

**[5/15/80-Not Submitted-DF]**

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ID 802911

THE WHITE HOUSE

WASHINGTON

*Sunny*

DATE: 20 MAY 80

FOR ACTION: HAMILTON JORDAN

JODY POWELL

*DF*

INFO ONLY:

SUBJECT: OWEN MEMO RE STATEMENTS AND PRESS CONFERENCES

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+ RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +

+ BY: 1200 PM THURSDAY 22 MAY 80 +

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ACTION REQUESTED:

STAFF RESPONSE: ( ) I CONCUR. ( ) NO COMMENT. ( ) HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:

## THE WHITE HOUSE

WASHINGTON

INFORMATION

May 15, 1980

MEMORANDUM FOR: THE PRESIDENT

FROM: HENRY OWEN *HO*

SUBJECT: Statements and Press Conferences

You might build your public statements and press conferences increasingly around the theme that you mentioned when you announced your candidacy in the Cabinet Room: talking sense to the American people.

You could point out that in respect of each of our main problems -- inflation, energy, US-Soviet relations -- we have a choice between:

-- accepting the fact that these are deep-seated problems, which will only yield to sustained prosecution of the difficult, and sometimes painful, policies on which we are embarked;

-- pretending that these problems can be made to go away through some painless quick fix -- e.g., wage and price controls, giving the oil companies their head or having a high-noon showdown with OPEC, reverting to detente with the Soviets or giving them an ultimatum.

There is no way you can out-promise your rivals. But you can be more honest than they with the American people. If you are, your listeners will see the contrast and draw the right conclusions.

The problems we face lend themselves to this approach:

-- No country has beaten inflation without the kind of prolonged fiscal and monetary restraint you now propose.

-- There is no way to lick the energy problem without cutting oil consumption and increasing use of alternative energy sources -- which means higher prices, supplemented by judicious use of fiscal incentives and administrative measures, as you propose.

-- There is no means by which we can develop a useful relationship with the USSR without a long period of resisting both their pressures and their enticements.

The American people know enough to recognize these hard truths -- if they are set forth clearly and candidly. In doing so, you can show that you have a clear view of how these problems can be solved, that these solutions will require consistent action over a long period, and that you are determined to keep this country on steady course to this end.

This is what the election should be all about.