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THE WHITE HOUSE
WASHINGTON

MEETING WITH FOREIGN TV ANCHORMEN COVERING BICENTENNIAL

Friday, July 2, 1976
10:50 a.m. (3-5 minutes)
The Oval Office

From: Ron Nessen *RAN*

I. PURPOSE

To shake hands and have photographs taken with 12 major foreign TV anchormen visiting the United States to cover the Bicentennial.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: The 12 top foreign TV anchormen, representing Yugoslavia, Nigeria, Poland, France, Portugal, Greece, Israel, Brazil, and Japan, will be visiting the United States to cover various Bicentennial events with the assistance of the United States Information Agency. Each is the "Walter Cronkite" of their respective nations.

Their programs, each 15 minutes in length, will be shown in prime time on the major TV networks of each country. Some 4,000 TV stations will be carrying the programs and will be viewed by hundreds of millions of persons.

This brief meeting is a courtesy call recommended by USIA.

B. Participants: The list of correspondents is attached at Tab A. James Keogh, Director of USIA, will be accompanying the correspondents.

Staff: Ron Nessen
Bill Roberts

C. Press Plan: Official White House photographs only which will be provided to the participants.

III. TALKING POINTS

None will be necessary.



Mr. Michel Anfrol
France

Mr. Evangelos Bistikas
Greek Radio-TV
Athens, Greece

Mr. Newton Carlos DeFigueirado
Radio & Tv Bandeirants
Rio de Janeiro, Brazil

Mr. Ram Evron
Israel Broadcasting Authority
Israel

Mr. Roger Guy-Folly
U.S.I.A. (V.O.A.)
Africa

Mr. George Halaby
U.S.I.A. and International Press and
Publications

Mr. Bartosz Janiszewski
Polish Television
Poland

Mr. James Keogh
Director
U.S.I.A.
Washington, DC

Dr. Godwin Oyewole
University of Massachusetts
Nigeria

Mr. Fernando Luis de Oliverira Pessa
Radio-Televiso Portuguese
Lisbon, Portugal



Mr. Robert S. Scott
Associate Director
Motion Picture and TV Service
U.S.I.A.
Washington, DC

Mr. Al Snyder
U.S.I.A.
Washington, DC

Mr. Takashi Suet suno
N. H. K. Washington Bureau Chief
Washington, DC

Mr. Nikola Vitrorovic
Radio Berglad
Yugoslavia

Mr. Roger Wilkison
freelance-Latin American correspondent



THE WHITE HOUSE

WASHINGTON

INTERVIEW BY GORDON E. WHITE

Friday, July 9, 1976
2:00 p. m. (20 minutes)
The Oval Office

From: Ron Nessen **RHN**
Margita White

I. PURPOSE

To be interviewed by Gordon E. White, Washington Correspondent for the Salt Lake City Deseret News.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: The President Ford Committee recommended an interview with the Salt Lake City Deseret News prior to the Utah Republican Convention on July 16-17. The Deseret News is the Mormon daily in Salt Lake City and has an evening circulation of 71,000.

Gordon White, the Washington correspondent for the paper, requested the interview. He was informed by Senator Jake Garn's office that the Senator also proposed such an interview during his recent meeting with you.

B. Participants: Gordon E. White, Ron Nessen and Margita White.

C. Press Plan: White plans stories on the interview for the Saturday Deseret News (there is no Sunday paper and the following week's news will be the Democratic Convention). One of the wire photographers will take photos at the beginning of the interview. Official White House photos will be taken and an autographed photograph will be sent to White.

III. TALKING POINTS

Gordon White is expected to pursue questioning on the following subjects: Title IX and its application to Brigham Young University; the President's political strength in the western and mountain states vis-a-vis Reagan's; the Coal Mine Leasing legislation; the need for Federal payments to Utah in lieu of taxes for Federal lands; the Clean Air Act amendments; oil shale development; the diminishing emphasis in the Defense Budget on manpower; and the future of Minuteman production.

A briefing book has been prepared for you which includes material on these subjects and others.



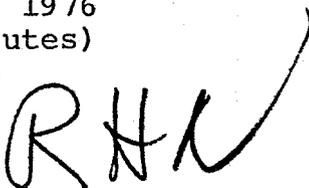
THE WHITE HOUSE

WASHINGTON

July 28, 1976

COURTESY CALL BY MR. & MRS. BROKAW
Thursday, July 29, 1976
4:30 p.m. (5 minutes)
THE OVAL OFFICE

From: Ron Nessen



I. PURPOSE

To bid goodbye to Tom Brokaw, and his wife, Meredith, and to wish Tom well in his new assignment.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background: Tom Brokaw has been the White House Correspondent for NBC since June 1973. He is leaving his position here to become the host on the NBC Today Show.

B. Participants

Tom Brokaw - NBC White House Correspondent
Meredith Brokaw - wife of Correspondent
Ron Nessen - Press Secretary

C. Press Plan

White House photograph to be autographed and sent to Tom Brokaw.

