

**The original documents are located in Box 40, folder “Ford, Gerald - Television Appearances” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.**

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**The Washington Merry-Go-Round**

THE WASHINGTON POST *Wednesday, August 6, 1975* B11

# *Ford Show Sold, but Not to Networks*

**By Jack Anderson  
and Les Whitten**

Bitter are the ways of sweetness and light!

For a vagrant hour, I laid down my muckrake, put aside the adversary scowl and sat down with a President to sing patriotic paeans. For which

would give the program an extra dimension, having somewhat the unifying effect of a joint endorsement by beauty and the beast.

Nessen has now charged that I hoaxed the President into a television interview under false pretenses, claiming for it a wider distribution than I could deliver. Not so. He was told

bring an antitrust suit against the networks. Station owners offered to run the program. And on Capitol Hill, Democrats and Republicans alike took to the floor to denounce the networks.

In all the uproar, not a person supported the networks. Everyone agreed that the President's views on America should be aired. It was unanimous.

the House Commerce Communications Subcommittee declared: "I am deeply concerned when the network executives, who have such a major effect on this nation's awareness, are of the opinion that the patriotic comments of the President are not appropriate news for a nation nearing its Bicentennial."

F.6

THE WHITE HOUSE

WASHINGTON

March 10, 1975

MEMORANDUM FOR:

DON RUMSFELD  
RON NESSEN  
TERRY O'DONNELL  
JERRY WARREN  
SHEILA WEIDENFELD ✓

FROM:

BOB MEAD *B*

SUBJECT:

Presidential Television Appearances

FYI

Attached is the up-to-date list of all television appearances by President Ford. These do not include appearances which gradually were aired on news shows, but broadcast live or on a delayed basis shortly thereafter.



GERALD R. FORD  
TELEVISED ADDRESSES AND OTHER APPEARANCES  
1975

<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
Address on Economy and Energy - Library	1/13/75	9:00-9:22 pm
State of the Union	1/15/75	1:06-1:50 pm
Press Conference (OEOB)	1/21/75	2:04-2:42 pm
Interview w/John Chancellor and Tom Brokaw -NBC	1/23/75	10:00-11:00 pm
Press Conference (OEOB)	3/6/75	7:31-8:02 pm
"Funny Lady" Premier (Benefit for Special Olympics) Kennedy Center - w/Susan - ABC	3/9/75	7:30-8:30 pm

GERALD R. FORD  
TELEVISED ADDRESSES AND OTHER APPEARANCES  
1974

<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
Swearing-In Ceremony - East Room	8/9/74	12:05-12:13 pm
Announcement of Press Secretary	8/9/74	1:04-1:07 pm
Address to Joint Session of Congress	8/12/74	9:06-9:38 pm
VFW Convention - Chicago (ABC)	8/19/74	11:38-12:05 pm CDT
Announcement of Vice Presidential Nominee	8/20/74	10:04-10:09 am
Remarks upon introduction of Gov. Rockefeller and Press Conference of V. P. Designate	8/20/74	10:20-10:30 am
Press Conference - East Room	8/28/74	2:30-2:59 pm
WH Conference on Inflation w/Economists (PBS)	9/5/74	9:30-10:45 am, 4:35-5:35 pm
WH Conference on Inflation w/Labor Leaders (PBS)	9/11/74	9:45-10:01 am
Announcement on Vietnam Amnesty	9/16/74	11:21-11:27 am
Press Conference - East Room	9/16/74	8:00-8:30 pm
Address to U.N. General Assembly - NYC	9/18/74	12:15-12:35 pm
Economic Summit Conference - Wash. Hilton Hotel (PBS)	9/27/74	9:07-9:15 am
Economic Summit Conference - Wash. Hilton Hotel	9/28/74	12:37-12:57 pm
Joint Session of Congress - Economy (CBS&ABC)	10/8/74	4:02-4:47 pm
Press Conference (CBS&ABC) - Rose Garden	10/9/74	2:31-2:59 pm
FFA - Kansas City, Mo.	10/15/74	7:00-7:38 pm CDT
Appearance before Subcommittee on Criminal Justice of HJC - Capitol (Nixon Pardon Hearing)	10/17/74	10:00-12:00 noon
Sigma Delta Chi Press Conference - Phoenix (CBS - delayed broadcast of highlights)	11/14/74	11:30pm-12:10am
Reasoner Report - "Conversation at Camp David" (filmed 10/26/74)	11/17/74	6:30-7:00 pm
Army-Navy Game - Philadelphia (ABC)	11/30/74	1:15-4:00 pm
Press Conference (OEOB)	12/2/74	7:31-8:10 pm
Lighting of National Christmas Tree (NBC) (CBS - remarks only)	12/17/74	5:30-6:00 pm
Swearing-In of VP Rockefeller	12/19/74	10:00-10:30 pm

