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THE WHITE HOUSE

WASHINGTON

October 7, 1974

MEMORANDUM FOR: SECRETARY SIMON  
BILL SEIDMAN  
ALAN GREENSPAN ✓  
SECRETARY LYNN

FROM: RON NESSEN

RE: Briefing on Economic Address

Pursuant to our discussion, we plan to have a briefing in Room 450 EOB prior to the President's Economic Address to the Joint Session of Congress Tuesday afternoon.

Our plan is to make available at 1:30 p.m. the text of the President's address and the fact sheets that help explain the announced actions and proposals. The briefing, with Secretary Simon as the lead briefer, would begin promptly at 2:30 p.m. available for film and recording. The briefing would conclude no later than the time necessary to get participants to the Hill for the Joint Session.

The ground rules would be that the entire briefing, including sound, film and written materials, would be sequestered in the room until 4:00 p.m. so as not to have any effect on Tuesday's stock market transactions.

From my office, Bob Kelly and John Carlson are handling arrangements for the briefing. Clearances for those who do not have White House press passes will be handled by Jim Holland's office.

cc: Don Rumsfeld  
Bob Kelly  
John Carlson



February 1, 1975

MEMORANDUM FOR:

ALAN GREENSPAN ✓  
JAMES LYNN  
WILLIAM WIMOR

FROM:

RON NESSEN

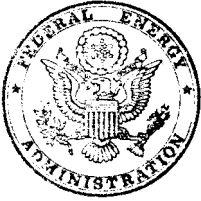
I simply want to endorse strongly Frank Zarb's recent letter to you urging that you spend as much time as possible with New York Times officials and reporters explaining the President's economic and energy programs. The Times has been implacably opposed editorially to the President's programs and I agree with Frank that this to some extent comes from a lack of understanding by the Times.

The President himself has taken time to meet personally with the New York Times' editorial board and I think every moment spent explaining the President's programs to the Times is a moment well spent.

cc: Frank Zarb  
Dick Cheney

RN:jg





FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D. C. 20461

January 30, 1975

OFFICE OF THE ADMINISTRATOR

Honorable Alan Greenspan  
Chairman  
Council of Economic Advisers  
Washington, D.C.

Dear Alan:

Today I met over lunch with the New York Times Editorial Board in New York. We had a very cordial discussion which centered principally on the energy proposals in the President's State of the Union Message.

I must say I was surprised at the questions they asked; questions which revealed a considerable misunderstanding, and lack of understanding, about what is in the Message; the background on which our proposals are based; and how and why we think that the proposals will work.

In view of the fact that the New York Times helps to set editorial opinion throughout the country and is so powerful in formulating public opinion, I am concerned that we are just not getting through (see enclosed recent editorials with key points highlighted).

Art Sulzberger asked me to return at my earliest convenience so that our dialogue can continue and I intend to do so.

I certainly hope, however, and urge that you will visit with the Board in the near future. Your close relationship with the President in shaping the Message would give the Times a further insight into the goals and objectives of our economic and energy proposals.

Enclosed is a list of today's attendees and their titles.

Sincerely,

  
Frank G. Zarb  
Administrator

Enclosures

bcc: Dick Cheney  
Ron Nessen ✓





FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D. C. 20461

January 30, 1975

OFFICE OF THE ADMINISTRATOR

Honorable James T. Lynn  
Secretary of Housing and  
Urban Development  
Washington, D.C. 20410

Dear Jim:

Today I met over lunch with the New York Times Editorial Board in New York. We had a very cordial discussion which centered principally on the energy proposals in the President's State of the Union Message.

I must say I was surprised at the questions they asked; questions which revealed a considerable misunderstanding, and lack of understanding, about what is in the Message; the background on which our proposals are based; and how and why we think that the proposals will work.

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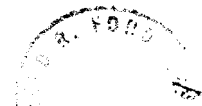
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Sincerely,

  
Frank G. Zarb  
Administrator

Enclosures

bcc: Dick Cheney  
Ron Nessen





FEDERAL ENERGY ADMINISTRATION

WASHINGTON, D. C. 20461

January 30, 1975

OFFICE OF THE ADMINISTRATOR

Honorable William E. Simon  
Secretary  
Department of the Treasury  
Washington, D.C.

Dear Bill:

Today I met over lunch with the New York Times Editorial Board in New York. We had a very cordial discussion which centered principally on the energy proposals in the President's State of the Union Message.

I must say I was surprised at the questions they asked; questions which revealed a considerable misunderstanding, and lack of understanding, about what is in the Message; the background on which our proposals are based; and how and why we think that the proposals will work.


In view of the fact that the New York Times helps to set editorial opinion throughout the country and is so powerful in formulating public opinion, I am concerned that we are just not getting through (see enclosed recent editorials with key points highlighted).

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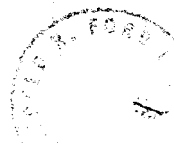
Enclosed is a list of today's attendees and their titles.