III. TALKING POINTS

No formal remarks are required. You will just want to wish Tom well in his new endeavor.

(He will be moving away from the Washington area and will be living from now on in New York City.)

Tom has been traveling around the country a good deal covering politics. You might want to ask him some of his observations.



THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH U. S. NEWS & WORLD REPORT

11:30 - 12:30 p. m.

Thursday, August 12, 1976

The Oval Office

From: Ron Nessen **RHN**

I. PURPOSE

To be interviewed by a group from U. S. News and World Report for a traditional layout on the candidates following the Convention.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

This is the first of a very limited number of interviews you will be doing in the week before the Convention. These interviews have been carefully selected to maximize positive treatment in wide-circulation publications under the most favorable circumstances.

The interview will be published in the U. S. News and World Report at least two weeks from now after the Convention. Because of the time lag, it will no doubt focus on your long-range campaign strategy, your view of Jimmy Carter, and your stand on the issues, rather than the immediate tactics involved in winning the nomination.

The readership of the U. S. News and World Report is the natural constituency of the Republican candidate for President. Among the things you should stress are Republican party unity, as well as your reasons and plans for defeating Carter.

B. Participants

The President
Ron Nessen



Marvin Stone	Editor
John Adams	Executive Editor
Lex Tanzer	Managing Editor
John Mashek	White House Correspondent
J. Michael Wright	Correspondent
Joseph Fromm	NSC, State, Defense Correspondent
Marion Trikosho	Photographer

C. Press Plan

A photographer from U. S. News has spent the last couple of days taking photos of you for the cover of the magazine and will also be present during the first few minutes of the interview.

III. TALKING POINTS

A briefing book has been prepared for this interview.



THE WHITE HOUSE
WASHINGTON

INTERVIEW WITH THE WASHINGTON POST

11:30 - 12:00 p. m.

Friday, August 13, 1976

The Oval Office

From: Ron Nessen *RAN*

I. PURPOSE

To be interviewed by a group of reporters from the Washington Post.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

This is the second of a very limited number of interviews you will be doing in the week before the Convention. These interviews have been carefully selected to maximize positive treatment in wide-circulation publications under the most favorable circumstances.

The interview will be published in the Washington Post on Saturday or Sunday.

Because of the three reporters participating for the Post, the questioning will be in several separate areas: politics, the Convention, the Vice Presidential choice, and the Fall campaign; foreign policy; and economics.

The interview will be published not only in the Washington Post, but in many of the 200 newspapers which subscribe to the Washington Post News Service.

B. Participants

The President
Ron Nessen

White House Photographer

Ed Walsh - White House Correspondent
Murray Marder - Diplomatic
Correspondent

Hobart Rowan - Economic Correspondent

Washington Post Photographer

C. Press Plan

A Washington Post photographer will be present during the first few minutes of the interview. White House photographs will also be taken, to be autographed and presented to the participants later as mementos of the occasion.

III. TALKING POINTS

A briefing book has been prepared for this interview, including material on foreign policy and economics in anticipation of questions from Marder and Rowan in these areas.



THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH THE CHICAGO TRIBUNE

Saturday, August 14, 1976

11:00 am (30 min.)

Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by the Chicago Tribune for publication on the eve of the Republican Convention.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The Chicago Tribune plans to publish this interview in its Monday edition. This edition will be widely distributed among the delegates' hotels in Kansas City.

The Chicago Tribune plans to endorse you editorially on Sunday. The paper also will run an interview with Reagan on Sunday.

This interview is the last of three you have given this week prior to the convention. As you know, our press strategy during this period is to keep very low profile without making any big unexpected news and certainly without making mistakes.

It is recommended that you answer the questions from the Chicago Tribune with extreme caution in order to avoid raising any new issues in the last minute before the convention opens. More important than making news is the over-all mood or impression you convey. The mood of quiet, relaxed confidence which has come through so clearly in your most recent interviews is precisely the mood you will want to transmit to the Chicago Tribune.

Given the specialties of the reporters conducting the interview, it will be very similar to the Friday interview with the Washington Post.



B. Participants

The President
Aldo Beckman

White House correspondent and
political reporter

William Neikirk

Economic correspondent

Jim Coates

Pentagon and military affairs correspondent

Ron Nessen

C. Press Plan

White House photographer only.

III. TALKING POINTS

You may want to review one more time the briefing book prepared for you for the US News and World Report and Washington Post interviews. I will bring you up to date on any late developments Saturday morning.

THE WHITE HOUSE
WASHINGTON

TO: RON

FROM: CONNIE GERRARD

How do you want this listed in
the records we keep of the President
with press?

