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MEMORANDUM

THE WHITE HOUSE


WASHINGTON

January 27, 1975

MEMORANDUM FOR:

JACK MARSH ✓  
RON NESSEN ✓  
BILL BAROODY  
NANCY LAMMERDING  
JIM CAVANAUGH  
JACK CALKINS

FROM:

JAMES E. CONNOR 

The attached memorandum discusses a concept for a series of special Presidential dinners over the next several months. I would appreciate your comments.

Attachment



THE WHITE HOUSE

WASHINGTON

January 27, 1975

This memorandum proposes a concept for a series of Presidential dinners over the next several months designed to spotlight the people who will be responsible for expanding the nation's future energy supply.

Example -- Coal

Over the course of the next decade, the nation will have to double coal production to a level in excess of one billion tons per year. The President might host a large East Room Dinner for some of those people who will have to accomplish this enormous task. Guests would be selected from:

- federal executive and congressional branch officials concerned with coal
- coal mine owners and managers
- labor leaders and rank and file
- manufacturers of mining machinery
- transportation interests
- financial interests
- coal state Governors
- trade press

The guests would be invited to Washington for a full day's briefing from senior officials who would stress the importance of coal in our energy future, the specific steps different parts of the Federal government intend to take to expand coal production, and the overall energy and economic program.



The dinner would occur at the end of the day and be highlighted by Presidential remarks on the energy program underlining the vital role of coal, stressing how much the nation will be depending on the hard work and cooperation of those attending the dinner, and pledging federal support for the effort.

The dinner could be viewed both as a working session and semi-social occasion. Dress would be business suit and the dinner would be stag.

Similar dinners could focus on:

- the electric power industry, which will have to undergo a major expansion and shift in approach over the next decade.
  
- the Alaska Pipeline, which will provide a major new domestic source of oil in the next decade.

If the concept of the dinners is approved, specific staff proposals will be developed for the ones suggested above and suggestions for future dinners will be provided.





January 28, 1975

**MEMORANDUM FOR:        JAMES E. CONNOR**  
**FROM:                     RON NESSEN**

**I like the idea of a series of special Presidential dinners, and I would especially endorse your idea to have representatives of the specialty press covering the area in which each dinner is held.**

**RN/cg**



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

February 3, 1975

MEMORANDUM FOR:      RON NESSEN

FROM:                      JAMES E. CONNOR 

SUBJECT:                      John Mashek, U.S. News and World Report WH  
Correspondent Picture Taking Session  
Thursday, February 6th

I think Mashek should be able to take photos at least at the beginning of all of the meetings scheduled for that day. The only exception would be the 12:30 p.m. meeting with Cliff White, which should have no photographs whatsoever.

February 15, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

Here are some thoughts on a number of upcoming schedule items for the President:

1. The West Coast Trip

I'm told the President is tentatively scheduled to visit a nuclear power plant in or near Hanford, Washington. This is the same atomic plant that Former President Nixon visited. Since we have been trying consciously to avoid trips which will invoke comparisons in the press between President Ford and Former President Nixon, I suggest that this visit to the nuclear plant either be canceled or diverted to another plant.

If the trip to the nuclear plant is canceled, I suggest the President stay overnight in San Francisco, have a breakfast with the executives of California newspapers and broadcasting outlets, and then have a regional news conference.

2. The New Hampshire - Boston Trip

We must face the fact that there is probably going to be some pretty active anti-busing picketing when the President appears to make his speech in the church in Boston.

If he holds a regional news conference during this trip, I recommend very strongly that it not be in Boston. If it is in Boston, probably 100% of the questions from the local reporters will be about busing. In fact I recommend that events in Boston be kept to an absolute minimum because of the busing controversy and the picketing and demonstrations which certainly will take place.

3. Gridiron Club Dinner

Now that the Gridiron Club has taken in its first woman, Helen Thomas, I see no public relations problem with the President going if he wants to.



The Gridiron has also invited Mrs. Ford and Susan, and I think it would probably be a good idea for them to go too.

I think it would be a waste of time to give into the Gridiron Club pressure for a private Oval Office meeting at which Gridiron officials would formally present the President with his invitation.

cc: Jim Connor ✓



February 17, 1975

MEMORANDUM FOR:

JACK MARSH

FROM:

RON NESSEN

As I mentioned at the senior staff meeting this morning, I feel strongly about not letting the President get pushed and pulled into committing himself to a lot of separate Bicentennial events all over the country around the July 4, 1976 period. Everyone will want the President at his event, and since many of the sponsors are friends of his, he is likely to let himself be talked into it. I am thinking of the Billy Graham/Willard Marriott event as one example.

This is an historic opportunity for the President to say something very, very important to the Nation about the past and the future, and to have him racing all over the country to appear at various Bicentennial events I think will dilute his message and his participation. It seems to me that the maximum impact and exposure would be obtained from a single Presidential appearance and speech on July 4, 1976 in Philadelphia.

cc: Dick Cheney  
Jim Connor ✓  
Warren Rustand

RN:jg



February 18, 1975

MEMORANDUM FOR: WARREN RUSTAND  
JIM CONNOR ✓

FROM: RON NESSEN

SUBJECT: Presidential interview with Los Angeles Times

The President has been doing one or more press interviews a week. We don't have any scheduled for this week. I would like to recommend that during the free time the President has Thursday afternoon at 4 p.m. he agree to a 30-45 minute interview with five reporters and editorial officials of the Los Angeles Times.

The President has done no interviews with newspapers west of the Mississippi River. The Times has a very large circulation -- not only in Los Angeles, but throughout the West. They also would distribute the interview to the 343 other newspapers which subscribe to the Los Angeles Times-Washington Post News Service.

It would be a general interview -- not limited to any one subject, but it would give the President an opportunity to make another strong pitch for his economic and energy programs just before Congress votes on his veto of the oil tariff.

I recommend that he do this interview.

RN/cg





February 19, 1975

MEMORANDUM FOR:      ERIC ROSENBURGER  
                             RED CAVENEY

FROM:                      RON NESSEN

My first preference would be that the President not tape a 3 or 4 minute conversation with the Hughes Sports Network after the 18th hole of the Jackie Gleason Tournament. Hughes and many other people are simply using the President to build their audience and their prestige. Also such an appearance merely contributes to the public view of the President as a good-hearted, not-very-bright jock.