Sincerely,

  
Frank G. Zarb  
Administrator

Enclosures

bcc: Dick Cheney  
Ron Nessen



Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

JAN. 16

JAN 18

# The New York Times

... and Energy C40

The ringing rhetoric for energy conservation with which President Ford began his series of policy statements this week had grown a little muffled by the time he got to the State of the Union Message yesterday. Now the initiative has passed to Congress to fashion a meaningful and equitable energy tax program, seizing upon the positive aspects in what the President has proposed but realigning his emphasis better to achieve the goal of conserving otherwise wasted energy.

The strongest scrutiny must go to the arguments which the Administration will advance against gasoline



# The New York Times

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JAN. 22  
JAN 22

## Mr. Ford's Flawed Plan

For a man who has just executed a 179-degree turn in economic policy, President Ford is exhibiting surprising assurance that he has come up with just the right mix of programs for combating the complex triple challenge of recession, inflation and the energy crisis.

Undoubtedly, much of the President's news-conference determination to shoot down possible Congressional modifications represented psychological warfare; but it is still hard to reconcile his stance with his observation only a week ago that his basic aim is a policy of "conciliation, compromise and cooperation" with Congress.

# The New York Times

JAN. 24  
JAN 24

## Too Little, Too Late

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IN THE NATION

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By Tom Wicker

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To the extent that President Ford's tax program to stem the recession can be distinguished from his tax program to conserve energy, the former seems to have two major deficiencies as a means of stimulating the economy. And when both programs are taken together, the energy conservation plan seems to offset some of the stimulus of the antirecession tax cut, at the time when that stimulus is most needed.

a \$2-billion refund to state and local governments to offset their higher energy costs, and a \$500-million credit for taxpayers who insulate their homes. The Federal Government would retain the remaining \$3 billion, to cover its own increased energy costs.

The two major deficiencies of the antirecession tax cut—in the opinion of a non-economist who has had an Administration briefing as well as

advice from critical economists—are, first, that the \$12-billion personal income tax rebate does not provide enough stimulus, particularly on a one-shot basis limited entirely to 1974

sonal income tax rebate, plus the \$4-billion investment credit for businesses, would be sufficient stimulus for a trillion-dollar economy that has slipped so swiftly into recession. An additional reduction of perhaps \$10 billion in personal income taxes for 1975 and 1976, above any reduction needed to offset new energy taxes, is almost surely going to be needed.

Besides, while few question the need for a stiff energy conservation policy, it is by no means clear that it can best be accomplished in one huge bite, taken right away, as Mr. Ford proposes. Nor have the Democrats as yet made much of a case for rationing or other alternatives to a price mechanism. Swift concentration on sufficiently stimulating the economy and a more leisurely and judicious

# The New York Times

JAN. 27  
JAN 27

## Approach to Oil Pricing Pleases Next to No One

P. 37

President Ford's proposals for raising the prices of oil products across the board have stirred more opposition than almost any other element of his economic program. To discourage consumption and encourage production, he would levy a fee on imported oil, impose higher domestic oil taxes and de-control prices.

An outcry followed, and allocation, rationing and import quotas have all been suggested as substitute measures. Last week Congress moved to postpone the import tax for 90 days to allow consideration of the alternatives.

ident replied that only increased prices would provide the incentives for increased domestic energy output.

### OPPONENTS

Withering opposition was directed at the heart of the energy program — namely, the basic decision to force prices up in the hope of holding consumption down. But some of the loudest cries came from those who would be hurt by higher prices on petroleum products other than gasoline.

These included electric utilities and industries, particularly in New England,

JAN. 28

# The New York Times

## Dialogue on Oil . . .

As the oil-consuming countries have begun to bite the bullet of pride and move toward a common energy policy, the oil-producing nations have begun to bite the apple of wisdom. The Organization of Petroleum Exporting Countries have now offered to open a dialogue with the industrial countries and, meanwhile, to freeze oil prices for the remainder of 1975.

## . . . With the Consumers

Between now and March, through the new sixteen-nation International Energy Agency, the oil-consuming countries will try to agree on parallel programs for conservation of 2 to 3 million barrels of oil a day—7 to 10 per cent of imports. Joint programs to bring in new energy sources will seek agreement on a system of guarantees for new investment against later dumping

LIST OF ATTENDEES AT JANUARY 30, 1975 NEW YORK TIMES  
EDITORIAL BOARD LUNCHEON, NEW YORK

Arthur Ochs Sulzberger, Chairman, President and Publisher

Peter Grose, Member of Editorial Board

Marian S. Heiskell, Director of Special Activities

David Jones, National News Editor

John B. Oakes, Editorial Page Editor

A. H. Raskin, Assistant Editorial Page Editor

A. M. Rosenthal, Managing Editor

Jack Rosenthal, Assistant Sunday Editor

Joan Whitman, Family/Style Editor

Tom Wicker, Associate Editor



June 16, 1976

MEMORANDUM FOR: BRENT SCOWCROFT  
ALAN GREENSPAN

FROM: RON NESSEN

I think this sounds like something we should provide. May I have a draft from you on Friday, June 18?

