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WHM, 10/23/84

# A different daily news briefing for a different President.



**T**he gilt letters on the blue looseleaf notebooks are faded now, but remain quite legible.

"*Eyes Only for the President,*" they read. "*THE PRESIDENT'S DAILY NEWS BRIEFING.*" And then, at the bottom, again: "*Eyes Only for the President.*"

The notebooks are still in use but what is written on them is a relic of the recent past. Once they went to Richard M. Nixon. Now they go to Gerald R. Ford and, according to the man responsible for their contents, the words "Eyes Only for the President" are today inoperative.

In the days of Nixon, the circulation of what has been called the most exclusive newspaper in the United States was limited to the President and a very few of his top aides. In the days of Ford, the circulation has grown to 158 and includes every member of the Cabinet, White House assistants, a couple of kitchen cabinet advisers, press

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By Myron Waldman

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spokesmen and presidential lobbyists.

In the days of Nixon, a newsman achieved a major coup if he managed a glance at one of the news summaries. In the days of Ford, this has become something less of an achievement.

On request, newsmen are freely shown the summaries by the editor, 62-year-old Philip L. Warden, who until his retirement in 1974 worked for the Chicago Tribune for 34 years, many of them as a congressional correspondent.

One reason Warden is happy to dis-

play his product is that while the makeup is the same, the contents are very different from that which had been handed to Nixon. The former President's summaries were spiced with "us-against-them" wisecracks, such as "NBC did us no favors." Warden and his staff of three labor to deliver the cap-sulized, unembellished facts.

For example, without any comfort to Ford, the news summary of Dec. 1, 1974, states on page one: "President Ford's leadership rates as fair to poor with 53 per cent of Americans, according to a Gallup poli conducted for News-week Magazine." The sentence is un-



**Philip L. Warden,**  
**editor of the summaries:**  
***"I told them I wasn't hired***  
***to run a puff sheet . . . I'm just here***  
***to report what the newspapers***  
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***are saying."***

derlined for extra emphasis and is labeled as one of the major news stories of the day.

The words of Warden and his staff lack the tabloid flash of Nixon's Pat Buchanan and the breezy abbreviations of Lyndon K. (Mort) Allin, managing editor of the news summary during the former President's regime. But they do seem to provide a clear, wire-serviced style view of press opinion for the President.

Warden has received one complaint about such impartiality. On his very first day on the job, he ran an excerpt from an editorial that was extremely hard on a Nixon holdover who is a member of the Cabinet.

"I got a call from his office, complaining," Warden said. "I told them I wasn't hired to run a puff sheet. I've gotten no more criticisms. I'm just here to report what the newspapers and television commentators are saying."

What they say, according to Warden, is delivered at 8 A.M. every day except Sunday to a Secret Service agent who waits for the blue bound copy of 35 to 40 pages in the basement of the White House. A photostat copy of the summary is placed on the President's desk in the Oval Office. A third photostat goes to the Situation Room.

**T**o get the news, Warden and his staff cull through 75 newspapers and about 20 magazines in a messy three-room suite on the first floor of the Old Executive Office Building. There is a color television set in each of the rooms. Perched on top of each set is a dictaphone recorder. For, when Warden was hired, his boss, Presidential Assistant Paul Miltich, gave him the same advice the Nixon news summary directors had received. Miltich, a former reporter for the Booth newspapers, told him that like it or not, "the bulk of the American people" get their news from the television set and that Warden should gear his operation accordingly.

And so television news gets a heavy display in the front section of the two-part summary. Part two of the summary is basically reserved for the newspapers. Warden works the operation this way:

Each day, he and his staff come in at about 11 A.M. Warden himself handles the morning newspapers that await him on his desk. There are The New York Times, The Washington Post, The Wall Street Journal and the early edition of the afternoon Washington Star-News. These get less display in the summary, for all are read by the President.

Warden concentrates on the other

dailies from which Ford will only read his editor's excerpts—capsules from New York Daily News, Baltimore Sun, Boston Globe, Philadelphia Inquirer, Chicago Tribune, Miami Herald, Los Angeles Times and Christian Science Monitor.

In the two other rooms, his staff is at work on the other dailies, nearly all of which have arrived by mail and are two or three days old. He has divided the papers by regions and the comments he uses from them will appear by geographical groupings in the summaries.

Darlene Schmalzried, the 26-year-old former Capitol Hill correspondent for the Shreveport (La.) Journal, handles the midwest papers. John Hoornstra, 31, former assistant to the mayor of Madison, Wis., looks through the western papers and the magazines.

Sitting on the red rug in the third office, 20-year-old Ann Swanson, a May graduate of the West Virginia University school of journalism, rips through the pages of the papers of the South and East Coast. All chip in on the New England papers, which may explain why Newsday of Long Island, N.Y., sometimes is listed as a New England paper in the news summary.

The three take care of the television networks on a rotating basis. The person looking at ABC gets out earliest, for the network news there starts at 6 P.M. CBS is the worst assignment, with Walter Cronkite coming in at 7 P.M. NBC is so-so at 6:30.

But whatever the network, the staffer watching the news is armed with more than a tape recorder. In one hand, the watcher holds a stop watch. In the other, there is a pen poised above a form headed "Times of TV News Items."

This is because Warden's summary includes a popular feature on the back page of section one. Like the form, the feature is called "Times of TV News Items" and is a chart in two sections—one labeled "Administration News" and the other, "Other Major News." The feature compares positions and times allotted on the telecasts of the news events of the day.

On Dec. 2, for example, under "Administration News" the chart went: "1. Press/News conference. ABC 1:30 (lead); NBC 1:35 (No. 2); CBS :15 (of lead)." There was an item for the WIN theme song, alas carried only by CBS. True, that network used one minute and

*"...while the makeup is the same, the contents are very different from that which had been handed to Nixon."*

35 seconds of air time for the item, but it was Number 20 on the CBS news parade.

In his front office, Warden not only has a color TV set but three little black and white nine-inch Emersons in a row. The Emersons are a holdover from the Nixon era and he keeps them unplugged.

Warden says that while he is hammering away at his manual typewriter—an item hard to come by in the White House—the little TVs, when they were plugged in, had an annoying habit. They would turn themselves on whenever Warden's typewriter bell rang.

Hours before TV time comes Warden has put the second section of the summary to bed. By 3 P.M. or a little after, the stories and editorials of interest culled from the papers that have arrived by mail have been typed up, complete with the bylines of reporters and their own words, if possible. They are sent to the White House Correspondence Office, which in other establishments would be better known as the typing pool.

Warden must then make his judgment as to what will be the major stories of the next day. By a little after 8 P.M. the first section should be sent to the typing pools. He relies heavily not only on television but on AP and UPI; his two machines are muffled by the pine enclosure once used by the late Lyndon Johnson.

On Dec. 2, he broke the President's news conference into two items—Ford's

stand on the economy and expenditures on strategic arms. On Dec. 3, The New York Times led with the economy story and used Ford's weapons statement as a separate article high on page one.

Warden's third major item was the move to strip House Ways and Means Committee Chairman Wilbur Mills (D-Ark.) of some of his powers. The Times carried that story on top of page one. Only Warden's last major item, that the Senate would take up Nelson Rockefeller's confirmation as Vice President, missed The Times front page.

The Times that day also carried a Watergate trial story on page one. Not Warden. "We no longer include Watergate in the major items," he said. "The day-in, day-out routine reporting of the Watergate trial I don't believe is of major interest to President Ford. It's in the summary but not included as a major story."

But Watergate does become a major story as far as the summary is concerned when court-appointed doctors determined that Nixon was too ill to testify. Other items likely to appear in the summary—though not necessarily as major stories—are articles about congressmen and Congress, for Warden believes that Ford wants to know how his old friends are doing.

His summary also comes with illustrations—at least a couple of cartoons a day. Some of them deal harshly with the President, but if Warden thinks they are significant he will include them. On Dec. 2, there were only two, both of them nasty! A Dayton Daily News cartoon showing a shirtsleeved Ford looking over travel folders in the Kremlin while U.S. and Soviet negotiators sit in eyeball-to-eyeball confrontation, and a Boston Globe cartoon critical of Agriculture Secretary Earl Butz's and Joint Chiefs of Staff Chairman Owen Brown's derogatory ethnic references.

The news summary actually went to three editions a day when Ford was on his recent trip. "When the President was in Japan and Korea we were his daily newspaper," Warden said. The copy went out over a scrambler version of the telecopier. And Warden and his staff will likely repeat this performance when Ford goes to Vail, Colo., the ski resort isolated by mountains. ■

*Myron (Mike) Waldman has been covering Capitol Hill for Newsday since 1967.*

**For a look at sample excerpts from a news summary, please turn page . . .**

*The news summary which the President received on his desk Monday morning, Dec. 2, started out in this fashion:*

**The major stories:**

*The worst U.S. airline disaster this year, a TWA 727 crash near Upperville, Virginia, Sunday, kills all 85 passengers and 7 crew members aboard, and temporarily disrupts the government's emergency broadcast system, for informing broadcast stations of nuclear attacks.*

*Rep. William Bray (R., Ind.) probably would have been on that flight, TWA's No. 514 from Indianapolis to Washington, but he had decided to see the Army-Navy football game in Philadelphia rather than returning to Indiana this weekend, his son said.*

*The crash, a mile and a half from the government's classified Mt. Weather installation, hardly made a dent in the secrecy surrounding the underground base, a GSA spokesman said.*

*President Ford's leadership rates as fair to poor with 53 per*

*cent of Americans, according to a Gallup poll conducted for Newsweek Magazine.*

*The poll also shows: 46 per cent have little or no confidence in his ability to deal with economic problems; 46 per cent said they would like to see him run for President in 1976; 69 per cent favor sharp restrictions on government spending; 59 per cent feel inflation is a bigger problem than recession; 52 per cent opposed the 5 per cent surtax proposal; but 81 per cent approve of Ford's statement that he would not consider a 10 per cent gasoline tax.*

*Agriculture Secretary Earl Butz says he intends to remain in his job next year despite recent demands for his resignation, denying that he and other holdovers from the Nixon administration would soon be leaving the Ford administration.*

*United Mine Workers vote on a proposed new contract, which, if ratified, would end the three-week coal strike, but an NBC report predicts the contract offer will be rejected.*



*That night the President held a news conference. The next day's news summary focused on the television networks and the wire services as follows:*

**The major stories:**

*President exhorts the Congress to get cracking on programs to combat inflation, recession and energy. The country cannot wait on Congress until next March or April to take action, he tells his press conference.*

*Inflation, the President said, is the nation's "deadly, long-range enemy." Recession, he said, he hopes will be a shorter-range evil.*

*"Our greatest danger today is to fall victim to the more exaggerated alarms that are being generated about the underlying health and strength of the economy," he said. "We are going to take some lumps and some bumps, but with the help of Congress and the American people, we are perfectly able to cope with our present and foreseeable economic problems.*

*The President urged Congress to act immediately to provide assistance to the unemployed; to pass a tax reform bill to provide relief for people with low incomes and to siphon away windfall profits of large corporations; to provide financing for federal aid to the unemployed; to pass the trade reform bill to expand business and to cut government spending.*

*The President said U.S. expenditures on strategic arms will continue at about \$18 billion a year under the 10-year*

*strategic arms limitation agreement reached with Russia. The Vladivostok agreement, he said, will eliminate the need for vastly larger spending contemplated by both nations in the next 10 years to match strategic arms capabilities.*

*House Democrats-strip Rep. Wilbur D. Mills (D., Ark.) and his Ways and Means Committee of its Democrat "Committee on Committee" duties, partly because of Mills' association with a stripper, and depose of William "Fishbait" Miller as House Doorkeeper.*

*Democratic caucus votes 146-122 to remove the authority of making committee assignments from Mills. Southerners said the appearance of Mills on the stage of a Boston burlesque house with Fanne Fox "had as much to do with it as anything else." Job goes to Democratic Steering Committee.*

*James Molloy won the race for doorkeeper 150-77, capturing the job Fishbait had held for more than 24 years.*

*Rep. Phillip Burton (D., Calif.) won election as chairman of the Democratic caucus over Rep. Bernie Sisk (D., Calif.) by a vote of 162-111.*

*Republicans reelect Rep. John Anderson (R., Ill.) caucus chairman.*

*Senate takes up confirmation of Vice President-designate Nelson Rockefeller Friday. Expected to vote Friday.*

## FROM THE WIRES

### Military Aid to Turkey Did Increase

Washington (UPI)—The State Department today acknowledged that the dollar value of U.S. military shipments to Turkey increased after that country's troops landed in Cyprus but said this was simply due to a few unusually large items already in the pipeline. Department spokesman Robert Anderson was replying to a statement by Sen. Edward Kennedy (D., Mass.) who asserted that U.S. military shipments to Turkey during the third quarter of 1974, the period following the Turkish invasion, amounted to \$40.5 million compared to only \$27.3 million for the second quarter of the year. The Department spokesman said Kennedy's figures were correct but more than half of the \$40.5 million cited by Kennedy for 3rd quarter shipments "is accounted for by the delivery to Turkey of four F-4 aircraft and related spare parts."