~~REGULAR~~

Regular interview

(There was an editorial in the
Richmond News-Leader where
they quoted the President's
answer to questions)

RHN

Meetings with editorial boards

_____ Other contacts with press - just
keep it listed in the miscell-
aneous section

_____ Other: _____

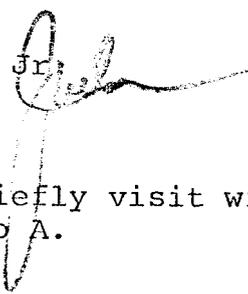
THE WHITE HOUSE

WASHINGTON

September 2, 1976

MEETING WITH EDITORS OF SIX MAJOR NEWSPAPERS
FROM VIRGINIA, NORTH CAROLINA AND FLORIDA

September 3, 1976
4:45 p.m.

From: John O. Marsh, Jr. 

I. PURPOSE

To permit the President to briefly visit with the newspaper editors noted at Tab A.

II. BACKGROUND AND PRESS PLAN

- A. Background: Tennant Bryan, owner and publisher of each of the newspapers noted at Tab A, had previously indicated to Jack Marsh, an interest in providing an opportunity for his six top editorial writers to visit the President and a number of White House officials.

Tennant Bryan is a well-known, respected publisher, who has already indicated his support for the President. Unfortunately, Tennant Bryan will be unable to attend the scheduled meeting. As a result of his specific request, a 45-minute Roosevelt Room meeting has been arranged immediately preceding the brief meeting with the President. Expected to attend that "give and take" meeting will be Jack Marsh, Alan Greenspan, Bill Baroody, Jim Cannon, Jim Lynn, Brent Scowcroft and others.

It is our hope that the meeting with the President, and the opportunity that is being provided for a firsthand insight into Administration policies and programs will be a prelude to a Ford endorsement by each of these newspapers.

- B. Press Plan: White House Photo Opportunity.

III. DISCUSSION POINTS

I understand that you have just had an opportunity to meet with some of our top people here at the White House. I hope you had a productive meeting. I hope you will convey my regards and best wishes to Tennant Bryan.

Although you will be meeting with them briefly, nevertheless it does afford an excellent opportunity to emphasize that you are not writing off the South but expect to wage a 50 state campaign.

The following individuals will participate in the meeting on September 3 at 4:45 p.m.:

- 1) Ross D. Mac Kenzie, Editor of editorial page, Richmond News Leader.
- 2) James Edward Grimsley, Editor, Richmond Times Dispatch.
- 3) James A. Clendinen, Chairman of Editorial Board, Tampa Tribune.
- 4) Sam P. Stickney, Editor, editorial page, Tampa Times.
- 5) H. Haldane Hill, Editor, editorial page, Winston-Salem Journal.
- 6) Alan Willis, Editor, editorial page, Winston-Salem Journal.

WASHINGTON.

"He's ready now."

With those words from President Ford's appointments aide, the six of us — editors of the editorial pages of the six Media General newspapers — walked into the Oval Office.

It was shortly before 5 yesterday afternoon. We had spent the preceding two hours in briefings with various presidential advisors. We expected to see Mr. Ford for about five minutes — to shake his hand and to stand around smiling — and to be on our way. We were there for more than an hour.

As we entered, he came around his desk. He is a touch shorter than one expects, his voice mellower than when conveyed by microphone or TV, his hair sandier, the circles under his eyes darker and deeper. His posture is erect, his disposition greatly earnest. The grasp of his hand is firm, his eyes direct — but looking at you, not through.

The pleasantries exchanged, he walked to the sitting area in front of the fireplace and gestured somewhat awkwardly. "Please sit down."

The conversation opened with a question about politics: Will the election be a Liberal-conservative choice?

It will be "precisely that," he replied, adding that as he prepares for the campaign, he is becoming "convinced more and more" that there are deep ideological differences between himself and Jimmy Carter.

"Here he has embraced the record of the Democratic Congress and the Democratic platform. Contrast what I have done with what he promises. We've made headway using our ideology; I've used the veto 54 times. If we'd gone down the road that he and the Democrats propose, we'd be far worse off."

What does Mr. Ford regard as his three major accomplishments?

"First, guiding our economy from near disaster to substantial progress; I should add, however, that I do not think we have adequately explained to the public how much we have turned things around economically.

"Second, the healing of the violent and vicious differences that were in this country when I took office.

"Third, the very significant progress we have made in foreign policy."

"I don't think so at all, and we are going to campaign there very hard. We are polling in some Southern states right now, and the results are very encouraging. In Virginia, for example, our polls show us running neck and neck. This is going to be a national campaign.

"And our projections make us very hopeful about winning some seats in Congress — we think four to seven in the Senate, perhaps 25 to 30 in the House. If we can do that, combined with our conservative Democratic friends in the South, it will make enough of a difference so that we won't have to worry about sustaining vetoes. It might even be possible to get some of our affirmative programs through Congress.

"We are very optimistic about picking up a lot of seats. I should add that any Republican who survived the 1974 election ought to be able to survive 1976."

