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DEC 31 1975

THE WHITE HOUSE
WASHINGTON

December 30, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

MARGITA E. WHITE *me*

SUBJECT:

Media/Public Events Surrounding
the State of the Union, Budget and
Economic Report

As Jim Lynn mentioned in the Senior Staff meeting this morning, a preliminary meeting was held yesterday to review tentative plans by various offices for press, public and congressional information efforts surrounding and following the release of the State of the Union, the Budget and the Economic Report. Participants were Jim Lynn and members of his staff, representatives from the Offices of Public Liaison and Congressional Liaison, and myself.

Clearly we need to move quickly on an overall plan to ensure coordination among offices involved, including those working on the substance of the messages. Therefore, we recommend that a follow-up meeting, chaired by you, if possible, be held on Friday, January 2. Participants should include the following and/or their representatives:

Jack Marsh
Max Friedersdorf
William Baroody
Jim Cannon
Jim Lynn
Bill Seidman
Brent Scowcroft
Alan Greenspan
Jerry Jones
Ron Nessen
Margita White



MEMORANDUM FOR DICK CHENEY

December 30, 1975

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Recommended agenda items for this meeting are:

Short-Range Plan for Media/Public/Hill Events

Attached at Tab A is a tentative plan of already scheduled as well as proposed events for the two-week period beginning with the State of the Union Message. The column for specific Administration spokesmen is especially tentative, pending further information concerning the content of the State of the Union.

Office of Public Liaison Consumer Conferences

Attached at Tab B is a schedule of planned consumer conferences arranged by Bill Baroody's office. These are single-purpose conferences and it would not seem advisable to tie other subjects directly into the content of these programs. However, those who will participate in these conferences following the release of the State of the Union could be programmed widely before other key forums in the major media markets where these conferences will be held: Kleppe in Denver, Seidman in San Francisco, and Matthews in Los Angeles.

Speakers Program

Individual Administration spokesmen already have several major speaking commitments during the coming months.

In addition, it seems essential that the Administration spokesmen effort be implemented in conjunction with the release of these messages. My recommendations for such a program have been spelled out in a separate memorandum. The key points which need immediate follow-up are:

- Identification of the major spokesmen and supporting spokesmen;
- Briefings for the spokesmen on the State of the Union, Budget and Economic Report;
- Overall Briefing Books for the spokesmen;
- An active program of placing individual spokesmen before major forums in key states, with supporting media activities. (An initial list of key forums is attached at Tab C.)



MEMORANDUM FOR DICK CHENEY

December 30, 1975

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Long-Range Educational Efforts: Briefing Teams/White House Conferences

The Office of Public Liaison has proposed a series of six White House Conferences on Domestic Policy for February, March, and April. (Tab D.) These can be most useful forums for explaining the President's programs.

Jim Lynn also has proposed for consideration a series of ten regional briefings by teams of three Cabinet members. His proposal is based on the successful format used at HUD where such a team would travel to a federal regional center to brief federal government employees and state and local officials, meet with the public, and hold a press conference. Because of the key role of the budget to the President's program, Jim Lynn would try to participate in each of these sessions, accompanied by one or two Cabinet members. (Tab E.)

Each of these above two approaches can be justified as legitimate public information efforts--the former as a continuation of the "town hall" concept where the public's views are heard and participants contribute to the expenses; the latter as legitimate communication with non-Washington government personnel in combination with public sessions and press conferences.

On the other, in an election year and when federal travel funds are being curtailed, either approach also is apt to receive some criticism.

Discussion would be helpful at this stage as to the best approach for presenting the President's programs outside Washington in the coming months. White House Conferences? Regional briefings? A combination?

In addition, consideration needs to be given to the extent of Presidential participation in such out-of-town efforts. If the President is to participate in these events, I also hope we can continue the series of regional meetings with editors and publishers begun last year.

Attachments

cc: Jim Lynn
Ron Nessen
✓ Jack Marsh
Bill Seidman



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Proposed Major Media/Public/Hill Events Surrounding the
STATE OF THE UNION, THE BUDGET, AND THE ECONOMIC REPORT

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
1/19	p. m.	White House Press Room	White House Press Briefing (embargoed) on SOTU		Nessen

STATE OF THE UNION ADDRESS

1/20	a. m.		Morning TV Shows		White
	10:30 a. m.	State Dept. Aud.	OMB Briefing on Budget (embargoed) for Press	Lynn & Cabinet	Wade (OMB)
			MAILING of SOTU Address and supporting materials (including budget) to editors, editorial writers		White
	p. m.	Department Auditoriums	Budget Briefings by each Department for constituency press	Cabinet	Department PIO's/OMB
		Raleigh, NC	Address before Chamber of Commerce	Simon	Treasury
		Columbia, NC	Address before Chamber of Commerce	Simon	Treasury



