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Central Files

THE PRESIDENT HAS SEEN *by*

THE WHITE HOUSE

WASHINGTON

RECEPTION FOR GROUP BROADCAST EXECUTIVES

6:00 p.m., March 12, 1975
The Blue Room

From: Jerry Warren

I. PURPOSE

To give the chief executives of 23 key companies owning groups of television and radio stations throughout the United States an opportunity to meet the President, following a White House briefing on economic and energy issues and a discussion on other issues of interest to broadcasters.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

A. Background

Group broadcasting stations represent a significant segment of the media not reached directly through other White House briefings and communications efforts. In a January telegram to Don Rumsfeld, Charles Crutchfield, Jefferson-Pilot Broadcasting Company, suggested a separate White House briefing for these executives on the President's economic and energy proposals.

Twenty-four group broadcast executives have been invited to such a White House briefing by William Seidman, Rogers Morton, and Eric Zausner in the Roosevelt Room on Wednesday, March 12, at 4:00 p.m. This meeting also will allow time for the participants to voice their views and concerns.

The meeting immediately precedes the reception you are hosting in the Blue Room.

B. Participants

Guests are listed at Tab A.

C. Staff

Staff participants in the briefing who also will attend the reception include, in addition to the briefers mentioned above, Ron Nessen, Jerry Warren, Margita White, and Bob Mead. In addition, senior White House staff members have been invited to the reception, as has John M. Eger, Acting Director of the Office of Telecommunications Policy.

D. Press Plan

No coverage. White House photographer only.

III. TALKING POINTS

You will not make formal remarks. In the reception conversation, issues of concern to broadcasters may come up. A summary of these, prepared by the Office of Telecommunications Policy, is attached at Tab B.