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### Christmas Ball for Congress

Washington (UPI)—President and Mrs. Ford will honor members of Congress and their wives at a black-tie Christmas ball at the White House Dec. 17. A spokeswoman for Mrs. Ford said about 1,000 guests have been invited to the ball which begins at 9 p.m. E.S.T. The White House will be decorated for Christmas and there will be dancing and a cocktail buffet.

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### Mrs. Ford Gives Thanks To Volunteers

Washington (UPI)—Betty Ford played host at a champagne brunch today for some 220 volunteer women who helped answer the thousands of get-well messages which the First Lady received after undergoing breast cancer surgery. "I couldn't have gotten along without them," Mrs. Ford said as she mingled among the guests in the State dining room and thanked them "for all the hard work they had done."

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### World Spends \$240 Billion on Defense

Washington (AP)—The world's nations are spending more than \$240 billion a year on military power, a report issued by the arms control association, said Monday.

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### Shed Stripper, or Get Out

Little Rock (UPI)—The Arkansas Gazette, the largest newspaper in the State, Monday called on Rep. Wilbur D. Mills, (D., Ark.) in an editorial to either forgo "his public indiscretions" with stripper Annabella Battistella or resign. "If Mr. Mills cannot forgo his public indiscretions and if he prefers the life of show business to the life on Capitol Hill, then let him select the former and resign his seat in Congress to devote full time to his new line of work," the Gazette said. "Whichever course Mills prefers, it is past time that he made a choice."

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## NBC

In 2:30 minutes of commentary following President Ford's press conference, John Chancellor said: the press conference

"began to look a little bit like the press conferences that were held when he (President Ford) was the minority leader in the House of Representatives—a lot of give and take about legislation."

"Mr. Ford has a very easy way with members of the press, in fact, with people in general," Chancellor said.

"It was an interesting combination tonight to see the President because, unlike any press conference that I've seen before, it was a combination of the President speaking to the country and then answering questions from professionals in the press. And the language he used in some cases was different because he had two different audiences.

"He made one statement on the economy, ran for about 5 minutes. He talked for about three and a half minutes about his trip to the Far East with particular emphasis on the arms deal he made with the Russians which will now have to go through negotiation at Geneva, go through the Congress and be made a treaty. And if it does, he says he will have ended the arms race.

"It comes up again here, as we learned when we were in Vladivostok with the President, that the Middle East, which is likely to erupt into war in about half a year, did not come up in any great detail. The President said tonight, for example, that the question of the Palestine Liberation Organization meeting with the Israelis did not come up.

"So what we got here tonight was a certain amount of exhortation on the Congress to pass some of the President's legislative proposals for the economy, but an admission by the President that the budget cuts he and the Congress have made are good for the country, combined with the fact that the bill for strategic arms that the taxpayers in this country are paying—about \$18 billion a year—will continue for some many years into the future as this 10-year agreement with the Russians goes on. But as the President said, we have avoided, he believes, an arms race," Chancellor concluded.

## ABC

ABC's Frank Reynolds presented a 1:25 minute review of the President's news conference.

The first half of the conference, Reynolds said, was devoted to questions of the Vladivostok arms agreement reached with the Soviets "in an attempt to try to keep us from blowing up the world." The second half concentrated on how Ford is "trying to keep the economy of the United States from breaking down," Reynolds reported.

Reynolds reported that Ford said the arms agreement placed a firm ceiling on the arms race, and that it prevents and puts a cap on a future arms build-up.

The details of the agreement that Ford presented included each side's allotment of 2,400 delivery systems, Reynolds said. Ford said that 1,320 of these systems can be MIRV'ed, or equipped with more than one warhead, Reynolds reported.

"Despite the President's glowing words about the arms agreement, he pointed out that there probably will be an increase in the military budget next year," Reynolds said.

On the economy, Reynolds said Ford criticized the Congress for not enacting four measures he proposed to them.

"He said that he believes the American people are ready for sacrifice, but he made it very plain that he is not ready to im-

pose the sacrifice in terms of an increase in the gasoline tax," Reynolds said.

Reynolds added that Ford does not foresee a gas shortage during the winter months.

**CBS**

Barry Serafin gave a resume of what the President had said.

**NBC**

John Cochran reported President Ford is holding his news conference in the Executive Office Building "because he wants to experiment with different locations."

Cochran predicted Ford would not make any major economic proposals but would ask Congress to act on the suggestions he has already offered.

"This may not satisfy his critics, including those in his own party," said Cochran.

He quoted Republican governors and Sen. Barry Goldwater (R., Ariz.) as calling for more presidential leadership from Ford.

Goldwater (on film) criticized Ford for spending so much time away from Washington.

"You have to give some evidence. If you are the leader, that you are going someplace, and you're not going to get those answers in China or Russia," he said.

Cochran reported: "Some White House aides also want the President to cut down on his traveling. Those aides realize that his summit meeting this month in the Caribbean with the President of France must go ahead as scheduled, but they hope he will sharply curtail the skiing vacation he's planned over the Christmas holidays."

*That day's summary also carried a second component, extracts of editorials and comments from newspapers.*

**EDITORIALS/COMMENTS ON RECENT NEWS**

**From Monday's Papers, Dec. 2, 1974**

*New York Daily News, "Report Nixon and Rocky owe state, city taxes":* Former President Nixon and Vice President-designate Rockefeller owe New York City and New York State thousands of dollars in back taxes, it was learned yesterday. State tax investigators are expected to conclude soon that the former President was a state and city resident for tax purposes and will owe some money. Rockefeller has until early February to file a report with state officials on the additional \$900,000 plus interest the Internal Revenue Service said he owed in federal income tax and gift tax since 1969.

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*Baltimore Sun, "Canada's oil export policy expected to dominate Ford-Trudeau meeting":* Wednesday's meeting in Washington between President Ford and Canada's Prime Minister Pierre Elliott Trudeau originally was billed as a get-acquainted session. It now has all the makings of a hard-nosed exchange on specifics that could even involve United States threats. President Ford is under heavy congressional pressure to try to change some of Ottawa's recent oil policy decisions. . . . More than half the oil used in Canada passes through U.S. territory in pipelines. . . . Sen. William E. Brock (R., Tenn.) has sent a letter signed by 17 colleagues to the Secretary of State, Henry A. Kissinger, demanding that the U.S. curtail or tax that Canadian oil moving through the U.S.

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*Manchester Guardian, "Tactics of fear":* Constant observers of Capitol Hill will tell you that the tragedy and

trauma of 1974 has transformed the two chambers of the U.S. Congress from a dreary array of passive layabouts into a highly aware, vociferous and extremely skeptical force for change. Those who saw how easily Nelson Rockefeller sailed the calm waters of the Senate last week may think otherwise; but the proponents of the transformation theory warn us now to watch how the Congress deals with the latest SALT package. "They'll tear it apart," some say. "Their magnifying glasses will be out all the way," say others. "You can't tell those guys up there a thing without a battle," said someone at the White House. . . . Three lobbying groups, the Arms Control Association, the Center for Defense Information and the Federation of American Scientists, provide the only really critical analysis of agreements such as SALT and the Test Ban Treaty.

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*Godfrey Sperling, Christian Science Monitor, "Ford shakes up team, stresses Congress ties":* President Ford is moving fast now to reshape his administration in his own image. The Monitor has learned that the President plans to set up what he calls a "high-level, Bryce Harlow-type of liaison operation with Congress." John O. Marsh Jr., Counsellor to the President, is slated to fill this post. Max L. Friedersdorf, deputy to William E. Timmons, will replace Mr. Timmons as the chief White House contact man with Congress. But the President is placing Mr. Marsh . . . above Mr. Friedersdorf. In this way he is letting Congress know that he is giving members of Congress, their problems and their suggestions a No. 1 priority. . . . The President has decided to make Mr. Robert Hartmann his chief political adviser.

**EDITORIALS  
Midwest Papers**

*St. Louis Post-Dispatch, "The Vladivostok accords":* The Ford-Brezhnev arms pact must be considered a significant

diplomatic achievement on the part of Mr. Ford. The details of the agreement need careful analysis, and verification means must be provided if it is to be operative. But a promising start appears to have been made on what previously seemed intractable—the issue of MIRV.

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*Chicago Daily News, "Overstaying in South Korea"*: President Ford's stop in South Korea was a brief one, but it was long enough for him to make a commitment he shouldn't have made, that the 38,000 Americans will remain in that country. American interests would be better served by withdrawing all or most of the troops and beginning a process of disentanglement.

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*Detroit News, "Chinese price is too high"*: If the price of Peking's diplomatic recognition of the United States is the breaking of U.S. relations with Taiwan, this newspaper believes it is too high a price for the United States to pay. So, for the present, the use of liaison offices in Washington and Peking ought to be sufficient normalization to satisfy this country.

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*Detroit Free Press, "Pressing problems remain for lame-duck Congress"*: Congress should first confirm Nelson Rockefeller as Vice President, then approve the tax law changes proposed by the Ways and Means Committee.

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*St. Louis Post-Dispatch, "While Congress dawdles"*: President Ford has proposed inadequate programs to combat inflation and recession and to help the unemployed. But as this is not the right medicine, it is up to Congress to seize the initiative and develop its own programs.

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*Chicago Daily News, "Raw deal prescription"*: There is a certain irresponsibility in Democratic congressional leaders' constant talk about wage and price controls. The economy got a raw deal from the last controls venture three years ago.

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*Cincinnati Post, "Keep 'em rolling!"*: The new federal mass transit law is good for Cincinnati.

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*Detroit News, "State gets U.S. aid but it needs more"*: Despite our disappointment that Michigan will not be receiving its full potential—because voters turned down a local mass transit bond issue—we applaud passage of the federal mass transit bill.

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*Detroit Free Press, "The unselling of ambassadors"*: President Ford took the proper step in withdrawing the nomination of Peter Flanigan to be U.S. ambassador to Spain. The U.S. will be better served by someone less controversial and less questionable.

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*St. Louis Post-Dispatch, "Reform undercut?"*: Supporters of the new campaign financing law are disturbed by the

nominations of Joseph Meglen and Joan Aikens to the Federal Election Commission. No one is questioning their integrity, but the nominations look to critics like political awards. Treating commission appointments as political plums could defeat the reform purpose of the law.

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*Chicago Sun-Times, "Energy conservation—or disaster"*: Rather than accept the possible permanent decline of United States political and economic power in the world, the President and Congress should take the lead in conservation at home and in guiding other nations toward the mechanisms of energy interdependence.

