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DECEMBER - STU SPENCER

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Chron

1 December 1975

MEMORANDUM FOR::STU SPENCER
FRED SLIGHT

FROM: BRUCE WAGNER

RE: Pamphlet #1

As you know, we're all anxious to get a general campaign pamphlet printed and into circulation.

Bo has suggested we build off his recent speech in El Paso as a guide to a theme of basic accomplishments.. we've dutifully reviewed his remarks.

Normally, I'd want to put this first draft in better "copy shape" before circulating to you.. but in the interest of speed, I'd appreciate your basic reactions by the close of business today. I'm meeting with a free-lance copy-writer late this afternoon to discuss revisions, and I'm hopeful of showing copy to Bo on Tuesday.

Please let me know what you think.



December 11, 1975

BSW

MEMORANDUM TO: STU SPENCER
FROM: BRUCE WAGNER
CAMPAIGN '76
SUBJECT: FREEDOM OF CHOICE

The concept of "freedom" is a basic building block in America's heritage; it's clearly an emotional idea with substantial leverage if properly focused in today's society. Our original concept of freedom has evolved into a more restrictive situation with the growth of our society over the past two hundred years.

The current wave of public negativism is born in part from a sense of frustration over the inability to communicate with institutional leaders and thereby, have some control over events. In essence, Americans have begun to feel a loss of their freedom of choice.

Although our society clamors for leadership, it also yearns to be left alone. Like most folks, we want direction and help when we need it but the rest of the time, we'd just as soon be left to our own creative devices and choices.

This theme of 'increasing our freedom' can have positive fall-out effects on the issue level. As an example, great numbers of Americans want to protect the integrity of their neighborhood... even the people of the ghetto understand this desire. It would not be inappropriate for President Ford to oppose busing as a violation of his basic view of our need for freedom of choice.

In effect, President Ford can propose a move in the 1970's and 80's toward more freedom, and moderate Republican conservatism can feel at home under this umbrella.

The preceding theme is perhaps a different way of looking at things, but it could strike that chord of hope we've been discussing.

cc: Fred Slight
Bo Callaway
Peter Dailey
Bob Teeter



December 11, 1975

MEMORANDUM TO: STU SPENCER
FROM: BRUCE WAGNER
CAMPAIGN '76
SUBJECT: STATE OF THE UNION MESSAGE

Let's be sure to keep the State of the Union message very basic... no so-called Presidential rhetoric.

For example, the President can literally open his remarks in the following manner:

"I have been accused of being a very simple man...

Tonight, I want to propose six simple steps for Congressional legislation.

Step 1: Inflation is crippling our economy and robbing Americans of their hard-earned pay and so, I propose this Federal government stop spending beyond its means.

Step 2: Many criminals have come to believe that 'crime pays' and so, I propose that the illegal use of a handgun be legislated a felony offense with a mandatory five year jail sentence.

Step 3: Many Americans cannot afford the cost of educating their children and so, I propose that these costs be deductible from their Federal income tax.

Step 4: It is wrong that our nation's senior citizens cannot maximize their income earning potential and so, I propose that people over 65 be permitted to work and collect their social security.

Step 5: Our taxes are forcing older people out of their homes and so, I propose the elimination of property taxes for people over 65.

Step 6: Many of the world's emerging nations are exploiting our generosity by biting the hand that feeds them and so, I propose we stop wasting our national resources by limiting our aid to only our friends."

The specifics of the "steps" can change, Stu, but the essential simplicity will remain.

cc: Bo Callaway
Fred Slight
Peter Dailey

