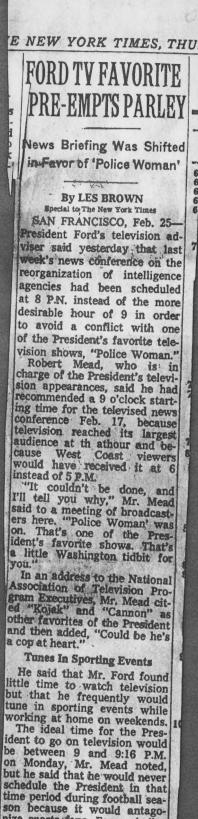
The original documents are located in Box 17, folder "President and the Press (1)" of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Mr. Mead said that his staff recorded the evening newscasters of the networks on video-1 tape so that the President could 1 watch them the following day during lunch in his study.

IN criticizing the equal-time rule for political candidates, Mr. Mead told how Mr. Ford

would nave received it at 6 instead of 5 P.M.

"It couldn't be done, and I'll tell you why," Mr. Mead said to a meeting of broadcast-ers here. "Police Woman' was on. That's one of the Pres-ident's favorite shows. That's a fittle Washington tidbit for you."

In an address to the National Association of Television Pro-gram Executives, Mr. Mead cit-ed "Kojak" and "Cannon" as other favorites of the President and then added, "Could be he's a cop at heart."

Tunes In Sporting Events

He said that Mr. Ford found little time to watch television but that he frequently would tune in sporting events while

working at home on weekends. The ideal time for the Pres-ident to go on television would be between 9 and 9:16 P.M. on Monday, Mr. Mead noted, but he said that he would never schedule the President in that time period during football season because it would antagonize sports fans. For a similar reason, Mr. Mead said, he is careful not to interfere with television specials when he lischedules the President for an address or news conference. Mr. Mead said that his staff recorded the evening newscasters of the networks on video-tape so that the President could 1 watch them the following day during lunch in his study.

IN criticizing the equal-time rule for political candidates, Mr. Mead told how Mr. Ford was recently denied a Presidential" appearance by ABC II because the network felt it would have to offer equivalent time to opposing Republican candidates.

Irving Berlin Presentation

He said that Dick Clark, the television personality, had called him a few weeks ago to ask that the President present the American music award of the year to Irving Berlin. The presentation was to have been taped in the Oval Office 12 of the White House. "The Bicentennial year, Irv-

ing Berlin-a little bit of American history in music by this great American artist. I told Dick we'd be delighted to do

it," Mr. Mead said. He continued: "Of course, you didn't see it that night 12: because President Ford was not allowed to be 'Presidential.'" He said that several proposed

Bicentennial messages by the President, including one that was requested by the Rose Bowl Committee to be played during the televised parade, had also be quashed by the equal-time rule.

In discussing the present In discussing the present state of television, which he said "could be better," Mr. Mead expressed his disappoint-m ment with the way the family-wiewing hour had been pro-Fo grammed by the networks. "To me, it's a baby-sitting service," he remarked.

Ford Has a Different Ide

BY J.F. terHORST

WASHINGTON—During his quartercentury in Congress, Gerald R. Ford repeatedly urged the White House to include a few key lawmakers as part of the U.S. entourage whenever a President traveled abroad on official business.

He made his proposals, privately and sometimes publicly, to Presidents Eisenhower, Kennedy, Johnson and Nixon. None lever took his advice seriously.

Now the Idea is understood to be getting serious consideration in the White House, as preparations are made for President Ford's late-November trip to Japan and South Korea.

As a congressman, and then as House: minority leader, Mr. Ford saw distinct advantages accruing to the development of American foreign policy if Congress, to use Dean Acheson's words, were "present at the creation." Heads of foreign governments, Mr. Ford believed, would be duly impressed if a visiting President's words and actions had the visible support of an accompanying congressional delegation. At the same time, in Mr. Ford's congressional view, policy decisions between the President and his foreign hosts could be assured of a more receptive audience on Capitol Hill after the return to Washington.

Eyes rolled heavenward within the upper levels of Henry A. Kissinger's State Department when it learned that Mr. Ford's men at the White House were considering inviting lawmakers to travel with him to Tokyo and Seoul next month. The three-day visit to Japan, Nov. 19-21, probably would present no diplomatic difficulties because the Ford trip there is essentially a goodwill mission, marking the first personal appearance by an American President.

The follow-on hop to South Korea Nov. 22-23, however, might pose problems if Mr. Ford's presence were augmented by a delegation of prominent U.S. senators and representatives. The problem would be even greater, diplomats say, if the lawmakers were present in Japan with Mr. Ford and didn't go with him to Seoul.

Mr. Ford's visit to South Korea is viewed by many American officials and members of Congress as an unnecessary American pat on the back for authoritarian South Korean President Park Chung Hee and his repressive domestic policies. On the other hand, once Mr. Ford accepted the invitation to visit Japan, his failure to visit Seoul would have been a slap in the face for South Korea's Park and a hint to North Korea and Asian Communist states that the United States was openly turning chilly about its long relationship with South Korea.

