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THE WHITE HOUSE

WASHINGTON

August 19, 1974

MEMORANDUM FOR DAVID PARKER  
WILLIAM HENKEL  
WARREN RUSTAND  
TERRY O'DONNELL  
ROBIN MARTIN

FROM: JERRY TER HORST

*Tan DeCain for JTH*

SUBJECT: Press Coverage Terminology

Please distribute the following information to the appropriate members of your staffs:

1. The term PHOTO OPPORTUNITY will not be used. The term for a brief session with photographers present should be

PRESS PHOTO

This distinguishes it from a Kennerly-only photo.

2. The term HIDDEN MICROPHONE should be deleted. Instead state that a CONTINGENCY MICROPHONE is available.
3. Microphones should never be hidden--among flowers, under tables, or anywhere. If the microphone is present it should be visible to all.

Thank you for your cooperation.

cc: Paul Miltich  
Jack Hushen  
Bill Roberts  
Larry Speakes  
Eric Rosenberger  
Jerry Warren  
John Carlson

READ THIS!

THE WHITE HOUSE  
WASHINGTON

August 17, 1974

MEMORANDUM TO: JERRY TERHORST  
FROM: PAT BUCHANAN

In my judgment, the potential of the Office of Press Secretary has never been realized. The inevitable tendency is naturally to view that daily appearance as something of a daily ordeal. But that briefing room should be viewed not as simply a forum in which information is extracted, through sometimes tortuous and painful methods, but as one of the most potent forums in the nation.

You start off your post with the two commodities which are truly sine qua non. First -- total access to The Man; second, the confidence of the press.

With these assets in place, you should consider the office as a place of opportunity, not simply to provide information, and a regular "news flow", but to explain and educate the country through the press, to articulate and argue the positions and policies of the President.

The customary Cabinet Officer has the devil's time of it making the evening news or page one. You can make any of them any day of the week. With this capability, you should, therefore, have at least the substance and issues backup of a Cabinet Officer. By that I mean research and writing support so that your daily appearance out there can enable you each day to make not only hard news, but to provide the philosophical, political and practical grounding of Presidential decisions.

Let me get specific.

You should have on board to assist you a young writer, with some flair and a working knowledge of the President's political philosophy, which is middle-of-the-road Republican. He should, ideally, be able

to provide you with the kind of 60-second or 90-second response likely to be carried in total on the evening news, and terse paragraphs, some of which will be carried in whole in the lead -- or at least down in the story.

The President is in the early stages of his marriage now. Certainly the marriage will have some rocky days -- when he begins placing his priorities on the budget cuts, and the Democrats on the other side of the other party start arguing for theirs.

When these decisions are made, the strongest and most effective brief case for them is likely to have to be made on a daily basis by you. A brilliantly argued case buried deep within some Presidential message will not cut the mustard. You will have to be the point man when interests and issues collide.

Because of the above, recommend that:

- A) You cut loose as much as possible from the logistics and administrative business of your office to focus upon the substantive and significant. Get yourself an administrator who can shoulder all the administrative burdens and logistics problems of moving the press here and there, etc. And focus yourself upon the substantive side of the business.
- B) Spend as much time as possible in major substantive meetings taking notes of arguments, etc.; and studying some of the quality work which the various shops hereabouts produce, and which you should be equipped to recite and emphasize in the briefing room.
- C) Get yourself some substantive help -- either fulltime, or parttime daily, from the research and speechwriters' shop.
- D) When you walk out into that press room have in mind what you want to see in the headline, and in the lead and second paragraph of the story; and never, if possible, walk out there wondering what will come of of this one.

Again, so structure your staff to fill the needs of a Press Secretary who does not see himself as an answer desk -- but who views the Briefing Room as a daily opportunity to drive home to the country the positions and policies and reasons why -- of the President.

In a sense your function, as I see it, is similar to the political campaigner who walks into a press conference. He is there to make specific points, to get across his ideas and arguments -- to use the questions as a take-off point, not simply to answer whatever pops up. The Press Secretary should be an active, not a passive force in the Administration.

Cocktails With Clawson: This innovation of the Nixon years has much to commend it; and the idea should be retained; although you should not lock yourself into doing any set number. There are both policy and political people in the White House, whom the press enjoys talking with, on the record, on an irregular basis. The forum set up by Clawson is ideal -- for some meetings. And they too should only be held when the White House Assistant -- be he a Greenspan or a Burch -- has something which the White House wants said. This forum is excellent to provide grist for the ravenous mills of our friends in the press -- and by putting out economists, domestic advisers, counselors and assistants at the right time, you can garner a considerable bonus of extra time and space for the President's point of view.

Again, recommend that you not abandon this idea -- but don't lock yourself into a regular pattern. Use it whenever you feel that some particular issue is so current and topical that it is worth having the White House view put on the record by a White House assistant. During the coming campaign, this might be a useful forum on which to focus in on controversial issues -- having others than the Press Secretary hone them down. But, again, the operative rule I think should apply. Send these individuals into that forum when the White House wants to say something.

Direct Mail Operations: You should probably yourself screen every piece of literature sent out from the White House. You should have in hand as well a listing of all the "lists" of opinion mdders that the White House can target, the cost of hitting each of the lists, etc. As an ex-editorial wirtter I can tell you that the worst sin here is excessive volume. If there is a letter a day -- they all wind up in the basket. If there is a single letter a week -- and each one has something of quality worth reading, then you tend to look forward to the material. In any event, there should be a measure of control, at your level, over what is mailed; the danger of too much is the one to warn against.

The Herb Klein Operation: Herb's role was basically to carry the message to the country, to editorial conferences, city-by-city and state-by-state. He served a most valuable role -- as sort of a roving ambassador to the press outside of D. C. The current White House -- like the Nixon White House in the last two years -- has nothing like this. But, should the honeymoon suddenly fade away, you should keep in mind the possibility of enlisting this kind of surrogate, who can get daily press and wire coverage moving around the country, taking the President's case directly into the editorial offices.

Rather than get into any more detail, let me suggest that you sit down with the Nixon people, who were in the communications areas generally, and ask them what were the most effective and productive ways and means. What succeeded and what was useless. You can learn what worked well -- and pick and choose among the variety of ways the White House speaks to the country.

Among the major problems you will confront as time goes by is the tendency to drop into a routine, really a rut. To simply walk out each day, with the pro forma responses, to the routine questions, to be frankly worn down by the hour or two hours of grilling to the point where you forget the potentials of the post. Whether we are conceding it or not these days, the political philosophy of our party and President is not in vogue in the capital, or among the nation's thinkers; it has to be argued and re-argued -- and there are few better places in the nation to do it, than where you are sitting right now.

This memo is done in some haste as of Saturday, will send you along some thoughts as they occur.

Have some thoughts on the ways and means of Presidential Communication -- as opposed to Press Secretary Communication -- which I will work up, after the weekend and ship along. There are many things we did successfully, some we didn't try which the President might find useful.

Pat

THE WHITE HOUSE

WASHINGTON

August 29, 1974

MEMORANDUM TO THE WHITE HOUSE STAFF

FROM: J. F. terHORST  
Press Secretary to the President

SUBJECT: "Ground Rules" Regarding Interviews with Newsmen

Most White House officials have occasion to be interviewed by the news media concerning matters pending before them or to discuss general Administration policy. The President supports and encourages increased accessibility to the media, balanced, of course, with the need to insure a proper and timely flow of information to the public.

There are certain ground rules to be observed when talking to a reporter. The most important rule -- and the one most often misused or misunderstood -- concerns the attribution of information given to a newsman by someone on the White House staff.

It is the responsibility of the person releasing the information to set the level of attribution -- on the record, on background, on deep background, off the record, or for guidance.

It is the reporter's job to seek the highest level of attribution for his story. If no discussion of attribution occurs, the reporter is correct to assume the information is on the record.

