

**The original documents are located in Box 298, folder “Appointments and Meetings with Non-Media Groups (1)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

### **Copyright Notice**

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Ron Nessen donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.



Public Affairs Officers  
Drop-By Jan 8, 1975

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 4, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

JERRY WARREN *J*

The January 8 meeting of the Public Affairs Directors will be held in Room 160 of the OEOB at 3:30. I have advised the PAOs that you will join us to discuss the year ahead. Attached is a list of those invited to the meeting.

*RN  
See put on  
your schedule  
C.G.*



PAO MEETING -- January 8, 1975 -- 3:30 p.m. -- Rm. 160

Claude W. Gifford  
Bud Littin  
William Beecher  
Lewis Helm  
William Greener  
William Rhatican  
David Crowther  
James Sites  
William Blair  
Robert Havel  
John Leslie  
Ronald Gerevas  
Clinton Wheeler  
Emory Dobbins  
Rosemary Mazon  
\* Robert Nipp  
Richard Vawter  
Randall Woods  
Franklin Hood

Agriculture  
Commerce  
Defense  
HEW  
HUD  
Interior  
Transportation  
Treasury  
State  
Justice  
Labor  
ACTION  
AID  
Consumer Productivity Comm.  
Export/Import Bank  
FEA  
GSA  
Small Business Administration  
Veterans

WH Staff

Ron Nessen  
Jerry Warren  
Bob Kelly  
Jim Holland





w file

Talking Points for Ron Nessen  
Public Affairs Officers Meeting  
January 8, 1975

It has been some three months since I first met with this group, and, I must say, so much has happened that it seems more like 300 years.

The Press Office is now organized so that we can be effectively responsive. It is vital, in my opinion, and I trust each of your departments is similarly effectively organized.

The executive branch is one--the White House as well as the cabinet departments and agencies.

We all must explain to the various constituencies just what this Administration is doing and why. I don't mean propagandizing, PR'ing it, or whatever words connote manipulation. Do your job professionally, as you have done in the past, using all your communications techniques.

A good example of how we must work cooperatively is the upcoming State of the Union message. Jerry will go into this later.

Now, remember this. We are here to assist you at all times. Jerry is your principal liaison, and he speaks for me. Keep him informed, give him your suggestions and ideas. ~~I know you will find him great to work with.~~





SS Snow - Technical Security  
Feb 6, 1975

4005  
THE WHITE HOUSE  
WASHINGTON



Connie,

Ron wants you to set up  
mtg. with Snow for sometime  
next week. He feels attendees  
should be:

✓  
✓  
✓  
✓  
Mead/Hushen/Kennerly/SNow & RN

patty

give him this paper when  
time for mtg.....

---



DEPARTMENT OF THE TREASURY

UNITED STATES SECRET SERVICE

WASHINGTON, D.C. 20223

OFFICE OF THE DIRECTOR  
Technical Security  
Division

January 27, 1975

MEMORANDUM TO: Ronald H. Nessen  
White House Press Secretary

FROM : Robert R. Snow  
Special Agent in Charge  
Technical Security Division

SUBJECT : Security Consideration Within the White  
House Complex - Photo and T.V. Equipment  
Examination

It has come to my attention that a security problem exists within the White House Complex, which involves members of the news media.

Presently, photographers and news media personnel who enter the White House Complex are admitted by a White House Pass, being registered on the card index or based on an authorization list issued by your office. When these members enter the grounds they are authorized to go to the Press Room and their equipment is not examined.

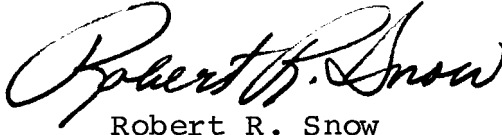
Lately, we have found that on occasion they will attend a scheduled event in the Oval Office or the second and third floor residence of the First Family, without their equipment being checked. While it is not a security problem as long as they remain in the Press Standby Room, it becomes a different matter when they meet face-to-face with the President and First Family. Their equipment should be examined either by EPS or members of the Secret Service, Technical Security Division, prior to their being in close proximity to our protectees, especially in the case of a non-pass holder.

One recommended solution would be to inspect all news media personnel at their initial entry point to the White House grounds.



- 2 -

At your earliest convenience, I would like to meet with you or your representative to discuss the problem and develop a workable plan of implementation.

  
Robert R. Snow





DEPARTMENT OF THE TREASURY

UNITED STATES SECRET SERVICE

WASHINGTON, D.C. 20223

OFFICE OF THE DIRECTOR  
Technical Security  
Division

January 27, 1975

MEMORANDUM TO: Ronald H. Nessen  
White House Press Secretary

FROM : Robert R. Snow  
Special Agent in Charge  
Technical Security Division

SUBJECT : Security Consideration Within the White  
House Complex - Photo and T.V. Equipment  
Examination

It has come to my attention that a security problem exists within the White House Complex, which involves members of the news media.

