

July 19, 1969

MEMORANDUM FOR: MR. EHRLICHMAN

I will try to summarize herein the points that the President has made regarding the plans for the week after his return from the round the world trip. Please excuse the probable lack of coherence since I will have to skip around through my notes to put this together.

As you know, the President's basic plan for that week is as follows:

Tuesday	A Bipartisan Leadership Meeting (This will probably be at 5 o'clock in the afternoon.)
Wednesday	Cabinet Meeting. (He is toying with the idea of making this an all-day meeting but doesn't want to announce it as such - at least at this time.)
Thursday	The Kiesinger visit with talks in the morning and the State Dinner Thursday evening.
Friday	GOP Leadership Meeting in the morning and television address to the Nation in the evening.

For the Friday evening speech, he plans to invite all of the Republicans in Congress, plus the Democratic leaders, plus our friends on the Democratic side. He will then add the Cabinet and all of the Sub-Cabinet and feels that this will get us to approximately 300, which is the proper size for the audience in the East Room. He wants to be sure that the room is well filled, and that there are people standing around the edges, and no empty chairs. Therefore, White House staff and other such people should also be invited to attend and stand-by in the rooms adjoining the East Room to fill in if there are any empty spaces.

As a general operating plan, he wants Klein to go to work immediately to get Rumsfeld, Finch, Schultz, Moynihan, and Ehrlichman scheduled for television appearances on all of the Sunday interview shows, plus any other programs such as news specials, the TODAY show, etc. in which they can do some backgrounding on the whole domestic program.

Along this same line, he would like Ehrlichman to arrange to have TIME magazine in on Friday, or earlier if necessary, to give them the whole story on this Friday night speech and the plan for messages on Monday, Tuesday, and Wednesday so that they can get it into their issue which will be out Monday. This is to be done for TIME, and possibly U.S. NEWS. NEWSWEEK is not to be given any background and will have to work just from what is announced Friday night.

It will be the President's plan to leave Saturday after the speech for the Summer White House in California, but he wants the messages to go forward after that. His plan for the messages is as follows: The press is to be briefed on Friday for Sunday release on the Welfare Plan, and it should be announced on Sunday as a follow-up to the Friday night television. The OMB Reorganization should be released on Monday with preliminary briefings done on Sunday. The Manpower Reorganization should be released on Tuesday with backgrounders on Monday and Revenue Sharing should be announced on Wednesday with backgrounders on Tuesday. The speech on Friday night will refer specifically to all four of these programs with major emphasis on the Welfare Program.

In all of this, the President does not want to use the word "welfare" in describing his program and hopes that Safire and others may be able to come up with new terminology to cover this.

Regarding the speech itself, the President feels that the most important thing about it is the rhetoric. He does not want to appeal to people on welfare, or to the unemployed, or to the Blacks. The appeal, instead, is to be to the working poor and to the taxpayer. He wants to use his line from the campaign, "Get people off of welfare rolls and on to payrolls." He wants to take a hard line at the beginning of the speech with a head-on attack on the utter mess that welfare is now in and the need for an entirely new approach.

He wants to make the point that we are the richest nation in the world and that we were able to land man on the moon, but our welfare program has been an utter failure and needs a completely new approach. He wants to paint the terrible picture of what would happen if we just continue to pick-up the welfare tab the way we are now doing it.

The President would like the statement worked on as quickly as possible - hopes that Ray Price will do so over the weekend - and that Moynihan, Safire, Buchanan, etc. will keep working on it while the President is abroad, and that a completed draft from that group will be brought by Buchanan with him to Bucharest so that the President, Price, and Buchanan can get to work on it during the trip back to the U.S.

Another theme the President suggested was along the lines of, "Where do we go after the moon shot?".

He wants it understood that this must be a speech that he reads and that it must be limited to the half-hour time segment.

As to format on that Friday night, he plans, as I mentioned above, to use the East Room and would like to use television time at 9:00, 9:30, or 10:00, whatever is the best time for us and the least inconvenience to the networks. He does not want the press in the East Room, except the small pool to cover. The rest of the press will have to get it off television. The guests are to include, of course, Congressmen, Cabinet, staff, and Sub-Cabinet. The guests should be invited for one-hour prior to the air time for a little cocktail reception in the State Dining Room (the President will not attend this, and the Cabinet officers should host it) before going into the East Room for the broadcast.

The President wants Ehrlichman and Schultz to sit down right away with Arthur and get him braced for this. He is concerned about Arthur's pride, etc.

He also wants Ehrlichman to convince Harlow to play this one hard, and to recognize that Congress is not always right, and that we have to sell this program, not present it for approval.

That is about it - have fun.

H. R. HALDEMAN