Pres - TV

"And observers here don't see any widespread alarm among the people over the signing of the Helsinki agreement. It's viewed as an extension of big-power detente, which they like. Many feel it will give the East Europeans the leverage in world opinion to discourage Russian expansion. The people here seem to feel secure and prosperous from past dealings with Washington." AP;UPI;Networks (7/28/75)

MRS. FORD CANCELS WARSAW ENGAGEMENTS: First Lady Betty Ford canceled all her social engagements in Warsaw Monday due to fatigue. Dr. William Lukash said she was suffering from extreme fatigue and unable to fulfill her commitments. AP;UPI; Networks (7/28/75)

PORTUGUESE PRESIDENT WILL NOT ATTEND HELSINKI SUMMIT: The President of Portugal Monday decided not to attend the Helsinki summit meeting because Portugal has been without a functioning government for more than a week. NBC reported it is not even clear whether Portugal has a foreign minister. AP;UPI;NBC;CBS (7/28/75)

#### FORD

TV NETWORKS REJECT FORD INTERVIEW -- by Jack Anderson: The major television networks, including PBS have refused to broadcast a conversation with President Ford about America. Philadelphia businessman Edward J. Pizek, who thought the American people should hear what the President had to say, offered to pay the networks commercial rates to present his views during prime time. Still, the networks rejected the program.

Each network explained, in effect, that it doesn't carry interviews with the President unless he is buoyed up by a supporting cast of network personalities. In other words, it is not so much the President's answers that matter; it's who asks the questions. Even more incredibly, public television turned down the show. The explanation, believe it or not, was that the program contained no "hard news," which would justify its inclusion in a line-up that regularly features book reviews and programs about yoga, cooking and chess plays.



The purpose of my conversation with the President was not to make news. Still, there was a time when the opinions of the President of the United States were thought to be news. No holy writ, not even good sense all the time, but always news. I have been saying for some time that the government doesn't own the news. Network executives don't own it either, and their treatment of President Ford's patriotic comments can only diminish the standing of the free press in America. (7/28/75)

## U.S.-TURKEY RELATIONS

AMERICAN ACTIVITY ON U.S. MILITARY BASES IN TURKEY  
SUSPENDED: Military personnel have suspended all activities on a number of intelligence gathering and communications bases in Turkey, the State Department said Monday. NBC reported that Turkish military officers have taken over five American bases in their country, and plan to put 20 more under their control tomorrow. The Turkish government said it will move into at least 12 other American bases tomorrow, CBS reported.

"Although reports are conflicting, Turkish officers already appear to be at least nominally in command at some of the American facilities," Harry Reasoner (ABC) said. "U.S. officials said today no nuclear weapons would be placed under Turkish control."

Senator Kamran Inan, chairman of Turkey's Foreign Relations Committee has just returned from his third trip to the U.S. in six months, trying to get the House to change their minds on the Turkish arms embargo. On CBS film, he said: "The present status agreed by the Turkish government is a temporary status to bring those bases under Turkish control and stop all activities. Then negotiations will start and we will certainly act moderately, in a mature way...We will not keep Americans out, as other countries did, but I have the slight feeling that in international relations decency doesn't pay much."

"The Turkish government has not allowed American newsmen to enter the bases -- the front gate, but no further. Perhaps in this whole embarrassing affair, they don't want the additional embarrassment of showing thousands of American servicemen sitting around doing nothing," Don Webster (CBS) reported.  
 -- AP;UPI;Networks (7/28/75)





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THE FRENCH BROADCASTING SYSTEM

1290 AVENUE OF THE AMERICAS — NEW YORK, N. Y. 10019 — Tel. LT 1-1771

*Must do this  
a bit on  
the  
Vice Pres?  
pp*

New York, November 14, 1974

Dear Mrs. Smith,

Please excuse the long delay in sending you a print of the television feature devoted by the French Broadcasting Corporation to then Vice-President Ford.

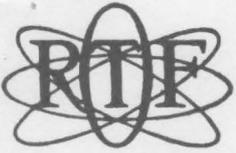
I do hope however that this film will be of interest to you.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Charles Lambroschini', written in a cursive style.

Charles Lambroschini  
French Television Correspondent  
in New York





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THE FRENCH BROADCASTING SYSTEM

1290 AVENUE OF THE AMERICAS — NEW YORK, N. Y. 10019 — Tel. LT 1-1771

New York, November 14, 1974

Mrs. Helen Smith  
The White House  
Washington DC

Dear Mrs. Smith,

Enclosed is the promised film of President Ford (with translation), which was aired through out Europe in February when he was Vice-President.

