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RNH

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EDGAR A. POE, *Treasurer*  
*New Orleans Times-Picayune*  
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*New York Daily News*

WHITE HOUSE  
CORRESPONDENTS' ASSOCIATION  
1029 NATIONAL PRESS BUILDING  
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GARNETT D. HORNER  
*Dinner Chairman*

May 5, 1976

Mr. Ronald Nessen  
Press Secretary  
The White House  
Washington, D.C. 20500

Dear Ron:

I want you to know that I appreciated very much your cooperation last Saturday morning in working out an agreement to keep TV cameras out of the WHCA dinner.

As you noted, these affairs are planned as social, relaxed evenings-- not as news events. And my own feeling is that TV cameras, no matter where they were placed, would be a distraction for our guests. Of course the clincher is that the President is our honor guest and his wishes must be respected.

Again, thanks for making the final decision palatable to some of our people with views different from mine.'

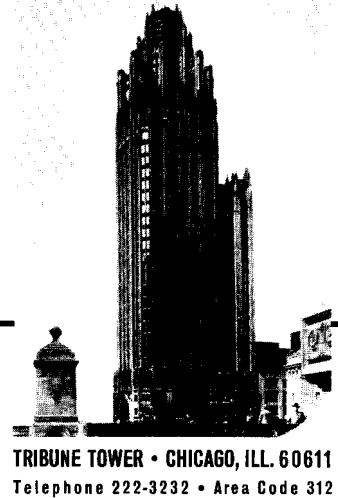
Cordially,

  
Garnett D. Horner  
Dinner Chairman

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

CLAYTON KIRKPATRICK  
EDITOR



May 13, 1976

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

Dear Ron:

Thank you for your very generous note commenting on the Pulitzer Prize awarded to the Tribune staff. I am sharing it with George Bliss and the other members of the staff who contributed to the two stories.

I know they will be as gratified as I with the message of congratulations from the President. Please thank him on our behalf.

Sincerely,

A handwritten signature in cursive script, appearing to read "Clayton".

ANCHORAGE  
**DAILY NEWS**

P. O. BOX 1660  
ANCHORAGE, ALASKA 99510  
PHONE: 272-8561

KATHERINE FANNING  
EDITOR AND PUBLISHER

May 18, 1976

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

Dear Mr. Nessen:

Thank you so much for your very kind congratulations on the Anchorage Daily News Pulitzer prize. We are indeed grateful for this marvelous honor and will do our best in the years ahead to live up to it.

Please tell the President how much we appreciate his message of congratulations.

Sincerely,



Katherine Fanning

ams



# The New York Times

229 WEST 43 STREET  
NEW YORK, N.Y. 10036

May 19, 1976


Dear Ron:

Thank you for writing, as if you didn't have enough to keep you busy. And thanks to your boss.

Your note came as a surprise because I had been led to believe, during an earlier administration, that congratulations from the White House came only to Roller Derby winners, and then only by phone.

I'm grateful to be disabused of that notion.

Yours,

  
Red Smith

RM  
5/27/76

May 11, 1976

Dear Paul:

Is it true? Are you really going to be the new producer of the Today show? Well, if so, you've certainly got the hairline and waistline to follow in the footsteps of Stuart Schulberg. This is about your fifth job with NBC in as many years. It seems you can't keep a job very long.

Seriously, congratulations. I know you'll do as well on the Today show as you have in all your other assignments at NBC News. I'm anxious to see who you will be hiring to replace Barbara Walters.

Cindy asked to be remembered to you and your family.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Mr. Paul Friedman  
NBC News  
30 Rockefeller Plaza  
New York, New York

RN/jb

# The Courier-Journal

## THE LOUISVILLE TIMES

LOUISVILLE, KENTUCKY 40202  
AREA CODE 502-582-4011

May 24, 1976

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

Dear Mr. Nessen:

Thank you very much for your good wishes.

It's a very exciting prospect to have the opportunity to explore a whole new area of publishing for daily newspapers, and I trust we'll come up with some interesting discoveries.

I am sending Barry a copy of your letter, and I'm sure he'll be pleased to hear from you.

Yours sincerely,



Carol Sutton  
Assistant to the Editor  
and Publisher

RM  
5/27/76  
CS:sw

THE WHITE HOUSE

WASHINGTON

June 21, 1976

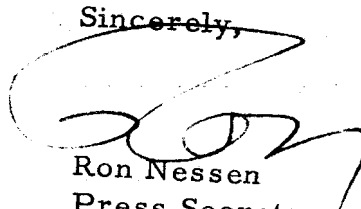
Dear Joe:

The final paragraph of your Sunday column should be required reading for everyone who follows and/or loves the calling of journalism.

I hope your stature and the rightness of your words will return responsibility to the current blind race to print every bedroom tidbit.

Best wishes.

Sincerely,



Ron Nessen  
Press Secretary  
to the President

Mr. Joseph Kraft  
3400 R Street, N. W.  
Washington, D. C. 20007

media file

THE WASHINGTON POST, SUNDAY, JUNE 26, 1971

Joseph Kraft

## The Fruits of Scandal

Where will it all end, the rich diet of sexual hanky-panky on Capitol Hill now being served up almost daily in the press? Well, a little reform is predictable, and some slight changes in leadership.

But the major long-term consequence is apt to be a change of standards in the press and television. Unwritten rules have already been broken and there will probably be a new assault on privacy by a rampant and rivalrous Fourth Estate, which seems not to understand the conditions of its own existence.

I do not mean to say, of course, that issues of public interest have not been present in the sex scandal. The first story, centering around Rep. Wayne Hays of Ohio, raised a classic question of fraud—the use of public money by Mr. Hays, as chairman of the House Administration Committee, for illegitimate private purposes.

The Hays case has actually set in motion some steps toward reform. The system of accounting for payment of congressional staff, which was so loose that

Mr. Hays made it a private preserve, will now be tightened.

Mr. Hays himself has been badly weakened. He has lost control over his House Administration Committee and may lose his Foreign Operations Subcommittee of the International Relations Committee.

The result of these changes is mixed. Mr. Hays will no longer be able to use control over office space and parking assignments and other perquisites to terrorize his colleagues in the House. At the same time, his diminished stature in the foreign operations committee will remove a barrier against procedural absurdities. There is now, for example, a far better chance that the subcommittee will vote to block Panama Canal negotiations by a know-nothing amendment restricting funds for that purpose.

A final spinoff from the Hays affair affects the top Democratic leadership in the House. Mr. Hays has been a leading ally and supporter of Phillip Burton, congressman from San Francisco

and chairman of the Democratic Caucus in the House.

With Carl Albert stepping down as Speaker, and Majority Leader Thomas O'Neill Jr. taking Albert's place, Burton was, along with John McFall of California—the Democratic whip—a logical contender to fill O'Neill's present post of Majority Leader. From that post he would have had relatively easy access to the top job of Speaker of the House after O'Neill stepped down.

Association with Hays has weakened Mr. Burton's claims. The odds now favor Mr. McFall. For me, anyhow, that is not sad. I think Mr. Burton was a natural ally of Mr. Hays and that the two men share unseemly qualities.

But though I infinitely prefer both Mr. O'Neill and Mr. McFall as decent, hard-working men, no one should imagine that the new House leadership is going to make an important change for the better in congressional behavior. Mr. O'Neill and Mr. McFall lack the stature and the detailed grasp of issues and the flair for going to the country on television. They will not be able to control

their own troops. Nor will they be good in elevating the debate between Congress and the executive branch, which is now at the heart of government.

But while needed reform and personnel change stagnates, the revelations go on apace. The cases of John Young from Texas and of Allan Howe from Utah have no public policy ramifications. They turn on private questions important to the persons involved and their families, but not to millions of Americans who read newspapers and watch television.

By pandering to prurient taste, by competitive indulgence in voyeurism, the responsible press does no service. It trivializes issues, and this makes it easy for officials to avoid the truly difficult question of responsible leadership, of governance. It contributes to public cynicism about government, which is already grossly exaggerated. It builds populist hostility against all bulwarks, constitutional and customary, of liberty and privacy, including those that now protect an increasingly unpopular and suspect press.

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**KNXT**

CBS Television Stations  
A Division of CBS Inc.  
6121 Sunset Boulevard  
Los Angeles, California 90028  
(213) 469-1212

Dear Ron:

What a nice surprise to receive your letter.  
Thank you for writing and thank you for all of those  
kind words.

I'll miss those go-arounds we had during the briefings.  
What will I do for fun now?

Rest assured Ron, if I (someday) reach Barbara Walters  
salary level - I'll still remember you.

When President Ford comes to Los Angeles in the fall -  
will you save an interview for me?

Love,



Connie Chung

Mr. Ron Nessen  
Press Secretary  
to the President  
The White House  
Washington, D.C.  
July 26, 1976

July 8, 1976

Dear Connie:

Congratulations and best wishes on your new position as anchorperson in Los Angeles. We will certainly miss you here in Washington, but I know it's a great new opportunity in your career.

I'm sure that one of these days you'll be up there in the Barbara Walters salary category!

Seriously, you are a talented and dedicated television journalist. I know you are going to succeed in your new endeavor.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Ms. Connie Chung  
CBS  
2020 M Street, N. W.  
Washington, D. C.

RN/jb

THE WHITE HOUSE

WASHINGTON

July 8, 1976

Dear Bart:

I understand and sympathize with the problems of press coverage at the Puerto Rican Summit meeting expressed so forcefully and articulately by you this morning in the Post.

I agree with a good deal of what you wrote, and, in fact, made many of the same arguments myself here within the White House as plans for the Puerto Rican meeting were being made.

You must understand, Bart, that the needs of the press are necessarily only one of many considerations when plans for such meetings are made. Some of the arguments I made about better accommodations and briefings for the press were turned down because of competing foreign policy, economic, security and logistic considerations.

I want you to know that I consider it to be an important part of my job here at the White House to fight behind the scenes to make sure that the press covering such major events as the the Puerto Rican Summit have the very best in the way of accommodations, transportation, communications and briefings. Unfortunately, I don't always win the arguments.

The best I can do is to promise that I will fight even harder next time for better treatment of the press.

Sincerely,



Ron Nessen  
Press Secretary  
to the President

Mr. Hobart Rowen  
The Washington Post  
1150 15th Street, N. W.  
Washington, D. C. 20071



*Holbart Rowen*

# Isolating Reporters From the News

After a couple of frustrating days trying to cover the economic summit meeting in Puerto Rico recently, I feel obliged to report that I think all of us—reporters and editors—have been participating in a deception of the reader.