If he does the interview, we must be very sure that the camera crews traveling with the President as well as all local camera crews are given an opportunity to film the interview at the same time. Before I came here someone arranged for the President to do an exclusive interview with ABC Wide World of Sports at a Golf tournament in North Carolina, and the other networks screamed about this -- and I think justifiably.

If he does the Hughes interview, he also should stick strictly to praise of the charity aspects of the gold tournament.

But to re-emphasize, I think he should not do it at all.

cc: Jim Connor - *fil*

RN/kg



**THE WHITE HOUSE**

**WASHINGTON**

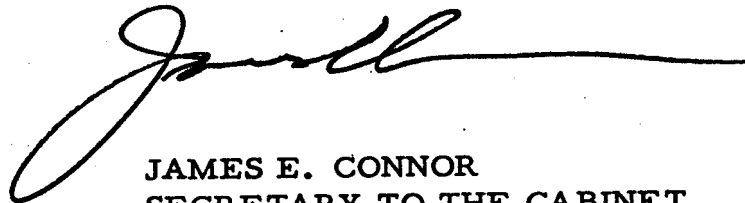
**March 3, 1975**

**MEMORANDUM FOR**

**THE CABINET**

**SUBJECT: CABINET AGENDA ITEMS**

The next meeting of the Cabinet is tentatively scheduled for Wednesday, March 12th, at 11:00 a.m. in the Cabinet Room. I would appreciate receiving any suggestions you might have for agenda items by 12:00 noon on Friday, March 7th. If you wish to send your suggestions by phone, the direct number is 456-6697.



**JAMES E. CONNOR**  
**SECRETARY TO THE CABINET**

**bcc: The Honorable Philip W. Buchen, Counsel to the President**  
**The Honorable Robert T. Hartmann, Counsellor to the President**  
**The Honorable John O. Marsh, Jr., Counsellor to the President**  
**The Honorable Donald H. Rumsfeld, Assistant to the President**  
**The Honorable James T. Lynn, Director, Office of Management and Budget**  
**The Honorable John Scali, the United States Ambassador to the United Nations**





March 12, 1975

MEMORANDUM FOR: JIM CONNOR  
FROM: RON NESSEN

As I mentioned in the office this morning, I would like to schedule two more newspaper interviews with the President:

Hearst Newspapers Sometime during the week of March 16  
(Bill Hearst himself would come for this)

Los Angeles Times Sometime during the week of March 23  
(For publication in the Sunday L. A. Times the day  
after the President arrives on the West Coast)

These newspaper interviews have worked out well in the past. They have been given prominent play mostly in Sunday papers, and they almost all have made news which has been picked up by the wire services, television, and other newspapers. The President is relaxed, forceful, and persuasive in this setting talking with 4 or 5 reporters and editorial officials in the Oval Office.

I would like definite word on the Hearst and L. A. Times interviews as soon as possible so I can give them enough advance word that they can make necessary publication plans.

RN/cg



March 12, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

Attached find a letter and proposed outline for a special two-hour program the Today Show wants to do live from the White House sometime in April. Their idea, simply put, is to show the White House, the President, and his advisors, beginning the day's work. I think the letter and outline are self-explanatory.

I have mixed feelings about this. Despite Meany's assurances, I see a terrible disruption of the day's activities and a certain amount of playing to the cameras.

May I have your thoughts on this project? If there is any chance that you think we ought to go ahead with it, a good time for NBC to make a survey of the building would be in early April when the President is in Palm Springs.

RN/cg



# NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.

4001 NEBRASKA AVENUE, N. W., WASHINGTON, D. C. 20016. TEL. 362-4000

March 7, 1975

DONALD MEANEY  
Vice President

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

Dear Ron:

Here is Stu Schulberg's early line, but reasonably complete, outline of our proposed two-hour, live, TODAY program from the White House, based upon his helpful conversation with you about the schedules of the President and others during these morning hours.

I know he talked with you about activities in the family area, because he mentioned that the President, for example, watches the morning television programs, on three monitors, for part of their duration, and that he looks at several papers. Stuart held back from making that part of this first, formalized, proposal, but after discussing it, I would like to ask you to explore what we may possibly do in this respect, once the President and/or the rest of the family has dressed to their satisfaction. Breakfast? The television viewing? Does he run over any kinds of position papers? Is he briefed by anyone?

I know you are concerned about inconvenience that may be caused by our presence and the presence of our equipment. But I know you appreciate that Stuart is highly sensitive to such considerations and our personnel will be held to a minimum and be carefully attuned to the standards of decorum we must have. As for the equipment, we will use only mini-cameras, none of those big cameras to push around. They are connected by very unobtrusive finger-sized wires that can well be tucked against walls and not only be out of the way but practically unnoticeable. Perhaps the best way in which to allay concerns is for us to bring a PCP 90 over to the White House and demonstrate its mobility and unobtrusive qualities.

We also do not see the old style "banks of lights" all over the White House. In some rooms, the Oval Office, for example, we think enough daylight can be admitted to make possible shooting by available light. In other rooms a minimum of small lights would have to be strategically placed. After a survey we could tell you this in precise terms.



This obviously can be a marvelous television program, providing a thoughtful, revealing look at the institution of the White House, how it comes to life and starts its day's work at the time of day, when our TODAY program has become an institution in the American home.

Let me know what you would like to do next. Would you like to meet with Stuart and me to go over questions or to re-examine the program elements we propose?

Sincerely,

*Don*

cc: Stuart Schulberg



TODAY

Tentative Outline for 2-Hour Live White House Origination

- 7 A.M.            Opening:    Exterior of White House, perhaps featuring flag-raising.
- 7:15-7:25        a) Brief tour of one or two formal rooms (Red, Blue?) with White House curator.  
                  b) Visit to White House kitchen, perhaps preparing a large dinner party.
- 7:30-8:00        a) Roosevelt Room - Deputies meeting to discuss day's agenda.  
                  b) President walking past Rose Garden to Oval Office and sitting down to work at desk.
- 8 A.M.            Opening:    Exterior and interior of Oval Office.
- 8:15-8:25        a) Senior Staff meeting (Roosevelt Room).  
                  b) Reporters and cameramen arriving at Press Office.
- 8:30-9:00        a) Economic Policy Board meeting (Roosevelt Room).  
                  b) President in Oval Office with assistants or visitors (or brief TODAY interview if possible).