What about his campaign schedule?

"I'll campaign a good deal, of course. But I also plan to spend most of my time right here — at least until Congress adjourns. When I get out of town I can't tell what they're going to do. They're bad enough when I'm in town."

And the Nixon pardon? Will Carter use it in the campaign?

"I don't think it will be much of an issue. You know, during my first month in office I found myself spending 25-30 per cent of my time with lawyers and people from the Justice Department — discussing this legal avenue or that one, and what I should do with two rooms full of [Nixon] papers. I finally got tired of it. I finally concluded that the American people wanted me to do other things, to spend my time on bigger problems. The pardon helped me in that regard, just as it helped the nation. I did it to put Watergate behind us."

He discussed a wide range of other topics: the economy, the recent axings of two American officers by the North Koreans, the New River, and southern Africa ("it has the potential for becoming a Vietnam on a major scale").

Then we adjourned, with this engaging and reflective man saying that he hoped he had not kept us too long.

And as we left, the thought intruded: How ironic it is that the most powerful man in this world — the President of the United States — should be apologizing for taking too much of *our* time, when in truth we were taking too much of his

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH HARRY REASONER

Monday, September 6, 1976
10:00 a.m. (2 hours)

The White House

From: Ron Nessen

RHN

I. PURPOSE

To be interviewed by Harry Reasoner for use on the ABC Evening News.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Harry Reasoner recently interviewed Jimmy Carter in Plains, Ga. and broadcast film of this interview five nights in a row on the ABC Evening News. Reasoner invited you to participate in the same kind of five part interview and we accepted on the condition that the interview be done here at the White House since that is both your home and office, in contrast to the sleepy Southern town of Plains, Ga. which is Carter's home and place of business.

The interview will be done in several locations at the White House, arranged by Helen Collins of my television staff in consultation with the Reasoner producers. The subjects to be covered in the interview include: domestic policy, foreign policy, your choice of Senator Dole, your philosophy of government, and how the Presidency has affected you and your family personally.

You will recall that Harry Reasoner did the first interview with you at Camp David, shortly after you became President. He also has been your guest at White House State dinners. Reasoner is a relatively low key interviewer with whom you have always had relaxed and comfortable relations.

Reasoner tentatively plans to broadcast the first of five parts on Labor Day evening. We hope to talk him into delaying the start until Tuesday when the audience will be larger.

B. Participants

The President
Harry Reasoner
Ron Nessen
Helen Collins
2 ABC Film Crews

C. Press Plan

The interview will be acknowledged. Transcripts will be made available to the White House press corps after broadcast. A White House photo will be taken and sent to the participants afterwards as mementos of the occasion.

III. TALKING POINTS

David Gergen is providing a briefing book for study over the weekend in preparation for the interview.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH T. V. GUIDE

Saturday, September 11, 1976

11:00 a. m. (30 minutes)

Oval Office

From: Ron Nessen

RHN

I. PURPOSE

To be interviewed by four representatives of T. V. Guide for publication in October prior to the election.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

T. V. Guide has the largest circulation of any magazine in America, 50 million readers a week.

T. V. Guide has requested an interview with both you and Jimmy Carter for publication during October prior to the election.

B. Participants

Roger Youman, Executive Editor
Neil Hickey, New York Bureau Chief
John Weisman, Washington Bureau Chief
Michael Ryan, Political Writer
Helen Collins
Ron Nessen

C. Press Plan

To be acknowledged to the White House press corps. No transcript to be released until after publication. White House photographer to take photo which will be sent to the participants



later, autographed by the President, as a memento of the occasion.

III. TALKING POINTS

The interview will cover a number of subjects relating to television and communications in general: the forthcoming debates; how television serves the people; your own television viewing habits, especially your opinion of television news; how the White House and the Ford campaign make use of television; the Office of Telecommunications and the FCC; the Fairness Doctrine and the Equal Time Provision.

Dave Gergen's office is providing a briefing book with some suggested guidance in these areas.

THE WHITE HOUSE

WASHINGTON

TODAY SHOW INTERVIEW

Tuesday, September 14, 1976

8:00 a.m (10 minutes)

The Oval Office

From: Ron Nessen *R N*

I. PURPOSE

To be interviewed, for live broadcast, by Tom Brokaw on the NBC "Today" show.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

This interview was granted with a two-fold purpose:

1. As a gesture of friendship to Tom Brokaw on the occasion of his taking over as host of the "Today" show just 2 weeks ago;
2. To give a preview of and build up anticipation for your speech at the University of Michigan, which is being interpreted in the press as your campaign kick-off.

You will be seated at the fireplace end of the Oval Office. Brokaw will be in the New York studio. You will see him on a television monitor set and hear him over a speaker setup. One or two questions may also be asked by Cassie Mackin, the guest woman host this week. You will hear her but probably not see her on the monitor.