The five types of attribution under which the Press Office operates are as follows:

ON THE RECORD: All statements are directly quotable and attributable, by name and title, to the person who is making the statement.

ON BACKGROUND: All statements are directly quotable, but they cannot be attributed by name or specific title to the person commenting. The type of attribution to be used should be spelled out in advance: A White House official, an Administration spokesman, a government lawyer, or whatever.

ON DEEP BACKGROUND: Anything that is said in the interview is usable but not in direct quotation and not for attribution. The reporter writes it on his own, without saying it comes from any government department or official.

NOTE: Reporters generally dislike this form of attribution and it should be used only in the most delicate circumstances and urgent news. Too often, government officials use "deep background" to plant or leak stories or to get the reporter to stick his neck out when the official has only part of the information.

OFF THE RECORD: Information given "off the record" is for the reporters' knowledge only and is not to be printed or made public in any way. The information also is not to be taken to another source in hopes of getting official confirmation. This form is mainly used to prevent reporters from speculating along inaccurate lines.

NOTE: Reporters do not like to obtain information "off the record" because they have to sit on it while their competitors are able to get it "on background" somewhere else and print it. Some absolutely refuse to hear it, so it is essential to secure a reporter's agreement before going "off the record." But if there is good reason -- and the reason is clear -- they will go along with it.

GUIDANCE: Reporters often will ask for "guidance" on the particular timing or status of an event. In this case, they believe they are receiving the information on a "background" basis, and not "off the record," and the information will be used in stories which say "White House sources predicted that the appointment would be made this week." It must be made clear when giving a reporter "guidance" whether he can use the information in a story.



It is important to understand that the terms "off the record," "background," "deep background," and "guidance" are much misused, even by reporters themselves. To avoid confusion which might have serious consequences, make sure you and the reporter know exactly how he is receiving his information and to whom he can attribute it before the interview begins.

You should both understand not only which of the categories you are speaking under, but exactly what that category means to the other person.

One of the most commonly misunderstood uses of attribution is by the government official who says to a reporter that he is supplying the information off the record and not to quote him. By saying, "Don't quote me," the source is really talking "on background" and not "off the record," so the reporter feels he is entitled to use the information as long as he doesn't attribute it to a specific source.

Those who choose to talk to reporters on something other than an "on the record" basis should be aware that they, as well as the reporter, have a responsibility for keeping the conversation confidential. An official who tells someone he has been interviewed by a reporter can't complain if he is later identified with something written by the reporter.

Finally, the Press Office strongly recommends that White House officials speak "on the record." It is by far the safest policy.

We also encourage you to speak to reporters openly and fully about matters within your area of responsibility and personal knowledge -- but you should be aware of the dangers of uninformed speculation or talking about something not within your field of expertise.

Bulanan

[ca. 9/75]

Writer to prepare statement  
Why philosophy that we only  
respond to questions.

Call Zeigler -

Give more background info  
on President's divisions

Expand on Q's from previous  
day as way to get into  
little discussion of  
major issues.

Also let ourselves be asked:  
"Can we film that?" "Yes"

Shows what we put attention  
on. And may divert Q's into  
what we want.

THE WHITE HOUSE  
WASHINGTON

9/25

Connie:

Pat said Ron wanted to see  
this copy of his memo on  
Presidential communication.

Thanks,

Sara

THE WHITE HOUSE  
WASHINGTON

August 20, 1974

MEMORANDUM TO THE PRESIDENT

(Per Jerry terHorst)

FROM: PAT BUCHANAN

The ways and means of Presidential communication are varied. Below are several -- and some thoughts the President might be interested in, as to efficacy.

- 1) The Prime Time Televised Address -- Only to be used on issues of great national moment, with advance buildup, this is the single most effective means of Presidential Communication with the American people. To be employed sparingly.
- 2) The Televised News Conference -- Unlike JFK who did them weekly at 4:00 in the afternoon, RN did them roughly seven or eight times a year, considered them major events -- and they were almost always so considered by the media, and were almost always successful and effective. On President Nixon's part, they involved hours of preparation, with his Briefing Books, and were viewed by both press and nation as something of a "political event." While many argued for more "press conferences," there was general agreement that the Prime Time Televised Press Conference is one that ought not to be used to the point where it becomes routine and, ergo, uninteresting.
- 3) The In-Office Press Conference -- These are not televised and they could have been utilized to greater effect in the Nixon years. Basically, the press, especially writing press, prefers this kind of conference to the kind of theatre the televised evening press conference too often becomes. This kind of conference enables the President to ruminate, to wander, to discuss at length, and in more detail, to take his time, and make his points in a far easier fashion -- because there is not the "imperatives" of the televised conference which are to be sharp and quick and brief. Nor does the in-office press conference -- nor should it rather -- require as much advance preparation. The President can filibuster; he can say I have nothing on that subject today; he can indicate that he is

not conversant with X issue in great detail, etc. A useful, valuable forum, which the press likes, and which the President can use to his advantage and that of the Administration. The headlines the next morning are just as large as if you had gone on the tube the night before -- and it avoids the problem of over-exposure to the television cameras.

Each televised TV appearance, press conference or speech, if it is in prime time, should be for some major and significant reason -- not simply to "appear" before the American people.

4) The Single-Issue Conference -- We recommended, but rarely if ever experimented with the single issue press conference, which the President might want to try out. Basically, it is to invite the press into the Oval Office, and talk for three minutes on some particular issue, or piece of legislation, outline it and take questions strictly related to that single issue. Say, the Revenue Sharing bill the day it is sent to Congress. Or the choice of a Vice President (President Nixon used this to good effect with his explanation to selected journalists of why and how he chose Warren Burger.) The basic idea is to enable the President to make his case on a single issue, to present his arguments and ideas himself and to hammer them home -- as his Press Secretary cannot do. To restrict questions and discussions to the issue alone -- to have the Press Secretary invite the press in to get the President's thoughts on X, Y or Z. The danger arises I think only if there are few press conferences, and the press believes that the President is "using" them and denying them the conferences that are theirs as a right. If there are systematic press conferences, then I would think that the press would not object, but would be more than pleased to get the arguments on some particular issue from the horse's mouth.

5) The 90-Second Statement -- On any issue in which battle has been joined, when the President's message or statement goes to the Hill, consideration ought to be given to the kind of 90-second peroration which can be read for the cameras or memorized for the cameras and which is likely to be carried in total to the 50 million American television viewers that night on the network news. Again, with the sending up of statements or messages -- or even with messages of condolence about the death of a great American -- the President might assign one of his closest aides, who writes tight copy, to provide him with a 90-second script which can carry to the country, in capsule, what the message carries to the Congress.

- 6) Written Statements & Messages -- WH Staff is knowledgeable and effective on this, but one of the President's staff members with a "news eye" ought to review every one of them, before it goes, for the "lead" paragraph that is certain to emerge. And the White House should know in advance precisely what the "lead" will be, and what will be the likely "lines" carried on the evening news.
  
- 7) The Editorial Board -- Totally useless and a waste of the President's time to spend two hours in a stroking session with the editors of some major publication. Will be seen by those who can't be similarly treated as "favoritism" and to set aside two hours of the President's time, with an editorial board is simply not a cost-effective use of that time.
  
- 8) On the Road Briefings -- When these can be set up in a major media center, they can be interesting and useful and different. With local editors and reporters asking the questions, etc. Danger here is in how they are done -- if national press perceives this as an effort to "go over their heads." But the Press Secretary can tell is that is the mood of the corps at the time. We found these useful instruments for bringing the Presidency to the people, especially if the President is selling some major domestic initiative.
  