NOTE: This tentative routine would probably require six cameras.

1. Exterior (Pennsylvania Avenue side)
2. Formal Rooms/Rose Garden
3. Kitchen/Stand-uppers, bridges, etc.
4. Roosevelt Room
5. Press Office
6. Oval Office

A seventh camera, added to the Roosevelt Room (seen three times over the two hours), would improve coverage there. A final settlement of locations combined with a survey, of course, might lead to more doubling of cameras than suggested above.

Finally, a date in April would provide far more available light even for the interiors and thus cut down on the amount of TV lighting required.

S.S.



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



March 12, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

Attached find a letter and proposed outline for a special two-hour program the Today Show wants to do live from the White House sometime in April. Their idea, simply put, is to show the White House, the President, and his advisors, beginning the day's work. I think the letter and outline are self-explanatory.

I have mixed feelings about this. Despite Meany's assurances, I see a terrible disruption of the day's activities and a certain amount of playing to the cameras.

May I have your thoughts on this project? If there is any chance that you think we ought to go ahead with it, a good time for NBC to make a survey of the building would be in early April when the President is in Palm Springs.

RN/cg





March 14, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

I gave up on this schedule proposal and turn it over to you for a decision. Attached find the entire file of correspondence relating to a proposed visit to the President from S. L. Newhouse, the newspaper publisher.

It seems everyone in the building has had a crack at it, and nobody can make a decision. Now it's your turn.

RN/cg



THE WHITE HOUSE


WASHINGTON

March 11, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

JERRY WARREN 

SUBJECT:

MEETING WITH SAM NEWHOUSE AND  
GEORGE FELDMAN

I do not know Ambassador Feldman, but I think a meeting with Newhouse would be beneficial.

We recently offered Newhouse a spot on the United States delegation to the United Nation's Human Rights meeting in Geneva. He was unable to accept, but was most appreciative.

Newhouse is primarily a business oriented publisher and rarely exerts his influence on the editorial policy of his newspapers, as long as they make money.

For your information, the former President frequently invited the Gridiron members and their guest editors and publishers to religious services at the White House on the Sunday following the dinner. There would seem to be no opportunity for the President to greet all members and guests. As you are aware, the Gridiron holds a special performance for the wives on Sunday afternoon, repeating highlights of the previous performance.

I mention this to you because we may receive future requests for the President to meet with other individuals. If a meeting is set up with Newhouse, it should not be made public.



THE WHITE HOUSE  
WASHINGTON

MEMORANDUM FOR: JERRY WARREN

FROM: Connie Gerrard

Jerry -- Ron asked that you look at this and give an opinion on whether Mr. Newhouse should see the President. He doesn't know Mr. Feldman at all, but wanted you to be the one to make the decision on Newhouse.

Would you let him (or me) know what you recommend? Thanks.

Attachment: Letter from George Feldman asking that he and Samuel Newhouse come in to see President. Attached to it note to the President from Mildred Leonard asking if she should set up the appointment.



THE WHITE HOUSE  
WASHINGTON

To Rn-

TO: The President

FROM: MILDRED LEONARD

FOR: Information \_\_\_\_\_

Appropriate Handling \_\_\_\_\_

Do you want me to try to arrange an appointment for AMb. Feldman and Sam Newhouse?

They will arrive on March 21st and leave on March 23rd. That only leaves part of Friday, March 21st, or sometime Saturday, March 22nd.

I could tell him you will be at the Gridiron Dinner (at least it's on your schedule) and could see them both there--but they'd feel they wouldn't have much chance to see you, I'm sure.

DATE: \_\_\_\_\_



from the desk of

AMBASSADOR GEORGE J. FELDMAN

Dear Mildred,

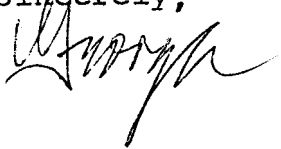
If you believe that the meeting suggested in the enclosed can be arranged then I would appreciate your bringing it to the attention of the President and advising me accordingly.

You cannot imagine how thoroughly we enjoyed attending the Dinner honoring the Pakistani Prime Minister.

The President and Mrs. Ford could not have been warmer and I sat at his table. Our cup runneth over!

Thanks again and again.

Sincerely,



GJF:rs



GEORGE J. FELDMAN

February 20, 1975

The Honorable Gerald R. Ford  
President of the United States  
The White House  
Washington, D. C.

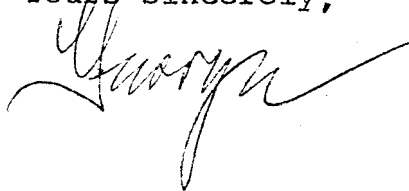
Dear Mr. President:

Marion and I will be attending the Gridiron Club Dinner on March 22nd as guests of Sam and Mitzi Newhouse. We will arrive in Washington Friday, the 21st and leave on Sunday, the 23rd.

Sam, as you know, is the founder and owner of Newhouse Publications. His chain of newspapers includes the Portland Oregonian in the West and The Springfield (Mass.) Republican in the East as well as The New Orleans Times Picayune in the South and the Syracuse paper in Northern New York. Sam has been and is now a strong supporter of your Administration. If, while we are in Washington, you could spare a few minutes to shake hands and exchange a few pleasantries with us I know it would be appreciated. I have not yet mentioned the foregoing to Sam because I realize such a meeting may not be possible because of your overloaded schedule.

Marion joins me in sending to Betty and you our very warmest and fondest regards.

Yours sincerely,

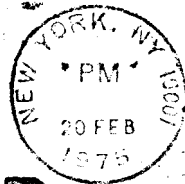


GJF:rs



1010 Fifth Avenue, New York, N. Y. 10028

**AIR MAIL**



Miss Mildred Leonard  
Secretary to the President  
The White House  
Washington, D. C.

