

The original documents are located in Box 14, folder “Local Press Kits” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Patty --

The people Ron would like to have attend this meeting are:

Ron Nessen
Red Cavaney
Eric Rosenburger
Tom DeCair
Jack Hushen
(Perhaps Jim Shuman)

Sunday in Macinac Island if possible.



87 →
- 4 -
Nessen
Cavane
Eric
John D.C.
Nessen

THE WHITE HOUSE

WASHINGTON

July 8, 1975

MEMORANDUM FOR: RON NESSEN
FROM: RED CAVANEY
SUBJECT: PRESIDENTIAL PRESS KITS

BACKGROUND

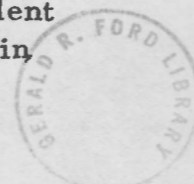
One of the most important tools to an Advance Team is the White House Press Kit, which contains assorted photographs, biographies, and information on the President, First Family, Air Force One, etc. Since everyone's costs have escalated in recent years, which has virtually eliminated a lot of previous forums for advertising the President when on an Advance, our ability to generate local enthusiasm for a Presidential visit rests very heavily on the "free" media coverage provided the upcoming visit. A comprehensive, current, and varied press kit allows us, and ultimately the local newspaper publishers and broadcast editors, a wide range of options in presenting coverage of the forthcoming visit of the President.

It is my opinion that our present press kits, while adequate, fall far short of the desired objective of presenting a "whole" picture of the President and his family. Here is a situation where we can markedly increase exposure of the President, yet we are not taking advantage of the opportunity.

RECOMMENDATION

In the interest of presenting a better product, the following recommendations are offered concerning the Presidential Press Kits:

- (1) New biographical sheets should be prepared for the President and members of the First Family. These should be provided in



"finished copy" format in order that the information can be transferred directly into a newspaper column or article. This format is particularly helpful to weekly and small-town newspapers, which so often print stories as received.

(2) Consideration should be given to including a Fact Sheet, which would contain some anecdotal information on the President and/or some factual data concerning the President and his policies. This would be particularly helpful in garnering additional coverage, since so many local papers are always "crying" for more information to print.

(3) Good, usable photographs (black and white) of the President and First Family should be included in each package. Additionally, several "action" pictures of the President at particularly recent events should be included. Our experience indicates that during the course of an Advance, a newspaper is likely to run two separate photos of the President, if we provide a selection from which to choose. They will never use the same photo twice.

(4) A picture of the Presidential limousene, Presidential helicopter, and Air Force One should be included in each Press Kit, and a Fact Sheet should accompany each photograph. As with the biographies, the Fact Sheet should be done in "finished copy."

(5) A project should be undertaken immediately to compile a standing file of 100 Press Kits, incorporating the aforementioned items, to be replenished in increments of 50, as usage depletes the stock.

This memorandum may only scratch the surface of the subject, yet I feel compelled to start somewhere. I would very much appreciate a brief moment of your time for discussion on this subject. Eric Rosenberger should also be included, if he is available.

cc: Jerry Jones
Eric Rosenberger



THE WHITE HOUSE

WASHINGTON

February 4, 1976

MEMORANDUM FOR:

RON NESSEN

FROM:

CONNIE GERRARD

Here is what has been pulled together on the press kits for the local press.

The attached outline explains the organization of the material for the kit.

A word of explanation and few observations on the various sections.

The President and his Family:

Has gone through necessary input and clearances. ✓

Objects Seen by Crowds During Presidential Visit:

Factual information on plane and helicopter was obtained from the Military Aide's office and rewritten by Connie into more readable and colorful style with less technical language. It has been cleared by the Military Aide's office, Pilot's Office and Helicopter Office.

The sheet on the Presidential limousine was rewritten by Connie from the long propaganda sheet put out by the Ford Motor Company. It has been ok'd with the Secret Service.

Information such as fuel consumption by the plane and helicopter has been purposely eliminated to discourage stories on excess gasoline useage during energy shortage.

Problems with this section include:



What happens if President doesn't use limousine? We are faced with questions on why not? Wasn't stop important enough? Something wrong?

Stories could be written on the opulence of the Presidential effects. The sheets were written playing down these aspects, but nevertheless such stories could be provoked.

When the opposition is campaigning against big spending and big government, do we want to take this chance?

Although information on the Presidential seal is not included in this mock-up, I believe it should be in the press kit. It focuses on the Presidential aspect of the Ford visit, compared with the candidates aspect of the other contenders. It is a symbol of what we are trying to portray in this in this campaign -- the President is PRESIDENT -- the other candidates are CANDIDATES.