As was the case at the first economic summit at Rambouillet, France, last November, the press was carefully sequestered at a safe distance from the heads of state. In France, reporters were confined to the Georges V Hotel in Paris, not exactly a hardship post, but a full hour by bus from the security-ringed chateau at Rambouillet.

In Puerto Rico, while the heads of state took over the posh Dorado Beach Hotel, the press was held at bay 20 miles away in a San Juan hotel.

It is true that reporters' "pools," designed to represent the wire services, networks, daily papers and magazines, were flown or bused into Rambouillet or Dorado for specific events, largely ceremonial, and duly reported back to their colleagues what they had seen.

But the trick, and officials have perfected it, is to keep the pool reporters from seeing very much, or learning anything at all significant. For example, at Dorado Beach, the pool reporters were privileged to witness President Ford greeting the other six in

coming heads of state. Secret Service agents kept reporters from drifting off to talk to summit participants.

One pool report described the meeting room as having a "commanding" view of the ocean. Big deal. Not that the reporters ever saw the inside of the room itself, even empty: the essential data was supplied by a White House aide.

The TV networks can live nicely on this kind of diet: The arrivals of Presidents and Prime Ministers, with a Concorde or two in the tropical background, is better stuff for the 6 o'clock news than arcane reports on economic growth. So was the spectacle of Secret Service dogs sniffing typewriters to detect any bootleg explosives.

But substantive news—if indeed any such was in the making—had to come from other sources. The normal kind of private probing for news, between individual reporters and officials, was more difficult at Puerto Rico than at Rambouillet because of the near-total isolation of all the conferees—heads of state and lesser dignitaries—at Dorado Beach. Even the Puerto Rico phone system proved to be a silent partner to secrecy.

That, unhappily, left only one real source—the official briefings—for 500

news-hungry reporters in San Juan, including a delegation of six from The New York Times. Briefings are an exercise in which a government official tells you what he wants you to hear. But the foreigners are better at it than the Americans.

After the first day's meeting at Dorado Beach, three American officials helicoptered to press headquarters at San Juan to brief American reporters (and any others who cared). They recited a deadly dull summary of what President Ford had said, but refused to divulge any of the give-and-take of the discussion. Everyone knew that a major ball-out for Italy was an important question for the conference. But when State Department counselor Helmut Sonnenfeldt was asked about it, the best he could do was decline to "confirm or deny."

Others were less shy. Ivan Head, foreign affairs adviser to Canadian Prime Minister Trudeau, gave Canadian reporters a full account of the Italian loan discussion. And West German Chancellor Schmidt himself briefed German reporters, as did Trudeau on the return flight to Ottawa.

The British brought along to Puerto Rico their chief Treasury press officer, Peter Dixon, who was able to give Bri-

tish reporters a point-by-point rundown of Prime Minister James Callaghan's and Chancellor of the Exchequer Denis Healey's doubts about President Ford's proposals for slow economic growth.

As American reporters at other international monetary conferences have long since discovered, getting "filled in" on the British briefing is essential, since the British take their press officer inside, while the American press aide stands a useless vigil outside the closed door.

The crowning insult is that the final product of these summits, a sometimes vacuous communique, is thrown at reporters literally minutes before departure of the principals, leaving little time to absorb and explore its meaning (if any).

So, dear reader, when you see the dateline of the next economic summit meeting (probably Tokyo), remember that the stories are written by someone insulated from the proceedings and miles from the scene, relying most heavily on what he knew or learned before he got there. And your reporter will likely have had his best summit briefing, secondhand, from some foreign political leader with his own particular ax to grind.

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MR. PRESIDENT,

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YOU ARE PROVING YOURSELF TO BE THE KING OF THE WATERGATERS. NOTHING  
COULD BE MORE IMMORAL THAN YOUR USE OF THE TAXPAYERS MONEY TO BUY  
REPUBLICAN DELEGATES. YOU HAVE BEEN DOING THIS BY WAY OF INVITING  
VARIOUS DELEGATES TO THE REPUBLICAN CONVENTION TO THE WHITE HOUSE  
FOR STATE DINNERS. IT IS INTERESTING TO NOTE THAT CLARKE REED THE  
CHAIRMAN OF THE MISSISSIPPI DELEGATION WAS ABOUT THE ONLY POLITICIAN  
INVITED TO DINNER FOR QUEEN ELIZABETH. YOU HAD OTHER DELEGATES FROM  
THE WEST TO THE STATE DINNER FOR THE PRIME MINISTER OF AUSTRALIA.  
RECENTLY A REPUBLICAN DELEGATE FROM THE SOUTH SWITCHED TO YOU

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BECAUSE THE GOVERNMENT GAVE HIS FIRM A LARGE CONTRACT. THIS IS NOT  
YOUR MONEY. THIS IS THE TAXPAYER'S MONEY WITH WHICH YOU ARE  
FIGURATIVELY BRIBING THESE DELAGATES TO COME YOUR WAY. YOUR  
ENTERTAINMENT OF THE ENTIRE STATE DELEGATIONS TO THE REPUBLICAN  
CONVENTION AT THE WHITE HOUSE IS AGAIN A MISUSE OF OUR NATIONAL  
SYMBOL. THEN, OF COURSE, THERE ARE THE ROADS AND THE GOVERNMENT  
CONTRACTS WHICH YOU HAVE SOMEHOW SEEN FELL INTO A GIVEN DISTRICT  
WHEN A DELEGATE'S VOTE WAS AT STAKE. UNFORTUNATELY, THE PRESS IN THE  
UNITED STATES HAS GIVEN YOU A FREE RIDE AND HAS NOT EXPOSED YOUR  
ACTIVITIES IN THIS RESPECT AS THEY WOULD IF YOUR NAME HAD BEEN  
NIXON. THEY ARE SO ANXIOUS TO FINISH OFF REAGAN POLITICALLY AND PUT  
YOU UP AS AN EASY TARGET FOR JIMMY CARTER THEIR REAL HERO, THAT THEY  
HAVE ALLOWED YOU TO GET AWAY WITH THIS SCANDELOUS BEHAVIOUR.  
ACTUALLY, MR PRESIDENT, YOU ARE A POLITICIAN IN THE MANGER. LIKE THE

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DOG IN THE MANGER WHO COULDN'T EAT THE HAY BUT WOULDN'T LET THE  
HORSE WHO COULD EAT IT, YOU ARE DETERMINED NOT TO LET REAGAN OR  
ANYONE ELSE WIN THE NOMINATION EVEN THOUGH YOU YOURSELF CAN'T DO A  
THING WITH IT ONCE YOU HAVE IT. YOU ARE TARRED WITH THE NIXON PARTY  
OF WHICH THE LATEST POLLS INDICATE A MAJORITY OF THE PEOPLE IN THE  
UNITED STATES DISAPPROVE. YOU ARE TARRED WITH THE ENTIRE WASHINGTON  
ESTABLISHMENT BECAUSE YOU HAVE BEEN A PART OF IT FOR MANY DECADES.  
CARTER PEOPLE HAVE TOLD ME FRANKLY, THAT THEY DON'T WANT TO RUN  
AGAINST REAGAN THEY WANT TO RUN AGAINST YOU BECAUSE YOU ARE A PUSH  
OVER. IN ADDITION TO THAT YOUR PERSONALITY HAS ALL THE CHARM OF A  
FOOTBALL TACKLING DUMMY AND YOU CAN'T POSSIBLY GO ON NATIONAL TV AND  
CONVINCE THE DEMOCRATS AND INDEPENDENCE TO SUPPORT YOU AS RONALD  
REAGAN OBVIOUSLY CAN. WHY DON'T YOU REALIZE, MR PRESIDENT, THAT YOU  
ARE A LOSER, BOW OUT IN FAVOR OF MR REAGAN AND STOP USING TAXPAYERS'

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MONEY TO BUY DELEGATES  
WILLIAM LOEB PRESIDENT AND PUBLISHER MANCHESTER UNION LEADER  
MANCHESTER NH  
NNNN

5052 Loughboro Road, N.W.  
Washington, D.C. 20016  
August 7, 1976

Dear Ron:

I appreciated the note on that column  
re The Pardon.

Trust the Clyde Beatty routine in the  
press room is going well.

Best regards,

A handwritten signature in cursive script, appearing to read "Pat", enclosed within a circular ink stroke.

Patrick J. Buchanan

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

THE WHITE HOUSE

WASHINGTON

July 28, 1976

Dear Pat:

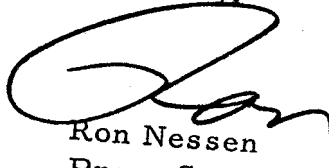
Your column "The Politics of Pardon" in yesterday's New York Daily News was a clear headed and forceful statement that needed to be made.

As you know better than most, Watergate, Nixon and the pardon are subjects about which most of the Washington press corps is nearly hysterical.

It is refreshing, and certainly enlightening to the readers, to have the points you made so well in your column published across the country.

Best wishes,

Sincerely,



Ron Nessen  
Press Secretary to  
the President

Mr. Patrick Buchanan  
5052 Loughboro Road, N.W.  
Washington, D.C. 20016



C-10

# The politics of pardon

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**PATRICK J. BUCHANAN**

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WASHINGTON—Former First Lady Pat Nixon was still at Long Beach Hospital recovering from a stroke when a grinning Walter Mondale gripped the lectern at the Democratic National Convention. Sniffing out the mood of his audience, the vice presidential choice of what Jimmy Carter calls the "party of compassion" ripped into Gerald R. Ford for having interrupted the prosecution of Richard M. Nixon.

Jimmy Carter was up next. "Our country," he said, "has lived through a time of torment. It is now a time for healing." Carter's idea of healing was to tear the scab off the Watergate wound, and remind his cheering audience that "big shot crooks" were going free. Two years after Ford's magnanimous pardon of his predecessor — done at great political cost and no personal gain — it still rankles the Nixon-haters. If there is any political juice left in that rotten old melon of Watergate, you can bet that Carter and Mondale, the candidates of compassion and love, are just the boys to find it.

Now, do not get them wrong. They are not against charity, just charity toward the Nixons. They are not against pardons either. In fact, they plan to dole out about 5,000 pardons the first week they are in office — to the draft dodgers who ran away to Canada and Sweden when other, better young men went off to fight and die in Vietnam in what Jimmy Carter likes to call our "racist" war.