- 9) Dinners with Journalists -- This is something we often considered but never tried. I. E., once it was recommended that the President host a private dinner for ten or so -- of the journalists in the city who were most knowledgeable on the Far East, and Vietnam, to sound out their views, and convey some of his own thoughts. Also, it might be an interesting idea for the President to invite a dozen or so of the top political reporters in Washington to the White House for dinner, to discuss his role in the coming campaign, if any, his view of Republican fortunes this fall, and the issues, etc. Problem here of course is the sense on the part of the White House press that they are being given the shaft, and the President is playing favorites. This is inevitably going to arise as a problem with any innovations in terms of communication with the press. But, the damage can be limited, so long as there is a good relationship with the WH press corps, and they feel they are being given wherewithall to do their job.

Along these lines, it might not be an uninteresting session for the President, himself, one day to sit down at the Sperling Breakfast with the reporters, as in days of yore. Since that is an "established" institution, it would provoke no more jealousy one imagines than sitting down with the Editorial Board of the Washington Star-News.

10) White House Dinners -- There ought to be a regular "quota" or "contingent" of press to White House dinners, and social functions -- and the press office should, I would think, search outside of Washington for names of columnists, and editorial writers and editors to invite. Whoever is making up the lists for large White House socials should be on notice to check with the Press Office, for a set number of journalists to each of these functions. The News Summary shop should keep on hand a listing of the reporters, editors, columnists, etc., outside of Washington who have been particularly strong and supportive of the President's efforts and policies.

Closing thoughts:- My own view remains that essentially the "national press" is an unrecognized center of great political power with a point of view divergent from that of the Republican Party. Which makes it all the more necessary for a Republican President and Administration to remove unnecessary irritants, to avoid avoidable quarrels, to attempt to keep what the press views as an adversary relationship -- civil and professional and to the degree possible, cordial.

Finally, the dangers one confronts as time goes by, is boredom and the routine. The President's men, every so often, should be sounded out for ideas on new ways and means of communication with the country, through the press. The tendency is always to relax into a pattern, to fall into a rut -- and there are always fresh men and fresh ideas to change that.

Buchanan

February 25, 1975

*Copy*

MEMORANDUM FOR JERRY JONES

FROM: RON NESSEN

SUBJECT: Memo for the White House Staff from  
Ron Nessen re: appointments with  
newsmen

I think the deleted paragraph explains WHY the newsmen should wait in the press room. Otherwise, it sounds like I just want the authority to see whoever has a White House appointment.

RN/cg

SEARCHED

INDEXED

SERIALIZED



March 12, 1975

MEMORANDUM FOR: JIM CONNOR  
FROM: RON NESSEN  
SUBJECT: President's press plan for the next year

For the President's press plan for the year ahead, I propose moving ahead on several tracks:

1. A news conference every ten days to two weeks, which is the time-table the President has indicated he prefers. Some of these would be out of town, some would be in Washington; some would be **available** for television, some would be for writers only; some would be **at night**, some would be during the day.
2. On the weeks when he does not hold a news conference, I suggest he grant a private interview to one journalist or to a small group from a single publication. We have a considerable backlog of requests for such interviews.
3. Occasionally the President should agree to a special project such as the current long profile John Hersey is working on. We also have a number of pending special requests from television networks involving more than a simple interview. Of course we are still awaiting Walter Cronkite's request for his TV interview to match the Reasoner (ABC) and Chancellor-Brokaw (NBC) interviews.  
  
Don Rumsfeld has indicated a desire for the President to sit down with a small and **select** group of foreign journalists. I have pulled together **all** the necessary information on this proposal and can show it to you when you think the time is right.
4. I strongly believe the President should continue the media breakfasts during his travels. I've never seen him more effective than he is at these breakfasts and I think you have seen the packet of letters, editorials, and columns, almost entirely favorable, which have grown out of these media breakfasts.



When I first took this job, the President indicated he wanted to spend about one hour a week in one format or another with reporters. That is about what we have been doing, and I hope we will be able to continue along the lines outlined above.

RN/Cg



Copy  
March 24, 1975

MEMORANDUM FOR THE STAFF

FROM: RON NESSEN

I would like to make a small amendment to my recent memorandum concerning reporters waiting for appointments with White House staff members.

It is appropriate for reporters to be allowed to wait in the West Lobby for scheduled meetings with White House staff members, but reporters should not be allowed to sit in the West Basement where they may overhear sensitive conversations among staff members.

RN:jg

THE WHITE HOUSE

WASHINGTON

May 22, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN *RNS*

The President has expressed an interest in meeting various columnists as part of his continuing contacts with the press. Columnists generally have been ignored as we have concentrated on interviews with television, newspaper, and magazine reporters.

I propose a series of "conversations with the President" for groups of 5 or 6 columnists at a time. This could be done once a week or less frequently. The conversations would be about one hour each or slightly longer, between 6:30 and 7:30 in the evening. The location could be the library, the Red Room, the Solarium, or another informal room in the White House or West Wing. The President and the columnists could be served drinks during the conversation.

I propose the following schedule of such conversations with columnists. The dates shown are free according to the advance schedule.

Thursday, June 12, 1975

Marquis Childs	United Features
Joseph Kraft	Field Newspapers
Crosby Noyes	Washington Star
Roscoe Drummond	Los Angeles Times
Godfrey Sperling	Christian Science Monitor
Nicholas VonHoffman	Washington Post

Friday, June 20, 1975

Hugh Sidey	Time Magazine
Carl Rowan	Field Newspapers
Peter Lisagor	Chicago Daily News
George Will	Washington Post
James J. Kilpatrick	Washington Star
Martin Agronsky	Agronsky and Company

(This is Agronsky and Company's regular group.)

Wednesday, June 25; or Thursday, June 26, 1975

William Safire	New York Times
Nick Thimmesch	Los Angeles Times
Jerry terHorst	Detroit News
Ralph deToledano	Copley
John P. Roche	King Features
Mary McGrory	Washington Star-News

Wednesday, July 2, 1975

Clayton Fritchey	Los Angeles Times
Holmes Alexander	McNaught Syndicate
Martin Nolan	United Features
William Anderson	Chicago Tribune
Tom Wicker	New York Times

Monday, July 7; Tuesday, July 8; or Wednesday, July 9, 1975

Smith Hempstone Jr.	Washington Star
Robert S. Allen	Field Newspapers
Thomas Braden	Los Angeles Times
Pat Buchanan	New York Times
Ray Cromley	NEA
James Reston	New York Times

Week of July 14, 1975

David Broder	Washington Post
Kevin Phillips	King Features
Victor Riesel	Field Newspapers
Don Bacon	Newhouse
John Osborne	New Republic
Gary Wills	Washington Star

Week of July 21, 1975

George Embrey	Columbus Dispatch
Clark Mollenhoff	Des Moines Register and Tribune
Alan Emory	North American Newspaper Alliance
Frank vanderLinden	United Features
Lucian Warren	Buffalo Evening News
Joseph Alsop	Washington Post

Week of July 28, 1975

Charles Bartlett  
Ernest B. Ferguson  
Saul Kohler  
Marianne Means  
Don Larrabee  
Edgar Allen Poe

Field Newspapers  
Baltimore Sun  
Newhouse  
Knight  
Griffin-Larrabee News Service  
New Orleans Times-Picayune

Week of August 4, 1975

Anthony Lewis  
John Lofton  
Max Lerner  
Vera Glaser  
Jack Bell  
Vic Gold

New York Times  
United Features  
New York Post  
Knight  
Gannett News Service  
Field Newspapers

Some of the leading correspondents (Reston, Alsop, Osborne, Broder) are scheduled at later sessions because they already have been in to talk to the President privately.

cc: Don Rumsfeld  
Bob Hartmann

May 23, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

The President has expressed an interest in meeting various columnists as part of his continuing contacts with the press. Columnists generally have been ignored, as we have concentrated on interviews with television, newspaper, and magazine reporters.

I propose a series of "conversations with the President" for groups of three columnists at a time. This could be done once a week or less frequently. The conversations would be about one hour each or slightly longer.