The interview will begin after the normal presentation of news, sports and weather at 8:00 a.m. The interview will run about 10 minutes in total. During the commercials or news, you could exchange a few pleasantries with Brokaw (not for broadcast) if you wish.

B. Participants

The President
Tom Brokaw (from New York)
Cassie Mackin (from New York)
Ron Nessen
Helen Collins
NBC TV Crew

C. Press Plan

NBC already has advertised the fact that you will be appearing on the program. Any newsworthy answers you give obviously will be picked up and used by the wire services and newspapers.

The NBC evening news also may run a short video tape portion of your interview.

We will make a transcript of the interview.

III. TALKING POINTS

Brokaw wishes to cover the following points, although the relatively short time probably will prevent him from getting through the entire list:

A preview of the speech at the University of Michigan;

Your campaign strategy of staying in the White House during the initial part of the campaign;

Carter's criticism of this strategy;

The election outlook in general, including the recent favorable polls;

A few major issues, probably including abortion, and your alleged "flip-flop" on some of them;

Your alleged use, or misuse, of the Presidency to obtain media coverage without leaving the White House.

Dave Gergen's office is supplying suggested guidance in these areas.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH PARADE MAGAZINE

Thursday, September 16, 1976

2:00 pm (30 minutes)

Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by Parade Magazine for a cover story on you.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Parade Magazine is doing a cover story on you for an issue which will run one Sunday in the later part of October. The article will emphasize you as a person, instead of a candidate. Therefore, questions will not be substantive, but instead will be of the personal type, such as "How do you describe yourself?"

The Parade photographer will also photograph you for the cover of the magazine during the interview.

Parade did a similar type interview with Jimmy Carter in Plains, which will appear in one of the October issues, prior to the issue on you.

The circulation of Parade Magazine is 20 million, which is approximately 60 million readers.

B. Participants

The President

Bob Walters

Associate Editor, Parade Magazine
(formerly with the Washington Star)

Cody Shearer

Parade Magazine
(son of Loyd Shearer, Parade Publisher)

Arthur Rothstein

Parade Magazine photographer

Ron Nessen

C. Press Plan

Parade photographer will take pictures of the interview.

A White House photographer will also take pictures, which will be autographed and sent as mementos to Mr. Walters and Mr. Shearer.

III. TALKING POINTS

No briefing book is being prepared since the questions will be of a personal nature.

President Ford Committee

1828 L STREET, N.W., SUITE 250, WASHINGTON, D.C. 20036 (202) 457-6400

September 30, 1976

MEMORANDUM FOR: Connie Girrard
FROM: Gail Forward *GAF*
SUBJECT: Editors and Publishers attending the
Natchez Boat trip Sept. 25, in New Orleans

Enclosed please find the names of those that were submitted to the New Orleans - Advance office as having accepted the invitation to attend the trip.

If for some reason any of these people did not make the trip, we do not have that information, and I would suggest that you check with any access information that may be in the Advance Office.

Thank you.

Mr. Charles H. Land
Editor and Associate Publisher
Tuscaloosa News
2001 Sixth Street
Tuscaloosa, Alabama 35401

Mr. John W. Bloomer
Birmingham News
2200 North Fourth Avenue
Birmingham, Alabama 35202

Mr. and Mrs. Harold Martin
Editor/Publisher
Advertiser, Alabama Journal
200 Washington Street
Montgomery, Alabama 36102

Mr. David Hawkins
Editor - Editorial Page
Arkansas Democrat
Capitol Avenue & Scott
Little Rock, Arkansas 72203

Mr. John Crown
The Atlanta Journal
72 Marietta Street, NW
Atlanta, Georgia 30303

Constance Johnson
Political Editor
Columbus Ledger and Enquirer
17 West 12th Street
Columbus, Georgia 31902

Mr. Otis Brumby
Publisher
Marietta Daily Journal
580 Fairground Street
Marietta, Georgia 30060

Governor and Mrs. Marvin Griffin
Publisher
Bainbridge Post Searchlight
Bainbridge, Georgia 31717

Mr. James Jesse
Publisher
News
101 East Romana Street
Pensacola, Florida 32501

Mr. and Mrs. Thomas H. Green
Publisher
Madison County Carrier
102 South Rutledge Street
Madison, Florida 32340

Mr. Richard D'Aquin
Publisher
Advertiser
219 Jefferson Street
Lafayette, Louisiana 70501

Mr. Ed Tunstall
Editor
Times-Picayune
3800 Howard Avenue
New Orleans, Louisiana 70140

Mr. Stanley R. Tiner
Editor
Shreveport Journal
222 Lake Street
Shreveport, Louisiana 71130

Mr. Walter Bouche
Editor
New Orleans Daily Record
407 Cotton Exchange Building
New Orleans, Louisiana 70130

Mr. Joseph M. Miller
Editor
Jefferson Parish Times
P. O. Box 7304
3033 N. Causeway Blvd.
Metairie, Louisiana