1/21	a. m.		Morning TV Shows		White
	a. m.		Congressional Briefings on Budget		Friedersdorf
			BUDGET RELEASED		Wade (OMB)
		East Room	Briefings on SOTU and Budget for Presidential Spokesmen; PIO's (Possible PRESIDENTIAL introduction; distribution of briefing papers)	Seidman Matthews Hills Lynn	White
		450 OEOB	Briefings on SOTU and Budget for special interest groups (through Friday 1/23)	Seidman Matthews Hills Lynn	Baroody
1/22	a. m.		Morning TV Shows	Lynn on TODAY	White
	p. m.	160 OEOB	Columnist Briefing on SOTU and Budget	Seidman Lynn	White
1/23	a. m.		Morning TV Shows		White
	all day	450 OEOB	All day briefing on SOTU and Budget for 180 members of Radio & TV News Direc- tors Assn., followed by Presidential reception (OR Friday 1/30)	Seidman Lynn Hills Matthews Simon and others	White
		D. C.	Address before U. S. Industrial Savings Bonds	Simon	Treasury

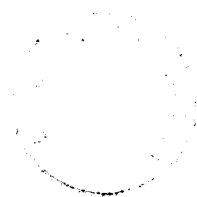


1/25			Sunday Talk Shows	Lynn Matthews	White
1/26	a. m.	White House Briefing Room	Briefing for White House Press on Econ. Report	Greenspan	Nessen
ECONOMIC REPORT RELEASED					
	p. m.	450 OEOB	Briefing by CEA for economic and specialized press	Greenspan MacAvoy Malkeil	White
			MAILING of Economic Report material to editors		White
			Provide BRIEFING PAPERS on Economic Report for Admin. Spokesmen		CEA/White
1/27	a. m.		Morning TV Shows	Greenspan	White
		Hill	Testimony before Mahon Committee	Lynn Simon Greenspan	
		Baton Rouge, LA	Address before Business & Industry Advisory Committee	Simon	Treasury
		Los Angeles, CA	Address before Town Hall	Morton	Commerce

1/28	Hill	Testimony before Mahon Committee	Lynn Simon Greenspan	
	Irvine, Calif.	Address before Greater Irvine Industrial League	Morton	Commerce
1/29	Hill	Testimony before Joint Economic Cmte.	Lynn Simon	
	Atlanta, Ga.	Address before Southeastern Poultry Manufs.	Seidman	Seidman
1/30	Milwaukee, Wis.	Address before Sheboygan Economic Club	Simon	Treasury
	Philadelphia, Pa.	Address before Ruritan National Convention	Morton	Commerce
2/1		Sunday Talk Shows		White
2/3	Hill	Testimony before Senate Budget Committee	Lynn	
2/4	Hill	Testimony before Senate Budget Committee	Simon Greenspan	



B



CONSUMER BRIEFINGS

Schedule and Administration Participants

<u>Date</u>	<u>Key Administration Participants</u>	<u>City</u>
Jan. 13	Secretary Butz	Chicago
Jan. 14	Secretary Hills	Kansas City
Jan. 16	Admin. Zarb	Boston
Jan. 19	Secretary Morton	Atlanta
Jan. 21	Admin. Train	Houston
Jan. 23	Mrs. Knauer and Admin. Roudebush	Philadelphia
Jan. 26	Secretary Kleppe	Denver
Jan. 29	Bill Seidman	San Francisco (Stanford)
Jan. 30	Secretary Matthews	Los Angeles
Feb. 16	Consumer briefings for Washington region and national organizations in D.C. (Simon and Coleman, tentative)	Washington, DC



C

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FOLLOWING IS A LIST OF RECOMMENDED FORUMS AND EVENTS
FOR THE 1976 STATE OF THE UNION FOLLOW-UP:

NEW YORK

The Conference Board
N. Y. Financial Writers Association
N. Y. Economic Club
N. Y. Board of Trade
Dutch Treat Club
May 3-6 American Newspaper
Publishers Assn. Convention

LOS ANGELES

Town Hall
Rotary
L. A. Chamber of Commerce
World Affairs Council

CHICAGO

Mid America
Executive Club
Economics Club of Chicago
Rotary
March 27-30 National Assn. of
Broadcasters

PHILADELPHIA

Poor Richard Club
World Affairs Council
Delaware Valley Chamber of Commerce

BOSTON

World Affairs Council
Greater Boston Chamber of Commerce
Jan. 30-31 Mass. Bar Association

SAN FRANCISCO

Commonwealth Club
Press Club
California Federation of Business &
Professional Women
Rotary Club
Feb. 20-26 National Association of TV
Program Executives

DETROIT

Detroit Economics Club

CLEVELAND

City Club
Greater Cleveland Growth Association
Feb. Manufacturers Institute Convention



WASHINGTON, DC

Press Club
Feb. 24-27 National Religious Broadcasters
Mar. 16 American Newspaper Publishers
Assn. Govt. Affairs Committee
Mar. 17-20 National Newspaper Assn.
Govt. Workshop
Mar. 31 Advertising Council Annual
Washington Conference
April 12-15 American Society of
Newspaper Editors Convention

PITTSBURGH

World Affairs Council

DALLAS/FT. WORTH

Dallas Chamber of Commerce
Southern Methodist University
Council on World Affairs
Dallas Rotary

ST. LOUIS

The Roundtables
St. Louis Council on World Affairs
Rotary

MINNEAPOLIS/
ST. PAUL

Minnesota World Affairs Council
Minneapolis Chamber of Commerce
St. Paul Chamber of Commerce
St. Paul Rotary Club