Do you want to include information on the Presidential seal?

_____ YES RBA NO

One point that should be decided is whether there should be a White House heading or President Ford Committee heading on the sheets or no heading at all.

Eric feels strongly that they must have some heading to substantiate the information. John Carlson feels that no heading is better. How do you want it handled?

RAN White House ~~Press Secretary~~ heading *for Presidential Trips*
RAN President Ford Committee heading *for campaign Trips*
_____ No heading

President's Position on Key Issues:

Larry, who compiled these, seemed to think they were complete.

No RBA



Travel Statistics and Information:

Someone will need to keep these figures up to date monthly.

Page 3

Logistical Information for Local Press:

Must be done separately for each stop and inserted accordingly.



PRESS KIT FOR LOCAL MEDIA

The President and His Family

Biography of the President
Picture of the President

Biography of the First Lady
Picture of the First Lady

Information sheet on the First Family
Picture of the First Family

Objects Seen By Crowds During Presidential Visit

Information sheet on Air Force One
Picture of Air Force One

Information sheet on Presidential helicopter
Picture of Presidential helicopter

Information sheet on President's limousine
Picture of Presidential limousine

~~(Optional:)~~

~~Information sheet on the seal of the President
Picture of the seal of the President~~

The President's Position on Key Issues

~~Energy
Inflation/ Unemployment
Crime
Housing and Construction Industries
Curbing Federal Spending
Foreign Affairs~~

Travel Statistics and Information

Information sheet on

Total miles traveled by President - domestic and foreign - by years

List of countries the President has visited

Number of states the President has visited

Logistical Information for Local Press

Sheeting listing people who can be helpful to the local press:

White House press advance officer	Where to contact him
Local credentials contact	Where to contact him
Local Republican press representative	Where to contact him

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 5, 1976

MEMORANDUM FOR JOY CHILES

FROM: Connie G. *CG*

Attached are the forms for two sheets that will be included in the press kits by the President Ford Committee for each Presidential visit.

Logistical information for President's visit

When you have the information on the White House press advancement and the local credentials contact, would you phone it to:

Grace Marie Prather
President Ford Committee
457-6430

Presidential Travel Information

This will need to be updated monthly. Gail Campbell in this office keeps the compilation here and you can either work with her, or get the figures from the Presidential Pilot's office. (The Transportation office figures vary somewhat, as they include helicopter travel while on a trip; the Pilot's office uses only airplane miles, which is what we've been using.)

You can call these to Grace too, if you would.

Thanks , Joyous.

cc: Grace Prather



PRESIDENT'S VISIT TO (City and state)

The representative of the White House Press Office who is making press arrangements for the President's visit is:

(Name) (Phone)

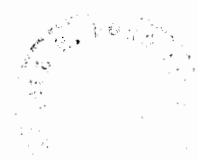
To obtain credentials for the President's visit, you should contact:

(Name) (Phone)

The deadline for obtaining press credentials for the visit is (date and time).

The press officer for the President Ford Committee in (City) is:

(Name) (Phone)



PRESIDENTIAL TRAVEL

As of January 31, 1976, the President has traveled a total of 184,911 miles since taking the oath of office:

	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>TOTAL</u>
Domestic	32,474	70,796	2,705	105,975
Foreign	<u>20,705</u>	<u>58,231</u>	<u> </u>	<u>78,936</u>
<u>TOTAL:</u>	<u>53,179</u>	<u>129,027</u>	<u>2,705</u>	<u>184,911</u>

As of January 31, 1976, the President has visited 43 of the 50 states.

Foreign Countries Visited By The President

Austria	1975	People's Republic	1975
Belgium	1975	of China	
Finland	1975	Philippines	1975
France	1974; 1975	Poland	1975
Germany	1975	Romania	1975
Indonesia	1975	Soviet Union	1974
Italy	1975	Spain	1975
Japan	1974	Vatican City	1975
Korea	1974	Yugoslavia	1975
Mexico	1974		

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BIOGRAPHY OF THE PRESIDENT

GERALD R. FORD, 38th President of the United States, was born in Omaha, Nebraska, July 14, 1913. He attended public schools in Grand Rapids, Michigan; received a Bachelor of Arts degree from the University of Michigan in 1935; and an LL.B. from Yale University Law School in 1941.

