR SAFETY IS OUR SPEED. THE SPRING THAW
IS COMING . . . AND THE CONGRESS MUST PICK UP ITS SPEED.

THANK YOU FOR COMING TODAY . . . AND I CLOSE
WITH A TRADITIONAL AND HEARTFELT SAYING . . . "LET US
HEAR FROM YOU." YOU ALREADY KNOW YOU'LL BE HEARING
FROM US.

END OF TEXT

CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO: THE PRESIDENT
VIA: ROBERT HARTMANN
FROM: PAUL A. THEIS *PA*
SUBJECT: National Newspaper Association Government
Affairs Conference

TIME, DATE AND PLACE OF PRESIDENTIAL USE: _____

4:00 p.m., Friday, March 14, 1975, The White House

SPEECHWRITER: Pullen

EDITED BY: Friedman

BASIC RESEARCH/SPEECH MATERIAL SUPPLIED BY:

Scheduling

CLEARED BY (Please initial):

(X) OPERATIONS (Rumsfeld) _____

(X) CONGRESSIONAL/PUBLIC LIAISON (Marsh) *Jm*

(X) PRESS (Nessen) *RHN*

() LEGAL (Buchen) _____

() ECONOMIC POLICY BOARD (Seidman) _____

() OFFICE OF MANAGEMENT AND BUDGET (Lynn) _____

() DOMESTIC COUNCIL (Cannon) _____

() NATIONAL SECURITY COUNCIL (Scowcroft) _____

(X) RESEARCH (Waldron) *TBR*

(X) JERRY WARREN (Attn: Margita White) *mauw*

() _____

() _____