HOUSTON

Institute of International Education

SEATTLE/TACOMA

World Affairs Council of Seattle
Chamber of Commerce
Downtown Rotary

ATLANTA

Southern Council on International &
Public Affairs
Chamber of Commerce

MIAMI

International Center
Economic Society of Southern Florida

TAMPA/
ST. PETERSBURG

Feb. Christian Educators Association



D



November 14, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: WILLIAM J. BAROODY, JR.
THRU: JACK MARSH
SUBJECT: White House Conferences

During 1975 you participated in a total of 11 White House Conferences on Domestic and Economic Affairs which were held across the country. Most of your Cabinet and many other senior officials of your Administration also participated in the conferences.

I am beginning the process of preparing a year-end report which will analyze all the activities of the Office of Public Liaison and highlight the White House Conferences. You will have the report by mid-December. There is, however, little question as to the tremendous success we have had with the field conferences both in terms of perception and acceptability and in favorable press.

I would, without hesitation, strongly recommend this program be continued into next year. Specifically, I would like to have your approval to begin planning a series of six conferences after the State of the Union Message during the months of February, March and April. The recommended six locations would be as follows:

San Francisco, California
Providence, Rhode Island
Denver, Colorado

Phoenix, Arizona
Birmingham, Alabama
San Antonio, Texas

Because of the volume of ground work that goes into the planning of each conference and because of the frequency (about one every two weeks) of this conference proposal, I would appreciate a decision from you at your earliest convenience so that we may begin immediately to make our plans.

 APPROVE FOR PLANNING PURPOSES

 DISAPPROVE

 OTHER

cc: Jerry Jones

JPE:cmc

E



CITIES BEING STUDIED FOR POSSIBLE
10-CITY OMB BUDGET TOUR

Dallas-Fort Worth	Region 6
Detroit	5
San Francisco	9
Pittsburgh	3
Hartford/springfield	1
Indianapolis	5
Buffalo	2
Oklahoma City	7
Jacksonville	4
New York City	2
Denver/Salt Lake City	8
Portland, Oregon	10.

Brady/OMB/12-30-75



PROPOSED CONGRESSIONAL BUDGET BRIEFING SCHEDULE

Wednesday, January 21 - 8:30 a.m.

Briefing by Lynn
Schedule by L. Affar.

Breakfast with the President, the Director and Deputy Director of OMB, and the Congressional Leadership.

Family Dining Room

Attendees: (Senators Scott, Griffin, Eastland, Mansfield, Byrd, Muskie, Bellmon, McClellan, Young, and Congressmen Rhodes, Michel, Albert, O'Neill, McFall, Adams, Latta, Mahon, and Cederberg.)

10:00 a.m. (to 11:00 a.m.)

✓ Lynn briefing of Senate Budget Committee (their hearing room).

11:30 a.m. (to 12:30 p.m.)

✓ Lynn briefing of House (and Senate if they decide they want a briefing) Appropriations Committees (room H-140).

1:30 p.m. (to 3:00 p.m.)

✓ Lynn briefing for Members of House only. (All 435 invited, but there will be a separate briefing on Thursday for the House GOP Conference). Cannon Caucus Room.

3:30 p.m. (to 4:30 p.m.)

Lynn briefing of House Budget Committee (their hearing room).

5:00 p.m.

Lynn briefing for Members of the Senate only. (We will seek a room in the Capitol).

Thursday, January 22 - 9:30 a.m. - Room 2168 Rayburn HOB.

Lynn briefing of House Republican Conference.

11:30 a.m. - Room 2168 Rayburn HOB.

Lynn briefing of House personal and Committee staff.

2:30 p.m.

Lynn briefing of Senate personal and Committee staff. (Room to be determined).



Friday, January 23

We are holding this day free to handle individual briefings as requested, e.g., the Black Caucus or the Democratic Study Group, etc.

PROPOSED BUDGET DISTRIBUTION

Monday, January 19

4:30 P.M. -- Embargoed distribution to press.

Issue: Should anyone on Hill receive embargoed copies simultaneously with the press?

Recommendation: No -- not before the State of the Union.

Tuesday, January 20

9:30 A.M. -- PRESS CONFERENCE

Late Morning -- OMB delivers advance, embargoed copies to the Leadership, to the Chairman and Ranking Minority Member of each standing Committee, and bulk distribution to the "budget-oriented" Committees.

Noon -- GPO delivers advance, embargoed copies to the Senate and House Document Rooms -- individual copies will then be delivered by the Document Rooms to each Senate and House office by close of business.

Issue: Should deliveries to individual Members be delayed until Wednesday morning?

Recommendation: Since many individual Members may be called upon by their local press for comments on Wednesday morning, the individual Members ought to have the benefit of perusing the budget overnight.

Early Afternoon -- OMB delivery to the Congressional Budget Office.

Wednesday, January 21

Mid-Morning -- GPO delivers an additional 1000 copies to the Senate and House Document Rooms to be retained in the Document Rooms and used to fulfill requests as received from individual Congressional offices.





EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

BUDGET DISTRIBUTION

LAST YEAR:

Friday

Embargoed copies to press.

Advance, embargoed copies to Congressional Leadership; the Chairman and Ranking Minority Member of each standing Committee; and bulk copies to those dozen Congressional Committees which are "Budget-oriented." (For example, the House Appropriations Committee received 120 copies and the Joint Committee on Reduction of Federal Expenditures received 5 copies).

Saturday

Press briefing.

GPO delivered 80 copies to the Senate Majority Leader and 80 copies to the Senate Minority Leader. (These copies were delivered to individual Senate offices on Saturday. Some of the offices were indeed open, many were closed). GPO delivered 470 copies to the House Document Room: (These copies were not delivered to the individual House Members' offices until early Monday morning).

Monday

BUDGET OFFICIALLY TRANSMITTED.

Additional copies delivered to "Budget-oriented" Congressional Committees. (For example, 50 more copies to House Appropriations).

300 copies to Senate Document Room and 700 copies to House Document Room to use in filling additional requests from Congressional offices.



11/2/78

**Proposed Major Media/Public/Hill Events Surrounding the
STATE OF THE UNION, THE BUDGET AND THE ECONOMIC REPORT**

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
JAN 18 Monday Jan. 19	All Day	Departments	ISSUES AND ANSWERS Departmental Briefings for 140 Federal Regional Council members	ARTHUR BURNS	Departments and Agencies
	P. M.	White House Press Brief- ing Room	Possible embargoed SOTU briefing *for White House Press	Cannon Seidman Lynn	Nessen
			✓ Mailing of SOTU, <u>Budget in Brief</u> and <u>50 Issues</u> to editors		White
			Mailing to special interest groups		Baroody
	9:00 pm	Hill	STATE OF THE UNION ADDRESS delivery	PRESIDENT	
Tuesday Jan. 20	am		Morning TV shows	Simon on Today	Rhatican/Treasu
	9:30 am		Briefing on Budget for press (also 140 Federal Regional Council members)	PRESIDENT, Lynn, Cabinet	Nessen, Wade/C
	Noon to 5:30 pm	Department Auditoriums	Budget briefings by each Department for constituency press	Cabinet	Department PIOs/Cabinet
	4:00 to 5:00 pm	East Room	Briefings for Subcabinet and Presidential spokesmen (distribution of material)	PRESIDENT Lynn, Siedman (+ State Dept.)	Jones/Nicholson
		Raleigh, NC	Address before Chamber of Commerce	Simon	Treasury
		Columbia, NC	Address before Chamber of	Simon	Treasury



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Wed. Jan. 21	P AM am	W.N.	CONG. LEADERSHIP BREAKFAST Morning TV shows	LYNN, GREENSPAN Cheney on TODAY	NICHOLSON White
	ALLDAY All Day	NEW YORK Hill	WALL STREET JOURNAL, N.Y. TIMES & NY DAILY NEWS EDL. BOARDS Congressional Briefings on Budget (See Tab A)	GREENSPAN Lynn, O'Neill	WHITE Friedersdorf OMB/Wade
	10:00 am		BUDGET release		OMB/Wade
	*10:00 am	450 OEOB	First of six 2-hour constituency group briefings		Baroody
	2:00 pm	450 OEOB	Constituency Briefing		Baroody
Thurs. Jan. 22	am		Morning TV shows	Lynn on TODAY	White
	4:30 pm	160 OEOB	Columnist Briefing on SOTU and Budget	GREENSPAN Seidman, Lynn	White
	*10:00 am	450 OEOB	Constituency Briefings	VICE PRESIDENT, O'NEILL, GREENSPAN CHENEY	Baroody
	2:00 pm	450 OEOB	Constituency Briefings	PRESIDENT, LYNN SIMON, CANNON	Baroody
Friday Jan. 23	am		Morning TV shows		White
	10:00 am	450 OEOB	Constituency Briefings	VICE PRESIDENT, LYNN, SIMON	Baroody
	2:00 pm	450 OEOB	Constituency Briefings	PRESIDENT, O'NEILL SEIDMAN, CANNON	Baroody
		D. C.	Address before U.S. Industrial Savings Bonds	Simon	Treasury



~~*May be moved to Mon. Jan. 26 at 9:30 a.m. and 2 p.m.~~

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Sat. Jan. 24	p. m.	450 OEOB	CEA briefing on Economic Report (embargoed for Jan. 26) (NOTE: Maybe put off to Jan. 26 if copies not yet available)	Greenspan, MALKIN MACAODY	White/Davis
Sunday Jan. 25		SCOTTSDALE, ARIZ.	NAT. FED. REP. WOMEN - BOARD AND OFFICERS Sunday TV talk shows	LYNN LYNN - ISSUES AND ANSWERS	OMB/WADE White
Monday Jan. 26			Morning TV shows	GREENSPAN	White
			ECONOMIC REPORT release		Davis/CEA
			PRESIDENTIAL signing ceremony transmitting Economic Report to Congress		Nones/Davis
			Mailing of Economic Report material to editors		White
			Provide Administration spokesmen with Economic Report and fact sheets		
All Day		New York	Meetings with Wall Street Journal, New York Times and New York Daily News editorial boards; lunch with Financial Writers Association; 1/2-hour Time-Life TV interview; interview on WOR-Radio with Arlene Francis; evening meeting with Business Week editors	Lynn	Wade/OMB
	9:30 AM	450 OEOB	CONSTITUENCY BRIEFINGS	RUMSFELD, LYNN SEIDMAN	BARDODY
	2:00 PM	45 OEOB	CONSTITUENCY BRIEFINGS	PRESIDENT, LYNN, CANNON, GREENSPAN	BARDODY