That the apostles of love up there were stoking the embers of revenge was not the only paradox at Madison Square Garden.

We heard endlessly about the abuses of the FBI and CIA—nothing about the principal abusers, John F. Kennedy and Lyndon B. Johnson. We heard corruption in government denounced. And the oratory applauded by enthusiasts of a fighting 94th Congress which has distinguished itself by the amount of boodle it has extracted from the taxpayers and the number of trollops it has put on the payroll.

One of the more appropriate pledges was the promise to make the birthday of Martin Luther King Jr. a national holiday. It is fitting Democrats should take the lead here, since it was their last two Presidents who wiretapped the telephones and bugged the bedroom of the late civil rights leader. One wonders what went through the mind of "Daddy" King, delivering his benediction to a convention which contained politicians and press, who knew, and kept silent, during the early '60s when the agencies of a Democratic administration were gathering and distributing dirt on his murdered son.

But, back to the Nixon pardon. While controversial and costly, it remains the single most presidential decision of Ford's abbreviated term in office. True, it produced a firestorm; but it was the last firestorm. It lanced the boil that had been festering, at great cost to the nation, for 18 months. Left to the national Democrats or liberal press, we would still be recycling the garbage, replaying the tapes.

The liberals suggest that their opposition to the pardon stems from the fact that Ford broke his promise, and interrupted the process of justice. But when Ford reversed himself on amnesty, they were elated. When Jimmy Carter suggests that the draft dodgers will not be made to pay the penalty for the laws they violated, they are ecstatic. A real unifier, that Carter.

Two years after the pardon, after the revelations of the sins of previous Presidents are laid alongside those of Nixon's men, it is clear that what the left was after, is after, is not justice, but Nixon. For 18 months they had been mainlining it on Watergate. And the individual, no matter his name, who cut off the supply, who put them through cold turkey, would earn their eternal enmity. Ford, courageously, chose to be that man.

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Jan B.*

FROM: RON NESSEN

*No answer.*

*But save in  
files.*

*RON*



CBS Inc., 51 West 52 Street  
New York, New York 10019  
(212) 975-5152

Arthur R. Taylor, President

September 22, 1976

Dear Ron:

In response to your September 14 letter, I have read a transcript of the promo and the Jaworski interview segment of the 60 MINUTES broadcast aired on September 12. The text of the promotional copy and the precise statement of Leon Jaworski went as follows:

The Promo

"Was there a deal between Nixon and Ford for a pardon?  
Watergate prosecutor Leon Jaworski has the answer on  
60 MINUTES...Sunday at 7, 6 Central time on CBS."

The Interview

Rather: "Did Gerald Ford have a deal with Richard  
Nixon for a pardon?"

Jaworski: "No. I have never thought that he had a  
deal with him, and I don't believe it."

I appreciate your concern and understand your preference to soften the promotional ad, but it could certainly be argued that the many people who were "hooked," as you say, into watching the 60 MINUTES program, many who may not have watched it otherwise, came away more convinced than before that there was no "deal." In which case, Mr. Ford was well served by the broadcast. It is my opinion that had the promo copy read as you suggested and had not enticed so many to tune in to the broadcast, those people would not have witnessed the strength of Jaworski's conviction that there was no deal between Ford and Nixon.

Sincerely,

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



September 14, 1976

Dear Arthur:

I trust our pen-pal relationship has advanced to the point where I can raise a small complaint without being accused of beating the press.

Some people here at the White House were bothered by the promotional advertisements run on CBS last weekend for "60 Minutes."

I don't have the exact wording, but the promos went something like this, "Was there a deal between Nixon and Ford on the pardon? For the answer, tune in tonight to 60 Minutes."

The answer, delivered emphatically by Leon Jaworski, was "No." CBS, of course, knew the answer was "No" when it ran the promotional ads, but the promos themselves could raise a question in the viewer's mind about whether there might have been a deal.

The promotional ads might easily have said, "Leon Jaworski says there was no deal between Nixon and Ford. See him tonight on 60 Minutes." Admittedly, such a promo would not have been as provocative and probably would not have hooked as many people into watching "60 Minutes."

It's too late now, of course, but some people here at the White House did feel the promos were unfair.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Mr. Arthur Taylor  
President  
CBS  
524 West 57th Street  
New York, New York 10019

RN/jb

THE WHITE HOUSE  
WASHINGTON

NOTE FOR:

FROM : RON NESSEN

*No answer*

---

THE WHITE HOUSE  
WASHINGTON

TO:

*Ron Neesen*

FROM:

MIKE DUVAL

For your information \_\_\_\_\_

Comments:

*good thought,  
helpful.*

*Shanks,  
Mike*

September 27, 1976

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D.C. 20005

Dear Ron:

Thanks very much for your letter of September 22nd. I much appreciated it. I'm sure you could write a full book on the subject.

The only points Jimmy Carter scored in the debate with the President, which the President clearly won, occurred when Jimmy talked of compassion and of the sufferings of concrete ordinary people hidden behind the statistics. On issues of foreign policy, the President may be better able to talk this way than Mr. Carter. The consequences of American action for the liberty of many individuals, in many families, in many nations, make our foreign policy not merely a politics of abstractions but of concrete persons. In fact, in almost every nation of the world there are actual, living relatives of various American citizens. Our people are international, and so our foreign policy must be. And these are concrete links of blood and feeling, not mere fleshless abstractions. The Democrats are prone to ideology on these questions.

Warmest wishes,

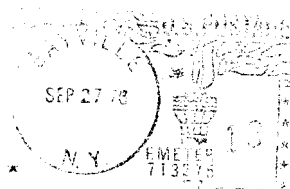


Michael Novak

MN/RG

MICHAEL NOVAK FIVE SNUG COVE LANE BAYVILLE, N.Y. 11709 (516) 628-8825

MICHAEL NOVAK  
• FIVE SNUG COVE LANE  
BAYVILLE, N. Y. 11709



Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, D.C. 20005

September 22, 1976

Dear Mike:

I have watched your Sunday columns in the Star with growing admiration for your independence of thought and vividness of expression. But my reaction to your column of this past Sunday concerning the shortcomings of the press was one of envy -- I wish I'd written it.

Your most powerful point, and one that I can vouch for from personal experience here at the White House, is that reporters -- and especially television reporters -- start out with the cynical bias that politicians are different from other people, basically crooked and devious.

I'm sorry, Mike, that we haven't seen much of each other in recent months, even though I know you visit the White House from time to time. I hope we'll have a chance to remedy this before long. I'd like to talk to you more about the observations of your press column, among other things.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Mr. Michael Novak  
Director  
EMPAC  
P.O. Box 48  
Bayville, New York 11709



RN/jb

September 22, 1976

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Bayville, New York 11709

# If the Emperor has no clothes, Walter Cronkite is shivering



Everybody loves, and many trust, Walter Cronkite. But if in America the Emperor were to have no clothes, Walter Cronkite would be the single-most eligible person to stand there shivering.

When he interviews Jimmy Carter and President Ford, Walter Cronkite stands higher in position than either of the supplicants. They need his approval, not he theirs.

Even presidents must think carefully in his presence. He represents "objective truth." Before him, they come as partisans. He comments on them, not they on him.

Television reporters generally, not Walter only, loom larger than anyone they cover. One sees their heads larger than the dome of the Capitol. They speak with superior tones, even in the White House. The figures of the television news teams — Morley, Cathy, Bruce, Leslie, Roger, Frank, Robert, Dan and the others — loom larger in our imaginations than tenured faculty, five-term senators, or 20-term congressmen.

The legal power of elected officials may be greater. But grander power over our imaginations is exercised by the news teams of the networks.

Visit a party or reception: Easier by far to pick out familiar faces from television news, than to recognize senators or congressmen. As celebrities, they are giants among mortals.

When we see a candidate for office, we see him for perhaps a minute on the evening news. Mainly, we see the heads of television journalists. About the candidates' ideas and thoughts we learn exceedingly little from the news. Most of what the news shows us is "human interest," very little concerns ideas.

Two professors from Syracuse University have recently shown that we learn more about what candidates stand for from their own commercials, even 30-second spots, than we learn from the news.

Paul H. Weaver of *Fortune Magazine* has shown in recent articles that television news is governed by a special view of politics. Television reporters, he observes, constantly suggest that the politician is a different, almost antic kind of person. The politician always acts for reasons different from his stated reasons. They treat the word "political" as though it meant "deceptive."

Young television reporters in almost every story affect cynical wisdom by putting politicians down. About no one else, surely not themselves, are they so cynical. Their contempt affects the public.

Weaver's conclusions go another step. Television journalists do not often report what politicians do or say, he notes. They do not actually describe. They seldom give us facts. Mainly, what television news reporters do is to "interpret." They explain "what is really going on." They tell us "the story." It is usually the story "behind" the scenes, "below" the surface. Reporters treat activists seriously, at face value. They save their cynicism for authorities.

In other words, television news isn't really news at all. Mostly, it is mythmaking. Its central myth is that politicians aren't worth reporting straight, in their own words. It's exceedingly hard for a politician to get his message out.

Reporters place each politician in a mythic narrative of their own invention — who's in front, who's fading, who's coming.

Their dramatic horse race. Their game television turns the complexity of a celebrity-spangled race

against the clock to win the greatest game show of them all.

The faces of candidates on nomination night glow like the faces of winners on *The Price is Right*. Vice-presidents, when the phone call comes, seem hardly able to believe the great good fortune descending on them from the sky.

Television journalism isn't really journalism. Mostly, it is story-telling. Mainly, it is visual entertainment. It is narration. Mythical patterns are invented into which real persons are cut down to size, scrunched-up, extended. Ford, Jackson, Humphrey, Carter — are they really what we saw on television?

There is, then, for the viewers, sweet irony in living in an era of instant, full communications: we never know for sure what is going on. We are surrounded by "communicators." Most of what is communicated is "image," press release and myth.

In addition, the makers of television news belong to our newest powerful social class. Becoming a celebrity is worth a great sum of money. The temptress of a congressman can make a fortune. (He is ruined, she unpunished).

The salaries of television journalists are not like those of the vast majority of the rest of us. Their power is enormous.

The values reflected in the lives of television journalists are thrust upon the rest of us. They control access to public communications. They decide what is "news" and how to "interpret" it — what "the story" really is.