We hope you will enjoy it, and that after Mrs. Ford is fully recovered, we may consider again an interview with her.

Many thanks.

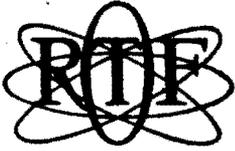
Cordially,

A handwritten signature in cursive script that reads "Gillian Sorensen".

Gillian Sorensen

encl. 1





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" GERALD FORD : A POTENTIAL PRESIDENT "

Produced and directed  
by

CHARLES LAMBROSCHINI  
French Television Correspondent in New York

This program was aired in Paris, February 17, 1974  
and then syndicated all over Europe. It was again aired in  
Paris, August 8, 1974.

TEXT IN ENGLISH

Charles Lambroschini:

- Are you the next President of the United States ?

Vice-President Ford :

- I am not counting on being President between now and January 1977 because I know President Nixon has no intention to resign. I dont think there is enough evidence to impeach him and convict him and he is in perfect health both mentally and physically. Thus I expect President Nixon to serve out his full term.

I also had promised my wife that I would only run for one more term at the Congress and that is a pretty firm commitment.

The answer is., I will fulfill my duties as Vice-President but I certainly dont expect to become President.

Commentary :

How could Gerald Ford have imagined even just a few months ago that he would become the 40th President of the United States, replacing a Vice President elected along with Nixon in 1968 and re-elected triumphantly again hardly a year ago : Spiro Agnew, accused of fiscal fraud, who was obliged to resign in order to avoid prison.

Or better still, if one believes the polls, an increasing number of Americans are convinced that Ford is about to inherit the presidential sceptre. The Watergate scandal continuing to grow, the eventuality of this becoming a reality is in any case plausible. Indeed, if Nixon is forced to resign, the Constitution assures that the Vice-President automatically succeeds him.

V.P. Ford :

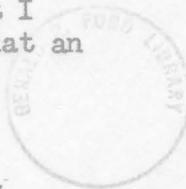
I have lived an American dream. I came from rather modest circumstances but our political system is such that I was able to reach a very high office in our Government. So I really and honestly believe in it.

V.P. Ford :

"I Gerald Ford do solemnly swear that I will support and defend the Constitution of the United States against all ennemies : foreign and domestic and that I will well and faithfully discharge the duties of the Office in which I am about to enter. So help me God."<sup>1</sup>

V.P. Ford :

I am not sure that every American can become Vice-President But I do believe that what I have been able to do is indicative of what an American can do if he really works at it.



Commentary.

An athlete, an intellectual and his parents' pride, he became a lawyer. To pay for his studies he worked in a restaurant as a waiter. Gerald Ford, old fashioned patriot, served as an officer in the Navy during the war and continues to be active in veteran affairs. One of the rare voices in American politics who publicly expressed a preference for the joys of family life to the many official receptions which he found cliquish, Gerald Ford is, as a matter of fact, a symbol of the every day American. A symbol in which apparently many Americans recognize themselves. Indeed for the past 25 years, Gerald Ford was re-elected Congressman from the State of Michigan and always by a 60% majority.

C.L.

You feel you are more the representative of the American heartland, of the average American, than a part of the elite ?

V.P. Ford :

Very definitely and I am proud of it. Actually there are more Americans in the heartland, in Middle America, than there are in the elite.

Commentary :

In a sense, Gerald Ford believes in the same doctrine as that championed before him by Vice-President Agnew. At least to the extent that he is more on the side of the 'silent majority' than an admirer of the 'aristocracy' which, at the time of Agnew, supposedly included the whole Eastern establishment. Those Ivy League professors and journalists described by the former Vice-President as 'effete snobs' and 'nabots of negativism'. But where Agnew shouted, Ford murmurs. Where Agnew insulted, Ford criticizes politely. It is not aggression that Ford represents, but compromise.

V.P. Ford :

We don't have an elite that perpetuates itself. Elite in America means that you can achieve, not that you inherit and so that opportunity in America is what we have to maintain : to become something rather than to inherit something.

Commentary.

Actually, Ford is symbolic of the great plains of the Middle West from where he comes. Half way between the smiling cynicism of the large Eastern cities and the hip philosophy of the West Coast, the great plains are indeed a calming influence.

V.P. Ford :

We have given our children an opportunity and an incentive to work. We have not handed them anything just because they were our children. What they got they had to earn it and deserve it. Handling our own family that way is really the way I would hope other families would handle their children.



Commentary.