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Tuesday Jan. 27	am		Morning TV shows	Greenspan	White
		Hill	Testimony before Mahon Committee	Lynn, Simon Greenspan	
		Baton Rouge, Louisiana	Address before Business and Industry Advisory Committee	Simon	Treasury
		Los Angeles California	Address before Town Hall	Morton	Commerce
Wed. Jan. 28		Hill	Testimony before Mahon Committee	Lynn, Simon Greenspan	
		Irvine, California	Address before Greater Irvine Industrial League	Morton	Commerce
Thurs. Jan. 29		Hill	Testimony before Joint Economic Committee	Lynn, Simon	
		Atlanta, Georgia	Address Southeastern Poultry Manufacturers	Seidman	
Friday Jan. 30	am	White House	Possible briefing for Republican Mayors (in D. C. for mid-winter meeting of U.S. Conference of Mayors, Jan. 29-30)		Delaney
	Afternoon	450 OEOB	Briefing for 180 members of Radio and TV News Directors Association, followed by 5:15 pm Presidential reception	PRESIDENT Seidman, Lynn, Simon & others	White



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Friday Jan. 30		Milwaukee, Wisconsin	Sheboygan Economic Club	Simon	Treasury
		Philadelphia, Pennsylvania	Address Ruritan National Convention	Morton	Commerce
Sunday Feb. 1			SUNDAY TALK SHOWS	Greenspan Rumsfeld - ISSUES AND ANSWERS	White GREENER
Tuesday Feb. 3		Hill	Testimony before Senate Budget Committee	Lynn	
		OE08 450	SUBCABINET BRIEFING	RUMSFELD, KISSINGER	NICHOLSON
Wed. Feb. 4		Hill	Testimony before Senate Budget Committee	Simon, Greenspan	
		HILL	HOUSE BUDGET COMMITTEE	GREENSPAN	
Feb. 23 or 24			Governors mid-winter conference		Delaney

PROPOSED CONGRESSIONAL BUDGET BRIEFING SCHEDULE

Wednesday, January 21 - 8:30 a.m.

Breakfast with the President, the Director and Deputy Director of OMB, and the Congressional Leadership.

Attendees: Senators Scott, Griffin, Eastland, Mansfield, Byrd, Muskie, Bellmon, McClellan, Young, and Congressmen Rhodes, Michel, Albert, O'Neill, McFall, Adams, Latta, Mahon, and Cederberg.

10:00 a.m. (to 11:00 a.m.)

Lynn briefing of Senate Budget Committee (their hearing room)

11:30 a.m. (to 12:30 p.m.)

Lynn briefing of House (and Senate if they decide they want a briefing) Appropriations Committees (room H-140).

1:30 p.m. (to 3:00 p.m.)

Lynn briefing for Members of House only. (All 435 invited, but there will be a separate briefing on Thursday for the House GOP Conference). Cannon Caucus Room.

3:30 p.m. (to 4:30 p.m.)

Lynn briefing of House Budget Committee (their hearing room)

5:00 p.m.

Lynn briefing for Members of the Senate only. (We will seek a room in the Capitol.)

Thursday, January 22 - 9:30 a.m. - Room 2168 Rayburn HOB.

Lynn briefing of House Republican Conference.

11:00 a.m. - Room 2168 Rayburn HOB.

* Lynn (or O'Neill) briefing of House Committee staff.

12:00 Noon - Room 2168 Rayburn HOB.

* Lynn (or O'Neill) briefing of House personal staff.

* Paul tells me that in past years the briefing for the House Republican Conference has been the "roughest." If this remains true, you may want to consider taking a breather and letting Paul do the briefings which immediately follow the House Republican Conference.



2:30 p.m.

Lynn (or O'Neill) briefing of Senate personal and
Committee staff. (Room to be determined).

Friday, January 23

We are holding this day free to handle individual briefings
as requested, e.g., the Black Caucus or the Democratic
Study Group, etc.



JAN 17 1976

THE WHITE HOUSE
WASHINGTON

January 16, 1976

MEMORANDUM FOR:

RICHARD CHENEY
RON NESSEN
JERRY JONES
JACK MARSH ✓
JAMES CANNON
WILLIAM BAROODY
WILLIAM SEIDMAN
ROGERS MORTON
JAMES LYNN
MAX FRIEDERSDORF

FROM:

MARGITA WHITE *me*

SUBJECT:

Media and Public Affairs Activities
State of Union, Budget, Economic Report

Attached is an update of the calendar of scheduled and proposed events for the next few weeks.