Mr. R. S. Hederman
Editor
Clarion-Ledger & News
P. O. Box 40
Jackson, Mississippi 39205

Mr. J. Oliver Emmerich
McComb Enterprise-Journal
129 N. Broadway
McComb, Mississippi 39648

Mr. Percy Greene
Editor and Publisher
Jackson Advocate
115 East Hamilton Street
Jackson, Mississippi 39202

Mr. Darrell Mack, Editor
Enterprise
P.O. Box 3071
Beaumont, Texas 77704

Mr. Lee Anderson, Editor
News-Free Press
400 East 11th Street
Chattanooga, Tennessee 37401

Mr. Kenneth E. Morrell, Editor
Nashville Banner
1100 Broadway
Nashville, Tennessee 37202

Mr. Robert J. Fishman, Publisher
Citizen Tribune
1609 West 1st. North Street
P.O. Box 625
Morristown, Tennessee 37814

Mr. Ross McKenzie
Richmond News Leader
333 East Grace Street
Richmond, Virginia 23212

Mr. Jeff McNelly
Richmond News Leader
333 East Grace Street
Richmond, Virginia 23212

Mr. C.A. Scott (cancel)

Mr. Robert Bryan, Editor
Cullman Times
300 4th Avenue
Cullman, Alabama 35055

Mr. Edward H. Sims
Editor's Copy Syndicate
P.O. Box 532
Orangeburg, South Carolina 29115

Mr. and Mrs. Louis Cashman
Vicksburg Evening Post
920 South Street
Vicksburg, Mississippi 39181

Ms. Audrey Langdon, Editor
Religious Broadcasting
Morristown, New Jersey

Mr. Dorman E. Cordell, Chief of Bureau - AP
Times-Picayune-States Building
3800 Howard Avenue
P.O. Box 61532
News Orleans, Louisiana 70160

Mr. Fred Parker
Southern Div. Manager
United Press International
1211 Williams Street, N.W.
Atlanta, Georgia 30309

Jerry Poole
Oklahoman
500 North Broadway
Oklahoma City, Oklahoma 73125

Mr. Jenkin L. Jones, Editor and Publisher
Tulsa Tribune
Tulsa, Oklahoma 74102

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH NEWSWEEK MAGAZINE

September 29, 1976

2:00 pm (45 min)

Oval Office

From: Ron Nessen *RN*

I. PURPOSE

To be interviewed by Tom DeFrank, White House correspondent for Newsweek Magazine, for a long cover story about you to run in next Monday's magazine.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

As you recall, Newsweek recently ran a long cover story on Jimmy Carter. They now plan to do a similar story on you in next Monday's issue. Obviously they have done a great deal of research from a great number of sources.

The questions in this interview with Tom DeFrank will center on your plans for a full four-year term. DeFrank will want to know your plans for both domestic and foreign policy in the next four years, including proposals for legislation, foreign policy initiatives and trips, and in more general terms, your vision for the future of America.

DeFrank is also likely to ask you about your personnel decisions for the second term, your Cabinet members, new White House staff members, etc.

B. Participants

The President
Tom DeFrank
Ron Nessen

C. Press Plan

The interview will not be announced. A transcript will be made as an authentic record. White House photo to be taken and auto-

graped as a momento to DeFrank of the occasion.

III. TALKING POINTS

Dave Gergen is preparing some suggested guidance on the second Ford Administration which is coming to you separately from this briefing paper.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH JOHNNY GRANT

December 1, 1976

11:30 a. m. (15 min.)

Map Room

From: Ron Nessen

RAW

I. PURPOSE

To be interviewed by Johnny Grant of Los Angeles station, KTLA, for broadcast as part of his annual "Toys For Tots" campaign.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Johnny Grant has been a friend and supporter of yours.

In conjunction with the United States Marine Corps Reserve, he is using his broadcasts on KTLA in Los Angeles to collect toys to distribute to needy children at Christmas as part of the Toys For Tots program.

He will interview you, on film, for approximately 5 to 10 minutes about your memories of pleasant or particularly outstanding Christmases and what Christmas means to your family.

The interview will be broadcast in Los Angeles on Saturday sometime between 1 and 4 p. m., local time. Grant is the Southern California Co-chairman of the Toys For Tots campaign, which is now in its 29th year.

A number of other celebrities are filming similar interviews with Grant for use on his program in promoting the Toys For Tots campaign.

Two Marines, representing the co-sponsoring organization will be present at the filming. Grant will bring along a few toys to demonstrate, on the air, the kind of contributions which are being solicited for the needy children.

B. Participants

The President
Johnny Grant
Ron Hansen
Helen Collins
Film Crews

C. Press Plan

The interview will not be announced. White House photos will be taken, autographed by the President and sent to Johnny Grant later as a memento of the occasion.