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### Mid-Atlantic News

*Andrew J. Glass, Atlanta Journal, Washington*: The Democratic lawmakers regard Ford's \$2.7 billion jobs' program as far too skimpy. House Speaker Carl Albert is talking of a public-service employment scheme in the \$5 billion range, which, of course, would only serve to increase the amount of red ink by \$2.3 billion.

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*Farnum Gray, Atlanta Constitution*: "I'm through with politics. I'm staying out of it," Bob Hope said as he rode into town from Atlanta's airport in the back of a limousine. Was he sure about being through with politics? Would he work for anyone who might run for President? "Oh, sure. Reagan! I'd help him if I could—doing dinners for him."

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*Tom Henderson, Atlanta Constitution*: The Homebuilders Association of Georgia (HBAG) has called for the resignation of Secretary of Housing and Urban Development James Lynn, saying he has neither the ability, knowledge nor desire to provide the leadership necessary to lead the housing industry out of a "deep economic morass."

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### Mid-Atlantic Editorials

*Atlanta Constitution, "Progress"*: The President was criticized for making this trip during a time of severe economic stress at home and during a time when the nation was without a Vice President. It now appears that he knew what he was doing, knew the trip would be eminently worthwhile. This was President Ford's first major venture into foreign policy. It was watched with apprehension—but he and his remarkable Secretary of State seem to have come through with flying colors.

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*Philadelphia Bulletin, "Homefront Breakthrough is Mr. Ford's Need Now"*: So it is good to have President Ford back home safe and sound, with gains from his journey. He left the country at a time of mounting economic travail, with his desk piled high with pressing domestic business, and the nation without a Vice President. These home front tasks still face him. They require a steadier, more masterful and less peripatetic handling than they have received to date.

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## Southern Editorials

*Charleston (S.C.) News and Courier, "An Invitation to Control"*: A law of supply and demand no longer governs the auto industry. What prevails there, as in other concentrated industries, is an "administered" price, totally unresponsive to market conditions. The fact is that the auto giants no longer compete among themselves where prices are concerned. With the U.S. Justice Department already moving to break up IBM and AT&T as monopolies, even the auto giants are not immune. If they continue to pursue pricing contrary to the public interest, they risk government intervention.

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*Charlotte Observer, "Ford's fumble—Congress gets the ball"*: President Ford's latest budget proposals offer the best evidence yet that he is in the hands of fiscally and socially irresponsible advisers. He at least has signaled Congress, however inadvertently, that it should take full charge of the budget. That is not a very satisfying prospect. A truly weak presidency is not in the best interest of the country. But if the man who occupies the office is weak, the presidency itself will be; and then the country must look toward Congress, hoping it will be more responsible.

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*Orlando Sentinel Star, "Siberia Breakthrough Could Free Man from Economic Tyranny of Arms"*: The details are sketchy so far but if the skeleton of the Ford-Brezhnev Vladivostok understanding can be filled out with healthy flesh, the world will be a safer and better place to live in.

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## Southern News

*Don Bacon, Newhouse News Service, Memphis Commercial Appeal*: The author of the 25th Amendment, dealing with vacancies and disabilities in the presidency and vice presidency, believes it has functioned "rather well" so far and is skeptical of efforts to change it. Sen. Birch Bayh (D., Ind.) chairman of the Senate subcommittee on constitutional amendments, said, nevertheless, that he is "seriously considering" holding public hearings early next year to examine possible weaknesses in the amendment, including those cited by President Ford.

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*Vera Glaser, Charlotte Observer, Washington*: President Ford has another hideaway besides the well-known condominium in Vail, Colorado. Ford is part owner of a ski cottage at Cabrefae, Mich. It is quite primitive. The First Family has not used Cabrefae in recent years.

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*Donald L. Baret and James B. Steele, Knight News Service, Charlotte Observer*: If you look at the foreign aid program in just about any part of the world, you will find a connection with a Rockefeller financial interest. These [foreign aid] projects are insured by the Overseas Private Investment Corp. (OPIC), a wholly-owned government corporation whose operations are supervised by the State Department. While none of these guaranty plans under the foreign aid program involve direct expenditures of American tax money, at least at present, there is both a hidden cost to

the taxpayer and a potential liability for the future. If losses under the plans should exceed the reserves set aside—and claims have been running ahead of reserves—then the taxpayer is liable.

\* \* \*

## Western Papers

*Denver Post, "Nuclear Accord Promising"*: President Ford deserves credit for the new agreement, even if its consequences should prove less dramatic than some statements from Vladivostok have suggested. The President's press secretary's statement was not fair. The basis for the agreement was laid over a long period of time and only the finishing touches were put on in Vladivostok. Ford's achievement should prove solid enough without unnecessary embellishments.

\* \* \*

*San Francisco Examiner, "The Drive to Kill Nuclear Energy"*: A group of scientists and others, gathered in Washington at the summons of Ralph Nader, called the other day for a congressional investigation of nuclear energy hazards. The real aim is not to insure safety but to stop the development of nuclear energy dead in its track, and hang the horrendous economic consequences that would inevitably ensue.

\* \* \*

*Houston Post, "A Safety-First"*: A nuclear reactor is not a by-guess-or-by-gosh proposition. We must demand the same intense dedication to safety in building and operating them that we expect of the NASA scientists, engineers and technicians who launch astronauts into space.

\* \* \*

*Lawrence Mosher, National Observer*: Secretary of State Henry A. Kissinger has six months at most to avert another Arab-Israeli war. But it's hard to find anyone in Washington who thinks he will succeed.

## CBS Morning News

*Ford with Lee Elder*: CBS reports that President Ford attended a testimonial dinner Saturday night in honor of Lee Elder, the first black golfer ever to play in the Masters' Tournament. Film showed 1:05 of Ford's remarks comparing his position in the national limelight with Elder's.

*Evaluation of tentative Soviet-U.S. arms accord*: "President Ford signed with Brezhnev the arms control agreement that President Nixon failed to get," Daniel Schorr said. "From breakdown to breakthrough in November was a road partially paved by professors."

In a 2:10 minute report, Schorr recounted the role that several professors from American universities have played in arms negotiations which have been conducted since 1957. Schorr included the efforts of Prof. Paul Doty of Harvard, who first introduced Henry Kissinger to Russian negotiators, and Prof. Marshal Shulman of Columbia University.

"Observers believe it [the Vladivostok agreement] was not just a matter of waiting for a new President, but Soviet civilian officials and scientists talking to American professors finally winning their argument with the Soviet military." ■

## RESUMÉ

James Burrow Shuman  
149 North Sugas Road  
New Hope, Penna. 18938  
Telephone: 215-862-5237

Date of Birth: September 8, 1932  
Married: Victoria Grove, October 4, 1958  
Children: James Jr., born July 4, 1959  
Robert G., born Jan. 30, 1964

Education: Wesleyan University, Middletown, Conn.; BA, 1954  
George School, Newtown, Penna.

Citizenship: U.S.

Foreign Travel: Extensively in the United States, Canada, Great Britain, and Western Europe; less extensively in East Africa, India, and Southeast Asia.

### Professional Experience:

June 1973 - Present: Full-time freelance writing. (1) A book on the Indus Waters Development Project in West Pakistan, and (2) magazine articles.

January - May 1973: Part-time consultant to the YMCA of Metropolitan Chicago. The Chicago YMCA is the largest YMCA in the world, both in budget and in number of people served. It has been dealing, often piecemeal, with all the problems afflicting American cities. My initial assignment was to help identify future trends and to help in preparation of the major case statement to be used in a \$50 million fund raising campaign. As it developed, however, I also reviewed programs and suggested modifications or new projects, working closely with the Metropolitan YMCA president and other top officers, local Y directors and heads of specific programs. In addition, I recommended that the YMCA hire a full-time public relations officer, assisted in his selection, and worked with him to set up a public relations office and program as well as to prepare additional material to be used in the fund-raising and development campaign.

- Dec. 1972- April 1973: Part-time consultant to the Urban Home Ownership Corp., New York, N.Y. I prepared a proposal for foundation funding of, and did preliminary research for, a book on the Urban Home Ownership Corp. UHO is the nation's largest rehabilitator of deteriorating urban housing, which it also trains existing tenants to manage and sells to them as co-operative apartments.
- Oct. 1972-Dec. 1972: This period was spent researching and writing an article on the World Bank, which was commissioned and subsequently purchased by the Reader's Digest. The research took me from interviews with top Bank officials to inspection of Bank-financed projects in Africa, India, and Indonesia.
- July 1972-Sept. 1972: Co-founder, with futurist Robert Theobald, and pre-publication editor-in-chief of the "trendletter" magazine Futures Conditional. My work involved all stages of pre-publication planning, including conceptualization, preparation of cost estimates, design, marketing, and putting together the first issue.
- April 1971-July 1972: Full-time consultant to John D. Rockefeller 3rd. I helped Mr. Rockefeller investigate aspects of social change and changing American values, and helped write chapters of his book, "The Second American Revolution," which was published in February 1973. This assignment involved extensive research in a wide variety of domestic public issues, including population stabilization, environmental problems, the roles of the individual and government and private institutions in a free society, education, welfare, poverty and the distribution of wealth, the nature of work, and the role of various groups in society in bringing about social change.
- In studying these issues and drafting chapters of the book, I worked closely with a wide spectrum of Americans, from counter-culture drop-outs, to social scientists to businessmen. I also acted as an informal consultant to the Youth Task Force of the JDR 3rd Fund, working with such people as Daniel Yankelovich of the Daniel Yankelovich polling firm, Paul Ylvasaker, now Dean at Harvard, and William Ruder of Ruder and Finn, public relations.

- Sept. 1961-April 1971: The Reader's Digest, staff writer and Associate Editor. During more than nine years at the Digest, I served as an editor in the Digest's main office in Pleasantville, N.Y., handling the complete range of editorial tasks from spotting and condensing articles in other publications, to working with writers on original articles, to preparing copy for the printer and proof-reading. I wrote original articles under my own name on a broad range of topics, from foreign trade and economics to the hunt for the American Abominal Snowman. I worked in the Digest's Washington office from 1961 to 1965, covering virtually every activity of government, including the White House, the House and Senate, Cabinet Departments, and regulatory agencies.
- Dec. 1959-Sept. 1961: United Press International, Washington, D.C. I was a reporter and national affairs rewrite man.
- Sept. 1956-Dec. 1961: The Sharon Herald, Sharon, Penna. As a reporter, photographer and radio newscaster, I covered all activities in an area of approximately 100,000 people for this daily newspaper of 25,000 circulation. I also, in 1959, won the Pennsylvania Newspaper Publishers' Association Award for the best news story of the year for a long, in-depth analysis of the reasons behind the firing of Sharon's police chief by an inept and potentially corrupt mayor.
- Sept. 1954-Sept. 1956: U.S. Navy. I served as one of five officers in a minesweeper based at Long Beach, Calif. I was in charge of a division of approximately 40 men.

Community Activities:

- Member, Board of Managers, Friends Journal, the fortnightly Quaker magazine.
- Member, Policy Committee, Citizens Alliance Service of Pennsylvania, a non-profit group formed in January 1972 to stimulate increased citizen participation in politics and government at the state level.
- Member, Advisory Committee, Bridges of Understanding Foundation, Penns Park, Penna.

Clubs:

The Players, New York, N.Y.  
The National Press Club, Washington, D.C.  
The Asia Society, New York, N.Y.

Publications:

Books: "The Kondratieff Wave" (with David Rosenau),  
published in September 1972 by The World  
Publishing Co. U.S. sales totalled approx-  
imately 15,000 copies. The book has also  
been translated into Japanese.

Magazine articles: Numerous articles in the Reader's  
Digest and other periodicals.