My office has been scheduling various briefings and interviews in close coordination with the offices involved, especially the Office of Public Liaison and OMB. Our aim in keeping an up-to-date calendar is to avoid overlapping demands on the key officials who will be explaining the President's proposals during the heavy week coming up and to chart longer-range media activities, including editorial board briefings.

The Today Show is scheduled through next week. Neither CBS Morning News nor Good Morning America have decided upon which spokesmen to interview. I have offered both suggestions and they will be in touch with me.



Major Media/Public/Hill Events Surrounding the
STATE OF THE UNION, THE BUDGET AND THE ECONOMIC REPORT

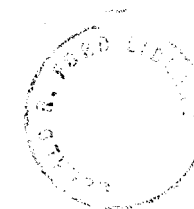
<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Sunday Jan. 18			Issues & Answers Face the Nation Meet the Press	Arthur Burns Julie & David Eisenhower Benson, Jackson, Sanford, Udall	
		Miami, Fla.	PFC Fundraiser	Morton	



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Monday Jan. 19			Today Good Morning America CBS News	Rhodes & Albert	
	All Day	Departments	Departmental Briefings for 140 Federal Regional Council members		Departments & Agencies
	p. m.	White House Press Briefing Room	*Possible embargoed SOTU briefing for White House press	Cannon, Seidman, Lynn	Nessen
	1-5 p. m.		Special one-on-one media briefings	Lynn	Wade
	3:30 p. m.		Cabinet briefing	President	
	9:00 p. m.	Hill	STATE OF THE UNION ADDRESS delivery	PRESIDENT	
		Atlanta, Ga.	Consumer briefing		Baroody
		W. Lafayette, Indiana	Economic Seminar	Butz	Argriculture
		Dallas, Tex.	National Association of Homebuilders & National Association of Real Estate Editors	Hills	HUD

*Tentative--not yet scheduled

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Tuesday Jan. 20	a. m.	D. C.	Sperling breakfast	Seidman	
	a. m.		Today - 7:00 a. m. Today - 8:00 a. m. Good Morning America CBS News	Mansfield Cheney	
	7:00 a. m.		Distribution of Budget		Nessen/Wade
	9:30 a. m.	State Depart. Auditorium	Briefing on Budget for press (also 140 Federal Regional Council members)	PRESIDENT, Lynn, Cabinet	Nessen, Wade/OMB
	Noon		Lunch with Governors	PRESIDENT	Nicholson/ Cavanaugh
	Noon to 5:30 p. m.	Department Auditoriums	Budget briefings by each Department for constituency press	Cabinet	Department PIOs/Cabinet
	5:00 p. m.	White House	Congressional leadership	President, Lynn, Simon, Seidman, Greenspan	Congressional Liaison
	7:30 p. m.		*Agronsky interview	Vice President	White
		Raleigh, N. C.	Address before Chamber of Commerce	Simon	Treasury
		Columbia, N.C.	Address before Chamber of Commerce	Simon	Treasury
		Birmingham, Ala.	Cumberland School of Law	Coleman	Transportation
		Freeport, Ill.	Chamber of Commerce	Zarb	FEA



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Wednesday Jan. 21	a. m.		Today Good Morning America CBS News		
	10:00 a. m. (All Day)	Hill	Congressional Briefings on Budget (See Tab A)	Lynn, O'Neill, Greenspan, Simon	Friedersdorf, OMB/Wade
	10:00 a. m.		BUDGET release		OMB/Wade
	4:00 or 5:30 p. m.	East Room	Subcabinet Briefing	President	Nicholson
	7:30 p. m.		Agronsky Interview	Mathews	White
		Houston, Tex.	Consumer briefing	Train, Seidman	Baroody

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Thursday Jan. 22	a. m.		Today Good Morning America CBS News	Lynn/Brock Adams	
	9:30 a. m.	Oval Office	New Hampshire Editors	PRESIDENT	White
	9:30, 11:30 a. m. & 2:30	Hill	Congressional, Personal and Committee Staff briefings	O'Neill, Seidman	OMB
	10:00 a. m.	450 OEOB	Constituency briefings	Vice President, O'Neill, Greenspan, Cheney	Baroody
	10:30 a. m.	Washington, D. C.	Consumer Federation of America	Simon	Treasury
	11:30 a. m.	160 OEOB	New Hampshire Editors	Cannon, Lynn	White
	2:00 p. m.	450 OEOB	Constituency Briefings	President, Lynn, Simon, Cannon	Baroody
	4:30 p. m.	160 OEOB	*Columnist Briefing on SOTU and Budget	Cannon, Lynn, Simon, Seidman	White
	7:00 p. m.	Washington, D. C.	WNET (N. Y.) interview	Lynn	
	7:30 p. m.		Agronsky Interview	Simon	White



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Friday Jan. 23	a. m.		Today Good Morning America CBS News		
	10:00 a. m.	450 OEOB	Constituency Briefings	Vice President, Lynn, Simon	Baroody
	2:00 p. m.	450 OEOB	Constituency Briefings	President, O'Neill Seidman, Cannon	Baroody
		Washington, D. C.	Address before U. S. Industrial Savings Bonds	Simon	Treasury
		Los Angeles, California	Consumer Briefings	Knauer, Roudebush	Baroody
		York, Penna.	Agriculture Business Seminar 19th District Club Breakfast	Butz	Agriculture
		Cleveland, Ohio	City Club of Cleveland	Coleman	Transportation