Thank you.

Attachment: Letter from el nuevo dia of San Juan asking for message from the President for June 26 edition.



el nuevo dia

WASHINGTON BUREAU -  
722 NATIONAL PRESS BUILDING  
WASHINGTON, D.C. 20045

June 14, 1976

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

Dear Mr. Nessen:

The editor of my newspaper, El Nuevo Dia of San Juan has asked me to contact you to see if you would help us with the following:

Our newspaper, a daily tabloid published six times a week in Spanish, is printing a special section in honor of the meeting of the chiefs of states with President Ford in Puerto Rico. Our newspaper is owned by the Ferre family of Puerto Rico. Luis Ferre was the former governor of Puerto Rico and now is senior honorary chairman of the PNP party of Puerto Rico. This party has traditionally been identified with the Republican Party of the mainland. Between 1968 and 1972, the Puerto Rican Resident Commissioner in Congress, Jorge Cordova, caucused with the Republican Party in Congress.

My editor, Carlos Castaneda, would like the President to give us a 500 to 600 word message which we would run on page one of our edition of Saturday June 26. The message would be one of welcome to the chiefs of state to American soil where the American flag flies in the same manner in which it flies on the 50 states and other U.S. territories. The message also would express appreciation to the U.S. citizens in Puerto Rico, of which there are almost 3,000,000. Also included in the message would be words expressing the importance of the meeting to the U.S. and world economy.

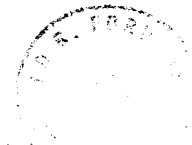
I plan to cover the meeting, as will two other correspondents of my newspaper, plus two photographers. As of today I plan to arrive in Puerto Rico on Tuesday, June 22, to help edit the special section. Attached is my card, and also my Washington Bureau address. Anything you can do will be greatly appreciated. Thank you.

Washington Bureau:

Room 722, National Press Building  
Washington, D.C. ....20045

202-393-1923(ofc)  
703-6 2-4336(res.)

Sincerely  
*John T. Skelly*  
John T. Skelly  
Washington Bureau Chief



THE WHITE HOUSE

WASHINGTON

June 16, 1976

Dear Jack:

I have received your request for the Presidential statement to be published in your newspaper on the eve of the Puerto Rico Summit meeting.

I have asked that such a statement be drafted and I will be back in touch with you in a few days to let you know what progress we are making.

Best wishes.

Sincerely,



Ron Nessen  
Press Secretary  
to the President

Mr. Jack Skelly  
el nuevo dia  
Room 822 National Press Building  
Washington, D.C. 20045





nuevo dia

WASHINGTON BUREAU  
NATIONAL PRESS BUILDING  
WASHINGTON, D.C. 20045

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

Dear Mr. Nessen:

The editor of my newspaper, El Nuevo Dia of San Juan has asked me to contact you to see if you would help us with the following:

Our newspaper, a daily tabloid published six times a week in Spanish, is printing a special section in honor of the meeting of the chiefs of states with President Ford in Puerto Rico. Our newspaper is owned by the Ferré family of Puerto Rico. Luis Ferré was the former governor of Puerto Rico and now is senior honorary chairman of the PNP party of Puerto Rico. This party has traditionally been identified with the Republican Party of the mainland. Between 1968 and 1972, the Puerto Rican Resident Commissioner in Congress, Jorge Cordova caucused with the Republican Party in Congress.

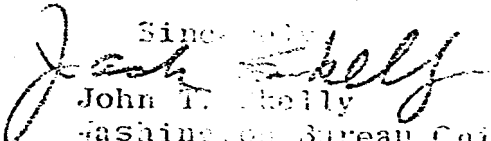
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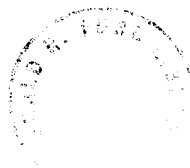
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Washington Bureau:

Room 202, National Press Building  
Washington, D.C. ....20045

202-462-1923(ofc)  
755-1236(res.)

Sincerely,  
  
John T. Kelly  
Washington Bureau Chief



June 16, 1976

MEMORANDUM FOR: BRENT SCOWCROFT  
ALAN GREENSPAN ✓

FROM: RON NESSEN

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el nuevo dia

WASHINGTON BUREAU -  
ROOM 822 NATIONAL PRESS BUILDING  
WASHINGTON, D.C. 20045

June 11, 1976

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

Dear Mr. Nessen:

The editor of my newspaper, El Nuevo Dia of San Juan has asked me to contact you to see if you would help us with the following:

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Washington, D.C....20045

202-393-1923(ofc)  
703-682-4386(res.)

Sincerely,

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John T. Skelly  
Washington Bureau Chief