III. TALKING POINTS

No briefing papers will be prepared since all questions will be about your personal recollection of the experiences of past Christmases. Obviously, at some point in the interview, you will want to congratulate Johnny Grant for his leadership in the Toys For Tots campaign and wish him good luck with this year's worthy project.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH BARBARA WALTERS

December 4, 1976

2:30 p.m. (1 hr.)

Family Floor of the White House

From: Ron Nessen

RAN

I. PURPOSE

To take part in the video taping by Barbara Walters of her one hour special television program on the White House and the life of you and Mrs. Ford in the White House.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

You and Mrs. Ford agreed to do this interview several months ago.

Originally, you and Mrs. Ford were scheduled to be interviewed on half of Barbara Walters' new ABC-TV interview program going on the air December 14. (Barbara Streisand was to be on the second half.) However, after the election, Barbara Walters decided to substitute an interview with Jimmy and Rosalyn Carter for her first program. She invited you and Mrs. Ford to take part instead in a one hour special of your own to be broadcast on ABC-TV on Sunday, January 2, from 7 to 8 p.m. You and Mrs. Ford agreed to this revised plan.

The program will consist of a 1/2 hour interview & 1/2 hr. tour of a number of rooms in the White House conducted by Mrs. Ford. (The taping of this portion of the program will take place from noon to 1:30 p.m. with Mrs. Ford and Barbara Walters. You will not be involved.)

After giving Mrs. Ford a chance to rest, the actual interview will be conducted by Barbara Walters from 2:30 to 3:30 p.m. You and Mrs. Ford will be interviewed at the same time.

Because the program will not be broadcast for almost a month, no hard news questions are expected. Rather, Barbara will want to ask you about your memories of the White House years (she calls this a mellow retrospective) and will ask you to look ahead and discuss some of your plans for the years ahead. Some specific questions to be asked by Barbara are listed under talking points.

B. Participants

The President

Mrs. Ford

Barbara Walters

Tom Capra, the producer (he is the son of Frank Capra, the movie producer and your friend in Palm Springs)

Ron Nessen

Helen Collins

Television film crew

C. Press Plan

The interview will not be announced, although some reporters already know about it. ABC-TV will begin advertising the one hour special program shortly. White House photos will be taken, autographed by the President and Mrs. Ford, and sent to Barbara and the other participants as a memento of the occasion.

III. TALKING POINTS

Barbara already has indicated some of the questions she intends to ask you. Sheila Weidenfeld and I are having breakfast with her on Saturday to learn in more detail what she will be asking, and I will pass this information on to you and Mrs. Ford before the interview begins.

The questions Barbara intends to ask almost all require a personal answer based on your own memories or feelings, and therefore I have not attempted to suggest answers to the following anticipated questions:

What offers of jobs have you had?

Do you know now what you are going to do or where you are going to live after leaving the White House?

Some people have called the White House a prison, a very lonely place. Is that the way it seemed to you?

Is the responsibility of being President a crushing burden?

What will you miss most about the White House?

Can you recall the most special night or day you spent in the White House?

What do you think is the future of the Republican party? Do you think the Republican party is dead or dying? What role will you play in the future of the Republican party?

Can you give us a personal view of the world leaders you have met? Brezhnev? Sadat? Schmidt? Giscard?

As you turn the White House over to Jimmy Carter, what is your greatest concern for the future? What do you see as the greatest danger facing the United States in the years immediately ahead?

How do you think Watergate will be treated by those who write history in the years ahead?

Do you think Watergate had any effect on the outcome of the Presidential election?

What do you remember most about your childhood? Do you think the fact that you were adopted after your mother divorced your real father had any effect on the formulation of your character?

You seem to have a very close, warm, and lasting marriage at a time when many marriages seem to fall apart. What is the secret of your marriage?

This program is going to be broadcast the day after New Years. Do you have any special words at this New Years season to address to your fellow Americans as you leave the White House?

THE WHITE HOUSE

WASHINGTON

TAPE BICENTENNIAL MINUTE

Friday, December 10, 1976

1:30 p.m. (15 minutes)

The Oval Office

From: Ron Nessen *RJN*

I. PURPOSE

To tape a brief statement on the Bicentennial to be broadcast as the final Bicentennial Minute on CBS, December 31, 1976.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

For the past two years CBS has broadcast at 8:30 or 9:00 each night a one minute statement by a well-known public figure on some aspect of the Bicentennial celebration.

These brief recollections of some historic aspect of the Bicentennial have been widely praised. Among those who have appeared on these broadcasts are Mrs. Ford, members of your White House staff and Administration, and many other highly respected public figures.

The taping will be done in the Oval Office under the supervision of a specially selected and highly talented CBS video tape production team.

The statement you are to read will be on teleprompter. It is a composite of drafts suggested by CBS, Bob Hartmann, Jack Marsh and Dave Gergen.

Don Penny will be available in the hours before the taping to work with you on the delivery if you wish.