The media stand between the people and reality. A medium, like a windowpane, should be clear, lucid, undistorted. If the agents of the media are carriers of illusion, the eyes of all are colored, cannot see directly.

Reform of the media may be more urgent than reform in Washington.



October 4, 1976

Dear Bill:

I am sorry I am going to miss your fast breaking party for the second year in a row. Maybe next year. One way or another it should be less hectic next year.

I am off to California in about five minutes but before I go I want you to know of my high opinion of your column today on Jimmy Carter's unanswered questions about his financial dealings. I only wish that more reporters could focus attention on this neglected area. As always, you have broken away from the herd and taken a much needed independent view.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Mr. William Safire  
6200 Elmwood Road  
Chevy Chase, Md.

RN/mcb



# The List That Never Was

By William Safire

WASHINGTON—The punishment for journalists on the newest "enemies list" is the Carter campaign's refusal to respond to any question submitted by the listee. Perhaps more favored newsmen will press for answers to long-ignored questions like these:

1. Why have you delayed for eight months in making public the list of contributors—including corporations—to your 1970 campaign?

Mr. Carter's recorded evasion has long been, "Nobody ever made a report of contributors and we didn't maintain those records." That was demonstrably false: Two certified public accountants who worked on that Carter campaign have stated that such records were kept, computerized, and a monthly print-out kept the Carter staff fully informed on who contributed how much.

The Carter pretense that his 1970 campaign staff just stuffed money into their pockets without so much as a penciled list for thank-you notes had this purpose: If not given enough time, reporters could not go to many of the big contributors to discover what special interests were taken care of during Mr. Carter's governorship.

Finally, with four weeks to go, Mr. Carter is grudgingly responding to the demands of pests, including this writer, for his fat-cat list. We are being asked to believe that a Carter aide, idly rummaging through his basement in this quiet interval before election, clapped his hands in joy just the other day to discover the "card file" of 1970 contributors.

"We didn't maintain those records," Mr. Carter has been saying. Presumably he will now insist they had been maintained without his knowledge. Or that he thought we asked for a "list," but not a "card file."

"Carter campaign workers were going through the records," the AP now reports, "matching names and amounts with a computer printout of supporters' names." Why was the card file not made public the day it was "found?" The only logical reasons: (a) it is being sanitized, or (b) every week's delay makes independent checking that much less possible.

Lest he be caught expunging the name of an embarrassing contributor, Mr. Carter has assured us that the list will not be complete. If there is anything we can depend upon, it is the incompleteness of "the list that never was."

2. Do you think it was proper to accept transportation from Lockheed Corporation to Latin America in the furtherance of its business interests?

Mr. Carter's evasion of this—and other evidence of his use of corporate aircraft of the Coca-Cola company—has been that his travel was "strictly business," to promote Georgia-based industry. But that is not the excuse, that is precisely the conflict. Nobody asks the follow-up: "Would you, as President, accept largesse from United States corporations in the promotion of United States business? If it would not be ethical for a President, why do you claim it was ethical for a Governor?"

3. To what extent are you indebted to Philip Walden of Capricorn Records?

Mr. Walden, the rock music impresario from Macon, Ga., is reported to be preparing his grand entry into Washington, D.C. Did he raise \$400,000 for Mr. Carter last year—or more? How much has he raised this year? Did he or his corporation or his ex-

## ESSAY

ecutives pay any hotel or other bills for the Carter campaign or Carter family? Did Governor Carter propose legislation on tape piracy of benefit to Mr. Walden's company?

The Capricorn connection is significant: Mr. Walden helped deliver Rolling Stone magazine to Mr. Carter's ranks; Rolling Stone sent John Dean to haunt the Republican convention; and Mr. Dean's report of Earl Butz's salacious and idiotic racial "humor" will solidify black Carter support.

4. Why will you not make public the income tax returns of the partnership and corporation you control?

The excuse Mr. Carter gives is his family's privacy. Nonsense: he owns 71 percent and 92 percent of his companies, and readily invades the privacy of his brother, Billy, or daughter, Magana, whenever it suits him. Those Carter company returns, if made public, would show a use of tax loopholes to increase the Carter personal fortune that make a mockery of his talk of "fairness."

"I think the main thing," candidate Carter remarked the other day, "is complete openness about any sort of relationship where a conflict of interest might be involved." He means for Gerald Ford—but not for Jimmy Carter.

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# The New York Times

WASHINGTON BUREAU  
1920 L STREET, N.W.  
WASHINGTON, D.C. 20036  
(202) 293-3100

WILLIAM SAFIRE

September 3, 1976

Dear Cindy and Ron:

Helene and I hope you can  
come to our Sixth Annual Yom Kippur  
break-the-fast at sundown (7:30 PM  
or so) October 4, 6200 Elmwood Road  
in Kenwood.

Non-fasters are welcome, too,  
though ethnic food tastes even  
better when you're hungry.

Best,

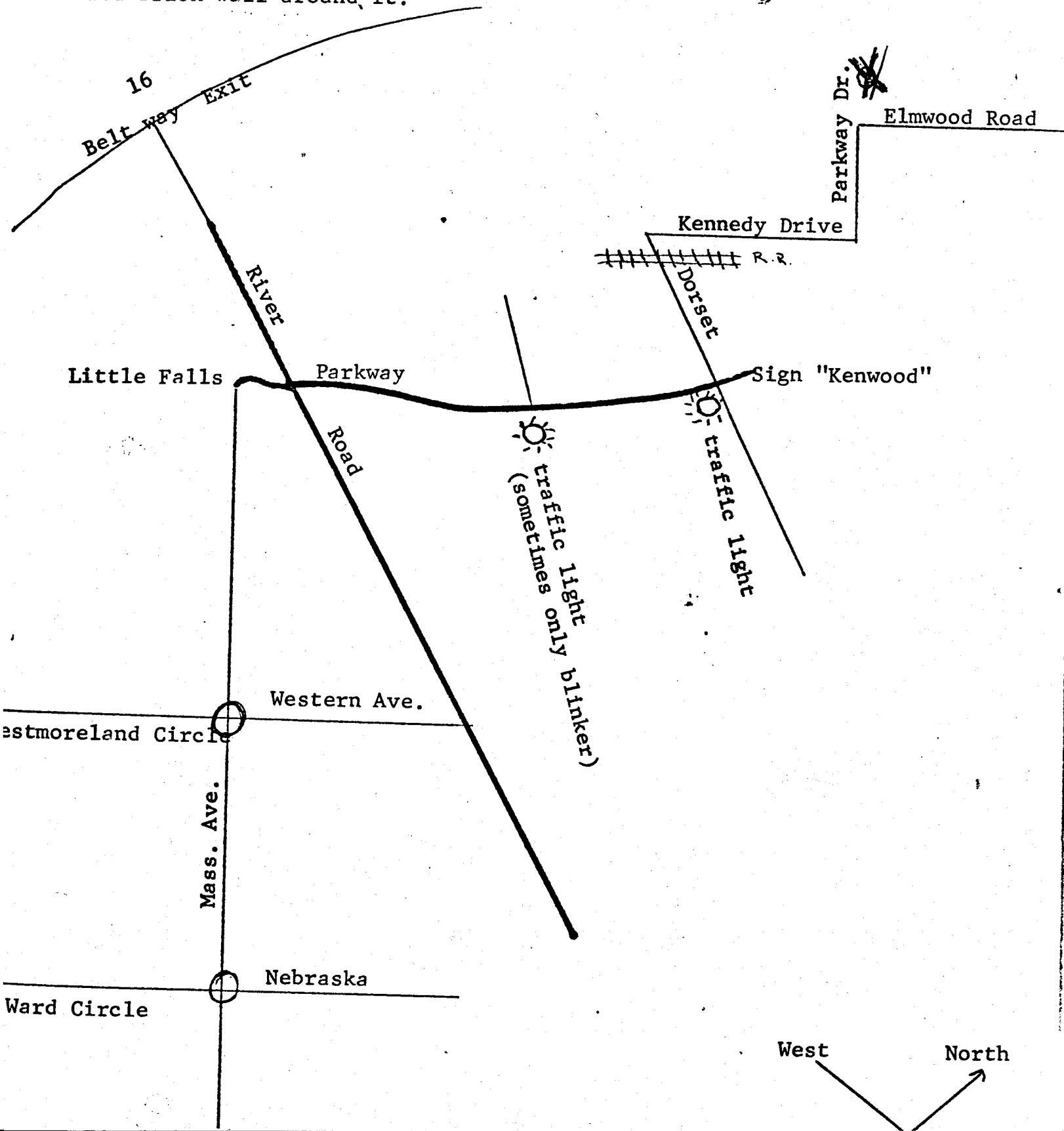


RSVP Mrs. Wellde  
293-3100 x224

6200 Elmwood Road, Kenwood  
Chevy Chase, Md. (tel: 652-7374)

# Directions to the Safires

Take Mass. Ave. past Ward Circle, past Westmoreland Circle, downhill to second traffic light, which is Little Falls Parkway. Right on Little Falls through park; straight across River Road to second light which is Dorset Road. Left on Dorset into Kenwood, across RR tracks, take first right which is Kennedy Drive. Go 3 blocks to Parkway Drive. Go left one block to Elmwood Road. House on corner with red brick wall around it.





# NBC Newsletter

30 Rockefeller Plaza  
NY 10020

DECEMBER, 1976

TO: AFFILIATE NEWS DIRECTORS

RECEIVED

FROM: JACK KLEIN

NOV 30 1976

R. L. SCHERER

## COME ON DOWN!

Miami Beach in mid-December. Mid the basking, the RTNDA meeting at the Americana Hotel will offer a chance to talk shop with fellow news managers after a busy, sometimes hectic, news year. RTNDA's new Managing Director Len Allen tells us from his new Washington office that the pre-registration indicates a record number of conventioners will gather December 12 through 15. (That's Sunday night's mixer through Wednesday night's banquet.)

RTNDA officers again this year have set aside an hour or so during the convention for network affiliate meetings. So, whatever else news managers do in Miami Beach, they will gather in the Pan American Room of the Americana at 4:00pm, Wednesday, December 15, to hear network plans and to ask questions of NBC's News top management. The Convention schedule shows eight workshops, five major addresses by the profession's top representatives, reports on all aspects of broadcast news and panel discussions on almost any problem which arises in newsrooms.