Today, Gerald Ford has come home, to Grand Rapids : the city in the heart of the district that he has represented for a quarter of a century. A dull and graceless industrial town which seems to possess five times as many churches as movie houses.

Here one still believes in the Protestant work ethic which insures rewards for the elected few of this earth without having to wait for the kingdom of Heaven.

The mission of the Vice-President : to inaugurate a campaign to seduce middle class Americans who have since Watergate grown further and further away from Nixon. Cajoling Congress and paying homage to the American people, Ford has been handed the responsibility of conducting a public relations campaign for an Administration which has become defensive in every way.

V.P. Ford.

I am absolutely convinced on the evidence that I've seen that the President had nothing to do with the planning or execution of the break-in at the Democratic National Committee headquarters. I am confident of that. I am also confident that the President did not know of the so called cover-up. I believe the President and I don't believe Mr. Dean.

Commentary.

There are wagging tongues who say that Nixon chose Ford deliberately : hoping that if the remedy looked worse than the illness the public would think twice before removing the President and replacing him by his present number two.

Never one to mince words, President Johnson once remarked that Ford had played too much football without his helmet.

The press took a perverted pleasure in reviving the Douglas affair: the Supreme Court judge whose impeachment was recommended by Ford for having had poetry published in an erotic magazine. Ford also seemed to frown upon the fact that at 70 years of age, the Judge had married a woman of 25. But Ford's efforts at removing the judge were actually only part of the skirmishes waged by political conservatives against the symbolic liberalism which Douglas represented.

However, the general feeling in the country is that Gerald Ford really does not deserve such a negative reputation.

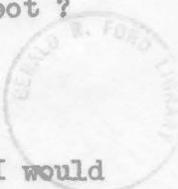
C.L. :

What if you discovered that one of your children is taking pot ?

V.P. Ford :

Well, I've said in various interviews in the United States I would hopefully be understanding.

During family gatherings we have discussed the drug problem.



V.P. Ford :

I don't think my children ever had any participation but I would hope as I said a moment ago that if I found there was a problem, I would be understanding and choose the right approach to the cure or the solution to the problem.

C.L. :

So you are not a stubborn conservative ?

V.P. Ford :

I'am not sure that a poor answer to a child's drug problem means that you are a stubborn conservative. I know people among my liberal friends who were about as irresponsible as I can imagine in how they handled the drug problem of their children.

Commentary :

Flexible in his conservatism, Ford wants to appear firm with Nixon.

V.P. Ford :

If you are going to be on a team you have to play as a team. But that doesn't mean that you can't in the quietness of a conference room or in the huddle, as we call it, in America express your views even if they are different from those of the quarterback.

I don't intend to apologize for the President when I think he is right. When I'll feel he is right, I'll defend him very strongly and very steadfastly. But when I think he should change a policy or modify a policy, I fully intend to tell him personally and to say it publicly.

C.L. :

When did you express your disagreement with the President ?

V.P. Ford :

I have indicated in the past that he should be more open, that he should expand what was called "Operation Candor". I strongly advised President Nixon to publicly set forth his income tax returns, his financial status. He is the only President in the history of the United States to have done that and I think this decision was wise.



Commentary.

In any case, there are already those who compare Ford to Harry Truman, the ex haberdasher of whom so many made cruel fun when he succeeded the great Roosevelt but who is now considered one of the most brilliant American Presidents. Indeed many people are now saying that Ford too, will grow if and when he becomes President.

C.L. :

Let's imagine you are President. What differences would there be with President Nixon's administration ?

V.P. Ford :

The President and I have different personalities. In my judgment, I would probably be more open in my relationship with people. The President is quite a private person. I am not being critical, I am being analytical. And if I am more open in my relationship with people that will be reflected in my relationship with the Congress, with the American people.

I have the capability of enjoying people and liking them regardless of their economic circumstances or their educational background. I hope that I am the kind of person that people have faith in. I think that's a very important ingredient.

C.L. :

Do you think that you are liked in return ?

V.P. Ford :

To some extent I guess I've been liked politically. I won thirteen congressional elections and that's at least some measure, some score card, of whether you're liked or whether you're disliked.

Commentary :

But with the country exhausted from thirty years of political charisma which resulted in diplomatic troubles and military setbacks abroad as well as political and social unrest at home, Gerald Ford may be exactly what the Nation wants and needs.

In any case, the American people seems seduced by Vice-President Ford.

V.P. Ford :

The process in our system is that the Vice-President through experience, through training, should be fully able to fulfill the presidential functions if the President could not fill out his term.



C.L.:

You do feel up to the office ?

V.P. Ford :

No question about it.

Commentary:

To the Americans, Gerald Ford is indeed a potential President.

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