Approve series of conversations with groups of 3 for one-hour or slightly longer

Disapprove

If approve, they could be held

Once a week

Less frequently

The conversations could be held over lunch in the Solarium; or over cocktails in the late afternoon in the Red Room, the Library, or other informal rooms in the White House or West Wing.

Over lunch

Over cocktails

Some over lunch and some over cocktails



I propose the following schedule of conversations with columnists:

Group 1 - Week of June 9, 1975:

- |                  |                           |
|------------------|---------------------------|
| Marquis Childs   | United Features           |
| Joseph Kraft     | Field Newspapers          |
| Godfrey Sperling | Christian Science Monitor |

(These 3 are especially interested in foreign affairs, and this would be shortly after your return from Europe.)

Group 1 - Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

Group 2 - Week of June 16, 1975:

- |                 |                      |
|-----------------|----------------------|
| Jack Bell       | Gannett News Service |
| Marianne Means  | Knight Newspapers    |
| Roscoe Drummond | Los Angeles Times    |

(These 3 write almost exclusively about politics, and this will be the period when you will be announcing your candidacy.)

Group 2 - Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

Group 3 - Week of June 23, 1975:

- |                 |                    |
|-----------------|--------------------|
| Peter Lisagor   | Chicago Daily News |
| Ernest Ferguson | Baltimore Sun      |
| Bill Anderson   | Chicago Tribune    |

(These 3 all write for papers that often deal with subjects of interest to readers in the so-called heartland of America.)

Group 3 - Approve \_\_\_\_\_ Disapprove \_\_\_\_\_

- |                   |                                 |
|-------------------|---------------------------------|
| Jack Anderson     | Washington Merry-Go-Round       |
| Clare Boothe Luce | San Antonio Express and Tribune |
| Nick Mazzuca      | Los Angeles Times               |

(These 3 are all well-known investigative reporters.)

Group 4 - Approve \_\_\_\_\_ Disapprove \_\_\_\_\_





Group 4 -- Week of June 30, 1975:

Tom Braden  
Carl Rowan  
Bill Safire

Los Angeles Times  
Field Newspapers  
New York Times

(These 3 all tend toward the moderate-to-liberal end of the political spectrum)

\_\_\_\_\_ Approve

\_\_\_\_\_ Disapprove

Group 5 -- Week of July 7, 1975:

John Lofton  
James J. Kilpatrick  
Holmes Alexander

United Features Newspaper Alliance  
Washington Star-News  
McNaught Syndicate

(These 3 range from the conservative to extreme conservative end of the political spectrum.)

\_\_\_\_\_ Approve

\_\_\_\_\_ Disapprove

Group 6 -- Week of July 14, 1975:

Pat Buchanan  
Mary McGroery  
David Broder

New York Times  
Washington Star-News  
Washington Post

(These 3 generally deal with political theories and concepts, and broad historical perspectives.)

\_\_\_\_\_ Approve

\_\_\_\_\_ Disapprove

Group 7 -- Week of July 21, 1975:

Jack Anderson  
Clark Mollenhoff  
Nick Thimmesch

Washington Merry-Go-Round  
Des Moines Register and Tribune  
Los Angeles Times

(These 3 are all well-known investigative reporters.)

\_\_\_\_\_ Approve

\_\_\_\_\_ Disapprove



Group 8 -- Week of July 28, 1975:

Robert Allen                      Field Newspapers  
George F. Will                     Washington Post  
Clayton Fritchey                  Los Angeles Times

(These are 3 more political reporters.)

\_\_\_\_\_ Approve                      \_\_\_\_\_ Disapprove

Group 9 -- Week of August 4, 1975:

Don Bacon                              Newhouse Newspapers  
Alan Emory                              North American Newspaper Alliance  
Frank van der Linden                  United Features

I propose a series of conversations with the President for groups of three political reporters. This would be a series of one-hour or slightly longer conversations. (These 3 generally write for smaller papers in Middle America.)

\_\_\_\_\_ Approve                      \_\_\_\_\_ Disapprove

\_\_\_\_\_ with groups of 3 for one-hour or slightly longer

\_\_\_\_\_ Disapprove

If approved, they could be held

\_\_\_\_\_ Once a week                      \_\_\_\_\_ Less frequently

The conversations could be held over lunch in the Cafeteria; or over cocktails in the late afternoon in the Red Room, the Library, or other informal rooms in the White House or West Wing.

\_\_\_\_\_ Over lunch                      \_\_\_\_\_ Over cocktails

\_\_\_\_\_ Some over lunch and some over cocktails



August 6, 1975

**MEMORANDUM FOR: JIM CONNOR**

**FROM: RON NESSEN**

**Attached is the letter from the President to heads of professional journalism organizations discussing coverage of social receptions.**

**It should be sent to the following people:**

**Ms. Helen Thomas  
President  
The White House Correspondents Association  
1029 National Press Building  
Washington, D.C.**

**Mr. Bonner H. Day  
President  
Sigma Delta Chi  
U.S. News and World Report  
2300 N Street  
Washington, D.C.**

**Mrs Peggy Simpson  
President  
Washington Press Club  
505 National Press Building  
Washington, D.C. 20004**

**Would you let me know when it is signed so that I may get the policy implemented?**

**Thank you.**



THE WHITE HOUSE

WASHINGTON

August 7, 1975

Dear Helen:

I have considered the points you made in your thoughtful and persuasive letter concerning press coverage of social receptions here at the White House. As you know, I consider it useful to be able to chat privately on occasion with guests at the White House to hear their views and suggestions, and to discuss their problems without the inhibiting presence of notebooks or microphones. I consider these conversations at receptions to be an important part of my effort to keep in touch with the views of my fellow Americans.

At the same time I recognize your legitimate news interest in White House social events. As your letter states, we have made considerable strides in improving access by reporters at the White House and your observations persuade me that we should now turn our attention to resolving the problem of covering the social events.

I have asked Ron Nessen to work out arrangements to enable a small pool of reporters to circulate at these social events on a trial basis, with the understanding that the pool reporters will respect the privacy of personal conversations between myself or Mrs. Ford and our guests.

It seems to me that the presence of tape recorders or notebooks would not be appropriate at a social function.

I believe this arrangement may meet your needs for coverage and also mine for some privacy in conversations with guests. At least, let's give it a try.

I appreciate the spirit of your letter, and I hope this arrangement will work out well for all of us.

Sincerely,

Ms. Helen Thomas  
President  
The White House Correspondents  
Association  
1029 National Press Building  
Washington, D.C. 20045

THE WHITE HOUSE

WASHINGTON

August 7, 1975

Dear Bonner:

Thank you for your thoughtful and persuasive letter concerning press coverage of social receptions here at the White House. As you know, I consider it useful to be able to chat privately on occasion with guests at the White House to hear their views and suggestions, and to discuss their problems without the inhibiting presence of notebooks or microphones. I consider these conversations at receptions to be an important part of my effort to keep in touch with the views of my fellow Americans.

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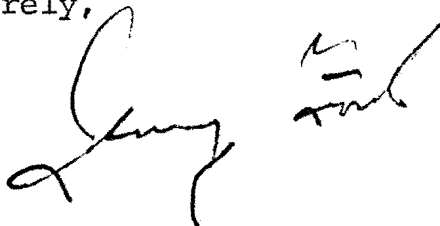
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It seems to me that the presence of tape recorders or notebooks would not be appropriate at a social function.

I believe this arrangement may meet your needs for coverage and also mine for some privacy in conversations with guests. At least, let's give it a try.

I appreciate the spirit of your letter, and I hope this arrangement will work out well for all of us.

Sincerely,

A handwritten signature in cursive script, appearing to read "J. Edgar Hoover". The signature is written in dark ink and is positioned to the right of the word "Sincerely,".

Mr. Bonner H. Day  
President  
Sigma Delta Chi  
U.S. News and World Report  
2300 N Street  
Washington, D.C.