THE WHITE HOUSE

WASHINGTON

September 22, 1974

MEMORANDUM FOR RON NESSEN

FROM: TOM DeCAIR

SUBJECT: The News Summary Operation

The single most important thing to be done with regard to the News Summary is to talk to Pat Buchanan about it. He is, as you know, its creator, and he also happens to be one of the great (if conservative) minds around here. When you talk to him--which should be soon--you should also discuss press conferences, briefings and anything else he may have ideas on. In his brief tenure here, Jerry found him to be most helpful, and I think you will, too. You may wish to have me sit in on your discussions with Pat--not for any ulterior motive, just so I can absorb what you might not the first time around--but you should raise it with him.

Back to the News Summary. What follows are some specific recommendations. I know little about the personnel there, but will also discuss that briefly.

1. It is the President's desire that the news summary contain the following:
  - a. Previous night's network news shows (top priority but not the exclusive focus, as it has been some days in the news summary).
  - b. Key stories from wires and major newspapers (except Washington Post, New York Times and Washington Star-News, all of which the President sees). Exceptions should be made for stories of great moment from these papers, just to be sure he is aware.
  - c. Editorial reaction to major announcements, or other important editorials which have a bearing on the Ford Administration. This should include editorial cartoons, which the President enjoys.
  - d. A wide variety of weekly and monthly magazines should be included, where appropriate. The President sees Time, Newsweek and US News, but, again, major developments by these publications should be included since, particularly in magazines (with their peculiar format), major news can easily be overlooked.

- e. Not currently included, but of interest to the President, are the morning network shows (CBS Morning News, Today show) and network specials which deal with the Administration.

It is important to know that the news summary, although primarily aimed at the President, is of equal or even more use to the White House staff, especially the Press Office and the substantive people whose areas are the subject of news coverage. In addition, as an adjunct of the Press Office, the news summary operation should be providing more direct services to the Press Office.

More specifically, my recommendations follow:

1. The news summary should include considerably more information. This can be achieved in two ways. If there are mechanical problems in increasing the size of the summary (which actually isn't necessary) the items ~~w~~ should be written in a much more concise way. At present a minimum of stories is reported, and they are generally report only with verbatim quotes of lead paragraphs. And they are reported only by one news source--thus there is no indication of how others played the same thing.

To put it bluntly, the news summary is useless to most staffers who rely on it ~~kn~~ to know what media around the country are saying about things in their substantive areas. The summary should at least note stories of interest to WH staffers (including the NSC). The system is then set up for these staffers to request copies of the entire story. This system is most useful when done right, but now staffers have stopped reading the news summary because of the lack of breadth.

2. The news summary staff should work staggered schedules so there are people here for several activities that I think necessary:
  - a. Someone here late (midnight) to watch for breaking stories and watch evening network specials. Obviously, if in a major event, all nets have specials there should be enough people here to watch them all.
  - b. The correspondence section is ending its night shift. That means that they will soon cease clipping the morning papers and xeroxing them for top staff. The news summary, head of which should understand that ~~the~~ serves the staff as well as the President, should have someone in very early to clip stories of interest in the Post, Times, NY Daily News, WS Journal, Balto. Sun. In addition the news summary should take over the clipping and xeroxing of the overnight wires (Thym does it now).

- c. The news summary should prepare a supplement which simply summarizes the morning news shows. This can be done by watching CBS morning news from 7 to 7:30, and today show from 7:30 to 8. These reports should then be typed and xeroxed and distributed to press office (perhaps others) no later than 8:30.

Thus, the news summary is going to have to have two or three people in here very early in the morning. When these people finish these morning chores, they can get into regular work and leave about the time others come in.

I believe it is absolutely imperative that these few changes be made immediately.

THE WHITE HOUSE  
WASHINGTON

September 23, 1974

MEMORANDUM FOR RON NESSEN

FROM: LARRY SPEAKES *LS*

SUBJECT: MY IDEAS ON THE NEWS SUMMARY  
(AS REQUESTED)

First, the NEWS SUMMARY should be tailored to the needs and desires of the President. It should meet his requirements to be informed on news and editorial opinion. The needs of the White House staff are secondary, but of great importance.

In my opinion, the revisions in the NEWS SUMMARY have greatly improved it. There are a page of headlines, details of the network television news and commentary, and a summary of the major wire stories, and a summary of editorial opinion from major papers all across the Nation.

My suggestions:

- Stronger wire emphasis, indicating play on both wires where there is a difference.
- Continuation of a "late news" section.
- Summary of major columnists' opinions when they involve the President.
- ✦ -- Summary of play in major newspapers, i. e. "Economic speech, page 1 in 6 of 8 papers surveyed."
- ✦ -- Emphasis on coverage and editorial comment from cities where the President travels.

ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

October 1, 1974

MEMORANDUM FOR RON NESSEN

FROM: TOM DeCAIR

SUBJECT: Additional News Summary Recommendations

It has come to my attention today that members of the news summary staff are extremely unhappy with the operation, in nearly every respect.

1. The staff is sitting on its thumbs, often, and even when it works it isn't sure everything will be used since Warden's criteria for the summary appears to be quantity (that's enough, throw everything else away) rather than quality. Several cases in point:

a. Broadcast magazine had a favorable piece on the new press operation; a less favorable one--but just as important for the President and for us to note--in Media Report. And the whole report on the VERY important John Osborne column this week was dropped.

b. Also dropped was Javits on the Today show on his trip to Cuba with the line, "The President doesn't care what Javits thinks about foreign affairs." Even if true, the NSC staff does and should know what he said, as should we.

EX

2. Judgment is also a problem. Phil writes the whole thing although he doesn't see all the nets or read all the items. And, unfortunately, he is taking things his writers give him and often distorts them. The staff is, at present, getting around this by ~~ix~~ calling interested staff members and telling them what's wrong (eg. Janka at NSC). This was the case with a Dallas News editorial, which missed the whole point, with a Valeriani report from Cuba which Phil rewrote (and in the process turned around).

3. Also of concern is Phil's preoccupation with style (Chicago Tribune style, of course). He retypes vast sections--we used to cut and paste in order to get all we could in it as fast as possible; so people could spend more time reading, watching and writing.

4. As mentioned before, focus is still not on major papers--that is, what they're saying in news columns as well as editorials and columnists.

Bill Anderson

## The President's 'show me' editor



WASHINGTON — When Phil Warden was a young lad out in Trenton, Mo., he first worked for his lawyer father as a secretary and receptionist.

Then he landed a job on the Trenton Republican-Times at \$9 a week selling advertisements which he worked up for the merchants — “and walked up and down the street picking up whatever news I could find.”

By 1940, Phil had worked his way into the newsroom of The Chicago Tribune, where it took him six months to get a byline in the big city newspaper. Warden and former Tribune reporter Ward Walker had to harass John Bayless, a copy editor [and bird watcher], before they got name recognition.

Bayless, who hasn't changed very much, used to tell the “cubs” wisely that it's “your paycheck that really counts.” [There is a cliché in this business that your byline and a quarter will get you a bus ride.]

There is a certain amount of feeling among reporters everywhere that some day, some place, they would like to own and run their own newspaper. They dream of being independent from editors and publishers—being strictly their “own man,” to use a phrase of President Ford.

Well, just the other day Warden got a letter of congratulations from Walker, who is now running a newspaper in

Brownsville, Tex. Warden, as some readers may already know, is the new editor of the most exclusive newspaper anywhere in the world.

It has no name other than “news summary” and a nonpaid circulation list of 150. The taxpayers are the advertisers [since they pay Phil's salary] and the publisher is Gerald R. Ford.

In a day and age of high-priced newsprint and production expenses [not to mention capital costs], this kind of editor's job may be as close to being in a newsman's heaven as circumstances permit. What Phil does is look at the whole world and report on it.

This has been done before, and, in fact, the news summary was so highly refined in the last few years that it represented almost the only Oval Office media reading [or watching] done by Richard Nixon. There are those people who say the then highly stylized reports contributed to Nixon's isolation from the real world.

But Ford, in one of the first assignments handed out after becoming President, wanted an extra-straight report produced by a seasoned reporter. He told Paul Miltich, special assistant to the President for public affairs, to find the right person as editor.

Miltich, a former newsman himself [and an English teacher from Virginia, Minn.], turned to Warden. Both had

served together on Capitol Hill as legislative correspondents—and both know first hand the “style” and requirements of Ford because of their exposure to him in the House. [Like Ford, Warden also was a navy lieutenant in World War II.]

When Miltich told Ford he thought Warden was the right candidate, the President agreed, but added: “There goes another good newsman out of the business.”

Ford was only partly right because today the news digest looks very much like a thorough professional product, the kind of work that can be found only in the better newspapers. Miltich likes to say, “You can read it now because it is in English.” [The earlier reports used “code” names, abbreviations that confused the uninitiated, and a terse writing style that went out with Walter Winchell.]

Warden also added some quality newspapers not previously on the list as source materials, like the San Francisco Chronicle, the Memphis Commercial Appeal, the Salt Lake Tribune, and the Louisville Courier Journal. He has done other things too numerous to list here, except perhaps the fact that humor now is in the report in the form of cartoons, along with the other warts which many editorial points of view produce.

It all fits the old Missouri saying: “Show me.”

This sort of stuff is appearing all over -- by Warden's friends. Some have favorably compared News Summary to old ones -- but that's just not the case.

Tan

*M: Some very good ideas here.*

*Tan*

THE WHITE HOUSE

WASHINGTON

October 2, 1974

MEMORANDUM FOR:                   RON NESSEN  
VIA:                                   TOM DECAIR  
FROM:                                 ERIC ROSENBERGER  
SUBJECT:                             News Summary

By definition the News Summary should summarize the previous day's news in a concise, logical and easily readable manner. The present Summary does not do this. It is disorganized, redundant and excessively wordy.

To truly reflect the previous day's news, the Summary should be changed to reflect all late breaking stories and therefore summarize the first editions of the a.m. papers. This could be done since the eastern editions go to bed before midnight and a majority of their stories are from the wires anyway.

The Summary should be available at 6:30 a.m.

? I have heard that since the President reads the Post, NYT, and WSJ, they are not included in the Summary. This is wrong considering the circulation of the Summary.

The Summary should be divided into the following sections each day: papers, wires, nets, national and local recap of Presidential travel, editorial comment, and magazines. Within these sections the Summary should be structured by major categories which affect the White House, such as, foreign affairs, energy, oil, the economy, amnesty, labor, business, First Family, etc. and the position of these categories in the Summary should reflect the most important stories of the day. Other stories should be under the "miscellaneous" stories section of the day.

## PAPERS

 The Summary should reflect stories in a.m. papers and be structured in a more organized manner. The present summary is too wordy and the heads do not always reflect the paragraphs below. Because stories are not concise it now takes too long to read the summary and many people therefore don't read it.

 Stories should not be quoted -- they should be summarized.

Cartoons should be part of the editorial comment section and not in with the hard news of the papers.

There should be key papers which represent the liberal, middle-of-the-road and conservative points of view which should be summarized in each day's summary -- possibly in the editorial comment section.

There should be a section devoted to the major regional and/or local stories within each major region of the country, however that is defined. A story on busing in Boston would be included in the New England section but Beckman's report in the Tribune on Rumsfeld's appointment would not be included, as is occurring now.

## WIRES

 Since some wire stories do not make the papers or the nets, the wires should definitely be included. However, the stories should be presented in an organized and well structured manner consistent with the papers.

Direct quotes from wires, except for the most important, sensitive, and complicated subjects where there is a definite reason, should be stopped. Wire summaries should be as simple and concise as possible.

 There is no reason to refer to Julie as "Julie Nixon Eisenhower, daughter of the former President." Such excesses defeat the purpose of a Summary.

## NETS

 It is unnecessary to quote Cronkite or Chancellor or Pierpoint. Their statements should be summarized. We don't need an instant replay of the evening news, we need the highlights.

The features, fillers and funnies should be included only if they affect the President in a substantive manner.

Editorials and comments such as Brinkley should be under the editorial comment section.

