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THE WHITE HOUSE
WASHINGTON

NOTE FOR: *Connie*

FROM : RON NESSEN

*Send copy to
Stan Scott.*



SUPPLEMENT TO

Washington Star-News

Prepared and paid for by Tuesday Publications, Inc.

REFERENCE COPY
PLEASE RETURN TO
ROOM 02, E.O.B.

Tuesday At Home



The Tuesday At Home
Woman of the Year Award — 1973
conferred upon Miss Josephine Baker by
Her Serene Highness Princess Grace
at the Palais de Monaco.

Washington
**Family
Weekly**
JANUARY 27, 1974

Washington Star-News

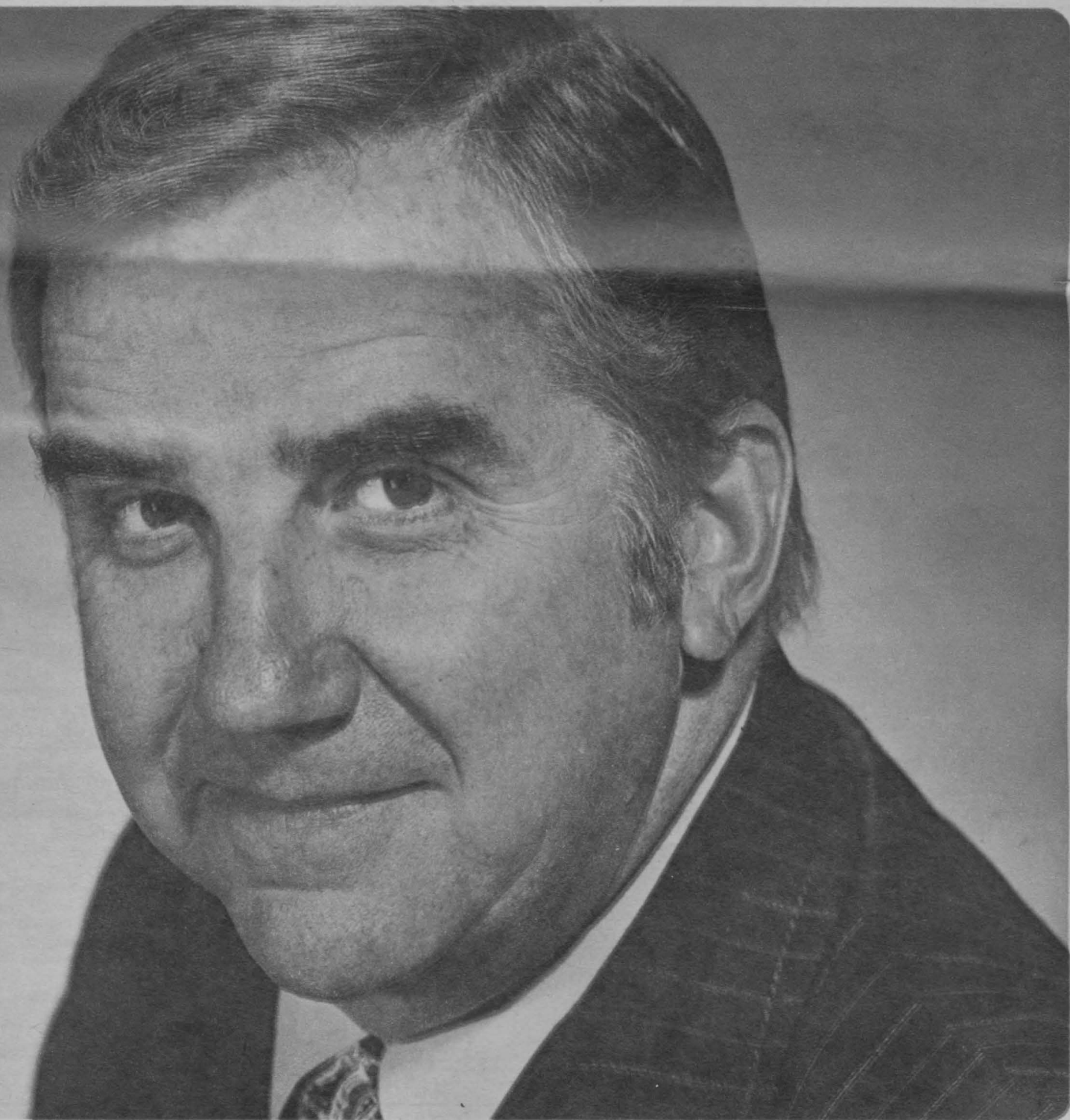
REFERENCE COPY
PLEASE RETURN TO
ROOM 82, E.O.B.