**GEORGE J. FELDMAN**

**516 FIFTH AVENUE**

**NEW YORK, N. Y. 10036**



March 14, 1975

MEMORANDUM FOR:

JIM CONNOR

FROM:

RON NESSEN

The National Academy of Television Arts and Sciences is having its annual trustees meeting in San Francisco in the same hotel at the same time that the President will be speaking there on April 4. The Academy has asked whether the President could make a brief drop-in at its trustees meeting.

I am attaching a letter explaining the Academy, and a list of the trustees who will be attending.

I think it might be worth finding a few minutes for this drop-in.

RN:jg

cc:



THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES



March 11, 1975

Mr. William Nicholson  
President's Scheduling Officer  
White House  
Washington, D.C. 20500

Dear Mr. Nicholson:

Here is the information that you requested during our recent phone conversation.

The National Academy of Television Arts and Sciences is a non-profit organization dedicated to the advancement of television and the fostering of creative leadership in the television industry in the areas of artistic, cultural, educational and technological progress.

The Academy also recognizes outstanding achievements in the television industry with the annual "Emmy" awards.

The Academy Trustees (see the attached list) will be holding their bi-annual meeting in San Francisco at the Hotel St. Francis April 3-6. On Friday, April 4 we are tentatively planning a cocktail party at the Bank of America and would be honored if the President would attend as our guest of honor. The party will run from 7-9 P.M. In addition to the trustees, local and state political officials and select members of the Northern California television community will attend. There will be approximately 250 people at the party.

Since the President's attendance will alter our planning I would appreciate an answer as soon as possible.

Thank you in advance for your cooperation.

Best Regards,

Robert W. O'Connor, Jr.  
President

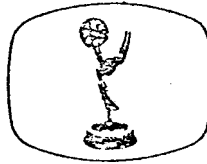
RWO:ar

cc: Mr. Ron Nessen ✓



As of December 17, 1974

THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES



OFFICERS AND BOARD OF TRUSTEES

1974 - 1976

<u>Name</u> <u>Academy Position</u> <u>Chapter</u>	<u>Mailing Address</u>	<u>Nature of Work</u> <u>And Affiliation</u>
JOHN CANNON Chairman of the Board	NATAS - New York 110 West 57th Street New York, N.Y. 10019 (212) 765-2450	Performer, Announcer, Writer, Producer
ROBERT F. LEWINE President	NATAS 291 South La Cienega Beverly Hills, Ca. 90211 (213) 659-0990	President NATAS
RICHARD R. RECTOR Vice Chairman	Bicultural Children's TV 2150 Valdez Street, #2350 Oakland, Ca. 94612 (415) 839-5678	Director, Production Planning & Station Liaison
DAVID LAWRENCE Senior Vice President	4142 Benedict Canyon Sherman Oaks, Ca. 91403 (213) 985-1087	Producer
JULES POWER Secretary	American Broadcasting Co. 7 W. 66th Street New York, N.Y. 10023	Executive Producer A.M. America
TRUE BOARDMAN Treasurer	1859 N. Curson Avenue Hollywood, Ca. 90046 (213) 876-6672	Writer - Actor
* * * * *		
<u>Staff:</u> VIVIAN COOPER	NATAS 291 So. La Cienega Beverly Hills, Ca. 90211 (213) 659-0990 (o) (805) 495-6831 (r)	Manager, National Administration



Name Academy Position Chapter	Mailing Address	Nature of Work And Affiliation
JACK N. ARMSTRONG Nat'l. Vice President Seattle	NATAS 217 9th Avenue North Seattle, Wn. 98109 (206) 543-7774	Production Manager
TRUE BOARDMAN Hollywood	1859 N. Curson Avenue Hollywood, Ca. 90046 (213) 876-6672	Writer, Actor
CLIFF BRAUN Chicago Nat'l. Vice President	Illinois Bell Telephone Television Center 1 North Wacker Street Chicago, Ill. 60606 (312) 727-4406	Program Manager
ELINOR BUNIN New York	Elinor Bunin Prods., Inc. 30 East 60th Street New York, N.Y. 10022 (212) 688-0759	Film Maker, President, Elinor Bunin Prods., Inc.
MILDRED K. CASHMAN Columbus Nat'l. Vice President	824 S. Weyant Avenue Columbus, Ohio 43227 (614) 263-5441	Office Manager WLWC-TV
ED COOPERSTEIN Phoenix Nat'l. Vice President	New Television Corporation 3033 N. Central Avenue Phoenix, Ariz. 85012 (602) 248-7447	President, Ace Communications & Entertainment Corp.
DAVID DAVIDSON New York	114 East 90th Street New York, N.Y. 10028 (212) 722-5390	Writer
WILLIAM D. DE CINCES Hollywood	Universal Studios 100 Universal City Plaza Universal City, Ca. 91608 (213) 985-4321, Ext. 2910	Executive Art Director
PEGGY CHANTLER DICK Hollywood	604 Gretna Green Way Los Angeles, Ca. 90049 (213) 476-2461	Writer - Script Executive



Name Academy Position Chapter	Mailing Address	Nature of Work And Affiliation
CRAIG FISHER New York	Fisher Film Group 216 E. 49th Street New York, N.Y. 10017 (212) 832-2950	President, Fisher Film Group
DON ELLIOT HEALD Atlanta Nat'l. Vice President	WSB-TV 1601 W. Peachtree St. N.E. Atlanta, Ga. 30309 (404) 892-3456	Vice President and General Manager, WSB-TV
RALPH HODGES San Deigo Nat'l. Vice President	KFMB-TV 1405 Fifth Avenue San Diego, Ca. 92101 (714) 232-2114	Production - Program Manager, KFMB-TV
WINTER D. HORTON Hollywood	Centre Films 1103 El Centro Avenue Hollywood, Ca. 90038 (213) 466-5123	Independent Film Producer, President, Centre Films
RICHARD N. HUGHES New York	WPIX, Inc. 220 East 42nd Street New York, N.Y. 10017 (212) 883-6020	Senior Vice President WPIX, Inc.
FRANK KAVANAUGH Washington, D.C. Nat'l. Vice President	Airlie Productions Airlie, Virginia 22186 (703) 347-1300 (o) (301) 320-4011 (r)	Producer
ROSE BLYTHE KEMP Hollywood	4711 Cartwright No. Hollywood, Ca. 91602 (213) 851-0550	Vice President Columbia College TV Education
JAMES L. LOPER Hollywood	KCET 4400 Sunset Drive Los Angeles, Ca. 90027 (213) 666-6500	President and General Manager, KCET