It is important to include all national news shows, if they present something different from the morning and evening shows.

#### RECAP OF PRESIDENTIAL TRAVEL

I feel it is important to reflect the local media's import of the President when he is away from the Oval Office. As an example, the reaction of the Detroit media to the President's trip to Detroit should be reflected in the Summary.

#### EDITORIAL COMMENT

All editorial comment from paper editorials to network comments to magazine columns to cartoons to "Meet the Press" to Agronsky to Elizabeth Drew, etc. should be included. Network specials and PBS specials on matters affecting the President should also be included. This section should appear each day.

#### MAGAZINES

A daily summary of all magazines, including trade journals should appear each day. Editorials should be included in the editorial comment section.

To summarize, I feel the Summary should be concise, easy to read and consistently structured from section to section. I feel it should also reflect the front pages of the a. m. papers.

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: RON NESSEN

FROM: TOM DECAIR

~~Kathy~~ Kathy's the one  
who Miltich fired. She's  
a great girl who understands  
the news summary and who is  
now working for Eric Rosenberger



THE WHITE HOUSE

WASHINGTON

October 3, 1974

MEMORANDUM FOR: TOM DECAIR  
FROM: CATHY KOOB  
SUBJECT: News Summary

The following are some of my views on the News Summary and possible solutions to the problems:

1. Abbreviations have been eliminated -- contrary to many views this is ok with me. I found it bogged me down when I read too many abbreviations and many times some were foreign to me.
2. Nothing is assumed anymore -- most people in politics, for example, know W. Clement Stone. You don't have to add 10 words explaining who he is. First names and titles, in most cases, are not necessary. We know "White House Press Secretary Ron Nessen."
3. The Summary is too wordy -- cut all unnecessary articles (the, an, etc.) and unnecessary explanations. Instead of 9 lines devoted to doctors searching for cancer which may be cause of Mr. Nixon's phlebitis (9/30 Summary) cut it to 2 or 3 lines.
4. No xeroxes of articles from papers should be included -- this just adds to bulk. If they're considered important paraphrase them.
5. Cartoons should be cut down to 1 or 2 pertinent ones. No one really remembers any more than that.

6. For historical reasons and considering the wide distribution of the News Summary, the WSJ, Star, Post, and NYT articles and editorials should be included.

7. Brinkley, Severeid and Smith should be summarized. We can call WHCA and ask for a replay if we want them verbatim.

8. Most important of all, I think the News Summary should be categorized according to subjects. Too many stories are being repeated with each network having their own section. I don't think NBC, CBS and ABC nightly news shows should be written up separately. They give the same news generally, and should be combined.

Under each subject I would categorize all wires, nets, and editorials. Perhaps special news shows could be included but I think it would be better to have Agronsky's show separate along with Meet the Press, Face the Nation and Issues and Answers.

9. I am sure the News Summary is considered to be more acceptable journalistically because it gives "straight news." However, I found newsmen's comments, which were included in the "old" version, added color and interest to the Summary. If a newsman calls Ford's pardon "shocking" why shouldn't we know that? The days are gone when people thought the Summary contributed to the "enemies list."

# # #

# Incident Illustrates Adjustment Problems

Early on Monday, Oct. 7, President Ford entered his Oval Office and asked why his news digest had not arrived. Each morning two copies of the White House daily news summary are delivered to the President, one to the residence and, on the chance that he had not time to read it during breakfast, another is sent to the Oval Office. On that morning both copies were missing.

A short time later, Paul A. Miltich, assistant press secretary in charge of the communications office, relayed the President's inquiry to Philip L. Warden, chief of the news digest operation.

Warden, a soft-spoken former *Chicago Tribune* reporter who joined the White House staff only a month ago, replied that the previous day (Sunday, Oct. 6) had not generated much news and so he decided not to publish a summary. Miltich's reaction can only be imagined, but it probably will be the last time that the incident will occur.

While the incident itself is minor, it illustrates some of the confusion in roles and responsibilities that exists among White House staff members as they adjust to their new jobs some two months after Ford was sworn into office.

**Started by Nixon:** Originated during the Nixon Administration, the news summary is being continued, with variations, at President Ford's personal direction. A compendium of capsuled television news reports and press items, including editorials, cartoons and commentaries, the news summary was considered an ideal information vehicle for President Nixon, who maintained that he read only a few daily newspapers and seldom watched television newscasts.

Ford, however, is an avid reader of newspapers, scanning at least seven or eight each day. And when he has time, he views the network telecasts. Consequently, there was mild surprise when Ford ordered the continuation of the daily news summary. Furthermore, he had pledged to reduce the White House staff. Five aides are assigned to produce the summary.

Miltich, who has jurisdictional responsibility for the news summary, explained that one of its primary purposes is to provide the President with news he is unable to personally obtain, particularly that emanating from the electronic media.

"The summary is tailored to meet the President's needs," Miltich said. "He doesn't always get a chance to watch every newscast. Since he reads the newspapers quite a bit we are more interested in providing him with news that he misses."

Besides the heavier emphasis on television coverage, Miltich also ordered that the practice followed during the Nixon Administration of using initials to identify high-ranking officials and abbreviations for certain offices and agencies be discontinued.

"For someone who was not part of the White House inner circle, it was almost impossible to wade through the news summary and understand it," Miltich said. **Warden named:** With the appointment of Warden Sept. 6, further editorial changes took place—some of which have been greeted with disapproval by many White House aides.

A professional newsman, Warden started with the *Chicago Tribune* in 1940 and joined its Washington bureau in 1942, covering Congress the past 17 years.

Almost immediately after taking over, he set out to revise the news digest format because, in his words, "it was difficult to read." The major changes he instituted include: (1) the recapitulation, in reduced form, of the evening television newscasts by each of the three major networks in the identical sequence that the news items were delivered and (2) the reprinting of condensed editorial comments by a geographical breakdown.

Previously, the television newscasts and the printed material were integrated within their separate sections. **Problems:** "The present system presents problems," a White House aide said, "because of the staggered way in which editorial comments are presented and the large amount of duplication. You can find the same TV news item in three different places."

An inspection of the Oct. 4 summary showed that on that day ABC's Howard K. Smith "reported the unemployment rate rose .4 per cent in September to 5.8 per cent"; NBC's John Chancellor "said employment in September rose to 5.8 per cent"; and CBS's Walter Cronkite "reported unemployment reaches 5.8 per cent."

Critics of the current format contend that by re-running versions of the networks' complete newscasts quality is being sacrificed to quantity. They noted, too, that some popular political TV shows are being omitted, such as Channel 9's "Martin Agronsky and Company," ABC's "Reasoner Report" and WETA's "Washington Week in Review."

**Earlier decline:** In still another change, the cutoff time for news included in the President's summary is now set at about 10 p.m., as contrasted to the 12:30-1 a.m. deadline during the Nixon Administration.

"This means," a White House aide said, "that many of the late-breaking stories and the wire service analyses are not included in the digest."

A review of the print material in the Oct. 4 summary showed that 11 editorial cartoons were included—an unusually large number which prompted critical comment from White House Press Secretary Ronald H. Nessen, according to a colleague.

**Organizational setup:** Under the White House organizational structure, Warden falls within Nessen's purview, yet the two never have met. Nor has Warden ever discussed his role with President Ford. Almost all of his dealings are through Miltich, who hired him.

Warden reported that he has had "no instructions whatsoever; I have pretty much of a free hand." He said no effort is being made "to pull any punches or soften criticism of the President."

Nonetheless, the only two newspaper articles completely reprinted in the Oct. 4 summary were both highly favorable towards Ford. One by Robert Roth, of *The Philadelphia Bulletin*, said, "Mr. Ford is as friendly a man as ever occupied the White House. He likes people. He is a mixer. The members of Congress in both parties are his buddies. . . . He enjoys facing an audience, any audience, and he can be pretty sure of a friendly response wherever he goes because most people like him on sight." The other article, by Martin F. Nolan, of *The Boston Globe*, supported Ford's pardon of Nixon because "he did it out of a sense of humanity for the jangled mass of anxieties, hang-ups and insecurities that ravaged the body and soul of his predecessor." □

Lou:

EYES ONLY.

Tom

MEMORANDUM

October 17, 1974

FOR: TOM DECAIR  
FROM: JON HOORNSTRA *JH*  
SUBJECT: The News Summary Office

I have attached a two-part statement. The first part lays out the general situation here, with some details. The second part cites specific recommendations.

Personally, I am finding <sup>it</sup> harder every day to justify ~~it~~ <sup>it</sup> staying on.

While on the one hand I feel a certain degree of obligation, the passing of time is eroding that reason, ~~it~~. I also fear (yes, paranoia) that I am perhaps being "used," and once my usefulness is over, I'll be chucked.

I need candid advice.

## PART I

### Details of the Situation

1. I find myself in daily conflict with Phil Warden. For the most part, it is a low-key conflict, meaning we are gentlemen about the whole thing. But it is something that I must endure.
2. The reasons for this conflict are three-fold:
  - a. Phil Warden has asked my advice on how to handle certain aspect of producing the News Summary on, perhaps, a dozen occasions. In each instance, he has rejected the advice. As a result, I make fewer recommendations--usually only when asked or when it seems imperative.
  - b. The News Summary falls far short of the level of professionalism that it should have. This is due primarily to the fact that many items are omitted that should be in the Summary.

A current example of this: John Carlson walked into my office on October 17 to get a copy of an AP wire story that ran on the night of the President's speech to Congress. The wire John wanted contained business community reaction following the speech.

I happened to have it filed in my typewriter well. Warden, against my advice, had decided to close shop at 9:00 p.m. that night and not use it.

A complete list of all the programs on TV, wire stories and newspaper items that are presently being discarded would be lengthy.

- c. For reasons known only to Warden, he has only once entrusted another member of the staff to publish the News Summary. I take personal affront at this for obvious reasons. I take double-affront at it since the one exception he made was to the newest member of the staff.

This situation has other implications: Warden is pinning himself to the Editor's chair every night.

This is simply unhealthy from Warden's personal point of view. He should establish a rotation system utilizing the other two members of the staff who are capable of editing so that he can free himself of being tied down every night.

I suspect that the major reason that many programs are not presently covered by the Summary is that Warden is simply too tired to handle them.

Another liability under the present system is that all three writers--plus Warden as Editor--are tied up until 8:00 or 9:00 p.m. every night, unnecessarily. This means, that for all practical purposes, there can be no personal activity during the week--ever. From a personnel management perspective, that is not wise.

---



## PART II

### Recommendations

1. Establish a rotation system for editing. Warden will probably balk at this. He seems, as best I can judge it, to believe that "I am responsible" and that it logically follows, therefore, that only he can do editing. However, since he is dealing with literate people, there is no reason why he can't set his standards and then trust his people to follow them. Of course there will be errors---that's normal.

2. Use only 3 people each night instead of 4. The willingness to work hard and long, and often, is in all of us. But there is no necessity ~~to~~ require that your staff work indefinitely on the premise that they will never be able to plan any night free for personal living simply because one man (Warden) doesn't want to watch a network.

-- A ~~direct~~ direct benefit of this would be that the person free on any given evening could be the person to arrive early the next day to put out a brief summary on the morning shows.

3. Firmly establish the News Summary format so that it is organized subjectively. This should include the afternoon editorial digest, which presently shifts subjects every other paragraph.

--A direct benefit of this is that it enables all readers to quickly focus on the items with which he is most vitally concerned. It is unreasonable to expect that everyone wants to read everything in the Summary; and, under the present format, all readers have to review every single page to ferret out what they want.

4. Insist that, unless a day is as busy as Christmas Eve, that this current 9:00 to ~~10:00~~ 10:00 p.m. cutoff be stopped. There is no way that the wires are going to have published but a fraction of the reaction to a major Presidential action that breaks in the evening by 9:00 or 10:00 p.m. Midnight--as a general target--is much more reasonable. At the present time, we are getting about half the reaction in the Summary on several recent major Presidential events--there is no way that can be justified, in my opinion.