**New Hope for Diet
And Exercise Dropouts
-By Earl Ubell**

**A Quiz for Draftees
In the Ongoing
Battle of the Sexes**

**Cookbook Pullout:
New Adventures
In Low-Cost Eating**

**Jack-of-All-Trades
Ed McMahon:
He's Pretty Good
In the Kitchen, Too!**



Dombas Black^{press} periodical directory

September 5, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

Ron Nissen
GERALD R. FORD

FROM:

STAN SCOTT

SUBJECT:

White House Press Personnel

In accordance with our recent conversation, I am attaching the resumes of three candidates for subject position.

1. James M. Pope (Would recommend without qualification. Has knowledge of the media, including minority press, good writer and has wide range of government public affairs experience. Could probably be detailed to your staff, if necessary.)
2. A. S. (Doc) Young (Good writer with broad experience, but no government experience. Broad knowledge of minority media.)
3. Ed Samuels (Good knowledge of media, most of his experience has involved the electronic side. Hard, dedicated worker with prior government experience.)

Jerry, I would be more than happy to discuss these and other candidates at your convenience. As you can see from the attached article, our friend Simson Becker is speculating along with others that you will renew a tradition started a few years back.

Attachment

ADMINISTRATIVELY CONFIDENTIAL



JET MAGAZINE, SEPT. 12, 1974

Ticker Tape U.S.A.

By Simeon Booker, *Washington Bureau Chief*

THE WHITE HOUSE

WASHINGTON

October 3, 1974

TO: RONALD NESSEN ✓

FROM: STANLEY S. SCOTT
SPECIAL ASSISTANT
TO THE PRESIDENT

For your information.

THE CINCINNATI ENQUIRER

Sunday, September 29, 1974

One Party Commitment 'Suicidal,' Ford Aide Tells Black Assembly

Saturday, Sept. 28, 1974

THE CINCINNATI ENQUIRER

Black Aide To Ford To Address Luncheon

By JIM HATTON
Enquirer Reporter

officials and other black leader
Scott says their "major problem
America's No. 1 problem - inflati

Stanley S. Scott is suggesting his

October 2, 1974

MEMORANDUM FOR: STAN SCOTT
FROM: RON NESSEN
SUBJECT: Black Publishers

I've received your memo and proposal for a seminar and meeting with the President and Black publishers.

It sounds very possible, and I would like to talk to you in person about it.

RN/cg



THE WHITE HOUSE
WASHINGTON

*set up
meeting*

October 1, 1974

MEMORANDUM FOR: RON NESSEN
FROM: STAN SCOTT *JS*
SUBJECT: Black Publishers

Ron, Paul Miltich and Jim Holland informed me that the subject of Black publishers meeting with the President came up for discussion during your regular staff meeting.

This is a proposal that I recommended on numerous occasions while serving as an assistant to Herb Klein, as well as during my tenure as a special assistant to the President. The best we have been able to do in the past five years is to get a briefing for the Black publishers in the EOB, and this occurred at a time the former President was meeting with every other publishing group in the country. I have been in constant touch with the president of the Black publishers. He is still desirous of bringing in a group to meet the President. Attached is the latest schedule proposal submitted by my office.

As I mentioned to you earlier, I had initiated talks with Jerry ter Horst on the hiring of a black in the press room in order that we might renew a tradition started by President Kennedy. Would like to discuss these matters with you. Ron, thanks.


Attachment

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: August 12, 1974

FROM: Stanley S. Scott 

VIA: David Parker

MEETING: With editors and publishers of the National Newspaper Publishers Association, representing a majority of the 200 Black-owned newspapers in America.

DATE: Tuesday, August 27, or as soon thereafter as possible.

PURPOSE: To show Presidential interest in the Nation's Black community.

To generate a feeling of mutual respect between these publishers and the Administration.

To gain much needed support of the Black community for the Administration.

FORMAT: Family Theater and during a reception following an all-day briefing.

Participants: 80 publishers (List to follow).

SPEECH MATERIAL: Remarks, informal, recmphasizing open door policy, commitment to focus on peculiar problems faced by minorities and the poor, interest in the Black community.

PRESS COVERAGE: Each participant will cover for his newspaper or periodical. White House photographers to take pictures of President greeting the attendees.

Press Office announcement prior to meeting and briefing.

Press Office summary to be issued, following statement by Dr. Carlton Goodlett, publisher's president.