Presently, photographers and news media personnel who enter the White House Complex are admitted by a White House Pass, being registered on the card index or based on an authorization list issued by your office. When these members enter the grounds they are authorized to go to the Press Room and their equipment is not examined.

Lately, we have found that on occasion they will attend a scheduled event in the Oval Office or the second and third floor residence of the First Family, without their equipment being checked. While it is not a security problem as long as they remain in the Press Standby Room, it becomes a different matter when they meet face-to-face with the President and First Family. Their equipment should be examined either by EPS or members of the Secret Service, Technical Security Division, prior to their being in close proximity to our protectees, especially in the case of a non-pass holder.

One recommended solution would be to inspect all news media personnel at their initial entry point to the White House grounds.



- 2 -

At your earliest convenience, I would like to meet with you or your representative to discuss the problem and develop a workable plan of implementation.

*Robert R. Snow*

Robert R. Snow







MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

February 17, 1975

MEMORANDUM FOR: RON NESSEN

FROM: JERRY WARREN

I have reserved the Roosevelt Room for 2:00 p.m. on Wednesday, February 19th for the press assistants to the Republican Governors to meet with me, Larry Speakes, and Bill Roberts to generally discuss the White House Press Office set-up. I have also asked Jack Calkins to meet the group.

I think it would be a good idea for you to do a drop-by to say hello to the group, or at least see them when we take them around the briefing room for a little tour.

Attached is a list of those attending the meeting.

cc (w. attachment) to Bill Robert, Larry Speakes, Jack Calkins

*Ron -  
I have noted  
for your  
schedule*

*c.g.*



I have listed below the 12 men attending the White House meeting on the afternoon of February 19.

Bruce Blomgren - Aide to Governor Bond  
Dick Gilbert - Press Secretary to Governor Ray  
George Weeks - Press Secretary to Governor Milliken  
Leroy Towns - Press Secretary to Governor Bennett  
Robert Liming - Press Secretary to Governor Edwards  
Jack Childs - Press Secretary to Governor Holshouser  
Bruce Miller - Aide to Governor Godwin  
Jay Frederickson - Press Secretary to Governor Evans  
Scott Foster - Press Secretary to Governor Hammond  
Robert Witt - RGA Director of Public Relations  
James Galbraith - RGA Executive Director  
Joe Wiedenmeyer - Communications - Republican National  
Committee





THE WHITE HOUSE

WASHINGTON

June 17, 1975

*Ron,*  
~~Dear Mr. Nessen:~~

The orientation program for policy executives which had been discussed for so many years became a reality on the 6th and 7th of June, and the reports I have had indicate that this initial session was highly successful. On behalf of the non-career executives who attended the program, I want to express deep appreciation for your contribution.

A number of letters have come to me from participating policy executives commending this outstanding achievement and expressing gratitude for the informative and practical presentations by you and the other individuals on the program. Your comments, recommendations and counsel will be invaluable to these newly appointed non-career executives in discharging the great responsibilities of their offices.

Many thanks for your assistance and cooperation.

Sincerely,

*Alan Woods*

Alan Woods  
Deputy Director  
Presidential Personnel Office

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D.C. 20500



THE WHITE HOUSE

WASHINGTON

June 6, 1975

MEMORANDUM FOR:           RON NESSEN

FROM:                    MARGITA E. WHITE *ma*

RE:                      Orientation Program for Non-Career  
                          Executives

The Orientation Program for Non-Career Executives, which you will address from 12:15 to 1:00 p.m. tomorrow, is in essence an introductory course in the federal government for some 40 new appointees. Some information about the program appeared in the attached (Tab A) article in yesterday's Star. Ed Preston of OMB is in charge of it. The schedule is at Tab B (Rumsfeld did not make it yesterday and Jerry Jones substituted).

This is a new program which is to be permanent. Similar briefings will be held in the future when new appointees add up to 30-40.

I have prepared some suggested talking points which you might wish to use tomorrow (Tab C).



A



The Washington Star  
**Metro**

- Obituaries
- Classified

SECTION B

THURSDAY, JUNE 5, 1975

**Federal Spotlight**

# Do Federal Bigwigs Need PR Lesson?

By Joseph Young

Washington Star Staff Writer

A new program by the Ford administration to improve strained relationships between presidential appointees and federal careerists gets under way tomorrow at the White House.

One objective is to end an unhappy era of suspicion, antagonism and distrust of many presidential appointees toward federal career employees and the predictable resentment felt by the careerists themselves. Such attitudes marked many years of the the Nixon administration and poisoned the government service.

THE ATMOSPHERE has changed considerably since President Ford took office, but the administration feels enough ill feeling remains to warrant the White House session.

Sponsored by the Civil Service Commission in cooperation with the White House and the Office of Management and Budget, the two-day program also will deal with presidential appointees' relationships with Congress, the press, the public, other federal agencies — and the White House.

And the program will be permanent, to be held at specific intervals to brief new presidential appointees at the level of undersecretaries and agency heads and political appointees below them.

