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THE NEW YORK TIMES, THURSDAY

FORD TV FAVORITE PRE-EMPTS PARLEY

News Briefing Was Shifted
in Favor of 'Police Woman'

By LES BROWN

Special to The New York Times

SAN FRANCISCO, Feb. 25—

President Ford's television adviser said yesterday that 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 the President's television appearances, said he had recommended a 9 o'clock starting time for the televised news conference Feb. 17, because television reached its largest audience at that hour and because West Coast viewers would have 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 broadcasters here. "Police Woman" was on. That's one of the President's favorite shows. That's a little Washington tidbit for you."

In an address to the National Association of Television Program Executives, Mr. Mead cited "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 President 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 schedules the President for an address or news conference.

Mr. Mead said that his staff recorded the evening newscasters of the networks on videotape so that the President could 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 "De-

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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 President to go on television would be between 9 and 9:18 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 schedules the President for an address or news conference.

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IN criticizing the equal-time rule for political candidates, Mr. Mead told how Mr. Ford was recently denied a "Presidential" appearance by ABC 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 of the White House.

"The Bicentennial year, Irving 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 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 state of television, which he said "could be better," Mr. Mead expressed his disappointment with the way the family-viewing hour had been programmed by the networks.

"To me, it's a baby-sitting service," he remarked.

*Don
Did you
see this?*

Ford Has a Different Idea

BY J.F. terHORST

WASHINGTON—During his quarter-century 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 ever 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 Relations Committee are wary of the proposal, too, fearing their presence on a presidential visit would impinge on their constitutional duties to review and ratify treaties and protocols with foreign governments.

Given the diplomatic worries of Kissinger 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, *Belle* BUT NOT ON HIS TIME

New York Times News Service

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THE WHITE HOUSE
WASHINGTON

TO: RON NESSEN

FROM: AGNES WALDRON

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Ron -

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enjoy...

Patti

Patti Matson

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(TERHORST)

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

SPEAKING TO STUDENTS AT CENTRAL MICHIGAN UNIVERSITY YESTERDAY, TERHORST SAID: "FORD'S DECISION SMACKED OF A PRE-ARRANGED DEAL WITH THE FORMER PRESIDENT ... THERE IS NO INDICATION 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 CONFIDENCE 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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CBS Bars Exclusive Ford Interview; Calls Proposed Date Too Near Election

By LES BROWN

CBS News has turned down an opportunity to televise an exclusive interview with President 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 tour of Camp David, Md., for the cameras, accompanied by the commentator Harry Reasoner. The ABC program is scheduled to be filmed this weekend and tentatively is to be broadcast Nov. 2, three days before the elections.

CBS News said it had sought the interview ever since President Ford took office and had not been offered a date for it until last week. William Sheehan, president of ABC News, said his network had requested a Presidential tour of Camp David during the Nixon Administration, renewed it when Mr. Ford took office, and that it was finally granted "a week or 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 several times later in November. In addition, he said yesterday

that the proximity to election day had not been a consideration since "the program would be nonpolitical, and harmless, more a tour of Camp David than a visit with Ford," adding: "There is no agreement with the White House as to the date we would put it on the air. After shooting it, we'll determine whether the program is politically benign. If we feel it is politically sensitive at election time, we'll either balance it or not put it on until after the elections."

Democrats 'Screaming'

He said he did not want to add to the vexation of the Democratic leadership, which has been "screaming" at the networks for having televised President Ford's inflation speech to the Future Farmers of America on Oct. 15, after the news divisions had determined that the address did not have sufficient news value to warrant live coverage. After first rejecting coverage of the speech, the networks capitulated to Mr. Nessen's formal request from Mr. Ford for coverage of the address, because they had never denied a Presidential request for air time.

NBC-TV, alone among the networks, last Tuesday granted Senator Edward S. Muskie, democrat of Maine, 30 minutes of reply time to President

Ford's speech. A network spokesman said the decision to give air time to the Democrats was in the spirit of acknowledging the network's own error in carrying an "essentially newsless" speech by the President. The other networks denied the Democrats air time on the ground that Mr. Ford's speech did not raise controversial issues.

But Washington sources reported that Arthur R. Taylor, president of CBS, Inc., wrote to President Ford following the Oct. 15 address to ask for a meeting on the serious questions raised by the White House's formal request for live coverage of a speech that was not deemed newsworthy.

Mr. Taylor declined, in a telephone interview, to discuss his letter or to reveal its contents, as a matter of principle, at least until he received a reply from the White House. The Washington sources did, however, report that the letter protested the White House's action and that it referred to "grave problems" concerning Presidential access to the airways.

Some White House aides attempted to link Mr. Taylor's displeasure at having been asked to televise the speech to his network's rejection of the proposed interview with Mr. Ford this weekend.

MIAMI

BREAKING!

25 year history of

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 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 question-

ing more thoroughly than is usually possible in a press conference.

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 program. 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 10-to-20 day deadline.

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

THE WHITE HOUSE
WASHINGTON

FROM: ANNE SWANSON
News Summary

FYI



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 21, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN *RN*

A delegation of three women -- Isabelle Shelton of the Washington Star-News, Ilene 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 renegeing 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

1-23-75

cc: Ron Nessen

THE WHITE HOUSE
WASHINGTON

January 22, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: RON NESSEN
FROM: JERRY H. JONES

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Christian Science Monitor - Monday, January 20, 1975

The President's views on Vietnam