

**The original documents are located in Box 128, folder “Freeburg, Russell” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

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**October 8, 1974**

**MEMORANDUM FOR:**

**RUSS FREEBURG ✓  
BOB HARTMANN**

**FROM:**

**RON NESSEN**

**The Press Office has been inundated with public requests for WIN buttons just within the first hour after the speech.**

**I don't know what plans you have for public or private printing and distribution of these buttons, but in order to capitalize to the maximum on the obvious public response to the President's appeal for public participation in the inflation and energy fights, I urge that a minimum of 20,000 WIN buttons be printed immediately -- overnight, if possible.**

**RN/cg**



October 12, 1974

**MEMORANDUM FOR:      RUSS FREEBURG**

**FROM:                      RON NESSEN**

**This seems like a pretty good idea, and in line with the kind of publicity the President wants for these ideas.**

**I suggest you help these people put together something. Would you let me know what happens?**

**Thanks, Russ.**

**Attachment: Letter from Conrad Brown, wanting to use suggestions for energy saving to the President in his book, HOW TO COPE WITH THE HIGH COST OF LIVING, and also some for the Reader's Digest.**



RON NESSEN--

As I was about to sign this letter it occurred to me that the President would undoubtedly prefer to see Americans putting to use the best of the heat & fuel conservation tips earlier than next fall, so I called the managing editor of the Reader's Digest. He agreed I should let you know I am exploring on the Digest's behalf the possibility that there may be among the 1,825 replies sent to the White House some that would be appropriate for publication in the Reader's Digest--which has a guaranteed circulation of 7.75 million, incidentally. If you have sifted out the 100 most promising ones and would like to send them to me, I would pass them right along to the Digest for its consideration. They could skim the cream; we'd settle for the milk.

--CONRAD BROWN

cc: Mr. Walter Mahony,  
Managing Editor  
Reader's Digest  
Pleasantville, NY 10570



October 8, 1974

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

Dear Mr. Nessen:

My co-author Sidney Margolius and I are on the home stretch in the writing of what is shaping up as an important book, HOW TO COPE WITH THE HIGH COST OF LIVING, to be published in hardcover early next fall by Meredith Corporation (Better Homes and Gardens' New York book publishing arm). It will be distributed nationally in a mass-market manner and will have a substantial initial printing.

Information and advice we have gathered and are continuing to compile for HOW TO COPE WITH THE HIGH COST OF LIVING closely connect with President Ford's recent request for Americans to send him tips on heat and fuel conservation.

I understand from an October 6 article in the New York Times that the White House received some 1,825 replies, among which must have been some excellent ideas. It would seem a shame not to make the widest possible use of them. For broad-scale dissemination of these tips our book would seem an ideal vehicle since Meredith plans to promote it heavily and distribute it as widely as possible.

I am aware that in spite of its intended function as a family spending guide designed to help people through a difficult economic period, our book is a money-making enterprise; whereas the energy conservation suggestions sent to the President were not intended to be capitalized on, but perhaps that can be worked out:

If you would care to send me Xerox copies of those letters that contain the most useful suggestions for householders (or copies of all the letters if you prefer we did the culling--and we are experts in this field), I would write the sender of each tip we wanted to use and say the White House has let us see your letter in the interest of broad dissemination of your good idea(s). Then I would describe the scope and intent of HOW TO COPE WITH THE HIGH COST OF LIVING and



request permission to print the sender's suggestion as a separate entity in the book over his or her name.

This would probably satisfy everyone's sense of propriety. Perhaps some of the letter writers would expect some sort of payment; we would gladly offer them a copy of our book.

But I am particularly intrigued with the thought--and I believe readers of our book would be too--that these energy-saving tips came from the White House via a request of the President's to the American people. Therefore, instead of scattering them through the book, a selection of the best ones could appear as a special section under an introductory copyblock describing their genesis and crediting each source. Would this format appeal to you more?

It is simply that I hate to think your pile of 1,825 replies may just be sitting there, when at least some of them may be extremely useful to a lot of people. If the Government Printing office merely puts them out as a pamphlet, you and I know there is no way it can receive anything faintly resembling mass-market dissemination.

If one of your staff would like to call me about this, I can be reached any morning at 914 730-2463.

Sincerely,



Conrad Brown

cc: Mr. William S. Jarrett, Executive Editor  
Meredith Corporation  
750 Third Avenue  
NY 10017

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 14, 1974

MEMORANDUM FOR: Ron Nesson

FROM: Russell Freeburg *RWF*

1. I will follow up the request involving Reader's Digest. Thanks for sending it over.
2. I have been asked to explain the WIN button to *Budge* *et al.* ~~Bud~~ Sperling at 8:00 a.m., October 15th. I plan to do this.
3. Larry Speakes is working out very well as your coordinator with me and is doing a fine job.

**THE WHITE HOUSE**  
**WASHINGTON**

Ron,

I have read this three times and I  
frankly don't know what it says. Is  
he talking about our pictures?

Best.

Ollie





**THE WHITE HOUSE**  
**WASHINGTON**

TO: Ollie Atkins

FR: Ron Nessen

THE WHITE HOUSE

WASHINGTON

October 24, 1974

MEMORANDUM TO:  
THROUGH:  
FROM:

Ron Nessen  
Bill Barood *BB*  
Russ Freeburg *RF*

SUBJECT: Use of President Ford's photograph

I assume that your office would be the one to contact for release of Presidential photos to the public.

Should you receive any calls from individuals or organizations such as TIME Magazine for release of their individual photos of the President to be used in local WIN Programs, the Legal Counsel's office has determined that this is permissible if it is used <sup>with</sup> quotes from one of the two economic speeches. The photos are not to be used in any way to indicate an endoresement.

I think any individuals and non or non-news organizations contacting your office for the first time should be transferred over to the Citizens' Action Committee to Fight Inflation to explain to us how they wish to use the photo.

November 16, 1974

MEMORANDUM FOR:

RUSS FREEBURG

FROM:

RON NESSEN

The attached material from John A. Piccirillo  
is being sent to you for your information.

RN/pp