Name Academy Position Chapter	Mailing Address	Nature of Work And Affiliation
ALFRED L. PLANT New York	Block Drug Company 257 Cornelison Avenue Jersey City, N.J. 07302 (201) 434-3000	Vice President Advertising, Block Drug Company
LEE POLK New York	ABC Television Network 1330 Avenue of the Americas New York, N.Y. 10019 (212) 581-7777	Director of Children's Programming, East Coast, ABC
JULES POWER New York	American Broadcasting Co. 7 W. 66th Street New York, N.Y. 10023	Executive Producer A.M. America
RICHARD R. RECTOR San Francisco	Bicultural Children's TV 2150 Valdez St., #2350 Oakland, Ca. 94612 (415) 839-5678	Director, Production Planning & Station Liaison, Bicultural Children's TV
HANK RIEGER Hollywood	NBC Television Network 3000 W. Alameda Avenue Burbank, Ca. 91523 (213) 849-3911 (213) 845-7000	Vice President, Public Information, West Coast NBC
JOHN J. ROCHFORD New York	350 Bleeker St., Apt. 5J New York, N.Y. 10014 (212) 989-2708	Broadcast Business Administration, Director of On-Air Promotion, WOR-TV
JIM RUDDLE Chicago	WMAQ-TV News Merchandise Mart Chicago, Ill. 60654 (312) 644-8300	News Broadcaster WMAQ-TV
JOHN T. SCHIMPF Cleveland Nat'l. Vice President	WKYC-TV 1403 East 6th Street Cleveland, Ohio 44114 (216) 696-1100	Public Affairs Director, WKYC



<u>Name</u> <u>Academy Position</u> <u>Chapter</u>	<u>Mailing Address</u>	<u>Nature of Work</u> <u>And Affiliation</u>
DICK SCHNEIDER New York	Cazadero Prods., Inc. 139 East 35th Street New York, N.Y. 10016 (212) 689-9769 (Service) (212) 689-1270 (r)	Producer/Director Pres., Cazadero Prods., Inc.
LARRY STEWART Hollywood	14032 Cantlay Street Van Nuys, Ca. 91405 (213) 785-4068	Producer, Writer, Director
BOB SWEENEY Hollywood	CBS Studio Center 4024 Radford Studio City, Ca. 91604 (213) 763-8411	Producer, Director
ELLEN WALLACH St. Louis Nat'l. Vice President	14 Bon Aire Drive St. Louis, Mo. 63132 (314) 993-4065	Actress
MURRAY WEISSMAN Hollywood	2650 Skywin Way Los Angeles, Ca. 90046 (213) 652-0576 (r) (213) 985-4321 (o)	Executive in Charge of Press Dept., Universal Studios
AV WESTIN New York	ABC News 7 West 66th Street New York, N.Y. 10023 (212) 581-7777	Vice President ABC News & Director of TV Documentaries
THOM R. WINKLER	3730 Ditmar Road Arlington, Va. 22007 (703) 538-6847 (r) (202) 632-3922 (o)	Executive, FCC

\*NOTE: (r) = residence  
(o) = office

\* \* \* \* \*



ALTERNATE TRUSTEES

1974 - 1976

ATLANTA

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1493-A Druid Valley Dr., N.E.  
Atlanta, Georgia 30329  
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CHICAGO

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2501 West Bradley Place  
Chicago, Ill. 60618  
(312) 528-2311

CLEVELAND

Natalie Scofield  
Carr-Liggett Advertising  
815 Superior Avenue  
Cleveland, Ohio 44114  
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COLUMBUS

Ed Eakins  
OEB  
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HOLLYWOOD

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Joe Sands, 2nd Alt.  
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Northridge, Ca. 91324  
(213) 885-1846 (r)  
(213) 469-1212 (o)

Jeanne Baird (Miss), 3rd Alt.  
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Hollywood, Ca. 90046  
(213) 876-6056

NEW YORK

John Charles Ford, 1st Alt.  
Merrill, Lynch, Pierce, Fenner  
and Smith  
One Liberty Plaza  
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Ann Loring, 2nd Alt.  
303 West 66th Street, #18 H-E  
New York, N.Y. 10023  
(212) 873-3106

Diana Stark, 3rd Alt.  
Stark Communications  
145 West 55th Street, #11-E  
New York, N.Y. 10019  
(212) 765-3670

PHOENIX

Mrs. Jeanne Metzger  
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Phoenix, Ariz. 95018  
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ST. LOUIS

Keith Gunther  
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St. Louis, Mo. 63101  
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SAN DIEGO

Ron Sweig  
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Jack A. Armstrong  
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(206) 362-4637 (r)

WASHINGTON, D.C.

Robert Adams  
WRC-TV  
4001 Nebraska Ave., N.W.  
Washington, D.C. 20016  
(202) 362-4000



March 14, 1975

**MEMORANDUM FOR: JIM CONNOR**

**FROM: RON NESSEN**

**Here is the official invitation for the President and Mrs. Ford to attend the White House Correspondents' annual dinner.**

**I recommend that the President go probably on the same drop-by basis as he went to the Radio-TV Correspondents' Association dinner.**

**RN:jg**



March 21, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

People in my office feel the President should make more appearances in situations with "the average men" in addition to White House conferences and dinners with Governors. One idea generated in this office is that he perhaps visit a factory or even an unemployment office.

RN/cg



THE WHITE HOUSE

WASHINGTON

March 22, 1975

MEMORANDUM FOR:

JIM CONNOR ✓  
DICK CHENEY  
DICK KEISER  
MILITARY AIDES OFFICE

FROM:

RON NESSEN

The Press Office staff held a long meeting to review news coverage plans for the Palm Springs and Western trip. This meeting turned up a number of potential problems which I would like to pass on to you. Some require decisions.

