

WH

6 AUG 1976

MEMORANDUM FOR BOB HARTMANN

SUBJECT: Your request for suggestions for the President's "Acceptance Speech"

1. The President's acceptance speech might step off in tone and mood from the two outstanding speeches he delivered in August, 1974.
2. The speech should include his conviction that more money should be left in the hands of the American people, by tax cuts and spending restraints, so that they can make the judgments as to how it should be spent.
3. The foreign-national security policy section should reference U.S. contributions to peace and world stability, our principles of individual freedom and self-determination, underline the importance of U.S. cooperation with those who share our principles and indicate his conviction as to the importance of maintaining a strong national defense to deter Communist aggression and expansion.
4. The speech might show he recognizes the fact that effective human action is fueled by hope, with a tone that is optimistic and appeals to peoples' hopes and aspirations that, while we recognize that all is not perfect, we can do better.
5. The speech should be one which shows our potential constituency (agriculture, small business, suburban areas, conservatives and moderates, the Jewish and Catholic communities, and those who value individual freedom and independence, and understand the need for a strong national defense) that he understands them and their hopes and concerns.

P.S. Free advice is easy. Writing it is the tough job. Good luck.