THE WHITE HOUSE

WASHINGTON

November 5, 1974

MEMORANDUM FOR: THE PRESIDENT  
FROM: RON NESSEN  
SUBJECT: NEWS SUMMARY OPTIONS

The News Summary office has undergone several personnel changes during the past two months. During this time, there have also been changes in both the format of the Summary, and changes in its content.

It is now considered desirable to evaluate the Summary to insure that it is serving your needs. Following are some questions, with options for you to select, concerning the content of the Summary and its format, plus three questions of a general nature.

General

1. Do you consider the Summary too long at the present time?  
Yes \_\_\_\_\_ No \_\_\_\_\_
2. What is the desired length of the Summary?  
5 to 10 pages \_\_\_\_\_ 15 to 20 pages \_\_\_\_\_  
10 to 15 pages \_\_\_\_\_ Other \_\_\_\_\_
3. When you are traveling out of Washington, and newspapers from New York and Washington are not readily available, would you like the News Summary office to prepare a one or two page summary of the major stories from those papers each morning?  
Yes \_\_\_\_\_ No \_\_\_\_\_

Content

1. The Summary presently reports almost everything that each television network says about each major story. Do you consider this repetitive?

Yes \_\_\_\_\_

No \_\_\_\_\_

If "yes," should the Summary remove unnecessary repetition, but retain those remarks by network reporters that are peculiar to them and pertinent to the story?

Yes \_\_\_\_\_

No \_\_\_\_\_

2. The Summary presently reports the characterizations of major stories from the networks. However, characterizations made by the AP and UPI wire services are not included.

Following is an example of a suggested alternative that incorporates -- or "integrates" -- the wires with the networks:

NBC's Tom Brokaw said the President is likely to encounter considerable resistance to his proposal. And AP said the action will likely provoke hostile reactions, but UPI said Congress will likely pass the legislation requested.

Option Choice:

\_\_\_\_\_ - Incorporate Wire Service Evaluations as Illustrated.

\_\_\_\_\_ - Do Not Incorporate Wire Evaluations.

3. The Summary presently does not include AP and UPI stories that run after about 9:30 p.m. However, the wire services continue to file important stories until about midnight, sometimes later. Some of these stories will not appear in the morning papers, nor be reported by the television network news.

Do you desire an expanded coverage of wires that are not likely to appear in the morning papers?

Yes \_\_\_\_\_

No \_\_\_\_\_

Example:

(1) On the night of your speech to the Joint Session of Congress, the major bulk of political and business community reaction to your economic proposals had not run until about midnight.

(2) The wire services are better staffed for reporting diplomatic and foreign-related stories from overseas posts than are the networks, and some papers.

4. Should the News Summary include relevant news programs from the Public Broadcasting Service?

Yes \_\_\_\_\_

No \_\_\_\_\_

Note: PBS tends to draw on personalities from the academic community to a greater extent than the commercial networks. PBS also includes more journalism personalities for comment on major events than do the networks.

5. Should the Summary draw from a broader spectrum of sources by including "hard" news and viewpoints available in specialized news-letters, such as the Evans-Novak Political Report and Phillips-Sindlinger Media Report?

Yes \_\_\_\_\_

No \_\_\_\_\_

Example:

The Evans-Novak report currently reports that Bob Hartmann and Don Rumsfeld are working well together.

After Ron Nessen was appointed Press Secretary, Broadcasting magazine reported that there was no discernible "grumbling" from the print press. However, the Media Report said just the opposite.

Format

1. The present format is: The highlights on the first one or two pages that identify the major stories from the networks; then a selection of wire stories on a variety of subjects; then a return to the network stories, organized by subject; then the commentaries (Brinkley, Sevareid), which sometimes precede the network reports.

Alternative #1: This method would continue the "highlights" on the first page or two, but the balance of the Summary would be organized entirely according to subject.

Alternative #2: This method would continue the "highlights" as presently done, but the balance of the Summary would be organized in the manner that the stories were presented by the networks -- i.e., in the same sequence as the nets presented the stories.

Option Choice: \_\_\_\_\_ Continue with present format

\_\_\_\_\_ Implement Alternative #1

\_\_\_\_\_ Implement Alternative #2

2. The Editorial Digest is presently organized by geographical region. Would you prefer.....

\_\_\_\_\_ Continuation of the Present format?

\_\_\_\_\_ Implementation of a format according to subject?

\_\_\_\_\_ Other

3. The Editorial Digest presently includes cartoons from papers around the country. The cartoons are intermingled with the editorials. Would you prefer.....

\_\_\_\_\_ That the cartoons be dropped?

\_\_\_\_\_ Continue the cartoons, but locate them together at the rear of the Digest?

\_\_\_\_\_ Continue in the present manner?

\_\_\_\_\_ Other

4. The Editorial Digest presently includes "hard" news stories from the papers. Would you prefer...

\_\_\_\_\_ that the "hard" stories be placed in the News Summary, kept separate from editorials?

\_\_\_\_\_ that the present method be continued?

\_\_\_\_\_ Other.

THE WHITE HOUSE  
WASHINGTON

**From Jon Hoornstra**

**FYI**



# EVANS-NOVAK POLITICAL REPORT

WHAT'S HAPPENING . . . WHO'S AHEAD . . . IN POLITICS TODAY

1750 Pennsylvania Ave., N.W. • Room 1312 • Washington, D.C. 20006 • 202-298-7850

TO: Our Subscribers

November 12, 1974 - No. 209

FROM: Evans-Novak

After just three months, President Gerald R. Ford's new Administration is already at a shockingly low point. Despite the devastating Republican losses in last week's election and insistent GOP demand for Presidential leadership, we find no sign of reorganization or regrouping for the future. There is no sign of Cabinet-building; internal White House organization remains poor. Summary: President Ford is in big trouble and shows no signs of recognizing it.

The President's trip to Japan, Korea and Russia, just as the lameduck Congress returns for its special session, is as mistimed as was his month of campaigning. He should be in Washington when Congress returns, and some GOP strategists are both angry and astounded by his upcoming absence.

There is more zip in moderate Republican ranks than we have seen in some ten years. The reason is how badly the GOP Right Wing did on November 5th. This agitation wedges Mr. Ford between the Right (primarily outgoing California Gov. Ronald Reagan) and the Moderates.

Aside from a revision in the Administration's surtax proposal that probably will be announced next week, don't count on anything new coming out of the lameduck Congressional session. The earliest any substantial revision can be expected in the economic-energy field is next year's new Congressional term.

## THE FORD ADMINISTRATION

The President: There is real apprehension here that after 100 days in office, Mr. Ford is no closer to taking hold and establishing his own style of government than he was when he started. Some of the President's oldest political allies are aghast at the lassitude and inertia inside the White House, and the President's apparently inexhaustible reservoir of affection for former President Richard M. Nixon. Further, these points:

1) Except for intimate personal aide Bob Hartmann, there are only two powerful influences on Jerry Ford today - Sec. of State Henry Kissinger and Interior Sec. Rogers Morton. White House Chief of Staff Donald Rumsfeld is trying, and has overcome one potential disaster area - relations with Hartmann - but Rumsfeld is being sharply criticized for being too nice to everyone, for failing to force himself into the Oval Office for strategy talks, for trying to anticipate what the President wants and then doing it.

2) Kissinger's influence is pervasive. The Peking Ploy isn't working very well these days, but Kissinger can't go back to China without having Ford clear it in up-coming meetings with the Japanese and the Russians. But the timing for the President could not be worse, indicating to Congress that he's too busy to bother with the special session, that the election results don't call for changes in White House programs.

3) There are no discernible signs of a Cabinet shakeup. With his curious and inexplicable respect for Nixon Administration continuity, Mr. Ford still hesitates about making any changes at all, though his own imprint on the Cabinet is regarded by everybody as essential. (There is always the outside possibility of some changes being plotted behind the scenes, but we doubt it.)

Apparently, only HEW Sec. Casper Weinberger wants to leave. Despite all the gossip, HUD Sec. James Lynn has heard nothing about a possible move to replace outgoing OMB Director Roy Ash.

4) Staff organization still seems to be muddled at the White House. Old Nixon holdovers complain that they have trouble getting decisions made. What was excusable in the first days after the transition seems intolerable now.

5) The continued difficulty in staffing is incomprehensible. The disastrous appointment of Andrew Gibson for FEA was made: a) On the spur of the moment when the President decided it was essential to get rid of John Sawhill; b) Without checking on the Hill for approval; c) With the knowledge of Gibson's ten year annuity; so insensitive were Mr. Ford's aides that they did not regard this as a prima facie conflict of interest.

6) We see no sign of any appreciation at the White House of the gravity of the political situation. This fits a pattern that has become increasingly clear: poor instincts and bad advice for President Ford, worsened by the lack of a coherent command system.

7) Add it up and Mr. Ford may have forfeited any possibility for putting a stamp on his Administration until next year.

Economic and Energy Policy: The President's present plan is to stay with everything now on the table, going with nothing essentially new. To wit:

1) Treasury Sec. William Simon's orders are to lobby Congress hard for the surtax in slightly revised form, and if he doesn't get it, tell Congress to come up with something better. The election results all but killed the surtax, however.

2) Except for industry, energy-conservation on a voluntary basis is simply not working. But Mr. Ford's present intention is to try nothing new this year, despite all signs of failure and threats of a new Arab oil boycott.

3) The auto companies, battling against emission controls and smaller models, pledged that if they can win another delay on clean emissions, they will raise gasoline mileage by 40% by 1978 - and won tacit agreement for no mandatory legislation. The new conservation and ecology oriented Congress is not likely to agree with this tactic.

4) A ceiling on oil imports is still seen as the likeliest shift by the President when, as he must someday, he decides to get tough on conversation.

The hope today - vain, we think - is for the following to come out of the lameduck session of Congress:

1) Based on Simon's talks with House Ways & Means Committee Chairman Wilbur Mills, a tax bill, including investment tax credit and some energy-related provisions.

2) Natural gas de-regulation. On the theory that if it isn't de-regulated now, it may never happen in the new Congress.

3) The surtax - but with a much higher minimum income (perhaps \$20-25,000) - and rate higher than 5 per cent. The new scheme is supposed to be announced this week.

4) Finally, a much-inflated government employment scheme, which the President will go for if it's at all reasonable.

To repeat: We don't believe any of this will pass.

Congressional Policy: No broad policy has been developed to deal with the big Democratic majorities. Some Cabinet members who have strong ideas about what the President should try and what he should avoid have had no input into

the Oval Office. There are, however, these conflicting proposals:

1) There is a strong feeling inside the White House for Mr. Ford to wage the veto war as President Dwight D. Eisenhower did after the Democratic landslide in 1958. But many things are different today - the lack of domestic tranquility, the lack of Democratic Congressional leadership and the diminution of Presidential prestige from Eisenhower to Ford.

2) Inside the GOP, there is some sentiment for passivity - let Congress try to run the country. Inevitably, the big liberal Democratic majority will foul up, and political benefits will accrue to the GOP in '76.

3) A few Republicans, including some moderates in Congress, want President Ford to provide more than lip service to a reconciliation attempt with the big Democratic majorities - i.e. trying to put together and pass a program that the GOP can run on in 1976.

The problem, as we see it, is that these above options have not yet been squarely confronted by the White House.

Foreign Policy: Henry Kissinger is receiving much heavy criticism for his incessant travels, but he may have come up with something big on further SALT agreements in Moscow. A second-stage offensive arms agreement is now held likely, and some hardliners who would have opposed it a year ago are happy. They see the U.S. position vis a vis the U.S.S.R. deteriorating so rapidly that an agreement - practically any agreement - has become worthwhile.