STAFF:

Jerald TeHorst, Stan Scott, John Calhoun

BACKGROUND:

Briefing would be conducted by a number of Cabinet officials and Presidential Aides who will focus on the problems of greatest interest to the Black community: high unemployment, crime, social programs, U.S. relations with Africa, and business development

THE WHITE HOUSE
WASHINGTON

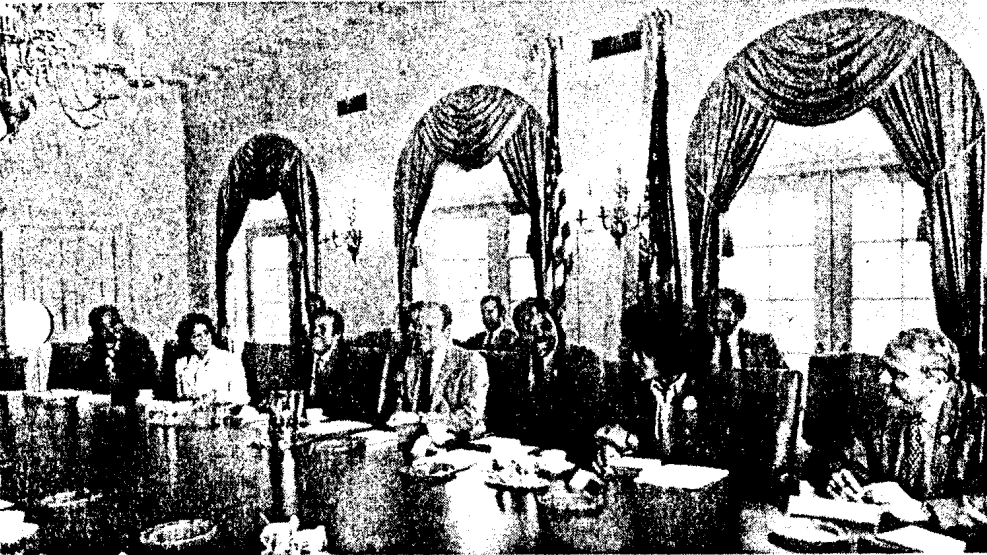
November 7, 1974

TO: RON NESSEN

FROM: STANLEY S. SCOTT
SPECIAL ASSISTANT
TO THE PRESIDENT

For your information.

President Ford Gets 'Education' From Black Leaders



At White House meeting with Black leaders, President Ford is flanked by (l-r) Carlton Goodlett, Pauline Ellison, Stanley Scott, Vernon Jordan, Rev. Jesse Jackson and John Marsh, who serves as counsellor to the President.



Following session with President, Bayard Rustin reads statement as (l-r) Rev. Sullivan, Goodlett, Jordan, Ms. Height, Rev. Jackson and Scott listen.

THE WHITE HOUSE
WASHINGTON

November 7, 1974

TO: RON NESSEN
FROM: STANLEY S. SCOTT
SPECIAL ASSISTANT
TO THE PRESIDENT

For your information.

Jet Magazine, N 14, 1974

THE WHITE HOUSE
WASHINGTON

November 21, 1974

MEMORANDUM FOR: WARREN RUSTAND

FROM: STAN SCOTT *SS*

SUBJECT: Presidential Address to National
Newspaper Publishers Association,
Mid-Winter Workshop, January 22-25,
Mayflower Hotel



In a follow-up to my earlier Presidential proposal (attached) submitted to your office, I am forwarding to you the latest correspondence received from the NNPA.

Warren, stated bluntly, I view the subject national forum as an opportunity for our President to issue forth a reaffirmation of his belief in an open, pluralistic society...to start a movement of racial reconciliation. It has been too long since we heard a President declare his fundamental belief in equality.

Warren, this bold pitch should be made not just to Black and Brown Americans, but to all the people to allow the President to harness the innate goodwill and good sense of the American people to a cause capable of tapping the rich vein of idealism in our heritage.

I am sure that some of my colleagues will have honest disagreement with my position that our fundamental problem today is not the technical problem of halting inflation, ending recession, curbing pollution, or any of a number of other important issues. The fundamental problem is the moral one of restoring faith in self-government and democratic institutions. I think this is the message sent by the voters in the recent election.

I am meeting today with NNPA representatives to schedule a briefing in the EOB for them with top-level government officials when they convene here in January. I hope that the President's schedule will allow him to address this organization.