CSC Chairman Robert Hampton will speak at the opening session, explaining the merit system's operation, how to utilize the talents and services of career employees, the various problems facing the career service, etc.

A GOOD NUMBER of Nixon appointees remain on the federal payroll. And many of them couldn't help but be influenced by Nixon's own hostile and suspicious attitude towards federal career employees. It is this kind of attitude that the Ford administration wants to erase. It realizes that effective government can only be achieved through a good working relationship between political appointees and careerists based on mutual respect, understanding and trust.

Other speakers at the two-day session during which Ford is expected to appear will be White House staff chief Donald H. Runsfeld, White House Press Secretary Ronald Nessen, Secretary of Health, Education and Welfare Caspar Weinberger, OMB director James Lynn and White House assistant Max Friedersdorf, who will cover their particular fields of operation.

\* \* \* \*



B





THE WHITE HOUSE

WASHINGTON

May 29, 1975

NOTE TO SPEAKERS AND PARTICIPANTS

Attached is the final agenda for our two-day Orientation Program for Non-Career Executives.

We look forward to having you with us.



# ORIENTATION PROGRAM FOR NEW EXECUTIVES

## THE THEATER

## THE WHITE HOUSE

### Agenda

FRIDAY, June 6, 1975

9:00 - 10:45

Implementing Presidential Policies: A White House Perspective

- Establishing Presidential priorities
- Maintaining effective coordination among Presidential Programs
- The policy executive as a Presidential appointee
- The Role of White House Staff
- The Role of the Domestic Council
- The Role of the Cabinet as a group
- Our open Administration

Speakers: Donald Rumsfeld

James Cannon, Director, the Domestic Council and/or Richard Dunham, Deputy Director, the Domestic Council

10:45 - 11:00

Break

11:00 - 12:00

Wrap-up of current Presidential initiatives

Speaker: James Lynn, Director, Office of Management and Budget ✓

12:00 - 1:00

Dealing with OMB

- Role of OMB in the budget and legislative processes
- Role of OMB in improving Federal management

Speaker: Paul O'Neill, Deputy Director, OMB

1:00 - 2:00

Lunch (at the White House)

2:00 - 3:30

The Federal Personnel Outlook -- and Dealing with the Career Bureaucracy --  
-- The state of the merit system  
-- Priority personnel problems



FRIDAY, June 6, 1975 (Cont.)

- Labor-management relations, EEO, the Federal Women's Program, executive development and training, etc.
- The policy executive and the career bureaucracy

Speakers: Robert E. Hampton, Chairman,  
Civil Service Commission and  
CSC Associates

3:30 - 3:45

Break

3:45 - 5:00

Managing a Department or Agency:

- The Departmental role and environment
- How to plan an effective program
- How to implement an effective program
- Constraints in getting things done: resources, staff, constituencies, etc.
- Dealing with the external environment; public interest groups, program clients

Speaker: Secretary Casper W. Weinberger

5:00 - 6:00

Reception

SATURDAY, June 7, 1975

9:00 - 10:00

Ethics, Standards of Conduct and Accountability  
of Public Officials

Speaker: William E. Casselman II, Counsel to  
the President

10:00 - 10:15

Break

10:15 - 11:00

How the Congressional Leadership Looks at the  
Policy Executive

Speaker: Congressman John Rhodes, House  
Minority Leader



SATURDAY, June 7, 1975 (Cont.)

11:00 - 12:15

Dealing with the Congress

Speakers: Max Friedersdorf, Assistant to the President, and staff

12:15 - 1:00

Dealing with the Press

Speaker: Ron Nessen, Press Secretary to the President

1:00 - 2:00

Lunch

2:00 - 3:30

Administering and Dealing with Federal laws  
-- Federal law as it relates to policy development and program implementation  
-- Freedom of information, privacy and management information systems  
-- Arbitration and the roles of the agency's General Counsel, the Department of Justice, the GAO  
-- The Discretionary authority of the federal executive

Panel: Paul Dembling, General Counsel, Government Accounting Office; Antonin Scalia, Assistant Attorney General, office of Legal Counsel, Justice; and John Rhinelander, General Counsel, Health, Education and Welfare

3:30 - 3:45

Break

3:45 - 5:00

Intergovernmental Affairs  
-- New Federalism and revenue-sharing  
-- Grants Administration  
-- Dealing with State and local governments  
-- Intergovernmental coordination mechanisms: A-95, the Regional Councils, Federal Executive Boards, IGA, etc.

Speaker: Jim Falk, Associate Director, Domestic Council



C



# For speed.

- 1) What we do.  
Travels - speeches - Local TV.
- 2) Advice on how to  
handle press.  
"Headline you want"
- 3) Avoid conflicts  
with other
- 4) Leads.
- 5)



Talking Points for Ron Nessen  
Orientation Program for Non-Career Executives  
Saturday, June 7, 1975

1. I am delighted to have this opportunity to help welcome you into the Ford Administration. I also am pleased to connect your faces to your names--most of which I had the privilege of making public on behalf of the President when your appointments were announced.
2. When I learned of this Orientation program, I thought back to how helpful this would have been to me when I suddenly found myself instant Press Secretary to the President last fall. As a newsman having covered government and the White House for years, I had the benefit of the experience of being on the outside looking in. But I quickly learned that it looks very different when you're on the inside looking out. In fact, returning from my daily briefings for the White House press corps, my staff sometimes has found me muttering: Did I really ask those kinds of questions when I was out there?
3. Our perspective changes as we move into government from the outside. But we carry with us our personal philosophy and principles pertinent to our jobs which apply in our new roles.