In 1942 he entered the U. S. Navy, serving almost four years during World War II and participated in 3rd and 5th Fleet carrier operations aboard the aircraft carrier U.S.S. Monterey for two years. He was discharged in 1946 and resumed the practice of law.

President Ford was elected to the U. S. House of Representatives in 1948 and reelected every two years through 1972, serving 25 years in the House. He was elected Chairman of the Republican Conference in 1963 and chosen Minority Leader in 1965, a position he held in the 89th, 90th, 91st, 92nd, and 1st Session of the 93rd Congresses. He also was permanent chairman of the 1968 and 1972 Republican National Conventions.

In November 1963, he was made a member of the Presidential Commission investigating the assassination of President John F. Kennedy and authored (with John R. Stiles) the book, Portrait of the Assassin (1965).

President Ford was nominated Vice President on October 12, 1973, to succeed Spiro T. Agnew, who resigned, and was confirmed December 6. He succeeded to the Presidency August 9, 1974, following the resignation of Richard Nixon.

President Ford is the recipient of the following awards:

- American Political Science Association's Distinguished Congressional Service Award, 1961
- American Good Government Society's George Washington Award, 1966
- American Academy of Achievement's Golden Plate Award as "Giant of Accomplishment", 1971
- AMVETS Silver Helmet Award, 1971
- Boy Scouts of America "Silver Buffalo Award" for distinguished service to our country and its youth, 1975

(More)



He has received Honorary Doctor of Laws degrees from:

University of Pennsylvania
Notre Dame University
Ohio State University
University of Michigan
Michigan State University
Western Michigan University
The Citadel
(and numerous colleges)

President Ford received all-city and all-state football honors in Grand Rapids during high school, and he was a member of the University of Michigan's national championship football teams in 1932 and 1933. In 1934 he was named the University of Michigan's most valuable player. He served as assistant varsity football coach at Yale while a law student there.

He married Elizabeth Bloomer on October 15, 1948, and they are the parents of four children:

Michael Gerald	Born March 14, 1950
John Gardner	Born March 16, 1952
Steven Meigs	Born May 19, 1956
Susan Elizabeth	Born July 6, 1957

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THE FIRST LADY

MRS. GERALD R. FORD (Elizabeth Anne Bloomer) was born in Chicago, Illinois, on April 8, 1918, the daughter of Hortense and William Stephenson Bloomer. She moved to Grand Rapids, Michigan, with her family, when she was three years old.

At the age of eight, Betty Bloomer began studying dance, which developed into a lifelong interest. After graduation from Central High School in Grand Rapids in 1936, she attended two summer sessions of the Bennington School of Dance in Vermont, where she first met Martha Graham. She continued her dance career with Miss Graham in New York City, eventually as a member of the Martha Graham Concert group. She also modeled part-time with the John Powers Agency.

Betty Bloomer returned to Grand Rapids in 1941 and became a fashion coordinator for a department store. She also formed her own dance group and taught dance to handicapped children.

On October 15, 1948, she married Gerald R. Ford, who was elected to the U. S. House of Representatives from Michigan's 5th District only weeks after their wedding.

The Fords lived in Alexandria, Virginia, and became the parents of four children. Mrs. Ford's activities during the 1950's and 1960's concentrated on her husband and family. Keeping up with three sons, Mike, Jack, Steve, and daughter, Susan, left time only for extensive involvement with the Republican Party and the Episcopal Church.

Her husband's confirmation as Vice President in 1973 brought new responsibilities, which increased when he became President in August, 1974.

As First Lady, Mrs. Ford has continued her interest in the arts and handcrafts and focused attention on handicapped children and women's issues.

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THE FIRST FAMILY

President and Mrs. Gerald R. Ford are the parents of three sons and a daughter. The Fords share an enthusiasm for sports, the outdoors and each other. Separated by different pursuits and individual interests, the family gathers each Christmas for a skiing vacation in Colorado and maintains close touch through frequent calls and letters.

The oldest child, Michael Gerald (Mike), was born March 14, 1950. Mike and his wife, the former Gayle Brumbaugh, live in Essex, Massachusetts, where Mike is a student at Gordon-Cornwell Theological Seminary. Mike plans to work with young people after completing his theological studies. Gayle has a master's degree in social work and shares Mike's interest in youth, particularly in counseling young people and college students.

John Gardner (Jack), was born March 16, 1952. Jack recently was named Director of Youth Marketing and Special Projects for Worldmark Travel Inc. He will help develop programs for student travel and coordinate production of a student guide book to the United States. Jack was graduated from Utah State University at Logan, Utah, in 1975, with a major in forestry. A former member of the U. S. Forest Service fire fighting crew and a former park ranger with the National Park Service, Jack is the only Ford son living in the White House.