That Washington office which Len Allen heads received \$20,000 within the past few weeks, a make-good on a three-year-old promise by NBC's Board Chairman Julian Goodman. While receiving the organization's Paul White Memorial Award in Seattle in '73, Goodman offered \$10,000 to RTNDA when it re-organized and set up international HQ in the Capital, if at least one other network matched the grant. The RTNDA Washington office opened in mid-year, CBS News came through with a ten-grand check this fall, so NBC's treasurer sent another one, post-haste.

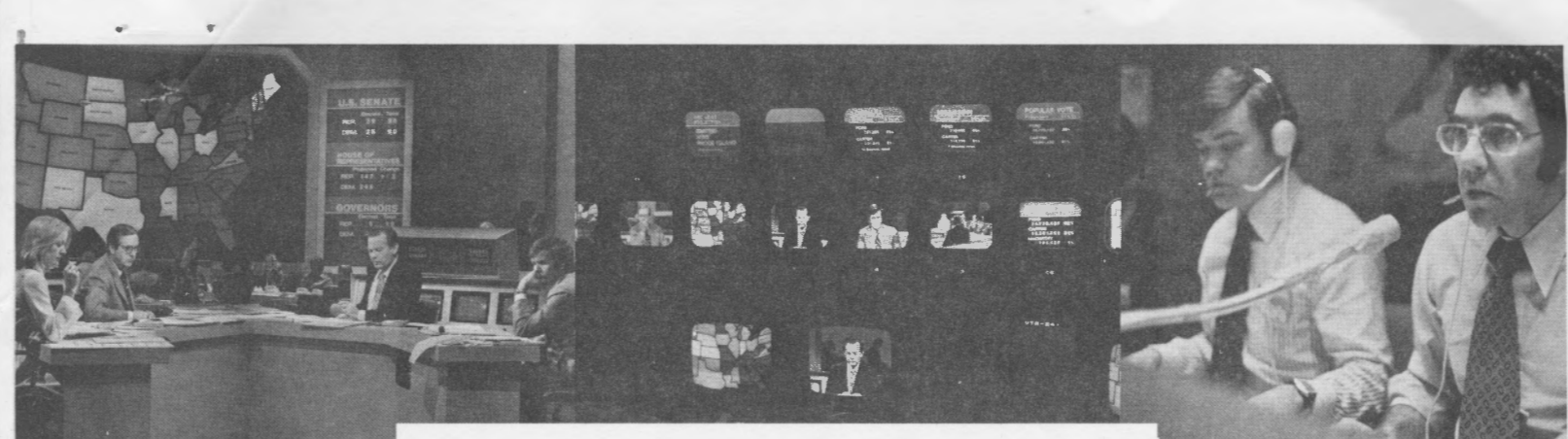
The RTNDA awards ceremonies will focus on two veteran NBC affiliate newsrooms: KING-TV Seattle is co-winner of the 1976 Edward R. Murrow award, for news reporting on corruption in the state legislature, and WSB-AM Atlanta won best reporting of spot news for coverage of the tornado in the summer of 1975.

New face at the Miami meet will belong to Marilyn Russell, just-named Coordinator for News Information Services. (Her predecessor, Milton Brown, passed away last July.) Russell, who had been regional manager for TV station relations, joined NBC in February, 1973 after work as an urban environment consultant and manager of New York Senator Charles Goodell's district office; she also worked on Nelson A. Rockefeller's 1968 campaign for the Presidential nomination. Earlier, she worked for his brother Laurence, on such projects as the 1965 White House Conference on Natural Beauty. Russell's Texas-born (Panhandle), Texas-educated (North Texas State U., at Denton) and Texas-launched (KZIP, Amarillo). And she's purty.

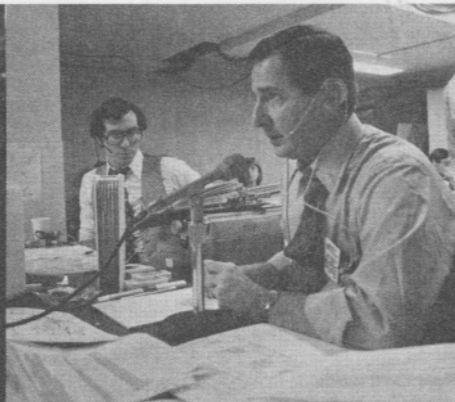
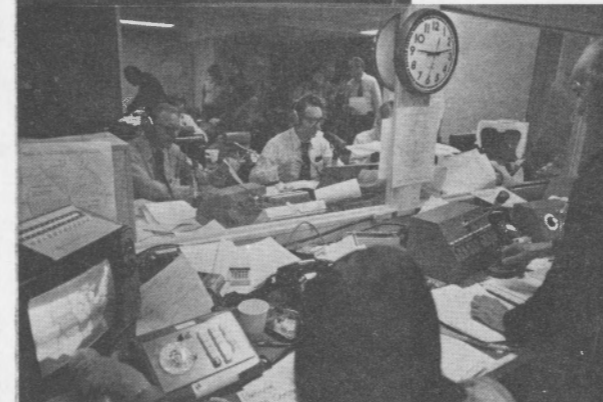


Marilyn Russell





**LOOKIN' GOOD:** The night grits went gourmet, about 120 million people tuned in to watch the returns. NBC won a plurality, with a 17.2 rating, 40 share of the common-coverage period (that translates to 12.2 million homes). NBC News also was first to call a Presidential winner (ABC was right behind), radio carrying the projection at 3:29am, TV a minute later. One of the evening's stars was the 14-by-24 foot map that lighted up state-by-state for Carter or Ford. Viewers didn't get to see the innards and console (third row, left photo). What they did see, besides scores of remotes, was the team of Chancellor-Brinkley-Mackin-Brokaw (top, left) and Edwin Newman and John Hart (third row, right). Overall responsibility for coverage fell to Executive VP Bob Mulholland; Executive Producer was Gordon Manning (second row right), Producer Les Crystal (top row right at control room mike, with Washington's Ed Fouhy). Radio News VP Jim Holton rode herd there, Ops Director Charles Eldridge set up fax for both network and NIS and Radio News Manager Alan Wasser orchestrated coverage. Net Radio scene bottom left, Wilson Hall, Peter Hackes and producer Herb Gordon. Next, NIS' Alan Walden anchoring, with Bill Lynch waiting to analyze the Presidential race. And in the giant 8-H studio, political commentator Richard Scammon (second row left) and the Decision Desk read significance into data that included network's Election Day poll, believed the largest opinion sampling ever done in a single day in the United States.



## KUDOS

NBC News President Dick Wald proclaimed himself "very pleased" with the high quality of NBC's radio and television coverage. This was echoed by Ancil Payne, president of KING-TV Seattle and chairman of the NBC-TV Affiliates Board: "NBC did a magnificent job -- the people were great and the graphics were wonderful." Payne added pleasure that NBC had used restraint in calling winners in the various political contests. "This is not a horse race -- it should be treated with care." The NBC Affiliate Board of Delegates, meeting in Barbados, commended the net "for its splendid coverage of the entire 1976 election process, starting with the primaries, and particularly for the outstanding reporting on election night."

## AMBROSIA

Network success is a compendium of local successes, and WJAR-TV Providence, R. I. offers a textbook case of how-to-build-ratings. Beginning in mid-August, Newswatch 10 focused on every statewide and congressional candidate on the ballot, interviewed extensively three major presidential candidates and staged four prime-time debates. Newscasts included 129 film stories about the local candidates, including profiles of all 21 statewide and congressional hopefuls. Rhode Islanders got to see where their votes would be going. On election night WJAR-TV used a computer to tabulate televised returns -- first in New England. It all paid off: Newswatch 10 Election Central waltzed off with a 30 rating, 51 share, to a 20-34 for its closest competitor.

## POSTSCRIPT: LESS THAN MEETS THE EYE

The presidential debates were valuable, said NBC Board Chairman Julian Goodman, but their very existence obscures a major problem for broadcast journalists. That problem is Section 315, the equal-time provision of the Communications Act, which, according to Goodman, results in "a lack of dimension in campaign coverage...Television and radio are inhibited severely in their ability to present the candidates directly, in the kind of journalistic context voters might find most useful." Underlying...is an interpretation of the First Amendment that deprives broadcast newsmen of the same privileges as those who use the printing press. "Such restrictions as the equal-time rule and the Fairness Doctrine apply only to electronic journalists, and through them the journalists and the public are deprived of basic free-press rights. These rights can never be adequately restored unless broadcasters are given permanent relief from Section 315." But, Goodman told an audience at Ithaca College in upstate New York, a remedy would have to be voted by Congress, whose members benefit from a situation that favors incumbents. In light of the new election-financing rules, Goodman suggested that before the 1980 presidential primaries, the three networks allot a reserve of five and thirty-minute prime time periods. "The national committees of the parties could serve as the clearing houses for such a system, and some order can be brought to an area that's now very confused."

## "A GOOD SHOT"

Well, we gave it a good shot." That was the reaction of one NIS producer when word came that the NBC News and Information Service will be folding in mid-1977 after sustaining losses reportedly in excess of \$10 million.

The service will continue at full force until midnight of May 29, which will have been just a few days shy of two full years of life. In the meantime, a major effort is underway to absorb as many as possible of the 200 or so fulltime NIS folk into other areas of





NBC News, or in other similar news organizations. NIS Director Jo Moring and Jim Farley, Program Manager, are heading the job placement project while continuing to run NIS. Their address is Room 770, Phone Ext. 2146 for Jo and 5133 for Jim.

The NBC FM stations which were NIS all-newsers - WNWS in New York, WNIS Chicago and KNAI San Francisco - will revert to some sort of music format. The one AM station in the NBC galaxy that went all-news, WRC, will stay in the business in Washington where it's making a gratifying dent in the ratings.

#### HAZARDS OF THE TRADE

WMAQ-TV's Dick Kay didn't have the pleasure of the President's company in the waning days of the campaign: he and the management wouldn't buy the go-easy restrictions. Two other Chicago TV stations went along, and for three minutes on one newscast Mr. Ford was interrogated relentlessly about sports and the weather (the other aired a no-news interview later in the evening)....In a similar situation, WIIC-TV anchor Adam Lynch was yanked from a panel between Senate hopefuls at the Pittsburgh Radio and Television Club when the following rules were laid down: "Both candidates have insisted as a condition of their participation in the debate that panelists not ask questions regarding Gulf Oil campaign funds, Mayor Rizzo (of Philadelphia) and machine politics." A letter of protest to candidate John Heinz and William Green and the club brought a rules change -- minutes before scheduled airing of a WIIC editorial on the matter -- and Lynch's participation.