B. Participants

The President
Ron Nessen
Helen Collins
Don Penny
CBS Video Tape Crew

C. Press Plan

Your participation will be acknowledge to the press. CBS may devote some publicity to your spot. White House photographs will be taken and sent to the participants later as a memento of the occasion.

III. TALKING POINTS

Attached is a text of your bicentennial minute.

Attachment:

Text

CBS - BICENTENNIAL MINUTE

Good evening.

More than two years ago, we began our Bicentennial celebration.

It was a time to take a fresh look at our past, and a time to move forward together into our future.

These Bicentennial Minutes have focused attention on all aspects of the birth of our Nation -- the hopes, the determination and the common sense that were summoned to establish American freedom and to keep its promise alive.

The Bicentennial year and the Bicentennial Minutes end tonight. But as our first resolution of the New Year, let us pledge to keep the Spirit of '76 alive and burning brightly.

Thank you, and a happy New Year to you all.

#

THE WHITE HOUSE

WASHINGTON

January 7, 1977

INTERVIEW WITH THE WASHINGTON POST

Friday, January 7, 1977

2:00 p. m. (45 minutes)

The Oval Office

FROM: Ron Nessen

R.H.N.

I. PURPOSE

To grant a farewell interview to three reporters from the Washington Post.

II. BACKGROUND, PARTICIPANTS & PRESS PLAN

A. Background

At a number of key points in your Administration you have granted interviews to the Washington Post. These interviews have always been presented in a thorough and fair way. As the end of your Administration approached, the Washington Post asked for the opportunity for a final interview before you leave the White House. You agreed to that.

Each of the three reporters who will take part in this interview will want to ask you questions in a different area. Each is likely to write a separate story from the interview. Lou Cannon, who has covered the White House for most of your Administration, will probably be most interested in politics, substantive policy issues and your own personal future plans. Haynes Johnson, will be most interested in your personal reactions to being in the White House and leaving the White House and probably will ask you about colorful and private incidents of your Presidency. Richard Harwood is likely to focus his attention on some of the larger trends and themes of this particular time in American history.

The plan is for the Washington Post to publish its stories based on the interview, and at least a partial transcript, in the issue

of this coming Sunday.

B. Participants

The President
Lou Cannon
Haynes Johnson
Richard Harwood
Ron Nessen

C. Press Plan

The interview will not be announced. A transcript will be made available to other White House reporters after publication. Photos will be taken by the Washington Post and by David Kennerly's office.

III. TALKING POINTS

Since you have already been through a number of very similar farewell interviews with Time magazine, U.S. News and World Report, Dick Growald and Barbara Walters, you are thoroughly familiar with the kinds of questions which will be asked. Therefore, no special Q & A briefing paper has been prepared.

THE WHITE HOUSE

WASHINGTON

PHOTOGRAPH - WHITE HOUSE
PRESS ADVANCE OFFICE

Friday - January 7, 1977

4:05 P.M.

From: Douglass Blaser, Director
Press Advance Office *DB*

I. PURPOSE

To be photographed individually with the Press Advance Office Staff.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

A. Background: Today at 4:05 p.m., you will be photographed individually with the members of your Press Advance Office Staff.

B. Participants:

Doug Blaser, Director

Nancy Carlson

Dave Frederickson

Jim Hunter

Jack LaCovey

Hugh O'Neill

Steve Studdert

David Wendell

January 10, 1977

INTERVIEW WITH THE NEW YORK TIMES
Tuesday, January 11, 1977
11:00 a.m. (45 minutes)
The Oval Office

From: Ron Nessen

I. PURPOSE

To grant a final White House interview to reporters from the New York Times who have covered your Administration.

II. BACKGROUND, PARTICIPANTS & PRESS PLAN

- A. Background: The Times has had only one real interview during your time as President, in addition to an early, off-the-record lunch with the top officials of the Times.

Therefore, Phil Shabecoff and Jim Naughton, who have covered the White House during your Administration, have been anxious for another interview for quite some time.

Shabecoff's main interest during this interview will be to ask you questions which will enable him to write the final wrap-up story on your Administration for the Times. Naughton will be more interested in colorful episodes from your Presidency. In this sense, they will resemble very much the approaches taken by, respectively, Lou Cannon and Haynes Johnson during your Washington Post interview.

- B. Participants: The President, Phil Shabecoff, Jim Naughton, John Carlson, ~~George Tames~~ (New York Times photographer).

Terry Zabela

- C. Press Plan: The interview will not be announced, but will be acknowledged. A transcript will be made available to other members of the White House Press Corps after publication. The Times photographer will take photos which will be published to accompany the articles growing out of this interview.



III. TALKING POINTS

Since you have already been through a number of farewell interviews, you should be thoroughly familiar with the kinds of questions which Shabecoff and Naughton will ask. I anticipate this interview will resemble the others. Therefore, no special Q&A briefing book has been prepared.