- 1) ELK HILLS - The President should consider wearing casual clothes for this stop, perhaps a windbreaker and sportshirt instead of a suit and tie. Also, a jeep-like vehicle instead of the black limousine would look better.

We are arranging press coverage of this event in such a way as to provide pictures which best demonstrate the oil potential of this otherwise desolate area and the President's interest in it. The President should have some talking points prepared so that he can make some comments before the cameras.

We will need two 33-seat helicopters to transport the press to Elk Hills. This is the only way they can get there and still cover the expected large public reception at the Bakersfield Airport. Arrangements also should be made for one network helicopter to land and take off from Elk Hills to take film to Los Angeles in time for the Saturday night news programs.



2) PALM SPRINGS - The Press Office needs, within the next few days, information on Fred Wilson, his relationship to the President, his occupation, and the rental arrangements on his house for use in response to anticipated questions at the time we announce the trip. We need similar information on arrangements for the houses to be used by Don Rumsfeld and Bob Hartmann. We also need information on Leon Parma.

We plan to delay any official announcement of the trip until at least Wednesday or until such time as the Senate-House conferees have completed action on a tax cut bill.

We plan to allow open press coverage of the President playing golf only once during this trip. That would be on Sunday afternoon for the first three holes. For the rest of the week, we plan to allow a small protective pool to follow the President to the golf course in the motorcade but this pool would be stopped at the gate of the golf course (as is the case at Burning Tree).

For the President's evening social events, we also plan to have a small protective pool in the motorcade but will keep this pool back and away from the entrance to the residences the President will visit in order to prevent the kind of doorstep news conference which occurred nearly daily at Vail. We will need the cooperation of the Secret Service and local security officers to keep the protective press pool away from the President at the golf course and on social outings.

We have no plans to allow a press inspection of the house in which the President is staying.

We plan to have press briefings while in Palm Springs, though not necessarily every day. This will require the same kind of information from the White House, Don Rumsfeld, and the President as we receive to prepare for the daily news briefing in Washington.

3) SAN DIEGO - The schedule for the San Diego day is incredibly crowded, to the point where adequate news coverage will be extremely difficult. For instance, the speech to the White House Conference comes immediately after the lunch with Governors and will not permit reporters to receive a briefing from the Governors. On previous trips, the Governors who have met with the President have briefed the press and these stories have been generally favorable.



The Press Office strongly suggests that the meeting with Governors be moved to Palm Springs earlier in the week. This has several benefits: 1) it allows for more adequate coverage of the remaining events in San Diego, namely, the news conference and the speech to the White House Conference, and 2) it will give the appearance of the President carrying on his duties early in the week in Palm Springs when otherwise there would be nothing to write about except the President playing golf.

4) SAN FRANCISCO - The current schedule calls for the President to depart from the Geothermal geysers at 2:55 p.m. (5:55 p.m. EDT) which is too late for the nightly news shows. The next day is Saturday with no morning news shows, and so if we maintain this schedule, the President's trip to the geysers will get no television coverage nationally. By departing Palm Springs 2 1/2 hours earlier than scheduled (8:50 a.m. local time), the trip to the geysers could be shown on the nightly news shows. I recommend this earlier departure.

We will need two 18-seat helicopters to transport the press to the geysers. This is the only method of transportation to get them to this inaccessible area. Arrangements also should be made for one network helicopter to land and take off from the geyser area to fly their film to San Francisco for the evening network news shows.

It is suggested that the President also wear appropriate clothes for this area, that is, windbreaker and probably boots.

Sheila Weidenfeld, I understand, is going on the trip and will handle Mrs. Ford's visit to Los Angeles without any other support from the Press Office.

I will be taking a short vacation Saturday afternoon, March 29, through Wednesday night, April 2, and Jack Hushen will act in my place during this absence.

I would appreciate receiving any comments or decisions on these matters.

cc: Jack Hushen



March 28, 1975

Dear Mr. Secretary:

You will recall at the last Cabinet meeting there was a discussion of the procedures whereby Executive Branch witnesses appear before the Senate Budget Committee.

It was pointed out that the Committee appears to be developing new formats for soliciting information. One such technique is the seminar approach whereby the Executive Branch witness engages in a dialogue with the Committee in a relatively informal setting. This format is one which seems to enjoy the support of the Members of the Committee.

There is a variation of this approach, however, which raises serious questions. The format involves a joint appearance by an Executive Branch witness with one or more non-governmental witnesses. In some cases a panel of non-governmental witnesses would also participate in the conversations between the Executive Branch witness and the Committee. The President is concerned that such a procedure profoundly alters the traditional testimony relationship between the executive and legislative branches of the government.

The President has no objection to the seminar-type of hearings as they have been conducted so far, but he does not wish Executive Branch witnesses to appear jointly with non-governmental witnesses. Of course, this restriction does not apply to joint appearances with other witnesses from the Executive Branch where, prior to the hearings, there has been an agreement for such joint appearances.

I would appreciate it if you would advise your sub-Cabinet members and others from your Department who have occasion to testify on the Hill of this policy. If a question occurs, you should direct your inquiry to me or to the Office of Congressional Relations.





We would expect that in most cases prior consultation and cooperation with the Committee and staff before a hearing will resolve matters of the type raised in this letter, thereby leading to a mutually satisfactory arrangement for appearances which complies with these guidelines.

Sincerely,

James E. Connor  
Secretary to the Cabinet

The Honorable Caspar Weinberger  
The Secretary of Health, Education,  
and Welfare  
Washington, D. C.

JEC:ckb





March 28, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

Attached find a memo from Bob Mead outlining a request from CBS News for Dan Rather to do a one-hour documentary made up of film and sound of the President in the "decision making process".

May I have your thoughts on this?

My own view is that this will be difficult or impossible to do realistically for the following reasons:

1. A minimum of three people from CBS (cameraman, soundman, and correspondent-producer) would have to sit in on meetings in the Oval Office and Cabinet Room. While they do not need lights, this would still be a large and disruptive group. And they would like the President to wear a wireless microphone.
2. The presence of camera and recording equipment would definitely inhibit the President and his advisors in their discussions, which would make the film false; and, more importantly, would interfere with the real business of the various meetings.
3. CBS agrees to withhold from broadcast any genuine national security material, but insists on no censorship of other material such as political comments, personal comments, or blunt strategy discussions.