In the Middle East, despite Kissinger's continuing bland assurances of "progress," we hear more alarm than ever before that another Arab-Israeli war is inevitable, and that this time Israel's only ally, the U.S., may be sucked in more frontally than ever before.

#### GOP

A closer inspection of the election returns shows that the Republican disaster was not evenly distributed among all shades of the Party but was most heavily borne by the Right. Out of 36 GOP House incumbents defeated for re-election, 25 were members of the conservative Steering Committee (including four of its six officers) and only one was a member of the liberal Wednesday Group. In the Senate, the balance of political power has been more predictably, if less sensationally, shifted to the Left. But in the House, the once-dominant hardcore Right has been so sharply reduced that already we can discern the following consequences:

1) Rep. John Anderson (Ill.) is safe as House Republican Chairman, although he had once been given up for dead, the proposed victim of the Steering Committee's purge.

2) Although there is absolutely no support for Anderson challenging Rep. John Rhodes (Ariz.) for Minority Leader, there will be greatly diminished pressure on Rhodes to follow the President's lead and more pressure on him to take an independent course.

3) The old Republican hardcore cloakroom gang has been so decimated that the longtime peer group pressure for conformity has vanished.

4) As a result, President Ford can count on considerably less veto sustaining support in the new Congress, even among his own Republicans.

5) Moderates are greatly emboldened, making much of the defeat of the hardcore Right in supposedly safe districts and the victory of moderates in supposedly marginal districts as a guide for the future.

Make no mistake about it, the Republican Right on Capitol Hill has been shattered.

Presidential Future: We think the unequivocal statement by Ronald Reagan to U.S. News & World Report that he will not run as a Third Party Presidential

candidate reflects the widespread resentment by old line Party Regulars of his previous equivocal hints on that subject. His refusal to take a clear position in a Public Broadcasting interview generated much private criticism among his own constituents. We feel Reagan's main chance is for the Republican nomination, not a Third Party adventure.

We find some moderates, including Congressional moderates, who feel that President Ford may not run in '76 and who are looking toward Michigan Gov. William Milliken as their possible savior. Milliken is a most unambitious man and not one greatly addicted to political maneuver. But keep an eye on him anyway. His narrow victory last week against tremendous odds has attracted much attention.

## DEMOCRATS

Although the basic Democratic problem is how to marshal their vast majorities in Congress next January, an earlier dilemma is the Mid-Term convention in Kansas City in December. Basically at issue is whether Democratic National Chairman Robert Strauss can: 1) Prevent disorder, and 2) Simultaneously prevent even an implicit retention of the quota system that did so much to fragment the Party in '72. There have been these developments in recent days:

1) There is good chance for a compromise coalition of all AFL-CIO unions except Jerry Wurf's AFCSME (government employees), which, because of a big black recruiting drive, is strong for quotas. The hard fact is that the progressive unions previously allied with Wurf, the Machinists and Communications Workers, now are close to an agreement with COPE and Al Barkan, isolating Wurf completely. A meeting last week of a special AFL-CIO committee broke up in disagreement when Wurf dissented. Another try will be made next Monday. If the AFL-CIO takes a moderate position, less AFCSME, it will be a big win for Strauss.

2) The results of last weekend's caucuses in California are in dispute. But the bottom line is a victory for the Left and a defeat for the COPE unions. Whether it should have been a still bigger win is subject to debate.

3) The moderate at-large delegates to Kansas City selected by the New York State Democratic Committee last weekend confirms that Governor-elect Hugh Carey is working closely with National Committeeman Patrick Cunningham on Strauss's side. Carey's decision to replace Joseph Crangle as state chairman with Cunningham substitutes a pro-Strauss man for an anti-Strauss man. But remember: the change will not be made until after the Kansas City convention. So, the New York delegation at Kansas City will not be totally controlled by Carey-Cunningham-Strauss, but will include some pro-Crangle upstate regulars and New York City reformers unhappy with the choice of Cunningham, the Bronx regular leader.

In conclusion: Chances for peace at Kansas City are marginally better, but catastrophe is still possible.

## STATELINE

New York: The blast, demagogic and unfair, by Lt.Gov.-elect Mary Anne Krupsak against selection of at-large delegates to Kansas City is just a sample of the trouble Carey can expect from his female running mate. She likes publicity and is no team player. "Mary Anne will keep Hughie from running for President," one prominent New York Democrat told us.

*Richard Evans*  
*Robert D. Novak*

THE WHITE HOUSE

WASHINGTON

November 15, 1974

TALKING PAPER

Subject: News Summary

1. One of the functions of this office which I have not had time up to now to focus on is the News Summary.
2. We discussed the Summary briefly the day I made the rounds of the offices for which you're responsible, but I haven't had a chance to focus on it in detail.
3. I know that the present format was established in August and that Phil Warden has made a few modifications since that time. I'm of the opinion, however, that it might be beneficial if you, Phil, Lou and I were to sit down after the Japan trip and discuss the News Summary in some detail.
4. I think it is time, perhaps, to ask the President if this is what he wants in terms of a summary of the news. I don't want to mention this to the President until I am also prepared to offer him some other feasible options should he say he would like some changes.
5. I have asked Lou to take some time while I am away on the Japan trip and work with you and Phil on developing an options paper I can present to the President. Among the options, of course, would be the present style and format. But I think we must be prepared to offer some other things. To do this, Lou needs to know more about how the summary is prepared and what can and can't be done. I would appreciate your help on this project.

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THE WHITE HOUSE

WASHINGTON

November 25, 1974

MEMORANDUM FOR: THE PRESIDENT

FROM: RON NESSEN

SUBJECT: News Summary

The current News Summary format and style were established by my predecessor based on a need to provide you a summary of news and editorial comment supplemental to the morning newspapers you read on a regular basis.

As I understand it, the basic assumptions used in developing the present News Summary were 1) you have an opportunity to read the major morning newspapers, 2) you do not have an opportunity to see and hear the evening and morning television news programs, 3) you wanted to read what the newspapers around the nation were saying in their editorials about you and the Administration, and 4) you did not like the style of short, incomplete sentences and heavy use of abbreviations and acronyms used by Mort Allin in preparing the Summary for former President Nixon.

As a point of information, our present News Summary is prepared by Phil Warden, who, as you know, was a Hill reporter with the Chicago Tribune bureau, and a staff of four writers.

I would like at this time to determine whether the present style, content and format of the News Summary is providing you what you desire and need. I have, therefore, prepared a series of questions and options for you so I can make that determination.

GENERAL

1. What is the desired length of the News Summary?

5 to 10 pages \_\_\_\_\_ 15 to 20 pages \_\_\_\_\_

10 to 15 pages \_\_\_\_\_ Other \_\_\_\_\_

2. How much of the current Summary are you now able to read?

All of it \_\_\_\_\_ Most of it \_\_\_\_\_ Less than half of it \_\_\_\_\_

CONTENT

1. Evening Network Television News Programs

a. The Summary presently reports what each network says on every major story. This, of course, results in some duplication. Do you wish this continued?

Yes \_\_\_\_\_ No \_\_\_\_\_

b. When a story is covered by more than one network, do you want to know how each network played the story?

Yes \_\_\_\_\_ No \_\_\_\_\_

c. Do you desire a tight summary of the major news stories or the current style which includes direct quotations of what the correspondents and anchormen say?

Tight summary \_\_\_\_\_ Current style \_\_\_\_\_

d. The current Summary provides a complete transcript of the commentaries on the evening network news programs. Do you want these continued?

Yes \_\_\_\_\_ No \_\_\_\_\_ Only when it is judged they

would be of interest to me \_\_\_\_\_

2. Morning Television News Programs

a. Do you want a summary of the morning TV news programs (CBS Morning News, Today Show, and the ABC morning show which starts in January)?

Yes \_\_\_\_\_ No \_\_\_\_\_

3. Editorials/Commentaries/Cartoons

a. Do you continue to desire inclusion of editorial cartoons?

Yes \_\_\_\_\_ No \_\_\_\_\_ Yes, but be more selective \_\_\_\_\_

b. Is the current summary of editorial comment from newspapers useful to you?

Yes \_\_\_\_\_ No \_\_\_\_\_ I prefer a tighter selection \_\_\_\_\_

c. We are currently reviewing some 75 newspapers from across the nation. Do you continue to want a sampling of editorial comment from these papers?

Yes \_\_\_\_\_ No \_\_\_\_\_

d. If yes, how do you desire the sampling?

Be more selective \_\_\_\_\_

Keep it the same \_\_\_\_\_

Expand it \_\_\_\_\_

e. What should the content of the sampling include?

Include only editorial comment on the Presidency \_\_\_\_\_

Include editorial comment on the Administration in general \_\_\_\_\_

Include a sampling of editorial comment regardless of subject \_\_\_\_\_

f. Do you want to continue the sampling by geographic region of the country (i. e., western papers)?

Yes \_\_\_\_\_ No \_\_\_\_\_

g. Do you want to include editorials and comments from the weekly news magazines?

Yes \_\_\_\_\_ No \_\_\_\_\_

h. Do you want editorials/commentaries pertaining to the Presidency summarized from other magazines?

Yes \_\_\_\_\_ No \_\_\_\_\_

4. Wire Reports

a. The cut-off time for wire reports included in the Summary is approximately 9:30 p.m. the previous evening in order to make the copy deadline so you can get the Summary in the morning. Do you desire coverage of the overnight wire stories not reported in the morning newspapers (this would require an additional staff member)?

Yes \_\_\_\_\_ No \_\_\_\_\_

5. News Magazines

a. Do you want a summary of news about:

1) The Presidency \_\_\_\_\_

2) The Administration \_\_\_\_\_

3) The Congress \_\_\_\_\_

4) Foreign Affairs \_\_\_\_\_

5) Domestic Affairs \_\_\_\_\_

6) The '76 Election \_\_\_\_\_

6. Would you prefer a morning News Summary which would summarize the evening TV news programs, the overnight wires and the major morning newspapers (New York Times, Washington Post, Baltimore Sun, New York Daily News, Chicago Tribune, Christian Science Monitor, Wall Street Journal)? NOTE: This would have to be a tight summary with clippings of the stories attached in order for you to get it by 7:30 a.m.

Yes \_\_\_\_\_

No \_\_\_\_\_

FORMAT

1. Do you wish to continue the present format (Wires/Nets and Editorials/Comments on Recent News)?

Yes \_\_\_\_\_

No \_\_\_\_\_

2. Would it be more beneficial to group the stories by subject area whenever possible with a tight summary of the story followed by which newspapers and which TV news programs reported the story?

NOTE: Any significant difference in the way a story was handled by different reporters would be noted.

Yes \_\_\_\_\_

No \_\_\_\_\_

STYLE

1. Do you wish to continue the present style?

Yes \_\_\_\_\_

No \_\_\_\_\_

2. Would you prefer a more abbreviated style with greater use of familiar acronyms, etc.?

Yes \_\_\_\_\_

No \_\_\_\_\_

3. Do you want duplication of stories eliminated whenever possible?

Yes \_\_\_\_\_

No \_\_\_\_\_

NEWS SUMMARY WHEN YOU ARE OUT OF TOWN

1. Was the Summary you received during your trip to the Far East adequate to your needs?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. If no -- was it too short \_\_\_\_\_ or too long \_\_\_\_\_?

-- were the summaries of the morning newspapers adequate \_\_\_\_\_ or inadequate \_\_\_\_\_?

-- were the summaries of the evening TV news programs adequate \_\_\_\_\_ or inadequate \_\_\_\_\_?

-- was the sampling of editorial comment adequate \_\_\_\_\_ or inadequate \_\_\_\_\_?

THE WHITE HOUSE

WASHINGTON

November 25, 1974

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d. If yes, how do you desire the sampling?

Be more selective \_\_\_\_\_

Keep it the same \_\_\_\_\_

Expand it \_\_\_\_\_

e. What should the content of the sampling include?

