

A. JAMES REICHLEY FILES, 1976

Collection Type

White House Office Files

Extent

2.0 linear feet (ca. 4,000 pages)

Record Type

Textual

Access

Open. Some items are temporarily restricted under terms of the donor's deed of gift, a copy of which is available on request, or under National Archives and Records Administration general restrictions (36 CFR 1256).

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Processed by

Dennis Daellenbach, May 1984

Biography

A. James Reichley

1929 - Born, St. Clair, Pennsylvania

1946-50 - B.A. University of Pennsylvania

1951-53 - U.S. Army, Counter Intelligence Corps

1953-54 - Technical editor, Franklin Institute, Philadelphia

1955-56 - M.A. Harvard University

1957-61 - Political reporter, Pottsville Republican, Pottsville, Pennsylvania

1961-62 - Legislative Assistant, Sen. Kenneth Keating of New York

1963-67 - Assistant to the Governor, Gov. William Scranton of Pennsylvania

1967-72 - Associate Editor, Fortune magazine

1970 - Consultant, President's Commission on Student Unrest

1972-76 - Board of Editors, Fortune magazine

1976 - Consultant, White House staff

1977-? - Senior Fellow, Department of Governmental Service, Brookings Institution, Washington, D.C.

Author:

- *The Burying of Kingsmith*, Houghton Mifflin, 1957 (novel)
- *Hail to the Chief*, Houghton Mifflin, 1960 (novel)
- *States in Crisis*, University of North Carolina Press, 1964

- *Conservatives in an Age of Change: The Nixon and Ford Administrations*, Brookings Institution, 1981
- *Religion in American Public Life*, Brookings Institution Press, 1985
- *The Life of the Parties*, Rowman & Littlefield, 2000
- *The Values Connection*, Rowman & Littlefield, 2001
- *Faith in Politics*, Brookings Institution Press, 2002

Scope and Content Note

The files of James Reichley cover the period May-October 1976 when he served as a political consultant for White House Chief of Staff Richard Cheney.

A journalist with practical experience in the political arena, Reichley assisted Cheney with President Ford's primary and general election campaigns. His broad responsibility was to consider long range goals and policies, and to generate new ideas. In particular, Reichley produced papers on campaign strategy and drafted statements expressing the President's position on a variety of issues. Although under the direction of Michael Raoul-Duval, Cheney's political assistant, Reichley usually worked most closely with Cheney himself.

As part of his work on general campaign strategy, Reichley was involved with outlining the long term "vision" of the Ford administration. This involvement ranged from writing analysis papers for Cheney on themes and programs for Ford to stress during the election, to weighing the advantages of potential campaign slogans.

Reichley's draft presidential statements are typical political campaign documents, full of fiery rhetoric about Ford's virtues and the opposition's mistakes and inconsistencies. Some of the material relates to the pre-nomination struggle between Ford and his Republican challenger, Ronald Reagan. The majority, however, covers Ford's contest with Jimmy Carter, the Democratic candidate for president. Subjects include housing, employment, crime, taxes, health, older Americans, and--in greater detail--the Ford-Carter debates and education. The major exception to the heavy political overtones of the files is Reichley's drafts of Ford's nuclear policy statement of October 28, 1976, which announced a far-reaching change in United States policy on nuclear proliferation.

The files consist of a relatively straightforward subject series, with multiple copies of a document often filed under a number of related folder titles. The majority of items are reports, speeches, and published materials, some dating back to 1974, which administration officials sent to Reichley for background information. Reichley's personal drafts of fact sheets, speeches, radio talks, position papers, and statements are fewer in number, but are also easy to pick out because he typed them on his own distinctive typewriter.

Related Materials (May 1984)

The Ford Library currently has available a number of other collections that are closely related to Reichley's work and the 1976 campaign. Most significant are the Michael Raoul-Duval Papers and various sections of the PL-Political Affairs category in the White House Central Files. On the issue of nuclear policy, Glenn R. Schleede's files contain a wide range of documents, including a full set of drafts leading up to Ford's nuclear proliferation statement of October 28.

Last Modified Date

2024-05-17

Subject File, 1976.