In other words, I'm opposed to the idea, but I think it's important to let CBS down easy so we don't give the impression this is another White House out to get Rather.

RN/cg



3

THE WHITE HOUSE  
WASHINGTON

March 26, 1975

MEMORANDUM FOR: DICK CHENEY  
RON NESSEN

FROM: BOB MEAD *BM*

SUBJECT: CBS TV Request

CBS REPORTS has requested to do an hour documentary on "Presidential Decision Making". The program would air on a Tuesday night from 10:00-11:00 p.m. sometime in June. (106 million people watch television at that time).

They do not request an interview with the President, but wish to follow the decision-making process which occurs here at the White House. I interpret this to mean "living" with the President through crucial times and seeing the decision(s) he must make as President.

If this is done well, it could become an historical document in the future of President Ford. The men around the President -- Messrs. Nessen, Cheney, Rumsfeld, Hartman, etc. -- would also be a part of that history, as I explained that decision-making processes encompass much input from advisors with the President making the "final" decision.

There are several reasons why I think this could be beneficial to the President:

First, we are looking ahead to an election year. This could show the American people that the President has the leadership ability on which he has been criticized. This would show that he, as President, participates and welcomes the democratic rule by committee, and that great thought is put into the final decisions that he makes -- that it's not off the top of anyone's head.



The producer, Paul Greenberg, wishes Dan Rather (the regular anchorman) to do the show. This is an opportunity for the President to meet face-to-face with this "enemy of Presidents", which would show he had no fear of such a confrontation. Also, I feel the program would show off the President in a good light and convince viewers that this President "won over" this adversary newsman. (We know that no harm can come to the President in an environment he creates.)

As I understand it, the producer wants narration only at the top and bottom of the program and let the natural sound and picture carry the program throughout the hour with a theme: this is the way it's done, folks. If that's the case, I feel we have much control over what takes place.

I'm sure when the President talks of matters of highest secrecy and those which are secured, he will ask the film crew out of the room. The staff would have to forget that the cameras were always there and go about the normal business of the day. I think we need to show our advisors there talking to the President and actually advising and helping in the decision-making process. This, again, shows the public we have nothing to hide or fear. It also shows good, competent men around the President.

The time is coming where great decisions are to be made. I feel we should pick one area and share it with the public to show that we are undertaking the country's problems with full determination.

Mr. Rather has asked to see each of you personally to underscore this request. I've taken the liberty to welcome him again to the White House under conditions which will be "foreign" to him with our President.



April 8, 1975

MEMORANDUM FOR:

JIM CONNOR ✓  
WARREN RUSTAND

FROM:

RON NESSEN

**A new editor has taken over the preparation of the President's daily news summary and is making some changes in the format to improve the summary. After this new format has been in place for ten days or two weeks, it might be profitable for the President to have a short (5 minutes) meeting with me and the new editor to hear the President's reaction and suggestions on the new format.**

The new editor is James Shuman, formerly of UPI, the Readers Digest and the Rockefeller Population Study. Jim also is the author of several books.

RN:jg



April 8, 1975

MEMORANDUM FOR:

JIM CONNOR ✓  
WARREN RUSTAND

FROM:

RON NESSEN

**The American Society of Newspaper Editors, where the President is scheduled to make a speech on April 16, has proposed a format for the President's appearance.**

**They would like the President to speak briefly and then participate in a "meet the press" question and answer session. The panel of questioners would consist of six or eight of the leading newspaper editors in the country. They would pose questions from themselves and others sent up in writing by members of the audience. This question and answer session would last about 30 minutes.**

**They need a definite yes or no on this format some time this week.**

RN:jg

bcc: Jerry Warren



April 9, 1975

MEMORANDUM FOR:

JIM CONNOR  
WARREN RUSTAND

FROM:

RON NESSEN

**CBS has requested a one-hour interview with the President at 10:00 p.m. on Monday, April 21. The interview would be conducted by Walter Cronkite alone or with Bob Schieffer and Eric Sevareid. It could be done live or pre-taped the day before.**

**As you know, the other two networks have already done interviews with the President and it is legitimately CBS' turn. In addition, the President personally promised Cronkite during a recent chat in the Oval Office that he could do an interview whenever he was ready.**

**I am in favor of doing this with one concern: it could be that there would be some major development in Southeast Asia at the time of the interview and the President would then be committed to go on live television and, obviously would not be able to avoid responding to questions about the development, perhaps before he was ready.**

**I promised CBS I would get them a definite answer as soon as possible. One technical matter: CBS needs about seven or eight hours to set up their cameras for this interview and this, obviously would cause some disruption in whatever area of the White House the interview was staged.**

**RN:jg**



April 14, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

About a month ago the President indicated he would be willing to sit down with Woodward and Bernstein and talk totally off the record about his memories of the period immediately preceding the resignation of Former President Nixon.

I am not pushing this particularly, but sometime you might bring it up with the President at scheduling meetings to find out if he still wants to do it and if so when.

RN/cg





April 22, 1975

**NOTE TO JIM CONNOR**

**FROM RON NESSEN**

**I had not heard of this proposal for the  
President to visit Alaska until now.**

**I have no particular recommendation.**





THE WHITE HOUSE

WASHINGTON

April 23, 1975

Dear Bob:

I'm sorry you were not able to attend the breakfast with the President in San Diego. I had looked forward to seeing you there. But these breakfasts with news executives have become regular features of the President's travels and so I'm sure we'll have one when we're on the West Coast again, and maybe you can make it to that one.

I had not heard of the proposal for the President to visit Alaska until your letter. However, I am checking with the Scheduling Office to find out where it stands. I suspect it's a little too early to give a definite answer for an event in September. I do know that it would be appealing to the President to have an opportunity to visit in person the oil development sites in Alaska.

I hope to see you the next time we visit the West Coast or the Pacific Northwest.

Best regards.