Attachment

✓ bcc: Ron Nessen



NATIONAL NEWSPAPER PUBLISHERS ASSOCIATION



Black Press of America

OFFICERS

- resident*
MILTON B. GOODLETT, M.D.
San Francisco Sun Reporter
- ice President*
WARD B. WOODS
St. Louis Sentinel
- ecretary*
S. LENORA CARTER
Houston Forward Times
- asurer*
WARD H. MURPHY
Afro-American Newspapers

OFFICE OF THE EXECUTIVE DIRECTOR
770 NATIONAL PRESS BUILDING
WASHINGTON, D. C. 20004
TELEPHONE (202) 638-4473

November 13, 1974

DIRECTORS

- RL DAVIS, JR.
San Diego Voice
and Viewpoint News
- SSE HILL
Atlanta Inquirer
- L. INMAN
Inman Publications
- MORY O. JACKSON
Birmingham World
- RREL JONES
Milwaukee Courier
- INGWORTH M. QUINN
Michigan Chronicle
- ARTH C. REEVES, SR.
Miami Times
- HN H. SENGSTACKE
Sengstacke Newspapers
- ANK L. STANLEY
Louisville Defender
- A. SWEETS
St. Louis American
- OBERT J. THOMAS
Milwaukee Star-Times

Mr. Stanley S. Scott
Special Assistant to the President
The White House
Washington, D. C. 20500

Dear Stan:

It was good seeing you yesterday at the Africare grant signing at the State Department and having an opportunity to mention briefly some of the plans for our Mid-Winter Workshop, January 22-25 at the Mayflower.

Enclosed is a copy of our tentative program. You will note that we have you down to bring us greetings at our opening luncheon at 1:00 P. M. on January 23. And we have the President tentatively programmed for our closing dinner on Friday evening, January 25. All of this, of course, is very flexible. We can adjust our program to the President's schedule.

Additionally, it would be good if we can have a White House briefing similar to the one in 1973. As you indicated, you and Carlton and I could discuss this when he is here on January 20-21.

Stan we want you to know that we are very grateful to you for your kind assistance.

Sincerely,

Sherman Briscoe
Executive Director

CREDO OF THE NEGRO PRESS

The Negro Press believes that America can best lead the world away from racial and national antagonisms when it accords to every man, regardless of race, color or creed, his human and legal rights. Hating no man, fearing no man, the Negro Press strives to help every man in the firm belief that all are hurt long as anyone is held back.

NNPA MID-WINTER WORKSHOP

January 22-25, 1975

Mayflower Hotel
Washington, D. C.

Tentative Program

Wednesday, January 22

2:00 - 5:00 Registration
6:00 P. M. Board Meeting President's Suite
8:00 P. M. Reception

Thursday, January 23

8:15 A. M. Continental Breakfast
9:00 A. M. Registration
9:00 A. M. Newspaper Circulation Seminar

"Ways of Promoting Circulation"

Moderator: Longworth M. Quinn, Michigan Chronicle
Panelists: Robert H. Fentress, Johnson Publications
Joe Lewis, East St. Louis Crusader
Mrs. Lenora Carter, Houston Forward Times
Circulation Director, Wall Street Journal

10:00 A. M. "Ways of Selling Subscriptions"

Moderator: John H. Murphy III, Afro-American
Panelists: Frederick Sengstacke, Chicago Defender
Mrs. Lancia P. Thomas, Mobile Beacon
Circulation Director, Newsweek
Christopher Bennett, Seattle Medium

11:00 A. M. "Solving Street Sale and Home Delivery Problems"

Moderator: Garth C. Reeves, Miami Times
Panelists: Mrs. Marjorie B. Parham, Cincinnati Herald
N. A. Sweets, St. Louis American
William A. Scott III, Atlanta Daily World

12:00 Noon "Importance of Circulation Verification"

Moderator: Mrs. Ruth Washington, Los Angeles Sentinel
Panelists: Officials of Audit Bureau of Circulation

12:45 P. M. Break for Lunch

1:00 P. M. Luncheon

Presiding: Howard B. Woods, St. Louis Sentinel
NNPA Vice President

Invocation:

Greetings: Mayor Walter Washington of Washington, D. C.
Stanley S. Scott, Special Assistant to the President
Stanford Smith, President, ANPA
Theodore A. Serrill, Executive Vice President, NNA

Address: Congresswoman Shirley Chisholm or Rep. Yvonne Burke

3:00 P. M. Executive Session

6:30 P. M. Reception -- cash bar

7:30 P. M. Dinner

Presiding: John H. Sengstacke, Sengstacke Newspapers
NNPA Founder

Greetings: Eddie Williams, President, Joint Center
for Political Studies

Dr. Lovinger Bowden, Acting Dean, School
of Communications, Howard University

Introduction of Speaker: Mrs. Dorothy Leavell, Chicago New Crusader

Address: Dr. Carlton B. Goodlett, San Francisco Sun Reporter
NNPA President

Friday, January 24

8:15 A. M. Continental Breakfast
 9:00 A. M. Registration
 9:00 A. M. Advertising Seminar