(Boxes 1-5, 2.0 linear feet)

Reports, speeches, press releases, printed material, and clippings which Reichley used for background information; and memoranda, analysis papers, and draft statements and speeches produced by Reichley. Subjects include general strategy for President Ford's 1976 election campaign, and the Ford-Carter debates; and the President's position on specific campaign issues such as crime, Eastern Europe, education, employment, health, housing, nuclear proliferation, and older Americans.

Arranged alphabetically by subject and chronologically thereunder.

Box 1 - Subject File

Status	Title
OPEN	Abortion
OPEN	Acceptance Speech - Republican Convention

Status	Title
OPEN	Administration Agenda/Program
OPEN	Aging
OPEN	Agriculture - Addresses by Government Officials
OPEN	Agriculture - Rural Development Goals Report
OPEN	Baroody, William J., Jr. - Speeches (1)-(2)
OPEN	Bicentennial Themes
OPEN	Bill of Rights - Campaign Themes
OPEN	Blacks
OPEN	Budget - Speeches and Briefings
OPEN	Busing
OPEN	Campaign
OPEN	Carter, Jimmy - General (1)-(2)
OPEN	Carter, Jimmy - Published Material
OPEN	Carter, Jimmy - Republican National Committee Report
OPEN	Cheney, Richard

Box 2 - Subject File

Status	Title
OPEN	Church Property
OPEN	Cities - General
OPEN	Cities - Urban Development and Neighborhood Revitalization Report
OPEN	Common Cause
OPEN	Community Development
OPEN	Community Development - Block Program
OPEN	Constituency Analysis
OPEN	Crime
OPEN	Debates, First - 9/23/76
OPEN	Debates, Second - 10/6/76
OPEN	Debates, Third - 10/11/76
OPEN	Delegates
OPEN	Defense

Status	Title
OPEN	Democrats
OPEN	Domestic Policy - Speech Proposal
OPEN	Eastern Europe
OPEN	Education - Forward Planning Issues Report
OPEN	Education - General (1)-(2)

Box 3 - Subject File

Status	Title
OPEN	Education - Speeches by Government Officials
OPEN	Election
OPEN	Energy
OPEN	Environment
OPEN	Environment - Speeches by Russell Train (1)-(4)
OPEN	Federal System
OPEN	Food Stamps
OPEN	Ford, Gerald R. - General
OPEN	Ford, Gerald R. - "The Ford Presidency: A Portrait of the First Two Years"
OPEN	Health - Cost Estimates for National Health Insurance
OPEN	Health - General
OPEN	Housing

Box 4 - Subject File

Status	Title
OPEN	Humphrey-Hawkins Employment Bill
OPEN	Israel
OPEN	Jobs/Employment
OPEN	Law Enforcement - General
OPEN	Law Enforcement - Remarks by Edward Levi
OPEN	Law Enforcement - Remarks by Richard Thornburgh
OPEN	Long Range Goals
OPEN	Marsh, John
OPEN	Medal of Freedom Awards

Status	Title
OPEN	Medicaid
OPEN	Morality
OPEN	Nathan, Richard P.
OPEN	National Education Association (1)-(2)
OPEN	National Interest
OPEN	Nuclear Policy Statement (1)-(5)

Box 5 - Subject File

Status	Title
OPEN	Nuclear Policy Statement (6)
OPEN	Organization for Economic Cooperation and Development
OPEN	Pennsylvania
OPEN	Platform Committee
OPEN	Platforms (1)-(4)
OPEN	Political Philosophy
OPEN	Poland
OPEN	Population
OPEN	Poverty
OPEN	Public Interest Groups
OPEN	Quality of Life
OPEN	Radio Talks
OPEN	Reagan, Ronald
OPEN	Regulation
OPEN	Reichley, James A.
OPEN	Religion
OPEN	Republican Legislative Agenda, 9/8/75
OPEN	Revenue Sharing
OPEN	Rockefeller, Nelson A.
OPEN	Senior Citizens
OPEN	Skeptic (magazine)
OPEN	Smith, Mary Louise
OPEN	Social Security

Status	Title
OPEN	Speeches/Themes
OPEN	Strategy Meeting - 6/8/76
OPEN	Strategy/Planning
OPEN	Taxes
OPEN	Theme Speeches
OPEN	Urban
OPEN	Vision Theme
OPEN	Voting Statistics
OPEN	Welfare