Sincerely,



Ron Nessen

Press Secretary to the President

Mr. Robert E. Thompson  
Publisher  
Seattle Post-Intelligencer  
521 Wall Street  
Seattle, Washington 98121



# Seattle Post-Intelligencer

ROBERT E. THOMPSON  
PUBLISHER

April 18, 1975

Dear Ron:

I wanted to let you know personally that I am very sorry not to have been able to accept your invitation for breakfast with President Ford when he was in San Diego. Unfortunately, I had some prior commitments of long-standing and was unable to revise my schedule on short notice. But Jack Doughty, our Editor, reported back that he found the session extremely enlightening and enjoyable.

There is another matter I thought I would like to mention to you. I believe both Senator Ted Stevens of Alaska and Bob Atwood, Publisher of the Anchorage Times, have been in contact with the President regarding the possibility of his journeying to Alaska in September to address a meeting of the Allied Daily Newspapers (which cover most of the major newspapers in Washington, Oregon, Idaho, Montana and Alaska). It seems to me if the President were interested in speaking to this group of newspaper executives from the Pacific Northwest, it also would be an ideal time for him to take a look at the entire oil development scene in Alaska. In this period of energy crisis, there is almost no domestic project more important to our future security and well-being than the development of oil in Alaska.

I want, therefore, to add my voice to those of Senator Stevens and Mr. Atwood and express the hope that the President can give serious consideration to the possibility of addressing the Allied Daily Newspapers' meeting in Alaska as part of a possible visit to Prudoe Bay, where the President, once more, could focus public attention on the energy needs of our nation.

I was most appreciative of the invitation to San Diego, and look forward to seeing you again in the near future.

With best regards,

Sincerely yours,

Robert E. Thompson

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



THE WHITE HOUSE  
WASHINGTON

April 25, 1975

MEMORANDUM FOR:

*file*  
JIM CONNOR  
WARREN RUSTAND

FROM:

RON NESSEN

I understand that the President has approved a "drop-by" at the White House Correspondents' Association dinner on May 3.

Even though this is in keeping with his pattern of drop-by attendance at the Radio and TV Correspondents' dinner, the White House Photographers' Dinner, etc., I recommend that the President consider coming early and attending the entire dinner for the White House Correspondents' Association.

This is a group which covers the White House and the Presidential trips day-in and day-out and is far more exclusive than the other press groups. Some White House regulars have already grumbled that the President sat through the Gridiron and should be able to sit through a considerably shorter dinner and program given by those who cover the White House on a regular basis.

RN/pp



THE WHITE HOUSE  
WASHINGTON

April 28, 1975

MEMORANDUM FOR:

JIM CONNOR  
WARREN RUSTAND

FROM:

RON NESSEN *RHN*

I would like to propose an interview this week between the President and three representatives of the New York Daily News: Jerry Greene, Jim Wieghart, and Paul Healy.

The President in personal conversations has led the New York Daily News to believe it will get an interview shortly. The News has a very large circulation and has generally supported the President's policies.

The President has already given interviews to most of the major newspapers, as well as the news magazines, wire services and networks. The New York Daily News is the next logical candidate for an interview.

It appears from the schedule for this week that there is time on Wednesday, April 30 or Thursday, May 1 for the interview which will require 30-40 minutes of the President's time plus preparation time. There is no other press event on the schedule this week.



April 30, 1975

MEMORANDUM FOR: Jim Connor  
Warren Rustand

FROM: Ron Nessen *RHN*

SUBJECT: Presidential News Conference

The President has indicated his desire to hold a news conference next week.

I propose Tuesday, May 6 as the best day. He has a relatively light schedule Monday and Tuesday which would give him time to prepare.

The following decisions need to be made.

1. Format:

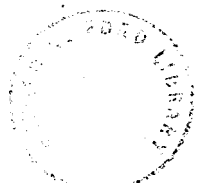
- With TV cameras
- Writers only, no cameras

2. Time:

- Afternoon
- Early Evening (7:30 P. M. is the best time to assure live TV coverage)

3. Location:

- Rose Garden (if for cameras; whether forecast is good)
- EOB Auditorium
- Oval Office (if for writers only).



The only problem I want to call to your attention is an approved interview with Malcolm Forbes of FORTUNE Magazine at 5:00 P. M. on Tuesday, May 6.

Obviously, this interview should be moved to another day if he holds a news conference the same day.



April 30, 1975

MEMORANDUM FOR: Jim Connor ✓  
Warren Rustand

FROM: Ron Nessen RN

SUBJECT: Presidential News Conference

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- \_\_\_\_\_ Writers only, no cameras

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3. Location:

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- \_\_\_\_\_ Oval Office (if for writers only).



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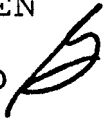




THE WHITE HOUSE

WASHINGTON

April 30, 1975

MEMORANDUM FOR:                   RON NESSEN  
FROM:                               BOB MEAD   
SUBJECT:                            Presidential News Conference

As requested, here are the daily forecasts for the week of May 4:

MONDAY

Cloudy, with possible rain showers. Temperature in mid 60's.

TUESDAY

Partly cloudy with temperatures in the mid 70's.

WEDNESDAY AND THURSDAY

Mostly sunny both days with highs in the 70's.

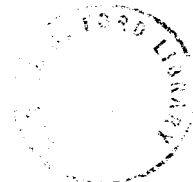
FRIDAY

Cloudy with possibly rain showers in the afternoon.

From the above, it would be my recommendation that any news conference be held on Wednesday or Thursday. We might take into consideration another 7:30 p.m. News Conference on Wednesday for the following reasons:

7:30 p.m. is local time which affords the networks the luxury of going "live". It will be dusk at 7:30 p.m. and there would be tremendous shadows which would provide a lovely pictorial scene in the garden -- roof lights would not be unbearable to the front row correspondents, and if lighted properly could produce excellent pictures.

cc: Dick Cheney  
Terry O'Donnell  
Tom DeCair  
Helen Collins



April 30, 1975

MEMORANDUM FOR: JIM CONNOR

FROM: RON NESSEN

The New York Daily News interview originally scheduled for this week was cancelled because of the Vietnam evacuation and the heavy press of business.

The President indicated he would like to have it rescheduled for **next** week. I have no particular recommendation for a date except that I think it should be after the public news conference **next** week which I will be proposing to you shortly.

RN/eg