THE WHITE HOUSE

WASHINGTON

August 7, 1975

Dear Peggy:

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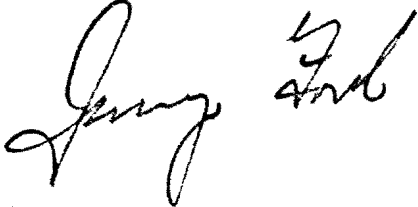
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Sincerely,

A handwritten signature in cursive script, appearing to read "Jerry Ford". The signature is written in dark ink on a white background.

Ms. Peggy Simpson  
President  
Washington Press Club  
505 National Press Building  
Washington, D.C. 20004

August 9, 1975

**MEMORANDUM FOR:** **BILL GREENER** ✓  
**JACK HUSHEN**  
**LARRY SPEAKS**  
**BILL ROBERTS**  
**SHEILA WEIDENFELD**

**FROM:** **RON NESSEN**

**Please carry out this new policy at the next social reception.**

**Attachment: Letter from the President to Helen Thomas, Benner Day, and Peggy Simpson discussing new policy for coverage of White House social events**



THE WHITE HOUSE

WASHINGTON

August 7, 1975

Dear Helen:

I have considered the points you made in your thoughtful and persuasive letter concerning press coverage of social receptions here at the White House. As you know, I consider it useful to be able to chat privately on occasion with guests at the White House to hear their views and suggestions, and to discuss their problems without the inhibiting presence of notebooks or microphones. I consider these conversations at receptions to be an important part of my effort to keep in touch with the views of my fellow Americans.

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Sincerely,

Ms. Helen Thomas  
President  
The White House Correspondents  
Association  
1029 National Press Building  
Washington, D.C. 20045

THE WHITE HOUSE

WASHINGTON

August 7, 1975

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Sincerely,

Ms. Helen Thomas  
President  
The White House Correspondents  
Association  
1029 National Press Building  
Washington, D. C. 20045

Helen Thomas, President  
United Press International  
Lawrence M. O'Rourke, Vice President  
Philadelphia Bulletin  
Edgar A. Poe, Treasurer  
New Orleans Times-Picayune  
Paul F. Healy, Secretary  
New York Daily News

WHITE HOUSE  
CORRESPONDENTS' ASSOCIATION  
1029 NATIONAL PRESS BUILDING  
WASHINGTON, D.C. 20045

EXECUTIVE COMMITTEE

Aldo S. Beckman  
Chicago Tribune  
J. William Preis  
Hearst Newspapers  
Ralph Harris  
Reuters  
Robert C. Pierpoint  
CBS News

Garnett D. Horner  
Dinner Chairman

July 8, 1975

President Gerald R. Ford  
The White House  
Washington, D.C.

Dear Mr. President:

We are deeply concerned by the erosion of coverage of social events at The White House in your Administration, which from the start promised to be open and candid.

In so many areas, you have made good on this pledge. We note with regret, therefore, the decision, announced by your Press Secretary, to close all Presidential receptions to coverage.

This is unprecedented in the modern Presidency. In the past reporters have always been permitted to cover these official events, which give an insight into the human side of the Presidency.

We firmly believe these are newsworthy functions through which the American people can share in this aspect of the Presidency.

Under the present system, the Press is barred from covering anything beyond the formal remarks. This seems to us to be management of news and closes off one of the historic areas of White House news coverage. It also results in distorted reports from third-hand sources after the event.

We, of course, are not referring to personal, family parties, but only to those functions of an official nature.

We earnestly hope that you will reconsider this policy, bearing in mind Mrs. Ford's frequently expressed sentiment that "This house belongs to the public and we want to share it with as many people as possible."

Sincerely,

*Helen Thomas*  
The White House Correspondents Associations

*Bonnie H. Day*  
The Society for Professional Journalists



*Peggy Sington*  
The Washington Press Club

ADMINISTRATIVELY CONFIDENTIAL

THE WHITE HOUSE

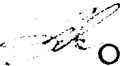
WASHINGTON

July 7, 1976

MEMORANDUM FOR: JIM CONNOR  
THROUGH: ED SCHMULTS   
FROM: BARRY ROTH   
SUBJECT: Charges for Press Aboard  
Air Force One on Official Trips

Bill Gulley has requested guidance on how he is to bill the press aboard Air Force One on official trips. Until last September when we implemented the pro rata formula for members of the press on political trips, the media has always been billed at the rate of first class airfare plus \$1.00. Either method of calculation is legally permissible. The pro rata method recoups for the Government the actual cost of the flight. The commercial airfare method bears no relationship to actual cost. As you are aware, when members of the First Family use military aircraft for other than official or political use, the President has reimbursed the Government for their travel on the basis of first class airfare.

In order to avoid using a different billing scheme for the press on official and political trips, use of the pro rata formula for the press on official trips may be preferable.

Decision:  Option A -- Pro rata method  
Option B -- First class airfare method

cc: Phil Buchen

ADMINISTRATIVELY CONFIDENTIAL

*s.t. Gulley + hessen*



THE WHITE HOUSE

WASHINGTON

June 8, 1976

MEMORANDUM TO:

JOHN CARLSON  
LARRY SPEAKES  
BILL ROBERTS  
DOUG BLAZER

FROM:

RON NESSEN *RN*

Whenever practical I want to review and approve all press pools prior to posting. Please begin this practice immediately.

THE WHITE HOUSE

WASHINGTON

June 8, 1976

MEMORANDUM TO:

JOHN CARLSON  
LARRY SPEAKES  
BILL ROBERTS  
DOUG BLAZER

FROM:

RON NESSEN *RNN*

From now on the pool of cameramen, photographers and reporters taken out to witness the departure of the Presidential helicopter should be restricted to the portico immediately outside the door to the pressroom and should be strictly prohibited from going any further.

This pool is solely for protective coverage in case the Presidential helicopter crashes. In previous years the pool was restricted to the portico area. I wish to return to this practice.

Please institute this immediately.

Ken Scott  
Manager, Radio News

March 15, 1976

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D. C.

Dear Ron:

It was a pleasure having the opportunity to meet with you, Bob Mead and Randy Woods the other day. This was the first meeting the Network radio group has had with the Ford Administration. Implimenting some of the subjects discussed during the meeting will certainly aid radio in its coverage of the White House and the President.

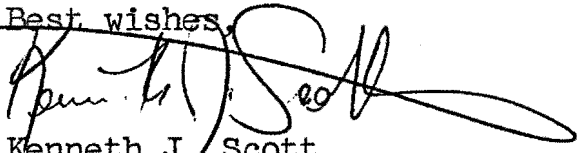
Of particular interest to us is the continued representation on all pool assignments. Air Force One is very important. In fact, any time there is an opportunity to record the voice of the President, it is important. Our constant deadline with radio programming going on the air constantly gives us a huge exposure, hence we have a massive appetite for news material. With the heavy schedule of travel planned for the coming months, cooperation between our people and the Signal Corps remains essential.

I hope we can continue the close working relationship that Dick Rosenbaum has with John Carlson, Eric Rosenberger and his staff of press advance people. As we discussed in the meeting, it is vital that we get as much advance information on events in and out of Washington as is possible.

If and when further problems arise, we will be in touch with your office.

Thank you for your interest in Radio.

Best wishes,


  
Kenneth J. Scott  
Manager  
ABC Radio News

cc: Bob Mead, Randall Woods

THE WHITE HOUSE

WASHINGTON

February 9, 1976

MEMORANDUM FOR: ALL ADVANCEMEN  
FROM: RED CAVANEY   
SUBJECT: PRESS ADVANCES

At 3:00 pm today, I attended a meeting at which the following individuals were present:

Ron Nessen  
John Carlson  
Pappy Noel

David Wendell  
Dorrance Smith

The purpose of this meeting was to develop new procedures wherein the press advance and the staff advance would more closely coordinate their work and, therefore, produce a better product for the President. The remainder of this memorandum will detail the results and agreements that developed in the meeting.