When I took this job I pledged that I would never knowingly lie, and I would never knowingly mislead. I also decided that the policy of the press office under my direction would be to make as much information available as possible, rather than as little information as we can get away with.

I can honestly say that I have kept those promises.

To a great extent I depend upon many of you to keep them. Much of the information I rely upon to answer questions in my daily briefings and to queries throughout the day comes from the departments and agencies. When that information is incomplete or erroneous, my credibility suffers. But, much more important, the President's does as well.

My most important request and advice to you is simply this: Tell the truth. There will be times when you cannot speak about a given subject or you don't have all the facts.. Then it is better to say nothing until you have the answers and they can be made public. But don't lie or hide mistakes--for when you sweep dirt under the rug, it soon makes lumps for all to see.

4. How the Press Office works.

*later*

5. Some of the changes inaugurated:

- a. Follow-up questions at press conferences.
- b. Clearances no longer required for White House staff from Press Office before talking to the press.





c. Release of organization charts, phone books, etc.

6. The President sets the tone. President Ford is open and candid and enjoys excellent relations with the press. He has had frequent news conferences--averaging one every two weeks--and a great number of interviews.
7. The best press secretaries are those who have spent enough time with the President, and have the President's trust, to the degree that they can accurately reflect the President's views. I believe that I spend enough time with the President, and know him well enough, and have sufficient sensitivity, to accurately reflect his views on the issues.
8. Most of you have public affairs officers or press secretaries who handle the majority of questions from, and deal with, the press on your behalf. To be effective, they need your confidence and need to be involved to the extent that they can be informed spokesmen for you and your departments or agencies. They can be of tremendous help to you. But don't expect your press spokesmen to know your policies or views by osmosis. They need to be in on the take-offs as well as the landings if they are to make a contribution in getting your story out.



9. In recent years, as the Federal government's programs have become more complex and pervasive in our daily lives, government information offices and press secretaries have a responsibility beyond making accurate information available--as important as that is. There also is a positive responsibility to initiate efforts to get factual in-depth information to the press--not only those who write the headline news stories, but those who must analyze the substance of government programs through features, columns and editorials. This includes not only the media in Washington, but newspapers, magazines, radio and television around the country.

Your public affairs offices are part of this effort. I also have members of my staff--Jerry Warren and Margita White--whose primary responsibility is to initiate such programs. They arrange briefings for the specialized press in Washington on complex issues, provide information to editors, publishers and broadcast executives around the country, and work with your public information officers on issues which involve both the White House and your agencies.

10. A great deal has been said and written about public lack of confidence in government and in all established institutions. There is a great deal of skepticism directed to all of us in public office. I believe we have made a great deal of progress in restoring believability



in the White House. All of us in the Administration need to work together to maintain that believability. If I or my staff can be of help to you in this effort, we will be happy to assist.



THE WHITE HOUSE  
WASHINGTON

May 29, 1975

NOTE TO SPEAKERS AND PARTICIPANTS

Attached is the final agenda for our two-day Orientation Program for Non-Career Executives.

We look forward to having you with us.



# ORIENTATION PROGRAM FOR NEW EXECUTIVES

THE THEATER

THE WHITE HOUSE

## Agenda

FRIDAY, June 6, 1975

9:00 - 10:45

Implementing Presidential Policies: A White House Perspective

- Establishing Presidential priorities
- Maintaining effective coordination among Presidential Programs
- The policy executive as a Presidential appointee
- The Role of White House Staff
- The Role of the Domestic Council
- The Role of the Cabinet as a group
- Our open Administration

Speakers: Donald Rumsfeld

James Cannon, Director, the Domestic Council and/or Richard Dunham, Deputy Director, the Domestic Council

10:45 - 11:00

Break

11:00 - 12:00

Wrap-up of current Presidential initiatives

Speaker: James Lynn, Director, Office of Management and Budget

12:00 - 1:00

Dealing with OMB

- Role of OMB in the budget and legislative processes
- Role of OMB in improving Federal management

Speaker: Paul O'Neill, Deputy Director, OMB

1:00 - 2:00

Lunch (at the White House)

2:00 - 3:30

The Federal Personnel Outlook -- and Dealing with the Career Bureaucracy --

- The state of the merit system
- Priority personnel problems



FRIDAY, June 6, 1975 (Cont.)

