

FLASH

THE WHITE HOUSE

WASHINGTON

November 1, 1976

MEMORANDUM FOR: THE PRESIDENT
FROM: JACK MARSH *JM*
SUBJECT: Speech Themes for Michigan

On your swing into Michigan, I think it would be helpful if you were to depart from your set campaign speech and personalize your remarks in order to emphasize your state citizenship and to identify with its people. It should be a "back home speech."

When you were in Richmond, your remarks about Virginia being your second home went over quite well. You must remind the people of Michigan that it's your first home and you are very proud of it.

Some of the points you might weave into these remarks before you move into your regular campaign speech are as follows:

1. After you received the nomination in Kansas City, when the question was raised of where your campaign would be launched from, you immediately decided that it would begin in Michigan on the campus of your alma mater. It was a way of saying thank you to the University of Michigan, the state and its citizens for what you achieved.
2. Point out that you are a product of the state, its institutions and its people.



3. As a result, you are aware of the great debt you owe to Michigan for the opportunities it has given to you.
4. You are proud to be its first son to be the President from such a great state, and are grateful that in this way you can repay what you feel you owe to Michigan inasmuch as it enabled you to be President by having first sent you to the Congress.
5. You know this state and its citizens having first represented it in Washington as the Congressman from the Fifth Congressional District.
6. Your twenty-four years as a Representative gave you an indepth knowledge of the entire state, not just the District.
7. Your years of Federal experience as Congressman, Vice President and President have not dimmed the loyalty and deep love you have for your home state.
8. You come to the people of this great state once again this time to ask for their support for you with their ballots, but unlike the previous times when you sought to be their Congressman, you seek the highest office in the land.
9. In that post, it is your hope that they shall be as proud of you as you are of them.



10. You could not help but think back to 1948 when you first set foot on the campaign trail to become a freshman Congressman from Michigan.
11. Today you are again on the campaign trail where it all began and it's good to be home.
12. It brings back many wonderful memories of events and places but most of all of people whose efforts have put you where you are. The honors you hold you want to share with them and that is what makes it all worthwhile.
13. In Kansas City, in your acceptance speech, you said:

"It is from your ranks that I
come and on your side I stand."

As they have helped you before, you seek their help once again so that in the days and years ahead as President,^{so} you might continue to stand together not only for Michigan but for a greater America.

ALSO

- (Tell some campaign stories from that first campaign.)
- (Refer to Michigan geography in speaking to identify with the state and the listener.)
- (In Grand Rapids, personalize with people and boyhood, mention schools and teachers.)



cc: Cheney, Hartmann, O'Donnell