1. On an experimental basis, a member of the Press Office Staff (Ron Nessen, John Carlson, or Larry Speakes) will travel to an event area the day prior to an event. The press advancement, in conjunction with the lead advancement, will schedule a briefing at which this individual will answer questions of substance and at which the press advancement will brief the locals on the logistics of the upcoming visit. This, to me, seems like an excellent idea. It would be relieving a great deal of pressure from the press advancement to answer questions of substance, as well as provide better responsiveness to the local media. I would appreciate your feedback on this arrangement as well as your cooperation in making such briefing a success.

2. Henceforth, the press advancement will be responsible to the lead advancement as any other site advancement. It will become the responsibility of the lead advancement to insure that the press

advanceman is in on informational "loops." He must be completely apprised of schedule changes, of physical environment changes, and new areas of direction. In turn, the press advance will interface more closely with the members of the advance team and seek the advice and consent of the lead advanceman on implementing his areas of concern, where they interface directly with the advance environment. This does not mean that the lead advanceman dictates all job parameters to the press advanceman. Rather, he takes a more active interest to insure that the press advanceman is fully conversant with the details of the trip and the physical parameters of each individual site. This new relationship will not be without its problems in the start-up phase, but I am confident that the end product will produce a far better result for the President.

Whenever there is a basic disagreement between the press advanceman and the lead advanceman on a specific and it cannot be resolved within the advance, the press advanceman will go directly to Eric for guidance and the lead advanceman should consult me. I will then resolve the problem.

Over the course of the past year, the press advanceman's environment has developed more and more independent of the advance team and these procedures are designed to close this drift and to create more harmony & continuity between these to "advance" functions.

3. Approximately 70% of the work of the press advanceman is independent in nature and occurs between the press advanceman and members of the local media, i. e., credentialing, location of filing centers, transportation, etc. These areas will continue to be the private domain and sole responsibility of the press advanceman. The interface mentioned in paragraph 2 of this memorandum is designed to improve the 30% margin where the roll of the press advanceman and the press impacts on the specific event environment.

4. In this vein, it is the responsibility of the lead advanceman to make available some of the advance team resources, i. e., secretarial support and the like, to the press advanceman to assist him in the execution of his duties. This does not mean that the press advanceman would take over half of the office, rather, be allowed to utilize the services of the volunteer secretaries to the same extent that any other site advanceman would.

Obviously, the success of the aforementioned will only occur if each and everyone of us make a conscientious effort to insure implementation. The press advancement are in a unique position to identify and relate much about the concerns of the local press. It is my opinion that for too long a period of time we have favored the national press at the expense of the locals, and that this year our efforts should be directed at insuring the locals a full and responsible roll in all event environments. Therefore, it is up to the lead advancement to solicit opinions and remarks from the press advancement regarding the expected or desired roll of the local press in the event environment.

This memorandum and meeting were the beginning of a new phase of operation and cooperation between our respective offices. I would appreciate feedback as situations develop, and Eric and I will work to obtain the best possible results consistent with the uniqueness of each situation.

cc: Ron Nessen  
Jerry Jones  
John Carlson  
Eric Rosenberger  
Terry O'Donnell

THE WHITE HOUSE  
WASHINGTON

January 28, 1976

MEMORANDUM FOR: DICK CHENEY  
JERRY JONES  
RED CAVANEY  
ERIC ROSENBERGER  
PETER KAYE

FROM: RON NESSEN *RHN*

The Press Office is undertaking a series of steps to assure that local press is given better treatment in order to help them do better stories on Presidential visits and to meet a number of gripes we have received over the months.

I'd appreciate it if you could help out in those areas which involve decisions or actions by your office so that we can implement this plan as soon as possible, preferably with the February 7-8 trip to New Hampshire:

1. The President Ford Committee should pay for a local press bus and/or a local press pool car in all out-of-town Presidential motorcades.
2. The President Ford Committee and the White House need to reach a decision quickly on who pays for the lighting and sound systems for Presidential appearances on political trips.
3. At airport arrivals, the arrival ceremony and any local presentation ceremonies should take place close to and directly in front of the local press area. This may mean that the President should be greeted at the bottom of the ramp by only one or two local officials and then brought over to the local press area to meet other local dignitaries.
4. The President should stop for a brief interview at the airport, at arrival or departure, with the local press.

5. The President should be announced and any local band at the airport should play "Ruffles and Flourishes" and "Hail to the Chief" as the President walks off Air Force One. The President should be the first one down the ramp (not Dave Kennerly).
6. Whenever possible, colorful local stories should be staged where they are clearly visible to the local press. (For instance, in Minneapolis when the President was introduced to Liberty's father, the local press was completely shut out.)
7. A press kit should be prepared, including biographies of the President and his family, data on Air Force One, the limousine and the helicopters, and brief statements of the President's position on major issues. The printing of the kit, printing of the necessary photographs to go in it, and the purchase of appropriate folders should be paid for by the President Ford Committee. This needs to get into the works quickly so that the press kits will be ready to hand out to local reporters a day or so before the New Hampshire trip.
8. The PFC Press Office needs to check in a more timely manner with the White House Press Office before making announcements locally of Presidential schedules, etc.



THE WHITE HOUSE

WASHINGTON

January 23, 1976

MEMORANDUM FOR JOHN CARLSON

FROM: ERIC ROSENBERGER *er*

SUBJECT: Lighting and Sound Systems

I am getting very nervous that the PFC has made no decision on how lighting and sound systems will be financed on political trips. As you know, political expenses are the responsibility of the PFC and not the White House.

Lighting can be done in varying degrees of professionalism with a similar degree of comfort to the President. The President has become very sensitive to lighting, knows good lighting and complains each time the lighting bothers him. His latest negative comment occurred after the budget briefing at the State Department.

We must provide the best lighting possible both for the President's comfort and for his appearance on the TV screen. This will be expensive at some locations.

This problem must be faced right now and a realistic decision made with the PFC.

THE WHITE HOUSE

WASHINGTON

January 23, 1976

MEMORANDUM FOR JOHN CARLSON

FROM: ERIC ROSENBERGER *ER*

SUBJECT: Local Press

Here are some suggestions for trying to keep the local media happy:

1. Establish a press contact for each state or region. This person would be selected from those individuals with whom we have worked in the past and who have done an outstanding job. This person would work with the local host committee press man and function as a liaison with the Press Office. This individual could also tell us what the local issues are and who the members of the local media are that we should take care of.
2. Fully brief the local press contact and keep him informed of changes.
3. Give the local press contact a set of credentialling instructions and follow up to make sure that the credentialling system runs smoothly.
4. Have the local press contact place the credentialling release on both the AP and UPI national wires.
5. Have the local press contact place a technical and logistical release on the wires covering basic schedule, set-up time, press room and press office arrangements, location of press area and entrance to press area, camera throw, technical information on the audio mult feed, live radio and direct phone termination locations, lighting arrangements, courier restrictions, and the location and time of press briefing.

6. Give a local press briefing the day before the event emphasizing how the event will occur, the security system, local pools, etc.

7. Have the local press contact suggest a local pool to cover pool events. This suggestion should be approved by the press advancement man after he has checked it with his own media breakdown. It is important that the local chairman contact the local press, make all the necessary arrangements and move the local press. This is necessary since the local man will know the local press, can probably make appropriate substitutions for no-shows, and keep the pool limited to only those who have been selected. If the pool breaks down it will be the local contact and not the White House that gets blamed. During the event, however, the advancement man must be in complete control of the local press man to make sure the local pool runs smoothly.

8. Have the local press contact organize a local press pool vehicle, either a station wagon, an airport limousine, or an over-the-road bus to be paid for by the local press and for the locals to ride in on motorcades. This would cut down the assignment problems which are a constant problem for the local press.