- Labor-management relations, EEO, the Federal Women's Program, executive development and training, etc.
- The policy executive and the career bureaucracy

Speakers: Robert E. Hampton, Chairman,  
Civil Service Commission and  
CSC Associates

3:30 - 3:45

Break

3:45 - 5:00

Managing a Department or Agency:

- The Departmental role and environment
- How to plan an effective program
- How to implement an effective program
- Constraints in getting things done: resources, staff, constituencies, etc.
- Dealing with the external environment; public interest groups, program clients

Speaker: Secretary Caspar W. Weinberger

5:00 - 6:00

Reception

SATURDAY, June 7, 1975

9:00 - 10:00

Ethics, Standards of Conduct and Accountability  
of Public Officials

Speaker: William E. Casselman II, Counsel to  
the President

10:00 - 10:15

Break

10:15 - 11:00

How the Congressional Leadership Looks at the  
Policy Executive

Speaker: Congressman John Rhodes, House  
Minority Leader



SATURDAY, June 7, 1975 (Cont.)

11:00 - 12:15

Dealing with the Congress

Speakers: Max Friedersdorf, Assistant to the  
President, and staff

12:15 - 1:00

Dealing with the Press

Speaker: Ron Nessen, Press Secretary to the  
President

1:00 - 2:00

Lunch

2:00 - 3:30

Administering and Dealing with Federal laws

- Federal law as it relates to policy development  
and program implementation
- Freedom of information, privacy and  
management information systems
- Arbitration and the roles of the agency's  
General Counsel, the Department of  
Justice, the GAO
- The Discretionary authority of the federal  
executive

Panel: Paul Dembling, General Counsel,  
Government Accounting Office; Antonin  
Scalia, Assistant Attorney General,  
office of Legal Counsel, Justice; and  
John Rhinelander, General Counsel, Health,  
Education and Welfare

3:30 - 3:45

Break

3:45 - 5:00

Intergovernmental Affairs

- New Federalism and revenue-sharing
- Grants Administration
- Dealing with State and local governments
- Intergovernmental coordination mechanisms:  
A-95, the Regional Councils, Federal  
Executive Boards, IGA, etc.

Speaker: Jim Falk, Associate Director, Domestic  
Council



THE WHITE HOUSE  
WASHINGTON

June 2

Connie,

In connection with the program  
that Ron is speaking at (see attached  
agenda)... Brad Patterson called  
to invite Ron to a reception in the  
Jackie Kennedy garden on Friday  
June 6 at 5:00 p.m....it's for  
everyone that is speaking at this  
program,,,,

he's on x 2813

patty





THE WHITE HOUSE  
WASHINGTON

May 16, 1975

MEMORANDUM FOR RON NESSEN

FROM: ALAN WOODS *Alan*

In January the President approved an Executive Orientation Program for Presidential appointees who are new in the Executive Branch. One portion of this program will be a two-day briefing session to be held in the Family Theatre on June 6-7. Part of this meeting will be devoted to a discussion on dealing with the news media. It would be helpful if you personally could speak with the group for fifteen minutes or so and then take questions, starting at 12:15 on Saturday, June 7. If you can't do it personally, I would appreciate it if you would designate a member of your staff to appear in your stead. I will provide you with a copy of the agenda and a list of the invitees as soon as they are both complete.

*Don -*  
*do you want to do this Sat?*  
*X* *O.K. for 12:15 June 7*  
*no. How* *do it*

*Sub*  
*Alan Woods' office*  
*O.K.* *5-20-75*  
*C.Y.*





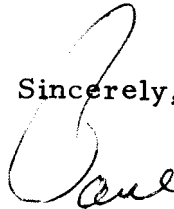
THE WHITE HOUSE  
WASHINGTON

June 14, 1975

Dear Ron:

Thanks again for taking time out of  
a busy schedule to meet with the I. C. group  
in my office Thursday evening. You made  
a hit with all! And I particularly appreciate  
it very much.

Sincerely,



Paul A. Theis

Mr. Ron Nessen


The White House



THE WHITE HOUSE

WASHINGTON

June 12, 1975

MEMORANDUM FOR:       RON NESSEN  
FROM:                   PAUL THEIS   
SUBJECT:                I. C. Meeting This Evening

The following people will attend the I. C. meeting this evening  
in my office:

Charles Freburg (Rep. V. Smith)  
Frank Keenan (Joint Committee on Congressional Operations)  
Hyde Murray (House Agricultural Committee)  
Pat Roberts (Rep. Sebelius)  
Les Rosen (Rep. Shriver)  
Pat Rowland (Rep. Wiggins)  
Paul Tsompanas (House Armed Services Committee)  
Ralph Vinovich (Rep. Michel)  
Jim Cromwell (Office of the Secretary of Transportation)  
Neal Houston (Senator Stafford)  
Tim Smith (Labor)  
Max Friedersdorf (White House)  
Bill Kendall (White House)



Ron --

You are already over-committed on Tuesday, June 10:  
So far you have accepted:

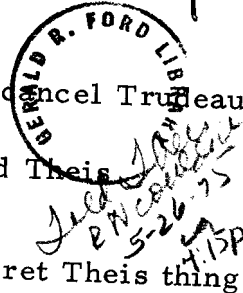
- (a) Opening of Gary Trudeau show of cartoons
- (b) RNC Open House at their headquarters.