Moderator: John L. Procope, New York Amsterdam News
 Panelists: Planning an Advertising Campaign
 Kenneth O. Wilson, Afro-American Newspapers
 Analyzing the Market
 Norman W. Powell, Amalgamated Publishers, Inc.
 Developing Sales Approach
 Representative of J. Walter Thompson
 The Sales Presentation
 Ms. Ophelia DeVore, Columbus Daily Times
 and National Black Monitor

11:00 A. M. Special Problems of Publishers

Moderator: William O. Walker, Cleveland Call & Post
 Panelists: John A. Saunders, Philadelphia Tribune
 John B. Smith, Atlanta Inquirer
 Mrs. Mildred Brown, Omaha Star
 William H. Lee, Sacramento Observer
 George McElroy, Houston Daily Informer

12:45 P. M. Break for Lunch

1:00 P. M. Luncheon

Presiding: Mrs. Lenora Carter, Houston Forward Times
 NNPA Secretary

Greetings: President of Capital Press Club
 Basil Paterson, Vice Chairman, DNC
 Arthur Fletcher, GOP National Committee

Introduction of Speaker: William O. Walker

Address: John H. Powell, Jr., Chairman Equal Employment
 Opportunity Commission

3:00 P. M. FREE TIME

6:30 P. M. Reception -- cash bar

7:30 P. M. Dinner

Presiding: Dr. Carlton B. Goodlett, San Francisco Sun Reporter
 NNPA President

Greetings: Berkeley G. Burrell, President, National Business League
 Clarence Mitchell, Jr., Director, Washington Bureau
 NAACP

Address: President Gerald R. Ford or Vice President
 Nelson Rockefeller
 or
 Senator Henry M. Jackson

Saturday, January 25

9:00 A. M. Board Meeting President's Suite

Bon Voyage

THE WHITE HOUSE

WASHINGTON

NOV 6 1974

November 5, 1974

MEMORANDUM FOR: STAN SCOTT

COPY TO: WARREN RUSTAND ✓

FROM: RON NESSEN RHN

SUBJECT: National Newspaper Publishers Association

I have received your schedule proposal for events connected with the National Newspaper Publishers Association in January.

I agree with your proposal for a Presidential speech and for a briefing by Cabinet members and Administration officials. I disagree with the Presidential reception in the Cabinet Room with members of the Executive Committee. I think the President can greet and chat with the Executive Committee briefly before or after his proposed speech at the Mayflower.

Please keep me advised on the progress of this, as I think it shapes up as a worthy effort.

THE WHITE HOUSE

WASHINGTON

November 1, 1974

MEMORANDUM FOR: RON NESSEN

FROM: STAN SCOTT *SS*

SUBJECT: Black Media

The attached schedule proposals have been submitted in an effort to establish rapport and demonstrate sensitivity toward the black-oriented media of the nation.

It is evident that much of the misinformation, apprehension and frustration existing among the nation's 25 million blacks is directly attributable to poor communications. We need to focus on bridging this gap to enable the President and his Administration and programs to be understood and supported during this peak period of unemployment and inflation which weighs particularly heavy on this segment of the population.

The National Newspaper Publishers Association is the only major media group that has not been invited to the White House during the past five years.

Attachments

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: November 1, 1974

FROM: Stanley S. Scott

VIA: Warren Rustand

SPEECH:

A major address to reemphasize human rights and civil rights for all Americans before the mid-winter workshop of the National Newspaper Publishers Association, representing a majority of the 200 black-oriented newspapers in the nation.

DATE:

January 22, 23 or 24, Mayflower Hotel, Washington, D.C.

PURPOSE:

To demonstrate Presidential interest and concern for the nation's 25 million black citizens.

To generate a feeling of mutual respect between the black press and the Administration.

To gain much needed support of the black community for the Administration.

FORMAT:

To deliver a major address.

SPEECH MATERIAL:

Major points to be drafted by Stan Scott, to include a commitment to: (1) support human and civil rights for all Americans (2) to focus on peculiar problems faced by minorities and the poor.

PRESS COVERAGE:

White House Press Corps, and White House photographer will take pictures of the event. John Calhoun will disseminate photos and coverage to the black press.

Press Office announcement prior to event and transcript following event.

STAFF:

Ron Nessen, Robert Hartmann, John Marsh,
Donald Rumsfeld, Stan Scott, John Calhoun

BACKGROUND:

The black publishers will be meeting in Washington, D. C. on January 22-24. Former RNC Chairman George Bush addressed this group last spring in Miami.