Interestingly, some of Park's political opponents in South Korea are eager to see Mr. Ford there, and believe that his visit will be a good thing for democracy, even though the Park regime has threatened in the past to imprison or execute demonstrators during the visit.

Mr. Ford is not getting universal support from his old Capitol Hill colleagues for the congressional team travel idea, either as a general policy or just for the Far East trip. His successor as House Republican leader. Arizona's John J, Rhodes, is flatly opposed. Lawmakers would get more benefit from foreign trips if they continue to travel apart from Presidents, Rhodes believes. Most members of the Senate Foreign Reations Committee are wary of the proposal, too, fearing their presence on a presdential visit would impinge on their contitutional duties to review and ratify treaies and protocols with foreign governnents

Given the diplomatic worries of Kissihger and the mixed reaction on Capitol Hill. Mr. Ford is having second thoughts about the merits of his old congressional idea now that he is President. If he scraps it, it will prove again the difference between the view from the White House and from atop Capitol Hill.

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FORD PRE-EMPTS NETWORK TV, BU BUT NOT ON HIS TIME

New York Times News Service

SAN FRANCISCO — President Ford's television adviser says last week's news conference on the reorganization of intelligence agencies had been scheduled at 8 p.m. instead of the more desirable hour of 9 in order to avoid a conflict with one of the President's favorite television shows, "Police Woman."

Robert Mead, who is in charge of Ford's television appearances, said he had recommended a 9 p.m. starting time because television reaches its largest audience at that hour and because West Coast viewers would have received it at 6 p.m. instead of at 5.

"It couldn't be done, and I'll tell you why," Mead said to a meeting of broadcasters here. ""Police Woman" was on. That's one of the President's favorite shows."



THE WHITE HOUSE WASHINGTON

TO: Ron NESSEN

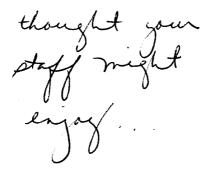
FROM: AGNES WALDRON



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Patti Matson

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UP-035

(TERHORST)

MOUNT PLEASANT, MICH. (UPI) -- FORMER WHITE HOUSE PRESS SECRETARY J.F. TERHORST SAYS THE PARDON GRANTED FORMER PRES-IDENT RICHARD NIXON "SMACKED OF A PRE-ARRANGED DEAL."

SPEAKING TO STUDENTS AT CENTRAL MICHIGAN UNIVERSITY YES-TERDAY, TERHORST SAID: "FORD'S DECISION SMACKED OF A PRE-ARRANGED DEAL WITH THE FORMER PRESIDENT ... THERE IS NO IND-ICATION THAT IT WAS A DEAL. BUT A WISE LEADER MUST UNDERSTAND THAT THE PUBLIC'S PERCEPTION OF AN EVENT IS OFTEN MORE IMPORTANT THAN THE REALITY.

"FORD APPARENTLY DID NOT SO REALIZE -- A DISQUIETING NOTION." THE FACT FORD COULD SO QUICKLY THROW AWAY "THE NEW NATIONAL MOOD OF TRUST" TO HELP NIXON, TERHORST SAID, SUGGESTED HE HAS MUCH TO LEARN ABOUT THE IMPORTANCE OF RETAINING PUBLIC CONFID-ENCE IN PRESIDENTIAL LEADERSHIP.

TERHORST RESIGNED HIS POST IN PROTEST OF THE NIXON PARDON.

TURNING TO OTHER SUBJECTS: TERHORST SAID FORD WILL NOT "DROP" VICE PRESIDENT-DESIGNATE NELSON ROCKEFELLER DESPITE RECENT DISCLOSURES TURNED UP IN THE CONGRESSIONAL INVESTIGATION.

TERHORST SAID ROCKEFELLER IS THE STRONGEST REPUBLICAN IN THE NATION FOR THE POST.

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THE NATION FOR THE POST.

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THE NEW YORK TIMES, FRIDAY, OCTOBER 25, 1974

FOR

CBS Bars Exclusive Ford Interview; **Calls Proposed Date Too Near Election**

By LES BROWN

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CBS News has turned down an opportunity to televise an

of ate he at the President is to conduct a tion time, we'll either balance tour of Camp David, Md., for the cameras, accompanied by the the elections." he olcommentator Harry Reasoner The ABC program is scheduled he to be filmed this weekend and artentatively is to be broadcast

his Nov. 2, three days before the ere elections. ith CBS News said it had sought en-

the interview ever since Presi-·yc dent Ford took office and had the Future Farmers of America phone interview, to discuss his not been offered a date for it on Oct. 15, after the news di-letter or to reveal its contents, ird ier until last week. William Sheeh- visions had determined that the as a matter of principle, at least an, president of ABC News, address did not have sufficient until he received a reply from said his network had requested news value to warrant live the White House. The Washinglso

a Presidential tour of Camp David during the Nixon AdmineBe istration, renewed it when Mr. Ford took office, and that it was finally granted "a week or zing ino, 10 days ago.