Both start at 6 p.m.

☐ Cancel out Trudeau ☐ Don't cancel Trudeau

☐ I'll go to both RNC open house and Theis thing

☐ Regret RNC open house ☒ Regret Theis thing



THE WHITE HOUSE

WASHINGTON

June 6, 1975

MEMORANDUM FOR: RON NESSEN

FROM: PAUL THEIS *PT*

This is to confirm the date and time of the meeting with the I. C. group in my office on Thursday, June 12, at about 6:45 p. m., in Room 115 EOB.

Thanks. See you then.

*Ron -  
It's on your  
schedule  
C. Y.*



*put on  
Ron's schedule  
per P. N.*

THE WHITE HOUSE  
WASHINGTON

May 21, 1975

MEMORANDUM FOR:           RON NESSEN  
  
FROM:                   PAUL THEIS *PT.*

This is to confirm our telephone conversation of the other day about meeting with a small group of Congressional assistants (and a few former ones) on Tuesday, June 10, at 6:30 p.m. in my office (115 OEOB). Attached is a list of the members of the group. We expect there to be about 12 - 15 in attendance.

Ordinarily, these sessions are very informal, lasting anywhere from one hour to two or three hours, depending upon the availability of the guest. Drinks and sandwiches are served. The guest usually opens with 5 - 10 minutes of comments about his job to set the stage for an informal follow-up period of questions and answers. My suggestion is that you come about 6:45 p.m. and try to stay until 8:00 p.m. or so, if you can; longer, if you want.

We are looking forward to your joining us, Ron. And thanks again.

Attachment



## ACTIVE MEMBERS

Freburg, Charles (Rep. V. Smith)  
Juarez, Oscar (Rep. Frey)  
Keenan, Frank (Joint Committee on Congressional Operations)  
Murray, Hyde (House Agricultural Committee)  
Nicholas, Harry (Rep. Conable)  
O'Groman, Frank (Rep. McDade)  
Pyle, Robert (Rep. Emery)  
Roberts, Pat (Rep. Sebelius)  
Rosen, Les (Rep. Shriver)  
Rowland, Pat (Rep. Wiggins)  
Terrar, Ed (Rep. Wilson)  
Tsompanas, Paul (House Armed Services Committee)  
Vinovich, Ralph (Rep. Michel)  
Wichser, Robert (Rep. Findley)  
Winkler, Monty (Rep. Lagomarsino)

## ASSOCIATE MEMBERS

Calkins, Jack (White House)  
Cromwell, Jim (Office of the Secretary of Transportation)  
Friedersdorf, Max (White House)  
Houston, Neal (Senator Stafford)  
Kendall, Bill (White House)  
Prentice, Colgate (State)  
Rourke, Russ (White House)  
Smith, Tim (Labor)







PIO's on Sequoia to honor  
Jerry Warren July 8, 1975

Public Affairs Directors:

Mrs. Patricia Cahn  
Environmental Protection Agency

Mr. Joe Dawson  
Consumer Affairs

Mr. Claude Gifford  
Department of Agriculture

Mr. Robert Havel  
Justice Department

Mr. Lewis M. Helm  
Health, Education & Welfare

Mr. Herbert Hetu  
Bicentennial Administration

Mr. Frank Hood  
Veterans Administration

Mr. Jack King  
Energy Research & Development Adm.

Mr. Dick Lukstat  
Department of Labor

Mr. Robert Nipp  
Federal Energy Administration

Ambassador John Reinhardt  
State Department

Mr. William Rhatican  
Commerce Department

Mr. Robert Rousek  
General Services Administration

Mr. James Sites  
Treasury Department

Mr. Sam Marler  
Department of Interior



Mr. Alan Wade  
Office of Management & Budget

Mr. Horace Webb  
Department of Interior

Mr. Randall Woods  
Small Business Administration

White House Staff:

Mr. Ron Nessen  
Mr. John Carlson  
Miss Gail Campbell  
Miss Joy Chiles  
Miss Margaret Earl  
Miss Connie Gerrard  
Mr. William I. Greener, Jr.  
Mr. Jack Hushen  
Mr. Hugh Morrow  
Mrs. Liz O'Neill  
Mr. William Roberts  
Mr. James Shuman  
Mr. Larry Speakes  
Miss Connie Thumma  
Miss Kathy Tucker  
Mr. Gerald Warren  
Mrs. Sheila Weidenfeld  
Mrs. Margita White  
Ms. Carolyn Wimmer  
Mrs. Sandra Wisniewski



- ① Thanks for the help -
- ② We need to work together -  
a) call Margita, John Carlson,  
or Bill or me when you  
need guidance.
- b) when we refer things to  
your department - don't shuff  
them off or send them back -
- ③ We realize the need for  
better communications between  
the White House and the departments -  
Have you any ideas?

