

MEMORANDUM TO RICHARD K. PRICE JR

FROM RODNEY CAMPBELL

December 13, 1972

SUBJECT: PRELIMINARY INAUGURAL IDEAS *le*

It's difficult to focus with precision at this early point, but I'm trying out some variations on an "American Spirit" theme. You'll have noted, doubtless, that the First Inaugural is perfect for now. What an act to follow! But, then, what a term to follow. So - our objective perhaps should be to write an Inaugural for four years from now. So - we are at 1976; what is the American Spirit that has made so much difference to the continent and to the world. What has changed people so profoundly.

While staking out a "holding brief" on this one, I'd meet today's deadline with a couple of more obvious ideas which will work.

- 1.) The Momentum of Peace: We have pointed out in late campaign speeches that negotiations are going on almost everywhere in the world. We might have progress in VN before 1/20. But the big one -- and perhaps this will be a prime achievement of Term 2 -- will be an accommodation in the Middle East. Coldly, I think we can get it now, because the Egyptians know they can't go it alone and the USSR won't go along with a war. Hence, presumably its Connally to Feisal and some of the other Arab money men onto Cairo, and the wedge is still the opening of the Suez Canal. An Inaugural for such tactics - of course not, but we should specify a call for peace, at last, in what is still the most explosive ~~maxxxx~~ region on earth. It should set the stage for what I think will be diplomatic successes to come.
- 2.) The Engine of Unity: America still has some work to do re-establishing our identity as a friendly/tough, competitor/partner with the other OECD nations. The remaining image of a soft beneficent must be eradicated, and I believe Haiphong did eradicate the image of a loser in Vietnam (see my San Diego Union clip if needed). So, from peace with honor, we can move creatively as Bismarck rather more than Disraeli did after Berlin to reinforce working instruments of unity. In this, I think the Europeans need America very much. The recent Eurochief's session at Paris radiated weakness because it lacked the American engine. In other words, I think the Europeans now know that an EC set against the US will not work -- and so, after we've finalized our trade positioning, we should address ourselves to the question of what kind of OECD community we really want. Again, this is nuts-and-bolts diplomacy, but in the Inaugural we should definitely include a thorough reference to fair-shares economics and unifying diplomacy. Per the Acceptance Speech, in the world as in the US, the difference is between "change that works and change that won't work."
- 3.) Dizzy: For US domestic policy-planning, Disraeli is good and can be quoted in the Inaugural. One I like is: "In a progressive country, change is constant and the question is not whether you should resist change which is inevitable, but whether that change should be carried out in deference to the manners, the customs, the laws, and the traditions of the people or whether it should be carried out in deference to abstract principles and arbitrary and general doctrines." MORE LATER PC



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