Steven Meigs (Steve), was born May 19, 1956. In January 1976, Steve enrolled at California Polytechnic University as an animal science major to pursue his interest in learning about raising horses. He will continue to work part-time at a nearby ranch. Steve's interest in the outdoors has meant three summers on a ranch in Alaska, the study of grizzly bears and work on a cattle ranch and dairy farm.

Susan Elizabeth (Susan), the youngest of the Ford children, was born July 6, 1957. She attends Mount Vernon College in the District of Columbia and works part-time as a photographer. Susan was graduated in 1975 from Holton Arms School in Washington, D.C. Like her brothers, Susan is a skiing enthusiast. Her particular interests are photography, needlepoint, and plants. She also oversees care of the family pets, Shan, the Siamese cat; Liberty, a Golden Retriever; and Misty, Liberty's pup.

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PRESIDENT'S VISIT TO (City and state)

The representative of the White House Press Office who is making press arrangements for the President's visit is:

(Name) (Phone)

To obtain credentials for the President's visit, you should contact:

(Name) (Phone)

The deadline for obtaining press credentials for the visit is (date and time).

The press officer for the President Ford Committee in (City) is:

(Name) (Phone)



AIR FORCE ONE

"Air Force One" is the radio call sign used by the United States Air Force aircraft on which the President of the United States is aboard.

The aircraft used almost totally by the President is a blue and white specially configured Boeing 707 jet, with the Air Force designation VC-137C. Principal differences between the President's aircraft and the standard Boeing 707 aircraft are the electronic and communications equipment, and its interior configuration and furnishings.

The plane's aircraft number is printed on the tail under the red, white, and blue United States flag. The aircraft numbered 27000 is the primary Presidential aircraft and 26000 is the alternate or back-up aircraft.

Spanning the length of the aircraft of both sides of the upper portion is written UNITED STATES OF AMERICA, and the Presidential seal is on both sides of the lower front section.

The interior of the plane is done in a theme of blue and white, and passenger cabins are partitioned into several sections: a communications center, the Presidential quarters, passenger compartments, and a staff/office compartment. It can carry a load of 59 passengers, and a crew of 12.

Aircraft 27000

Aircraft number 27000 was accepted by the Air Force August 4, 1972, and placed into service after nearly 200 hours of service testing and evaluation. It was first used by President Nixon on February 8, 1973.

President Gerald Ford first used this aircraft on August 19, 1974. Since then, he has travelled overseas on several occasions, and also used the aircraft for extensive domestic travel.

(More)



Aircraft 26000

The alternate or backup aircraft for the President was used as the primary President aircraft from 1962 to 1973. In 1963, on a trip to Moscow with a U.S. delegation, it set 14 still-existing speed records, including the Washington to Moscow record of 8 hours, 38 minutes, 42 seconds.

This is the same airplane in which President John F. Kennedy flew to Dallas on November 22, 1963, and in which his body was returned to Washington D.C. following the assassination. President Lyndon B. Johnson was sworn into office as the 36th President of the United States on board the aircraft. The same aircraft was used to return President Johnson's body to Texas following a state funeral in Washington January 24, 1973.

Both VC-137s are part of a fleet of aircraft maintained by the Military Airlift Command's 89th Military Airlift Wing, Special Missions, Andrews AFB, Maryland. These aircraft are used to support the official transportation needs of the President, Vice President, and high-level dignitaries of the United States and other governments.

VC-137C (Boeing 707-353-B) Specifications

Manufacturer:	The Boeing Company
Power Plant / Manufacturer:	Four Pratt & Whitney JT3D-3B turbofan engines
Dimensions:	Span: 145 feet 9 inches Length: 152 feet 11 inches Height: 42 feet 5 inches
Cruise speed:	540 statute miles per hour
Ceiling:	42,000 feet
Range:	7,140 statute miles
Maximum Gross Taxi Weight:	336,000 pounds

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PRESIDENTIAL TRAVEL

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Domestic	32,474	70,796	2,705	105,975
Foreign	20,705	58,231		78,936
<u>TOTAL:</u>	<u>53,179</u>	<u>129,027</u>	<u>2,705</u>	<u>184,911</u>

As of January 31, 1976, the President has visited 43 of the 50 states.