④ Main reason for this gathering  
is to say thank you but not  
good bye to Jerry Warren -  
etc -



THE WHITE HOUSE

WASHINGTON

June 13, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: MARGITA E. WHITE *mau*

Ron Nessen would like to reserve the Sequoia one evening during the week of July 7, from 6:00 to 8:00 p.m., for a working meeting/reception for the top public affairs officers in the departments and agencies.

Ron will be hosting the meeting and I will make the arrangements. Please let me know if the Sequoia can be used for this purpose during that week and, if so, with whom I should coordinate the details.

cc: Ron Nessen

June 14, 1975

TO: MARGITA A. WHITE

FROM: JIM CONNOR

The use of the Sequoia for the above purpose is approved for Tuesday, July 8th. Please coordinate details with Bill Cuff of the Military Aide's office (2153). If you have to change the date or cancel, please let us and Bill know immediately. Thank you.

cc: Bill Cuff, Military Aide's office, East Wing

~~Ron Nessen~~



THE WHITE HOUSE

WASHINGTON

June 13, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: MARGITA E. WHITE *man*

Ron Nessen would like to reserve the Sequoia one evening during the week of July 7, from 6:00 to 8:00 p.m., for a working meeting/reception for the top public affairs officers in the departments and agencies.

Ron will be hosting the meeting and I will make the arrangements. Please let me know if the Sequoia can be used for this purpose during that week and, if so, with whom I should coordinate the details.

cc: Ron Nessen ✓



Talking Points for Ron Nessen  
Public Affairs Officers Sequoia Cruise  
Tuesday, July 8, 1975

1. On behalf of the President, I want to welcome you aboard the Sequoia. I will make just a few remarks and then we can return to mingling. And that is really a key purpose of tonight's cruise--to provide an informal opportunity for all of us in the White House Press Office and for you who represent the departments and key agencies to get to know each other better.
2. The reason we planned this trip this week was to give all of you a chance to say good-bye to Jerry Warren. Those of you in departments and agencies have worked very closely with Jerry during the past 11 months as he has headed the Office of Communications and many of you have known Jerry throughout his 6-1/2 years in the White House Press Office. As you know, Margita White will be taking over from Jerry at the end of this week and I am sure you will continue to work with her on mutual public affairs matters as you have with Jerry.
3. Before recognizing Jerry, I would like to mention a few such items of mutual interest which I think we need to keep in mind in the coming months:
  - (a) As you know, the emphasis in the Ford Administration has been to return decision-making and initiative to the departments and agencies



of the Executive Branch. We believe this is healthy and in the interest of good government. I see our particular relationship--that between your offices in the departments and agencies and the White House Press Office--as a partnership effort to get out more factual information to the press and to the American people. We will sometimes ask you for your help -- as you will ask for ours--in trying to accomplish that goal.

Because this approach is a change in direction, there has been an understandable confusion from time to time. For example, sometimes in my briefing, I will refer questions to you which I believe are more appropriately directed to a department or agency. Unfortunately, it has sometimes happened that the reporters will come back to me and say they checked with the department or agency and were told to refer their questions back to the White House. That, of course, makes both our offices appear unresponsive--which is exactly what we don't want to be. So, I hope when questions are referred to you from the White House that you will pick up the ball and carry it.

Along the same lines, there are times when we need to coordinate on questions of policy to insure that we are going in the same direction and not creating a schism based on a lack of knowledge. I hope that when you need a clarification of the President's views or the White view on a particular issue, you will feel free to call us. We want





to be helpful where we can. Moreover, your calls might also serve as an early warning system in detecting misunderstanding or lack of communication at other levels.

(b) One area where I think we can be of more help to you is in providing fact sheets and other information on major issues or policies. We know that your department or agency heads when out on the road are often asked about Administration positions on major issues outside your immediate bailiwick. Many of these are rather complex-- uranium enrichment and Turkish aid are current examples. Often, we distribute fact sheets on such subjects to editors around the country. When we have such fact sheets, we will send them to you as well.

We also should have available for you soon a summary of Administration action during President Ford's first year. I am sure many of you already have been approached by the press on first-year-stories with respect to your own areas. There are bound to be a growing number of such queries and I think our summary will be helpful to you in providing an overall framework. Also, you may find it useful in preparing speeches for general audiences.

(c) The President, as you also know, is committed to open and candid communication. One example of his follow-through on this commitment is the number of press conferences he has held, averaging one every two weeks. I think that here is an area where



your principals have an opportunity to follow the President's example and hold more press conferences, both here in Washington and on trips around the country. I know that some of them have. Yet I have a feeling that this is one medium for getting information out that has not been fully utilized by all the departments and agencies.

On this subject, I would also suggest that you consider coordinating with Margita to hold briefings on major issues in Room 450 of the EOB when the subject matter is of interest to reporters who do not regularly cover your agency.