9. The press advancement man should call the local media if not visit them and offer his help, give his phone number and ask if the local press have any special problems or requirements.

10. A Presidential press kit should be developed, paid for by the PFC and given out to the local media. It should contain color and black and white photos and bios of the President, Mrs. Ford and the First Family. Black and white photos and bios of the limousine, Air Force One, Army One, bios of Air Force One, Army One and Marine One pilots and a copy of the President's position papers should also be included in the press kit.

11. Advance stories should be developed. This is difficult, however, because of the risk of positioning the Press Office as an advertising agency which should be avoided.

12. Have the President stop by the press area at the airport either on arrival or departure, depending on local deadlines.

13. Have local press conferences and interviews when they logically compliment the theme of the trip.
14. Establish a policy that every pool opportunity will include a separate local pool.
15. Either Ron, John Carlson, or Margita White should walk around the press room, meet the local press and chat with them.
16. Make sure that local stories are always covered by the local pool as well as the national pool.
17. The advanceman should take the local press as well as the national press down front for close-ups and cutaways, but this must be done without offending the other local press.
18. Airports are always a problem. With agents, staff, and the pool on the tarmac it is often difficult for the locals to get a clear shot from the press area. If an attempt is made to take out local press onto the tarmac, they invariably get in the way of the other local press in the press area. There is also a problem in getting this local pool into the motorcade as they don't move fast enough. If the President speaks at the airport, the local pool will again get in the way of the press in the press area as well as probably being pushed around by the agents because of their desire to hustle. Perhaps a restructure of the press area is the answer.
19. Every effort should be made to provide advance texts to the local media to coincide with local deadlines. Texts can be daxed to the advanceman if necessary, or at best, texts should be available when the press plane lands.

THE WHITE HOUSE  
WASHINGTON

December 11, 1975

MEMORANDUM FOR:        RÓN NESSEN  
FROM:                    DAVID WENDELL  
SUBJECT:                Local Media Plan for Presidential Trips

Attached are some observations and suggestions I have on how we can improve our relations with the local media during the President's trips. I have chosen to present my suggestions in outline form; however, I would be more than happy to discuss the reasons for these suggestions at your convenience.

## LOCAL MEDIA PLAN FOR PRESIDENTIAL TRIPS

As we move into the campaign year, it is important to develop a better plan for strong local media coverage of Presidential events.

Obviously, national media coverage is the most important part of a Presidential trip; however, through the local media, the President has the chance to relate interests and impact local future. Furthermore, good local coverage of the President can have a tremendous impact on favorable voting behavior. We should get the most local mileage we can from each Presidential trip and the way to do this is to devote some special attention to the needs of the local media. I know this will be difficult to do but we should give it a try. Here are my specific suggestions:

### I. LOCAL CONTACT

1. Establish a source of local media advice from the Republican State Committee Public Relations Man. Oftentimes, press secretaries for Republican senators or congressmen have a top corporate public relations man who knows the local situation. This contact should be made initially on the pre-advance and then followed up by a prompt get-together on arrival of the advance team. This meeting should provide a good assessment of the local media.

2. Meet key local media people as soon as possible on arrival. Find out what they want and need for coverage after distribution of the first advance story.

3. Find out from local media what the burning issues are in that area and advise Washington for possible references during the President's visit.

Close personal contact between the press advance man and the local media is a pre-requisite to good local coverage. Not only does such contact yield important information on local issues; but also, it helps to allay local criticism that the national media receives preferential treatment. The latter is one of the largest battles the press advance man constantly fights in the field.

### II. INFORMATION FOR THE LOCAL MEDIA

1. A press kit should be sent to all major local media prior to the arrival of the advance team. This press kit should include photographs, biographies of the President and staff as well as information on where and when the press advance man can be contacted locally.

2. Three or four advanced stories should be given to the local media via release or briefing.

- a. First story - Announce trip is definite (contingent upon announcement of trip in Washington), a time schedule not set. Planned activities while in the area. Relationship with local people and officials. Other items.
- b. Second story - Confirm all activities in the area. Who will accompany the President. Some logistical details.
- c. Third story - Comments from local officials regarding the event.
- d. Fourth story - Confirm the time schedule and remaining details of the event.

3. Speech text or a two or three page abstract (of the news in the speech) should be made available locally four to six hours ahead of delivery. The difficulties in doing this are recognized, but we are missing a lot of coverage without it. Each text should also include some references of local interest. Reference to a "safe", local issue in the text provides the local angle which the local media are looking for.

Early announcement of a news briefing has two major benefits. First, it provides the local media with a timetable around which they can plan for the visit and schedule their stories. Secondly, it reduces the number of questions the press advance man must field each day by providing a more efficient way for the press advance man to answer questions from the local media.

### III. LOCAL COVERAGE OF EVENTS

1. Develop three or four good local image ideas involving the President and representatives of the local community. These photo opportunities should present a local identification factor, conveying visually where the President is and what he is doing.

2. Plan events with local as well as national deadlines in mind, otherwise, we miss the important TV news and newspaper editions.

3. If there is a local press conference, arrange for local press to ask some of the questions.

Access of the local media to the President is important. The President is meeting their students, their boy scouts, their high school band, and their mayor. Coverage of these local items means everything to the local media and is seldom used by the national press.

One of the best ways to ensure access of the local media is to include a few representatives of the local media in the national pools. One positive effect of including locals in the national pools is that it provides both groups an opportunity to interview each other to find out what is going on at the national level and vice-versa. There are times when local representation in pools cannot be accommodated (because of special limitations or situations which require specific pool movement which local media are unfamiliar with; e. g., covering airport crowd lines) however, a good rule of thumb is to include local media in pools whenever possible.

The bottom line of the above suggestions is, whenever possible, to avoid separating the local press from the national media and, by doing so, stop treating the local media like second class citizens.

Partiality creates long lasting unhappiness when we treat the two groups differently. By devoting some attention to the needs of the local media and by treating both the nationals and locals alike, we can develop a strong, positive relationship with the local media and significantly increase local coverage of Presidential events.



THE WHITE HOUSE  
WASHINGTON

August 29, 1975

MEMORANDUM FOR: DONALD RUMSFELD

FROM: JAMES E. CONNOR *JEC*

SUBJECT: PRESS TRAVEL ON  
AIR FORCE ONE

As you will remember, at our meeting with the President on allocation of travel costs, he asked to have us explore further the question of seating of the press on Air Force One.

Today Ron Nessen and I met with four senior reporters of the Press Corps. The following significant points were made:

1. The press indicated that they see no problem whatsoever with expanding the pool for campaign purposes.
2. They had no problem with the pool being a larger one on one trip than on another.
3. They were concerned, however, that for the same trip the pool remained the same, so that people could leave equipment and the like on the aircraft.
4. They suggested, however, that it would be much better for us to institute the pro-rata approach only for campaign trips rather than for RNC/political trips. They suggested that this would help in maintaining the distinction between the two types of trips. In general, they felt the round trip pro-rata method completely acceptable and defensible.
5. There may be a serious problem, they indicated, on treatment of Press Office staff on the back-up plane. They generally agreed that with the exception of the Alderson reporters, Press Office support staff would probably be seen as political.

cc: *RN* Nessen, Phil Buchen, Jerry Jones, Barry Roth

*RN has seen*

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Jack Huston*  
FROM : RON NESSEN

FYI

*RAW*



UNITED STATES SECRET SERVICE  
EXECUTIVE PROTECTIVE SERVICE  
WASHINGTON, D.C. 20226


OFFICE OF THE CHIEF

August 27, 1975

MEMORANDUM FOR:

RON NESSEN  
PRESS SECRETARY  
TO THE PRESIDENT

FROM:

CHIEF EARL L. DRESCHER   
EXECUTIVE PROTECTIVE SERVICE

This will acknowledge receipt of your memorandum dated August 6, 1975, in which you bring to my attention a time consuming procedure when the Executive Protective Service admits White House Press Passholders to the briefing room in the Old Executive Office Building.