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Saturday Jan. 24	p.m.	450 OEOB	CEA briefing on Economic Report (embargoed for Jan. 26) (NOTE: Maybe put off to Jan. 26 if copies not yet available)	Greenspan, Malkeil, MacAvoy	White/Davis
		Scottsdale, Arizona	National Federation of Republican Women - Board and Officers	Lynn	OMB/Wade



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Sunday Jan. 25			*Issues and Answers *Meet the Press *Face the Nation	Lynn Morton Greenspan	White



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Monday Jan. 26	a. m.		Today Good Morning America CBS News		White
			ECONOMIC REPORT release		Davis/CEA
			PRESIDENTIAL signing ceremony transmitting Economic Report to Congress		Jones/Davis
			Mailing of Economic Report material to editors		White
			Provide Administration spokes- men with Economic Report and fact sheets		
	All Day	Hill	Finance Committee Testimony Subcommittee on International Finance	Simon	Treasury
	3:00 p. m.	D. C.	Center For Strategic and International Studies	Seidman	
	9:30 a. m.	450 OEOB	Constituency Briefings	Rumsfeld, Lynn, Seidman	Baroody
	2:00 p. m.	450 OEOB	Constituency Briefings	President, Lynn, Cannon, Greenspan	Baroody
	7:30 p. m.		*Agronsky Interview	Rumsfeld	White
		Denver, Colo.	Consumer Briefing	Secretary Kleppe	Baroody

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Tuesday Jan. 27	a. m.		Today Good Morning America CBS News		White
	10:00 a. m.	Hill	Testimony before Mahon Committee	Lynn, Simon, Greenspan	
	7:30 p. m.		*Agronsky Interview	Levi	White
	7:00 p. m.	Baton Rouge, Louisiana	Address before Business and	Simon	Treasury
		Los Angeles, California	Address before Town Hall	Morton	Commerce



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Wednesday Jan. 28		Hill	Testimony before Mahon	Lynn, Simon, Greenspan	
		Savannah, Georgia	Savannah Forum	Coleman	Transportation
		Irvine, Calif.	Address before Greater Irvine Industrial League	Morton	Commerce
		Santa Fe and Las Cruces, New Mexico	Joint Session of New Mexico Legislature and other speeches	Butz	Agriculture



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Thursday Jan. 29	10:00 a.m.	Hill	Testimony before Joint Economic Committee	Lynn, Simon	
		San Francisco	Consumer Briefing National Engineering Conference	Seidman, MacAvoy	Baroody
		Rye, N. Y.	West County Republican Committee Annual Dinner	Vice President	
		Los Angeles	Consumer Briefing Dinner	Seidman	



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Friday Jan. 30	a. m.	White House	*Possible briefing for Republican Mayors (in D. C. for mid-winter meeting of U.S. Conference of Mayors, Jan. 29-30)		Delaney
	10:00 a. m.	Hill	Press Conference--Horizons on Display	Hills	HUD
	Afternoon	450 OEOB	Briefing for 180 members of Radio and TV News Directors Association, Connor, Lynn, followed by 5:15 p. m. Presidential reception	PRESIDENT, Simon and others	White
		Los Angeles, California	Consumer Briefing	Matthews	Baroody
		Dearborn, Michigan	Midwest Republican Conference	Vice President, Butz	
		Los Angeles, California		MacAvoy	
		Milwaukee, Wisconsin	Sheboygan Economic Club	Simon	Treasury
		Philadelphia, Pennsylvania	Address Ruritan National Convention	Morton	Commerce
		Dallas, Tex.	National Business Leaders Conference	Seidman	
		San Diego	Chamber of Commerce <u>San Diego Union</u> Editorial Board	Seidman	

<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Saturday Jan. 31		Dearborn, Michigan	Midwest Republican Conference	Zarb, Butz, Lynn, Seidman	FEA
		Atlanta, Ga.	Southeastern Poultry and Egg Association	Gorog	



<u>Date</u>	<u>Time</u>	<u>Place</u>	<u>Event</u>	<u>Participants</u>	<u>Action Office</u>
Sunday Feb. 1			Issues and Answers *Face the Nation Meet the Press	No Show Rumsfeld	White
Monday Feb. 2		Biloxi, Miss.	National Convention Council		Greener
Tuesday Feb. 3		Hill	Testimony before Senate Budget Committee	Lynn	
		450 OEOB	Subcabinet Briefing	Rumsfeld, Kissinger	Nicholson
Wednesday Feb. 4		Hill	Testimony before Senate Budget Committee	Simon	
		Hill	House Budget Committee	Greenspan	
Friday Feb. 6		New York	New York Savings Bonds Kickoff	Simon	Treasury
Saturday Feb. 7		Las Vegas, Nevada	National Auto Dealers Association	Seidman	
Tuesday Feb. 10		Chicago, Ill.	Advertising Club of Chicago	MacAvoy	
Wednesday Feb. 11		New York	Investment Association of New York	Greenspan	
Feb. 23 or 24			Governors mid-winter conference		Delaney