RTNDA wired White House to protest order barring Charles Weiss, Voice of America correspondent in Jerusalem, from contact with Palestine Liberation Organization. Order, from US embassy in Israel, was based on position that VOA correspondents are U. S. government employees and must toe Washington's policy line. RTNDA points out that President Ford gave statutory backing to VOA as independent news-gathering agency last July...It'll be easier going to jail, following federal appeals court ruling granting greater access to state slammers for newsmen than for the general public. Issue grew out of inmate's suicide at Alameda County Prison, Santa Rita and TV station's subsequent effort to detail jail conditions... WCKT (later joined by other Miami TV stations) won overturning of lower court rules barring news photographers from two floors of the Metro Justice Building...But RTNDA reports rejection by the Judicial Conference of the United States of a request for modification of the ban on film photographing or broadcasting in federal courtrooms (the association had sought to cover such ceremonial occasions as naturalization proceedings).

Thrown out of court as a reporter -- because he was about to be subpoenaed as a witness for both sides -- was New York Timesman and former NBC News reporter Selwyn Raab. Case was retrial of former boxer Hurricane Carter and co-defendant, whose new day in court, a decade after sentencing for triple murder in a Paterson, N. J. tavern, was largely attributable to Raab's persistent digging. The Times says it'll fight witness role for its reporter, citing the First Amendment and the N. J. Shield Law, which offers newsmen some protection against having to testify about their stories...And a Senate report finds against prior restraints on the press: No newsman should be held in contempt for refusing to identify sources of restricted information. "To hold reporters responsible in such matters would be to undermine severely their right to gather and report the news," wrote the staff of the Judiciary Subcommittee on Constitutional Rights. It also argued in favor of unrestricted trial coverage...A hazard-of-the-trade award goes to Omaha TV weatherman Dale Munson, who was attacked in the station's lobby by a woman with a paring knife. Result: two gashes, one prisoner and a bewildered forecaster who says he never saw the lady before...

#### CHRISTIE AND SHAD -- NEW DESKS

Christie Basham is joining another former NBC News producer, Wally Westfeldt, at PBS's network news shop in Washington, after two decades at Washington network news (her last title, Director of News Operations). Shad Northshield, another veteran producer and executive, moves a couple of floors to the Network TV Program department to produce "non-fiction docu-dramas of real-life events."



## STONED IN HAVANA

(Miami-based NBC News correspondent Fred Francis flew to Havana recently to film a series of reports on Cuba. He came back with a personal story that had not been anticipated.)

*By Fred Francis*

I was sure I was dying.

The pain felt like a hot iron on the left side of my abdomen. I crawled out of bed to summon NBC cameraman Tony Halik. I almost blacked out. I somehow ended up in the bathroom combing my hair and washing my face. Only a news correspondent would do that. It seemed appropriate at the time. Halik took me to the hospital in a taxi. I will never forget that ten minute ride. The pain was intense and got worse as the driver hit every pothole in Havana. Halik was telling her to slow down and speed up, in Spanish, Polish and English and I was wondering whether the Cubans would demand an autopsy before releasing my body.

I admit I was scared.

In my pain the Cuban doctors seemed too nonchalant. They asked me what I had eaten the night before. I told them I skipped dinner and had only eaten a Breakfast Square before bed. They couldn't understand and I couldn't understand why they couldn't understand. I was certain I would die while they tried to find out what a Breakfast Square was.

It only took them fifteen minutes to diagnose kidney stones. I'm not sure whether it was that news or the Demoral injection that relieved my anxiety. When they discovered I was a journalist they called in Cuba's top specialists. They were honest. They said they wouldn't release me without many tests. They didn't want an American journalist dying on them. I couldn't agree more.

I stayed two days in a private room with round the clock nurses. In retrospect it was a good experience. I was able to do a first person report for Nightly News on the Cuban medical system. I made many friends. And when I checked out I found out there was no Cashier's office. No one had ever heard of Blue Cross-Blue Shield.

It was all free.

## NOT FOR THE TRADE ONLY

WNBC-TV's NewsCenter 4 devoted its two hours on November 18 to "the business of television." In addition to the regular news packages, the program examined the major aspects of television, including news and how it is covered. Live cameras picked up operations in the newsroom, control room, film editing and taperooms. Features included a psychologist on the impact of "bad news" reports on viewers; Hollywood producers, including Norman Lear, on decision-making in primetime entertainment; a discussion of how news anchor-people are chosen. The closer was a spot by Betty Furness on audience-power: how to challenge a station's license, or at least complain about a program.



## JOHNNIES ON THE SPOT

Nightly News coverage of the ferryboat disaster at Luling, La., was completely provided by New Orleans affiliate WDSU-TV, which staffed with film crews and live mini-cam. Correspondent Judy Woodruff's spot, fed from WDSU, was vastly superior to the competition's, thanks in part to excellent camerawork by the Crescent City filmmakers. In a folo, station's Dick Edwards filed for NN a week later, when local coroner revealed captain of the boat had an alarming amount of alcohol in his blood at time of the collision.

\* \* \* \* \*

UPDATE: EJ

*By Jim Kitchell  
Gen. Mgr. News Services*

There was little doubt at the September meeting in Chicago about the trend toward EJ. Back in 1974, 5-10% of the attending News Directors reported experimenting with EJ. In 1975, the figure increased to 40-50%, and this year it was about 75% with several stations already converted or planning total conversion from film. And by next year the percentage will be substantially higher because EJ has truly come of age.

Although equipment is still being modified, the wave of developments has subsided enough so that practical judgments can be made about acquisitions. Reliability has improved a thousandfold. NBC News has just concluded coverage of a campaign and election in which the Presidential and Vice Presidential candidates were covered totally with minicams. We think the effort was successful in terms of the product. It was not without those moments of near disaster when we all thought "it will never work," but it did work and will continue to work.

NBC News took a major step in its transition to tape on November 8th in Washington. On that day we effectively went to an all-EJ operation for daily network news-gathering. On a daily basis the bureau can field eight camera crews equipped with RCA TK-76 cameras. If pressed, it can also send out a couple of older backpack cameras. A new complex of editing rooms is in operation and working well. The network can rely on a strictly EJ product out of Washington from now on.

Along with the Washington conversion, the Chicago-WMAQ-TV News expansion has seen a comparable increase in EJ use. Shel Hoffman's news coverage is now almost 50% converted to electronics. Further expansion in all of the network's and stations' newsgathering facilities is planned for early 1977. NBC News will double its present EJ capabilities as part of a carefully planned transition which envisions a 100% conversion before 1980.

As part of our effort to keep abreast of what our affiliate stations are doing in EJ, we asked those News Directors attending the Chicago meeting to fill out a simple questionnaire. For those who did not attend, we would appreciate your spending a couple of minutes to complete the attached form and return it to us. It will aid us in knowing what our stations are doing and how fast they are making the transition. In a future edition of the Newsletter we will give you the results of our survey.

P. S. As further evidence of the electronic-camera wave, CBS Broadcast Group President John Schneider noted recently that more than 400 stations are now equipped with some EJ equipment.



EJ SURVEY

Station \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

Phone Number \_\_\_\_\_ Newsroom Phones \_\_\_\_\_ ZIP \_\_\_\_\_

News Director \_\_\_\_\_

Chief Engineer \_\_\_\_\_

EJ Equipment:

Cameras in Service: # \_\_\_\_\_ Type \_\_\_\_\_

Cameras on Order: # \_\_\_\_\_ Type \_\_\_\_\_

Service Date \_\_\_\_\_

Field Recorders in Service: # \_\_\_\_\_ Type \_\_\_\_\_

Field Recorders on Order: # \_\_\_\_\_ Type \_\_\_\_\_

Editing in Service; # units \_\_\_\_\_ Type \_\_\_\_\_

Editing on Order: # units \_\_\_\_\_ Type \_\_\_\_\_

Service Date: \_\_\_\_\_

Computer Editing (yes) (no) Type: \_\_\_\_\_

Mini-vans with Microwave; (yes) (no) #: \_\_\_\_\_

Does Station Use Time Code for EJ: (yes) (no)

Does Station Use Two Audio Tracks? (yes) (no)

Percent of Conversion from film to EJ \_\_\_\_\_ %

Return to: James W. Kitchell

General Manager, New Services  
NBC News Room 520  
30 Rockefeller Plaza  
New York, N.Y. 10020





## FRANKLY EXPANSIVE

Weekend is going weekly. The Reuven Frank-produced Peabody-award-winning once-a-month-on-Saturdays always-fresh look at humankind will become a Sundays-at-6-hour starting in January, 1978. That's no typo: it's 1978. Newsletter will have more on format and personnel, in say, about ten months.

## MOMENTUM

Now that the war's over (inshallah), Don Craig is leaving battered Beirut to become weekend anchor and reporter at WMAQ-TV, Chicago. Bill Lord, who has been covering the Lebanese tragedy for radio, will work for video from now on....Ken Alvord leaves New York for Washington's WRC-TV; for next several weeks he'll be doing Jimmy Carter stories for the O-and-O's. And, as you've noticed, Bob Jamieson is abetting Marilyn Berger at the White House...Pat Trese hitting the road, as field producer for Jim Hartz' reports on TODAY.

Ben Boyette, the new News Director at KAMR-TV, Amarillo; formerly anchor at WQAD, Moline, Ill. Jim Logan new N.D. at KRIS-TV, Corpus Christi. And Don Shelby has joined the news staff at KPRC-TV, Houston. (He's former News Director at WCIV-TV, Charleston, S. C.)

Ronald J. Busch moved from associate professor of Political Science at Cleveland State to election consultant at WKYC-TV, replacing Dr. Sheldon Gawiser, who shifted to the network as Director of Polling, in New York.

Reporter Richard Anderson moved from KTAR-TV Phoenix to WRC-TV Washington. Ronald Anderson, public affairs director at WISN-TV Milwaukee, and WTMJ-TV reporter Melodie Wilson are newslyweds.

Doug Spero moved from NIS newswriter slot to news assignment editorship for WNBC-TV New York. There, Pamela Field has joined her father, Dr. Frank Field, science reporter and weather forecaster, on THE HEALTH FIELD. (Frank's son is TV Weatherman at another New York station).