(d) Finally, with the announcement of the President's intention to seek the Republican nomination today, I think it is important for all of us to remind ourselves of the vital importance of keeping a sharp distinction between day-to-day government business and political campaign issues. Each of us will need to establish clear guidelines in this area as the campaign heats up so that the President's pledge today to abide by the Federal Election laws will be carried out throughout the government.

4. And now, I want to say a few words about a man we will greatly miss--a man whose integrity and professionalism has made him highly respected by everyone who knows him, both in government and in the press.

Jerry Warren.....





RA  
saw 8/26  
no reply needed

ROTARY CLUB OF VAIL - EAGLE VALLEY, Colorado

P. O. Box 623

VAIL, COLORADO 81657

August 13, 1975

Mr. Ronald Nessen  
The White House  
Washington, D.C. 20004

Dear Mr. Nessen:

The members and guests of the Rotary Club of Vail-Eagle Valley thank you very much for describing to us your job as Presidential Press Secretary. I doubt that any of us realized before the broad range of responsibilities your office fulfills.

As a token of our thanks we hope you will accept the enclosed Certificate of Appreciation and the subscription to "The Rotarian" that goes along with it.

Mr. Nessen, thanks again. We hope that you will be our guest for breakfast the next time you are in Vail.

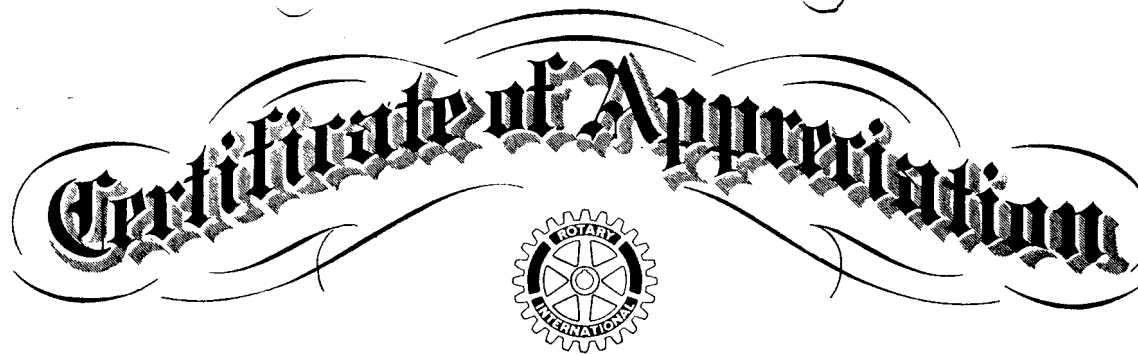
Sincerely,

*John Mills*

JDM/cd  
Enclosure 1

cc: Mr. Jan Strauch  
Mr. James Schorsch  
Mr. Carl Oppenheim





*for*

Ronald Nessen

*In appreciation of your special service to our Club we present you with this certificate.*

To continue this pleasant relationship with you, we are sending you, with our compliments, the English edition of Rotary International's official magazine **THE ROTARIAN** for one year. It will remind you of us, and will give you a deeper understanding of our world-wide organization.

We believe you will find the magazine's varied contents to be helpful and inspiring. Outstanding authors from around the globe contribute to its pages, discussing and debating big and little questions in fair and interesting ways.



13 August 1975

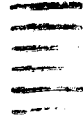
*Date*

*John Mills*  
*Secretary*

Vail-Eagle Valley, Colorado  
*Rotary Club*



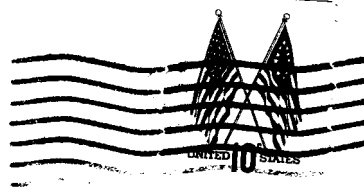
43



ROTARY CLUB OF VAIL - EAGLE VALLEY, Colorado

P. O. Box 623

VAIL, COLORADO 81657



Mr. Ronald Nessen  
The White House  
Washington, D.C. 2000

THE WHITE HOUSE

WASHINGTON

August 11

Ron --

The Manager of the Mountain House has asked you  
to speak

Vail Rotary Club  
Wednesday, August 13  
8 am (until 9 am)  
Lodge Hotel  
15 minutes is all necessary

This would be as a favor to him, and he would be  
back by 9a.m.

I think it would be a nice thing for you to do.....  
increase good will, etc. He would go over with you.

~~X~~

OK to go for that time

I can't, but \_\_\_\_\_ should go

Other; \_\_\_\_\_

c g





WOULD IT BE POSSIBLE  
TO HAVE MR NESSEN  
SPEAK AT OUR ROTARY  
CLUB ~~TUESDAY~~ <sup>WEDNESDAY</sup> AT 8 AM  
UNTIL 9 AM - A SHORT  
15 MIN TALK WOULD BE  
FINE AND MR NESSEN  
WOULD BE MY GUEST FOR  
BRAKEFAST. I WILL ACCOMPANY  
HIM TO THE LODGE HOTEL  
AND WE WILL RETURN BY 9 AM.

CARL OPPENHEIM  
MOUNTAIN  
HAUS