Foreign Countries Visited By The President

Austria	1975	People's Republic	1975
Belgium	1975	of China	
Finland	1975	Philippines	1975
France	1974, 1975	Poland	1975
Germany	1975	Romania	1975
Indonesia	1975	Soviet Union	1974
Italy	1975	Spain	1975
Japan	1974	Vatican City	1975
Korea	1974	Yugoslavia	1975
Mexico	1974		

PFC

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<u>TOTAL:</u>	<u>53,179</u>	<u>129,027</u>	<u>2,705</u>	<u>184,911</u>

Foreign Countries Visited By The President
Since Becoming President:

Austria	1975	Mexico	1974
Belgium	1975	People's Republic	1975
Finland	1975	of China	
France	1974, 1975	Philippines	1975
Germany	1975	Poland	1975
Indonesia	1975	Romania	1975
Italy	1975	Soviet Union	1974
Japan	1974	Spain	1975
Korea	1974	Vatican City	1975
		Yugoslavia	1975

~~Domestic Travel~~

As of January 31, 1976, the President has visited 43 of the 50 states ~~of the United States.~~
~~The President has expressed his desire to visit all 50 of the United States.~~

[Handwritten signature]

NOTICE TO THE PRESS

PRESIDENTIAL TRAVEL - AIR FORCE ONE

	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>TOTAL</u>
Domestic	32,474	70,796	1,520 2,705	104,790 1,185 <u>105,975</u>
Foreign	<u>20,705</u>	<u>58,231</u>	_____	<u>78,936</u>
TOTAL	53,179	129,027		183,726 1,185 <u>184,911</u>
<u>Mileage of Individual Trips - 1976</u>				
1/5		St. Louis, Missouri		1,520
1/31		Dearborn, Mich. /Williamsburg, Va.		1,185



PRESIDENTIAL LIMOUSINE

The primary Presidential limousine is a black, specially built version of the 1972 Lincoln Continental sedan. It has two separate compartments -- one for the driver and the other for the President and his passengers. A powered sliding glass partition divides the front and rear compartments.

The rear compartment for the President and his passengers seats five people when the three folding jump seats are occupied. It has gray leather trim and gray carpeting. The rear pillars are narrower than usual to provide more window space for full visibility of passengers, while providing them with maximum security. The roof section opens to permit two occupants to stand in the passenger compartment during parades and on ceremonial occasions. Two fluorescent lights are installed so passengers may be seen from the street at night.

The car is 259 inches long to permit the seating of 3 passengers in the jump seats. It has a 460 cubic inch displacement Lincoln Continental V-8 engine which is rated at 214 SAE net horsepower. It uses regular grade fuel and has been certified as complying with emission-control standards for 1972 models as required under the Clean Air Act.

Because of its substantially increased weight, it is equipped with oversize power brakes with disc brakes on the front wheels. Special tie down hooks have been welded under the frame to facilitate air transport.

The car is equipped with the most advanced security, communications, and engineering features. Among them are:

- A public address system
- A rear bumper which folds down to serve as a standing platform for Secret Service Agents
- A mechanically operated handrail which disappears into the deck lid for use by Secret Service agents when standing on the rear bumper platform

(More)

- A recessed hidden hand-hold in each front fender and rear quarter panel, again for the use of Secret Service agents

It was designed and built by the Ford Motor Company.

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PRESIDENTIAL HELICOPTER

The Presidential helicopter is a VH-3D helicopter of olive drab color with a white top and the American flag painted directly under the blades. Across the rear section of the aircraft are the words, UNITED STATES OF AMERICA, and the Presidential seal is on both sides at the front.

It is designed to transport up to 16 passengers, in addition to a crew of three.

The passenger compartment is carpeted in gold shag, and is equipped with two blue swivel seats for the President and First Lady, with a folding table between the two. There are additional seats for other passengers, and a small galley, lavatory, clothes closet, and baggage rack.

The helicopter is capable of air speeds up to 144 knots. Endurance will vary between 3-1/2 and 5-1/2 hours. It weighs 19,100 pounds, and is equipped with emergency amphibious capabilities.

Dimensions of the helicopter are:

Length:

Maximum, rotary wing blades extended 72 feet 8 inches

Height:

Maximum to top of rotary rudder, blade vertical 16 feet 10 inches

Minimum, pylon folded 15 feet 10 inches

Width:

Maximum, rotary wing blades extended 62 feet 0 inches

The helicopter is manufactured by Sikorsky Aircraft, Division of United Technologies Corporation, Stamford, Connecticut.

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