KSTP-TV Minneapolis carried series of reports on drought effects throughout the state; prepared by newsman Don Buehler.

Producer Stuart Schulberg back on the job following a mild heart attack. The job is VIOLENCE IN AMERICA, a 3-hour primetime scheduled to air January 3.

WMAQ-TV Chicago has added reporters Gene Randall and Barbara Williams; Randall from St. Louis and Williams from Minneapolis. WMAQ Radio has launched Sunday night public service program, CRIME, THE COURTS AND YOU, hosted by award-winning newsman Rich Rieman.

KRON-TV newsman Ray Taliaferro is the new president of the San Francisco Art Commission. Diane Betzendahl becoming noontime co-anchor, with Roy Weissinger, at KYW-TV Philadelphia; she had been sharing the mike at New Jersey public TV's nightly News Report. Anchorman Maurice Lewis of WBZ-TV Boston named citizen of the year by Omega Psi Phi Fraternity's Iota Chi Chapter, Cambridge.



Carol Martin joining WSM Nashville as co-anchor; from assistant news director's job at WBIR-TV Knoxville. (She's a sister-in-law of London-based correspondent Garrick Utley.) Veteran news anchorman Clyde Lee joining WRTV Indianapolis to share the mike with Howard Caldwell on evening newscasts.

Charles Zewe drags anchor across the Crescent City, from WWL-TV to WDSU-TV. The New Orleans affiliate also adds reporter-co-anchor Carmel Cafiero (from Miami) and weather reporter Russ Minshaw (from Cleveland).

Scott Feldman leaves Minneapolis for the Mesa bureau of KTAR-TV Phoenix. KNBC-TV Los Angeles adds weekend sportscaster Joe Zone, late of Syracuse, and traffic reporter-helicopter pilot Francis Gary Powers (of U-2 fame).

Ray E. Willis upped from reporter to news director at KORK-TV Las Vegas. Radio newsman Richard J. Scott goes from Pleasantville, N. J. to WSOC-AM Charlotte. Lou Sette joins WKYC-TV Cleveland as consumer affairs reporter.

Dick Lobo heading for ski country, leaving as News Director WKYC-TV Cleveland for similar slot at KOA-TV Denver.

Richard Townley, late of WNYS-TV Syracuse, now News Director at WCMH-TV (formerly WLWC-TV) Columbus, Ohio. KMTV Omaha, Mark Gautier News Director, won top community service award of Nebraska Broadcasters for series on court-ordered desegregation of Omaha public schools. Roy Brassfield the new News Director at KJAC-TV Port Arthur. Anchor Jack Jones switching to KYW-TV Philadelphia from WCAU-TV. KRON running a ten-parter on the hazards of smoking; writer-reporter is Paul Ryan.

WNBC-TV's Liz Trotta did a series on private security outfits around New York, came up with one guard who'd neglected to advise employer of a felony conviction (a slight case of murder). Employer: N.B. (right) C.

Randy Covington, assistant News Director, KHOU-TV Houston, to Louisville as writer-producer WAVE-TV documentary unit. Jerry Wilson, the new assignment editor-chief reporter at WRCB-TV Chattanooga, moving over from sports director, a post claimed by former assignment editor-feature reporter Bill Lambdin. Susan Buchstane joins KSD-TV St. Louis as news producer, moving from Atlanta; WAGA-TV's loss.

More WAVES: Dale Solly moves to the Louisville TV affiliate as reporter-anchor (from WOWK-TV Huntington, W. Va.); Steve Olszyk joins as feature reporter (from WMT-TV Cedar Rapids) and Dick Irby edges over as investigative reporter (from WTWO-TV Terre Haute).

Jerry Peterson now calling the weather shots at WSOC-TV Charlotte (late of WGN-TV Chicago). And WHHY Radio Montgomery announces appointment of a news coordinator, name of Jimmy Carter. We wouldn't touch that one with a barge pole!

Seemingly the only folks who knew about the Nov. 17 attack on a hotel in Amman, Jordan before NBC Radio Network audience were the terrorists themselves. Net had graphic actuality at 6 AM and a Hotline at 8:29 AM reporting end of siege. First account of the end elsewhere was a UPI urgent at 9:06.

Dick Gaither the new assistant News Director at KAMR-TV Amarillo.



John Spain upped from assistant News Director WBRZ-TV Baton Rouge to N.D. Stan Turner, associate News Director at KSTP-TV Minneapolis-St. Paul, named N.D. Al Snyder, production manager for motion picture division of USIA, Washington, to Chicago as the Hanna-Hoffman team's latest catch -- executive producer of WMAQ-TV's 90-minute newscast.

### MUSICAL CHAIRS

NBC Radio News VP Jim Holton moves off the AP Broadcasters Board of Directors to make room for his counterpart at CBS Radio, Emerson Stone. The Black Rock rep will serve for two years, but Holton will be back next year, replacing ABC News VP Tom O'Brien in the two-seater.

### WHO'S LOOKING

The impending (by mid-'77) demise of NIS will place many talented and experienced newsmen on the job market. A separate index of these people and their qualifications is being prepared for distribution soon.

Experienced reporter, anchor, co-host public affairs, documentary producer (film and EJ) in Syracuse and Utica, N. Y. and New Brunswick, N. J. Contact Charles Ecker, 1 Wakefield Lane, Piscataway, N. J. 08854; phone (201) 463-1837.

News Director with solid achievements in New England and California (experience with affiliates of the three networks and smaller chains); background in production and writing, credentials in political campaigning and labor-management negotiations. Contact Russ Tornabene, NBC News, New York and cite reference 106.

Recent Columbia J-School grad, experience newspaper reporter and assistant film producer, now working Southern radio station, seeks break into TV feature/documentary production. Contact Timothy Smith, 48 Heritage Dr., Clover, S. C. 29710; phone (803) 831-2554.

Antioch graduate (communications) worked with NBC News minicam crew during Presidential conventions, produced film, tape documentaries for Antioch, where he also taught advanced video, seeks slot as minicam crewman. Contact James Frances, 96 Munroe St., Somerville, Mass. 02143; phone (617) 776-7451.

Loyola of New Orleans graduate, TV News production experience and work as broadcast reporter; seeking reporting and/or production work, Radio/TV. Contact Russ Tornabene NBC News New York, and cite reference 107.

Former News-Feature Assistant at NBC News New York, experience also in videotape and radio production, seeking opportunity in TV production and/or programming, west coast or Hawaii. Contact Bill Shapiro, c/o Rohmer, 316 San Vincente Blvd., Santa Monica, Calif. 90402; phone (213) 393-3416.

Ex-summer replacement writer at NewsCenter 4, N. Y., credentials as TV studio/field producer (Pittsburgh and Miami) and director for news and documentaries (New York), interested in production. Contact Stan Weinstock, 1379 Dahill Road, Brooklyn, NY 11204; phone (212) 376-3677.



Memo from: Ray Scherer

**RCA**

Ron

I gather this is meant to be  
funny.

Do you want to have another  
lunch?

Yours

A large, stylized handwritten letter 'R' in black ink, which serves as the signature.





Recent graduate, Case Western Reserve, whose internship at ETV New York included news and drama production and administrative experience, seeking entry into news/public affairs. Contact Jonathan Pillot, 251 Seaman Ave., New York, N. Y. 10034; phone (212) 567-3867.

✓ Former NBC news correspondent overseas and Washington, with particular expertise on Capital, available after Jan. 20; phone (202) 456-1414, ask for Ron.

#### WHO'S BUYING?

Anyone interested in acquiring used Fernseh EJ cameras and Sony 2850 editing equipment should contact Jim Kitchell, General Manager News Services, NBC News New York (212) 664-4444, Ext. 4045.

#### BY THE NUMBERS

WSAV-TV Savannah, Ga., and KOTA-TV Rapid City, S. D., have joined NPS, bringing its subscribers list to a new high of 146. And for the third month running, KGTV San Diego and KCRA Sacramento tied for most spots on the web (12). WRTV Indianapolis scored five times, and six stations, four each: KTAR-TV Phoenix, WICS-TV Springfield, KRON-TV San Francisco, WGR-TV Buffalo, WWBT-TV Richmond and WBAL-TV Baltimore.

#### UPCOMING: A SLENDER REED

Inept, wasteful and redundant is how defense strategists assess America's 800,000 reservists (NBC Reports: The Sometime Soldiers, Friday, Dec. 3, 10-11 PM, NYT). Producer Bob Rogers notes that with active forces at their lowest levels since 1950 and with no draft to back to the Army, the defense structure is increasingly dependent on frequently semi-trained, ill-equipped reserve units. The nagging question: Can they "fight an increasingly technological war on very short notice? They train only 40 days a year and Rogers cites a GAO study that found that in fiscal 1974 the weekend warriors spent nearly half this training time on extraneous activities. But Pentagon efforts to overhaul the system are easily blocked on Capital Hill, where reservists -- Congressmen and constituents -- share an interest in continuing the status quo. NBC News correspondent Ford Rowan is the reporter for this special.

#### AND KEEP IN MIND...

Part Two of Growing Old In America, an examination of the problems of older citizens, will be broadcast on NBC Radio Network Sunday, Dec. 12, 9:30-10 PM NYT (third and final portion, Jan. 9). Lew Wood reports, Herb Gordon produced.

#### BOOKS

"WHEN I ENTERED THE NEWS BUSINESS 35 YEARS AGO, I thought that I had taken an oath to preserve, protect and defend the English language," writes Edwin Newman in "A Civil Tongue" (Bobbs Merrill). And from Newman's evidence, the language is in sore need of defense from savaging by Pomposity, Obscurity and Redundancy (a little-known firm of semanticists). Perpetrators come from every walk, but Newman is harshest with those who should know better: educators, social scientists, writers. A sample: "It is typical of American English that enough is almost never enough. Is there a famine? No, there are famine conditions...When House Speaker Carl Albert announced that he would retire at the end of 1976, was Thomas O'Neill of Massachusetts the heir apparant? Not at all. According to United Press International, he was the apparent heir apparent. Does Jimmy Carter's pollster, Patrick Caddell, give his client, Saudi Arabia, information in confidence? He would rather speak of 'the



confidentiality of my client situation.' Is Italy's economy deteriorating? No, said Edwin Newman of NBC News in a broadcast in May 1976. Italy is in a deteriorating economic situation."