THE WHITE HOUSE
WASHINGTON

January 19, 1976

MEMORANDUM FOR:

SECRETARY SIMON
MR. R. CHENEY
MR. A. GREENSPAN
MR. J. LYNN
MR. L. W. SEIDMAN
MR. W. BAROODY, JR.
MR. J. CANNON
MR. P. O'NEILL

FROM:

JEFFREY P. EVES *J.P. Eves*

SUBJECT:

Post State of the Union Briefings

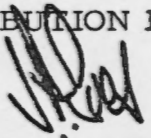
cc: Mr. Hartman
Mr. Marsh ✓
Dr. Connor
Mr. J. Jones
Mr. Nessen
Mr. O'Donnell
Mr. Nicholson
Mr. Woods
Mrs. White
Dr. Marrs
Mr. Vickerman
Mr. Hendricks

Jim Brady (OMB)
Jim Cavanaugh
Jim Sites (Treasury)
Alan Wade (OMB)
Birge Watkins
Loraine Hodkinson



THE WHITE HOUSE
WASHINGTON

January 19, 1976

MEMORANDUM FOR: ATTACHED DISTRIBUTION LIST
FROM: JEFFREY P. EVES 
SUBJECT: Post State of the Union Briefings

This is a followup memorandum to my earlier conversation with you regarding post State of the Union briefings. Contained herein will be all of the information you should need. If any schedule deviations are necessary, please contact me as soon as possible.

NUMBER OF BRIEFINGS: Six
LOCATION OF BRIEFINGS: Room 450 OEOB
DATES OF BRIEFINGS: Thursday, January 22; Friday, January 23;
and Monday January 26
TIMES OF BRIEFINGS: Morning Sessions: 10:00 AM - 12:00 Noon
Afternoon Sessions: 2:00 PM - 4:00 PM
HANDOUTS: State of the Union plus Fact Sheets
Budget in Brief
50 Issues

If there is other information you would like to see distributed, please advise my office immediately.

PRESS PLAN: Open coverage permitted
MODERATOR: William J. Baroody, Jr.



FORMAT:

After introduction by Bill Baroody, each speaker is allotted 40 minutes, 15 minutes of which should be used for briefing the audience on the relative domestic, economic or budget impacts of the President's State of the Union and Budget messages, with the balance time reserved for a question and answer session. Each speaker need only stay for his portion of the program.

The program is balanced and divided into three equal sections, with each speaker addressing himself to one of the following: (1) Economic impact of State of Union and outlook for 1976; (2) Domestic issues and programs outlined in State of Union and outlook for 1976; (3) Budget briefing on new budget and relative implications. The President is expected to make brief general remarks at the outset of two of the sessions.

AUDIENCE COMPOSITION:

Please refer to schedule for exact details.

TRANSCRIPT:

A transcript will be made of each session.

SCHEDULE:

JANUARY 22 AM

10:00 - 10:40 -- Dick Cheney (Domestic)
10:40 - 11:20 -- Paul O'Neill (Budget)
11:20 - 12:00 -- Alan Greenspan (Economic)

Audience Composition: Chief association executives with major trade and business groups and associations.

JANUARY 22 PM

2:00 - 2:15 -- The President
*2:00 - 2:50 -- Secretary Simon (Economy)
2:50 - 3:20 -- Jim Cannon (Domestic)
3:20 - 4:00 -- James Lynn (Budget)

*Should be on location with the President but will not speak until 2:15.

Audience Composition: Chief Executive Officers, Chairmen, Presidents or their delegates of major U.S. Corporations selected from Fortune 500 and generally reflective of different interests.



SCHEDULE (Cont'd):

JANUARY 23 AM

10:00 - 10:40 -- Alan Greenspan (Economic)
10:40 - 11:20 -- Dick Cheney (Domestic)
11:20 - 12:00 -- James Lynn (Budget)

Audience Composition: Corporate Washington Representatives of major U.S. Corporations, primarily at the vice-presidential level with government relations responsibility.

JANUARY 23 PM

2:00 - 2:15 -- The President
*2:00 - 2:50 -- Paul O'Neill (Budget)
2:50 - 3:20 -- James Cannon (Domestic)
3:20 - 4:00 -- Bill Seidman (Economy)

*Should be on location with the President but will not speak until 2:15.

Audience Composition: Mixed grouping including heads of various groups, i. e., ethnics, women's organizations, religious, consumers, community organizations, health, elderly, young persons and minorities.

JANUARY 26 AM

10:00 - 10:40 -- Dick Cheney (Domestic)
10:40 - 11:20 -- James Lynn (Budget)
11:20 - 12:00 -- Bill Seidman (Economic)

Audience Composition: Primarily heads of business trade associations and corporate Washington vice presidents for major firms plus about a 20% factor of military related organizations.

JANUARY 26 PM

2:00 - 2:40 -- Bill Seidman (Economy)
2:40 - 3:20 -- Jim Cannon (Domestic)
3:20 - 4:00 -- James Lynn (Budget)

Audience Composition: Same as January 23 2:00 PM session.