Include only editorial comment on the Presidency \_\_\_\_\_

Include editorial comment on the Administration in general \_\_\_\_\_

Include a sampling of editorial comment regardless of subject \_\_\_\_\_

f. Do you want to continue the sampling by geographic region of the country (i. e., western papers)?

Yes \_\_\_\_\_ No \_\_\_\_\_

g. Do you want to include editorials and comments from the weekly news magazines?

Yes \_\_\_\_\_ No \_\_\_\_\_

h. Do you want editorials/commentaries pertaining to the Presidency summarized from other magazines?

Yes \_\_\_\_\_ No \_\_\_\_\_

4. Wire Reports

a. The cut-off time for wire reports included in the Summary is approximately 9:30 p.m. the previous evening in order to make the copy deadline so you can get the Summary in the morning. Do you desire coverage of the overnight wire stories not reported in the morning newspapers (this would require an additional staff member)?

Yes \_\_\_\_\_ No \_\_\_\_\_

5. News Magazines

a. Do you want a summary of news about:

1) The Presidency \_\_\_\_\_

2) The Administration \_\_\_\_\_

3) The Congress \_\_\_\_\_

4) Foreign Affairs \_\_\_\_\_

5) Domestic Affairs \_\_\_\_\_

6) The '76 Election \_\_\_\_\_

6. Would you prefer a morning News Summary which would summarize the evening TV news programs, the overnight wires and the major morning newspapers (New York Times, Washington Post, Baltimore Sun, New York Daily News, Chicago Tribune, Christian Science Monitor, Wall Street Journal)? NOTE: This would have to be a tight summary with clippings of the stories attached in order for you to get it by 7:30 a. m.

Yes \_\_\_\_\_

No \_\_\_\_\_

FORMAT

1. Do you wish to continue the present format (Wires/Nets and Editorials/Comments on Recent News)?

Yes \_\_\_\_\_

No \_\_\_\_\_

2. Would it be more beneficial to group the stories by subject area whenever possible with a tight summary of the story followed by which newspapers and which TV news programs reported the story?

NOTE: Any significant difference in the way a story was handled by different reporters would be noted.

Yes \_\_\_\_\_

No \_\_\_\_\_

STYLE

1. Do you wish to continue the present style?

Yes \_\_\_\_\_

No \_\_\_\_\_

2. Would you prefer a more abbreviated style with greater use of familiar acronyms, etc.?

Yes \_\_\_\_\_

No \_\_\_\_\_

3. Do you want duplication of stories eliminated whenever possible?

Yes \_\_\_\_\_

No \_\_\_\_\_

NEWS SUMMARY WHEN YOU ARE OUT OF TOWN

1. Was the Summary you received during your trip to the Far East adequate to your needs?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. If no -- was it too short \_\_\_\_\_ or too long \_\_\_\_\_?

-- were the summaries of the morning newspapers adequate \_\_\_\_\_ or inadequate \_\_\_\_\_?

-- were the summaries of the evening TV news programs adequate \_\_\_\_\_ or inadequate \_\_\_\_\_?

-- was the sampling of editorial comment adequate \_\_\_\_\_ or inadequate \_\_\_\_\_?

# Exclusive News, an Exclusive Reader

By Myron Waldman  
Newsday Washington Bureau

Washington—The most exclusive newspaper in the U.S. has no editorials, no advertising, no comics, no letters to the editor and a circulation of 158.

But its subscribers are a group that would make any editor proud. The paper, which comes hot off the Xerox machine six days a week, does not even have a catchy name. It simply is called: "The President's Daily News Briefing."

Gerald R. Ford likes it so much that he takes three copies—one delivered to him by a Secret Service agent, another plopped on his desk in the Oval Office and a third placed in the Situation Room. The other papers go to folks like Mrs. Ford, members of the cabinet and the kitchen cabinet and White House aides.

It is a publication that is not as lively as it used to be. In the days of Richard Nixon, it was so spicy that reporters counted themselves fortunate if they were able to catch a glimpse of it. For what it does is capsule the editorials and stories of 75 newspapers, about 20 magazines and three television networks for the President. During the last years of the Nixon era, the news was such that the editors of the summary felt compelled to comment on the items they included. They described stories as fair or partial and used phrases like "NBC did us no favors."

For Philip L. Warden, the current editor of the news summary, there is none of the vivid writing that characterized the paper when Patrick Buchanan was in charge of preparing it for Nixon. "There is no editorializing on our part," Warden said recently. "We use the reporter's words, the editorial writer's words."

Warden has done something else, too: He has taken the challenge out of getting a look at a presidential news summary. All a reporter has to do is ask him to see a copy.

Until a couple of months ago, Warden was a reporter himself. For 34 years he worked for the Chicago Tribune, many of them as the paper's congressional correspondent. Now 62, he directs a young staff of three in putting out the news summary in a messy three-room suite in the Executive Office Building.

His impartial style in capsulizing the news items, some of them critical of the President and his administration, has not drawn any criticism from Ford. But on the very first day of his new job, he published a capsulized editorial that dealt harshly with a cabinet member who was a Nixon holdover.

"I got a call from his office, complaining,"

Warden said. "I told them I wasn't hired to run a puff sheet. I'd gotten no more criticisms. I'm just here to report what the newspapers and television commentators are saying."

As it was during the Nixon administration, the summary usually runs between 35 and 40 pages and emphasizes television news. Warden was advised by his boss, presidential assistant Paul Miltich, himself a former newspaper reporter, that whether they liked it or not, most Americans got their news from the TV set.

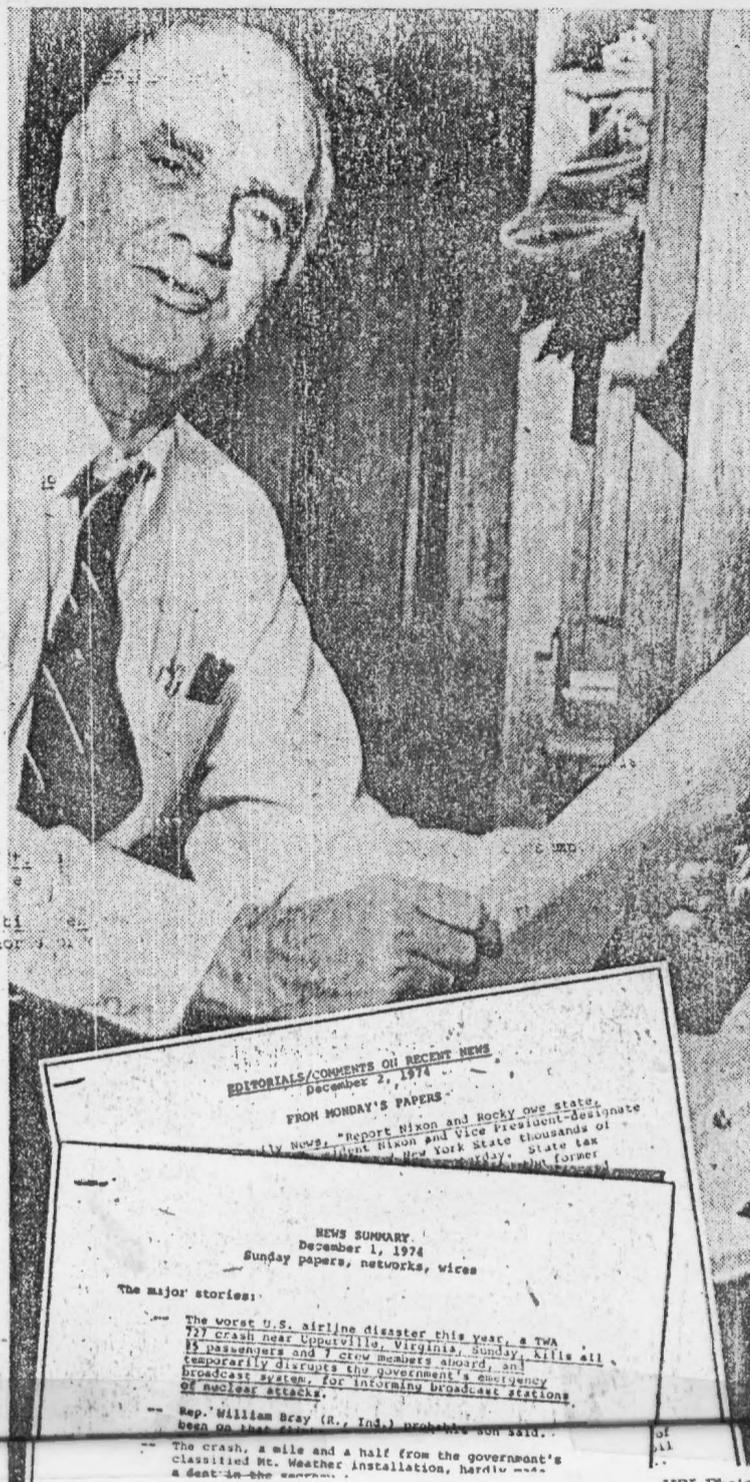
That attitude is reflected in the summary, which includes as a daily feature a single-page chart headed: "Times of TV News Items." Every evening, members of his staff gather in front of their TV sets, each watching a different network, each with a stopwatch in hand and a pen poised over a blank form. Then they note to the second the time the TV reporter spends on each item and its placement in the broadcast.

"It's a very popular feature," Warden said with a laugh. "Somebody's interested in it." When Warden moved into his office, he found three small black-and-white television sets already there. But he soon added a large color TV and unplugged the black-and-whites. He said that when they were plugged in and he was working at his manual typewriter, the small television sets had an annoying habit. They would turn themselves on whenever Warden's typewriter bell rang.

Warden's news summaries pretty much follow the line of the major newspapers—with one significant exception. "We no longer include Watergate in the major items," he said. "The day-in, day-out routine reporting of the Watergate trial I don't believe is of major interest to President Ford. It's in the summary but not included as a major story."

The summary comes in two sections and usually contains at least a couple of cartoons—commonly critical of either the President or his administration. The comments from the papers are prefaced with the bylines of the reporters. In the summary, the newspapers themselves are grouped geographically and every once in a while there is an error. For example, Newsday in one edition was called a New England newspaper. But the summaries of the stories seemed in Newsday's case to be an accurate reflection of the articles as they originally appeared.

And nothing could be tougher than the unvarnished statement in the news summary for Ford's leadership rates as fair to poor with 53 per cent of Americans, according to a Gallup poll conducted for Newsweek Magazine. The sentence was underlined for emphasis.



Warden and his daily report

UPI Photo

## Ford's Rating Drops in Island Poll



—Continued from Page 7  
"excellent," 31 per cent "good," 42 per cent "fair," 14 per cent "poor," and 10 per cent had no opinion. Among those expressing an opinion, 39 per cent consider the President's performance "excellent" or "good." This contrasts with 56 per cent of those expressing an opinion who rated him as "excellent" or "good" in the Sept. 3 poll.

Among the Long Islanders interviewed who regard Ford's overall performance as "excellent" is Dorothy H. Steed of Levittown, a retired telephone

company employe and a Republican. "In foreign policy, I think he's learning," she said. "Perhaps some of his decisions are not to everyone's liking, but he has been very sincere in what he's attempting to do."

A contrasting opinion was expressed by Seymour Halpern, a Huntington psychologist and political independent, who rated the President as "poor." Halpern said that "this is a case where the office doesn't seem to have imposed stature on the man"

Tomorrow: The Economy

## OK for Rockefeller Favored

A solid majority of Long Islanders think that Congress should confirm former Gov. Rockefeller as vice president, but they are almost split on a major challenge to his suitability—whether he has used wealth "improperly" to further his political career.

According to the latest Newsday

However, when asked, "Do you think Gov. Rockefeller has used wealth improperly to further his political career?" 42 per cent said "yes," 45 per cent said "no."

The opinions on Rockefeller's use of his wealth coincide closely with atti-