Please be advised that the procedure of having White House Press Passholders sign a list or have their name listed by Executive Protective Service Officers will be discontinued. However, all other procedures presently in effect such as escorting, checking of equipment and packages will continue. Every effort will be made to conduct these procedures as expeditiously as possible.

Thank you for bringing this matter to my attention and you can be assured of our fullest cooperation in matters of mutual concern.

Newsman in West Lobby  
file

8/27/75

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: Jack Huston

FROM : RON NESSEN

Let's resolve this  
once and for all.

No newsman in West  
Lobby. Please handle  
this and make sure  
GTS and all others  
involved are  
notified. RPN

THE WHITE HOUSE

WASHINGTON

August 7, 1975

MEMORANDUM TO RON NESSEN

FROM: JACK HUSHEN *JH*  
SUBJECT: Newsmen in West Lobby

Sgt. Lombard of the Executive Protective Service called me yesterday to say that complaints are continuing to be registered with the EPS about newsmen being cleared to the West Lobby to wait for their appointments in the West Wing.

Sgt. Lombard says that despite your memo, which said that newsmen could wait in the West Lobby, there has been no change made in the EPS orders which state that all newsmen who use their press passes to enter the White House grounds will be directed to the press room, whether they have an appointment or not. A newsman who has an appointment in the West Wing and who does not use his White House press pass to enter the White House grounds may wait for his appointment in the West Lobby.

According to Sgt. Lombard, the complaints are that newsmen who are unidentified, are overhearing private conversations and sometimes try to interview other individuals who are waiting for their appointments. Sgt. Lombard indicated that the NSC and Don Rumsfeld's office had voiced some concern over the present policy.

While I originally supported the idea of allowing newsmen to wait for their appointments in the West Lobby, I have changed my mind because of the problems that have developed.

There are, as you know, arguments on both sides. The newsmen claim that they do not want their colleagues to know who they are seeing in the West Wing. Their argument is outweighed by the fact that they sit unrecognized in the West Lobby and are often privy to conversations between senior White House officials and guests.

EPS has asked us to review our policy and come up with a solution that will be applicable across the board so that their internal directions are consistent with our policies.

THE WHITE HOUSE  
WASHINGTON

8-7-75

NOTE FOR: *Jack Husten*  
FROM : RON NESSEN

*Suggestions?*

*RHN*

*F/U*

10/31  
per J. Husten  
this has all  
been taken  
care of  
w/ Chief Drescher

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 5, 1975

MEMORANDUM FOR: RON NESSEN

FROM: MARGITA E. WHITE *M EW*

The arrangements for press clearances and EPS notification for the pre-trip briefing which Secretary Kissinger gave on Friday, July 25, were poorly coordinated through an inadvertent misunderstanding between West Wing and EOB press staffers. In the future, I suggest we handle arrangements for all such briefings held in EOB 450. This will relieve the pressure on your immediate staff and will centralize responsibility. Sandi Wisniewski is the person I would want to designate to coordinate this.

Another problem was the delay described in the attached memo drafted for your signature.

By the way, Laura Chasen of the New Solidarity International Press Service was the one who very rudely addressed the Secretary. I don't suppose there is any way of avoiding this in EOB briefings.

Attachment

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 6, 1975

MEMORANDUM FOR: CHIEF EARL DRESCHER  
EXECUTIVE PROTECTIVE SERVICE

FROM: RON NESSEN

It has come to my attention that there is still difficulty getting members of the White House Press Corps into the Old Executive Office Building for briefings without rather time consuming procedures. Specifically, I question the necessity of their having to sign a list or have their name listed by an EPS officer.

As you well know, the White House Press Passholder has complete and automatic access to the West Wing Briefing Room merely by presenting his pass. Of course, they are contained within a certain area once they are let into the complex, but otherwise they have relatively free movement. Whenever we have a major briefing in the OEOB, the members of the press are escorted in the elevator directly to the briefing room. Here, they are contained in a certain area because guards are on duty at each entrance to the room. They seem to have the same kind of confinement and supervision without the same kind of accessibility.

Our job would be greatly eased if White House Press Passholders could be allowed the same clearance accessibility for briefings in the EOB (your office will always be notified in advance) as they have for briefings in the West Wing. It would also mean that your officers on the gate would have to handle only those who do not have passes. It seems that this minor change would really be better for everyone.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 30, 1975

MEMORANDUM FOR: EXECUTIVE PROTECTIVE SERVICE  
THE PRESS OFFICE STAFF  
THE WHITE HOUSE PRESS CORPS

FROM: RON NESSEN *RAW*

SUBJECT: PRESS COVERAGE OUTSIDE OF  
THE WHITE HOUSE PRESS ROOM

To clarify apparent confusion as to rules concerning interviews and photographs in areas outside of the White House press room, the following rules will be in effect as of July 1, 1975.

1. Interviews, standup reports by correspondents, and photos by cameras on tripods or hand-held, may be done at any time without obtaining permission in advance from the White House Press Office, provided they occur in the specified interview area: On the North Lawn east of the road to the West Lobby entrance, west of the road leading to the North Portico, and north of the sidewalk which runs from the West Lobby road to the Residence.

This rule may be suspended (in writing or by telephone) from a Press Officer to the EPS, and notification to the White House press corps.

2. Coverage of arrivals or departures of visitors from the West Lobby should be done from the lawn area only. Visitors should be able to enter or depart from the White House unimpeded, if that is their desire, or go to the edge of the road to be interviewed. Where possible, the Press Office will assist in directing visitors to the area where microphones are in place. Reporters and photographers should not descend the stairs onto West Executive Avenue in order to interview visitors arriving or departing from the White House.
3. Interviews, standup reports, and photos by cameras on tripods or hand-held which are planned for any location other than those specified above require advance permission from the Press Office, and clearance

by a member of the Press Office Staff to the EPS, preferably in writing, although in cases where time is critical, telephone clearance is acceptable. A White House Press Office staff member or EPS officer should escort the reporter and/or photographer to and from the specified area.

May 20, 1975

MEMORANDUM TO: Ronald H. Nessen  
White House Press Secretary

FROM : Robert R. Snow  
Special Agent in Charge

SUBJECT : Press Corps - West Wing Lobby

Your memorandum for the staff, dated March 24, 1975, came to my attention with an incident complaint from Executive Protective Service. As you recall, your March 24th memorandum changed previous policy, and permits reporters to wait in the West Lobby for scheduled meetings with White House staff members.

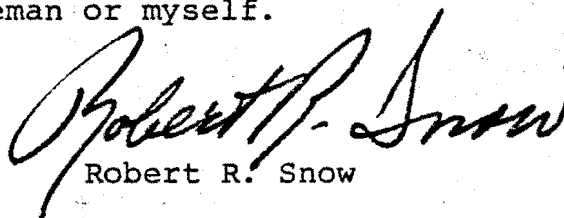
On May 13, 1975, Congressman Rhodes was in to see the President on an off-the-record meeting. While he was waiting in the West Lobby, he was approached by a Mr. Shabecoff (Press Corps) who was also waiting in the West Lobby to see General Scowcroft.

Mr. Shabecoff began questioning Congressman Rhodes as to why he was at the White House. The congressman could not answer his questions and it appeared to EPS to be an embarrassing situation.

Mrs. Elizabeth MacBeth, the receptionist in the West Wing, indicated to EPS that this is not an isolated incident.

This type of problem is why the procedure of excluding the press from the West Wing Lobby area was initiated.

According to EPS, not everyone in the West Wing nor all press personnel are aware of your March 24th memorandum. If you wish further discussion regarding this change on procedures or possible reconsideration of your policy, please contact Inspector Freeman or myself.

  
Robert R. Snow

cc: Inspector Freeman - EPS