10 days ago." Mr. Sheehan said the date proposed for broadcast was found acceptable because "The Reasoner Report" was likely to be pre-empted for football sev-control to the date proposed for broadcast was found acceptable because "The Reasoner Report" was likely to be pre-empted for football sev-to the date proposed for broadcast was found acceptable because "The Reasoner Report" was likely to be pre-empted for football sev-Senator Edward S. Muskie, his network's rejection of the proposed interview with Mr. nall by the that

works for having televised Pres- not deemed newsworthy. ident Ford's inflation speech to address did not have sufficient until he received a reply from because they had access to the airways. address,

eral times later in November. emocrat of Maine, 30 minutes proposed interview , with Mr. In addition, he said yesterday of reply time to President Ford this weekend.

that the proximity to election Ford's speech. A network day had not been a considera- spokesman said the decision to tion since "the program would give air time to the Democrats an opportunity to televise an exclusive interview with Presi-dent Ford because the date proposed by the White House-tomorrow—is too close to the November elections. Ron Nessen, press secretary to the President, then scheduled Mr. Ford for "The Reasoner Report" on ABC-TV, in which the President is to conduct a

But Washington sources reported that Arthur R. Taylor, president of CBS, Inc., wrote to Democrats 'Screaming' He said he did not want to meeting on the serious quesadd to the vexation of the Dem-ocratic leadership, which has been "screaming" at the net-coverage of a speecr that was

Mr. Taylor declined, in a telecoverage. After first rejecting ton sources did, however, re-coverage of the speech, the port that the letter protested networks capitulated to Mr. the White House's action and Nessen's formal request from that it referred to "grave prob-Mr. Ford for coverage of the lems" concerning Presidential



CHICAGO TRIBUNE - Tuesday, October 29, 1974

Mr. Ford opens up

Possibly the sharpest policy difference between the Nixon and Ford administrations has been in their attitudes toward freedom of information and the press. Where the former President seemed to regard secrecy as an end in itself, President Ford has been, on the whole, engagingly frank and free-spoken. In those instances where he has not been, a good reason for reticence has usually been forthcoming.

This difference is now showing concrete results—very welcome ones. In a recent meeting with editors in Washington, Mr. Ford sketched out a program for dealing with the press that looks extremely good—and that assessment does not overlook his recent disappointing veto of a freedom-of-information bill.

Mr. Ford envisions a broad mix of contacts between the White House and the public. Aside from reporters' regular sessions with Press Secretary Ron Nessen, the President plans to meet personally with representatives of the news media for at a least one hour a week.

These question and answer sessions will be of several kinds. There will be some exclusive interviews with a single reporter [an example is Associated Press writer Saul Pett's far-ranging talk with the President that appeared in last Sunday's Tribune]. The advantage of such a face-to-face interview is that a reporter, if he knows his business, can follow out a line of questioning more thoroly than is usually pos-

There will also be informal meetings with small groups, like those Mr. Ford has been having with newsmen abroad the Presidential plane. On his trips away from Washington, Mr. Ford will hold local press conferences, taking questions alternately from local reporters and the Washington press corps and thus providing a two-way examination of issues from local and national viewpoints. In addition to all this there will be full-blown, televised press conferences on matters of importance.

We could hardly ask, for a more promising programs. Any cautionary words about it may have to be aimed at the press itself, because editors are always eager for "exclusives" and may get impatient about having to wait their turn.

Mr. Ford's veto of amendments broadening the freedom of information act, by the way, appears to have been for purely practical reasons. He feared that the bill as drawn up might put an impossible load on government agencies: A request for information on a broad subject like farm policy, for instance, might force an agency's staff to drop everything else to meet the 10to-20 day deadline.

This objection shouldn't be hard to handle with good will on both sides. Mn. Ford seems to be displaying his share of it.





THE WHITE HOUSE WASHINGTON

FROM: ANNE SWANSON News Summary

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MEMORANDUM

THE WHITE HOUSE washington January 21, 1975

MEMORANDUM FOR:

WARREN RUSTAND

RON NESSEN LW

FROM:

A delegation of three women -- Isabelle Shelton of the Washington Star-News, llene Shanahan of the New York Times, and Frances Lewine of the AP -came in to see me yesterday about the President's possible attendance at the Gridiron dinner.

They complained that the Gridiron Club seems to be reneging on its promise to take in at least one woman member. They said that if the Gridiron Club does not take in a woman by the time of the March dinner, the President should not go. They are planning a repetition of last year's anti-Gridiron dinner for the same night if no women have been admitted to the Club before then.

My opinion is that we should indeed reconsider the President's attendance at the Gridiron Club dinner if no women have been admitted by then.

OK-WSR

1-23-15 cc: Ron Nessen

THE WHITE HOUSE

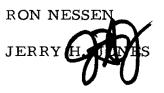
WASHINGTON

January 22, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

FROM:



The attached material was returned in the President's outbox with the following notation to you:

-- Information.