BETTY ROLLIN TELLS PLAINLY AND MOVINGLY what it's like to go through a mastectomy. (First, You Cry"-- J. B. Lippincott Co.): the fear, horror, anger and self-pity. And, in Rollin's case, a husband deposed, replaced and recalled. Her compelling story is coated, though by no means obscured, by a brisk, bantering style: "I got something else in the hospital I liked, too: pity. Not that I got nearly as much pity as I did congratulations. Nor did I get nearly as much pity as I would have liked. People think that people who have awful things happen to them don't want pity, and, further, that pity is not good for people. They are wrong. That disreputable myth was started, I suspect, by some relative of a disaster victim who didn't want to bother. Pity is delicious. I was crazy about the pity I got. It was the best kind, too. I did not get, nor did I want, the drooling, mewling kind. I preferred something more restrained but deep-felt. Quality pity."

✓ ONE OF THE FIRST WOMEN NEWS CORRESPONDENTS ON NETWORK TV, Nancy Dickerson, anecdotally fleshes out many political headliners of the past quarter-century in "Among Those Present, A Reporter's View of 25 years in Washington," (Random House). She cites first days of TV convention coverage (1956), when she signaled for a camera to pick up her interview, using a red flashlight. But, her career spanning McCarthyism and Watergate, Dickerson can remark: "But the true evil of McCarthyism lingers even today, especially for those of us who had to deal with that nightmare. So discredited were his accusations and charges, and so often did he cry wolf that we now are hardened to cries of danger from any quarter and tend to underplay them. I know that this period increased my own cynicism, and at the same time it dulled my perception of wrongdoing because I grew to dismiss charges and accusations as "just politics." Many of us baptized by McCarthyism developed our own special form of myopia. For example, when Watergate first began to unfold, I was incredulous and kept comparing it to McCarthyism. Just as McCarthy's allegations were phony I thought that the charges against Nixon were so idiotic, they too would turn out to be phony. But as we soon learned to our horror, they were not."

NEARLY TWO DECADES AFTER THEIR FIRST JOINT STYLEBOOK --and after two years of toil-- AP and UPI will soon be out with a new edition. Most controversial issue before the drawing-up committee concerned courtesy titles. Its solution, according to the UPI dispatch: "in general, Mr. will not be used, Miss will be used for single women and Mrs. for married women. Ms. will be used for women who prefer it. But no courtesy titles will be used on sports wires." The more things change...

### IN VINO VELOCITY

'Twas the Ides of November and time for the Great Beaujolais Race. French law permits sale of the young (September harvest) wine after midnight Nov. 15, and there was justifiably high interest in the drought-blessed vintage. All the more reason for NBC News correspondent John Palmer to tag along as crate-laden contestants made -- by plane, car, boat and hot-air balloon -- from Paris to London's Tiles Wine Bar (graced by dispensation to stay open past the legal 11 PM closing). Palmer joined the winner of the past two years' events in a four-seater plane. There was no room for his camera crew, so Palmer worked a Bell-and-Howell for the first time since his days at SWB-TV Atlanta (training showed: the pictures were eminently usable and Palmer improved on the counter by running up 175 feet on a 100-foot roll). All was going smoothly till they approached a foggy Heathrow Airport.

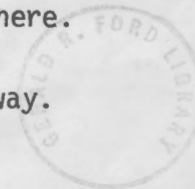
Tower: Visibility zero-point-zero. Use pilot discretion on landing.

Pilot: (to passengers): All right, men, we vote on whether to land here.

Palmer: (instantaneously): Noooooo!!!

Pilot: On second thought, maybe not.

They pulled out of the landing pattern and headed for a small airport 30 miles away. They came in second, but at least they came in.



THE WHITE HOUSE  
WASHINGTON

December 2, 1976

*Nur mind.*

Dear Jack:

I think I have as good a sense of humor as anybody. But I don't see anything funny about the fake want ad published in the December issue of the NBC Newsletter which purports to be signed by me.

I am weighing a number of offers for employment after President Ford leaves office on January 20. I don't think my negotiating position is helped any by the suggestion of your allegedly funny want ad that I am so hard up for a job that I am reduced to running a two line advertisement in the NBC Newsletter seeking a job.

Jack, I feel I must ask you to run an explanation in your very next issue stating that the so-called ad was only a joke by you and did not, in fact, represent a genuine ad by me. I expect this to be done.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Mr. Jack Klein  
NBC Newsletter  
30 Rockefeller Plaza  
New York, New York 10020

cc: Ray Scherer  
Bob Mulholland

DONE OUTSIDE RON NESSEN'S 13 DEC '76 BRIBED BY DICK GRONAU  
 WHILE NOT JAWING.

共 可 一 而 乃 共  
 共 平 五 臣 乃 而 共  
 共 乃 可 共 乃 而 共  
 共 半 古 乃 乃 乃 共  
 共 亦 共 乃 乃 乃 共  
 共 乃 共 乃 乃 乃 共



MY LAME  
 PEKING  
 DUCK  
 NOTES

共 地 共  
 共 共  
 共 共  
 共 共

THE WHITE HOUSE

WASHINGTON

January 5, 1977

Dear Mr. Leaf:

The President asked me to respond to your recent request for his views on the subject of legalized prostitution.

Unfortunately, in the brief time remaining to the President in the White House, he will not have the opportunity to respond to your question.

Thank you for your interest.

Best wishes.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ron Nessen", written in a cursive style.

Ron Nessen  
Press Secretary  
to the President

Mr. Jesse James Leaf  
Managing Editor  
Genesis  
770 Lexington Avenue  
New York, New York 10021

# GENESIS

RN

December 29, 1976

President Gerald Ford  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C. 20500

Dear President Ford:

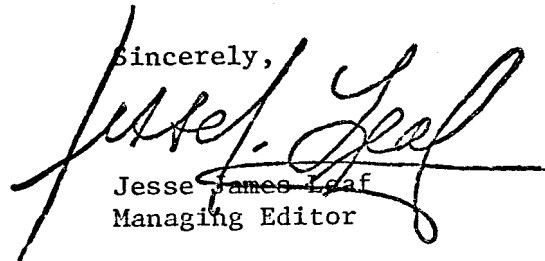
The editors of GENESIS Magazine are preparing an article on the subject of legalized prostitution.

It will report the results of a survey of prominent Americans, such as yourself, on the pros and cons of legalized prostitution in the United States.

Specifically, we are interested in your response to the following question: Do you believe prostitution should be legalized? Why or why not? Space has been provided below and on the back of this page for your reply. A stamped, self-addressed envelope has been included.

We appreciate your prompt attention and look forward to hearing from you.

Sincerely,



Jesse James Leaf  
Managing Editor



**January 8, 1977**

**Dear Herb:**

**I want to add my congratulations on your new promotion to chief executive of NBC.**

**I know you will bring to your new duties a talent and dedication which will benefit NBC and its viewers. I'm sure you will reach your goals, as enumerated in the New York Times, of encouraging innovation and improving public service and the quality of programs as well as increasing the profits.**

**Best wishes for continued success in the future.**

**Sincerely,**

**Ron Nessen  
Press Secretary  
to the President**

**Mr. Herb Schlosser  
Chief Executive  
NBC  
New York, New York**

**RN/mcb**





WEDNESDAY, JANUARY 5, 1977

I want to write  
a letter

595

## Schlosser Gets Top NBC Post

By LES BROWN

Herbert S. Schlosser, president and chief operating officer of the National Broadcasting Company since April 1974, yesterday was named chief executive.

The title, which has been relinquished by Julian Goodman, chairman, gives Mr. Schlosser full supervisory authority over the company, whose divisions include the NBC television network, the five NBC television stations, NBC News and NBC Radio. NBC is a subsidiary of the RCA Corporation.

### Long-Range Plan

High-ranking officials of the company said the consolidation of the titles of chief operating officer and chief executive under Mr. Schlosser removed the ambiguity that had existed within the company over where the ultimate decision-making authority lay.

Mr. Goodman, who became chairman in 1974 after having served as president since 1966, said he had recommended that the highest organization title be given to Mr. Schlosser.

It was, he said, part of his "long-range plan to insure an orderly evolution of management supervision at NBC." Mr.

Goodman, who is 54 years old, remains chairman and a director of RCA. Mr. Schlosser is 50.

Mr. Goodman noted that the move permits him to concentrate now on policy matters and projects concerning NBC's future growth. He said he would also be working with David C. Adams, NBC vice chairman, on broadcast issues concerning the Government.

Although all the divisions of NBC had already been reporting to Mr. Schlosser, the title of chief executive obviates the need for his decisions to be ratified by a higher official.

Mr. Schlosser, in an interview, said he considered his elevation "a vote of confidence for the new team" he had brought in for key managerial positions.

### 'Company in Transition'

"For a few years, we've been a company in transition," Mr. Schlosser said. "Now we have the bright young management group with which to move ahead in all areas."

He cited Robert T. Howard, president of NBC-TV; Irwin Segelstein and Paul L. Klein, the network program chiefs; Richard C. Wald and Robert Mulholland at NBC News; Theodore H. Walworth and Arthur Watson at the television stations division and Jack G. Thayer, president of NBC Radio.

"It will be for me to knit these teams together and to instill in them what I wish for the company—improvement in

public service and the quality of programming, as well as improvement in profits," Mr. Schlosser said. "Actually, these values all go hand in hand."

"What I will push for also is innovation—putting on new things that didn't exist before. That has been an NBC tradition," Mr. Schlosser said.

### Innovative Programs

During his career as a West Coast program executive, president of the network and president of the corporation, Mr. Schlosser helped to implement a number of innovative television programs, among them "Rowan and Martin's Laugh-In," "Tomorrow," "Saturday Night," "News Update," "NewsCenter 4" and the serialization of popular novels in prime time.

Mr. Schlosser has also had a share of disappointments. NBC-TV ran third among the networks in the ratings last season, although it has rebounded this season to its usual position, second place. And NBC recently announced that it would dissolve its syndicated news and information service, known as NIS, because it was losing money and future projections were bleak.

News and the network's prime-time schedule are the areas that will receive immediate priority, Mr. Schlosser said. NBC has been No. 2 in both. Mr. Schlosser said he considered the news division "enlivened" by a series of changes in the second echelons and expressed optimism for its improved performance, especially in documentaries.