

The original documents are located in Box 298, folder “Appointments and Meetings with Media Groups (2)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Briefing for Media Execs
June 25, 1975

TALKING POINTS FOR RON NESSEN
Opening of Briefing for Media Executives
Room 450 OEOB
Wednesday, June 25, 1975
3:30 p.m.

I'm Ron Nessen and, on behalf of the President, I would like to welcome you to the White House.

*2 former employees
Ave - Tom Paris; Neil Burdell. - Never paid me
what I
was worth.*

Over the past several months, the President has made an effort to meet personally with representatives of the wide spectrum of the nation's private sector, both here in Washington and during his travels across the country. Today's meeting is a continuation of a series of meetings the President and members of his Administration have held with newspaper and broadcast executives from various regions of the country. Because Washington is central to the Mid-Atlantic region you represent, we are hosting today's program at the White House.

The purpose of these meetings is to expand the dialogue between those who serve in the government and groups reflecting various public interests and points of view. We see these meetings as an opportunity to improve two-way communication and understanding. Our goal is not to preach or lobby for the Administration's points of view. We, of course, express those views when the Administration has taken a position. But the President also has emphasized the importance of these forums in providing a flow of information, ideas



and opinions from the public. In other words, we are here to listen

as well, and welcome your views.

And that includes the Press.

As I see it, we have a common goal--to provide the widest

possible factual information to the American people so that they, in

turn, can make the informed decisions our democracy depends upon.

Pres has said often; "If the public has the facts they will make the right choice."

Of tremendous concern to the President are three related

areas of domestic policy--the economy, the budget and energy.

These will be the subjects of today's briefing. But before intro-

ducing our briefers, I want to mention that, as you know, the

President has scheduled a press conference for 5:00 p.m. Therefore,

the briefing will be shorter than anticipated, ending at 4:45, so that

we can take you over to the press conference in the _____.

There will be a special section for you as a group at the press

conference. Questions will be limited to the White House press corps,

The reporter don't think their bosses are smart enough, or

but you, of course, will have an opportunity to question the President

directly at his reception for you which will follow the press conference.

tough enough to ask Q's

I would now like to introduce to you four gentlemen, each of

whom will comment for three minutes or so about the areas of concern

and expertise before we turn the program over to questions. They

are, in the order they will talk:



L. William Seidman, Assistant to the President for Economic
Policy and Chairman of the Economic Policy Board

William Simon, The Secretary of the Treasury

James Lynn, Director of the Office of Management & Budget

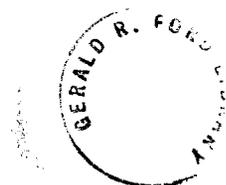
Frank Zarb, Administrator of the Federal Energy Administration

Unfortunately, I will not be able to remain for the briefing
because of the preparations for the press conference. But Margita
White, Assistant Press Secretary to the President and the newly
appointed director of the Office of Communications, will stay to guide
the program along and to escort you to the press conference.

Simon: "She's pretty --- etc."



Tab
C



TALKING POINTS FOR RON NESSEN
Introduction of President's Q & A Session
State Dining Room
Wednesday, June 25, 1975
6:00 p. m.

The President was very pleased that all of you could attend the press conference. Since questions were limited to the White House press corps, he thought there might be some questions that had occurred to you during the day here which you would wish to pose directly to him. So, he has indicated he would be happy to answer any questions you might have.

Before I introduce the President, I might mention that at today's news conference, as at previous news conferences President Ford has had, we had follow-up questions. I consider the inauguration of follow-up questioning a really historic improvement in the institution of the news conference. As long as I can remember in Washington, the major concern about Presidential news conferences was that there was no opportunity to follow-up on what the questioner might consider an incomplete answer by the President. During my first week on the job, I proposed to President Ford that he eliminate this roadblock, and agree to follow-up questions at his news conferences. He readily agreed, and has done it ever since.

And now we will have follow-up questions to the press conference as a whole which I don't believe has any precedent.

The President of the United States.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 24, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

MARGITA E. WHITE *me*

Attached, for your approval, is the President's briefing paper for tomorrow's regional media reception. If you have no changes, please arrange to have it forwarded to Dave Hoopes. There is an extra copy for you.

Also attached to your copy are talking points for your introduction at 3:30 briefing (Tab B) and for your introduction of the President prior to the Q & A at the reception (Tab C).

Attachments



THE WHITE HOUSE

WASHINGTON

June 24, 1975

RECEPTION FOR MEDIA EXECUTIVES

Wednesday, June 25, 1975

5:45 p. m. (45 minutes)

From: Margita White

I. PURPOSE

To meet with newspaper editors and publishers and broadcast executives from Pennsylvania, New Jersey, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: This is the 7th in the series of your regional breakfasts/luncheons/receptions for media executives. Because Washington is central to the Mid-Atlantic region, this reception is being held at the White House.

Prior to attending the reception, the executives will be briefed from 3:30 to 4:45 p. m. by William Seidman, William Simon, James Lynn and Frank Zarb and will attend, as your guests but only as observers, your 5:00 p. m. press conference.

B. Participants: About 55 newspaper and broadcast executives. List attached at Tab A.

C. Press Plan: White House photographs only. The guests also will be reporting on the event through their own newspapers and broadcast outlets.

III. FORMAT FOR QUESTION & ANSWER PERIOD

- A. At approximately 6:05 p. m. , Ron Nessen will call the guests to attention and state that the President was pleased that they could observe the press conference and would be happy to answer questions directly from the media executives which might not have come up at the press conference or as follow-up to the afternoon's briefing.

- B. Preliminary to taking the questions, you might wish to:
 1. Extend your personal welcome to the newspaper and broadcast executives;

 2. State that you have found meetings similar to this one with their colleagues across the country helpful in extending the dialogue you are seeking with the widest range of groups representing the private sector; and

 3. Stress the importance you attach to the joint responsibility of government officials and the press in keeping the public fully informed.





REGIONAL MEDIA RECEPTION

June 25, 1975, 5:30 p.m.
State Dining Room

Mr. George R. Andrick
General Manager
WSAZ-TV (3)
645 Fifth Avenue
Huntington, West Virginia 25721

Mr. Arthur W. Arundel
President
WAVA Radio
1901 Ft. Myer Drive
Arlington, Virginia 22209

Mr. Frank Batten
Board Chairman and Publisher
Norfolk Virginia Pilot/Ledger-Star (128,000/100,000)
150 West Brambleton Avenue
Norfolk, Virginia 23501

Mr. Jack F. Beauchamp
Vice President and General Manager
WBAL-TV (11)
Maryland Broadcast Center
Baltimore, Maryland 21211

Mr. Allen J. Bell
Vice President and General Manager
KYW-TV (3)
Independence Mall East
Philadelphia, Pennsylvania 19106

William Block
President and Publisher
Pittsburgh Post-Gazette (196,000)
50 Boulevard of the Allies
Pittsburgh, Pennsylvania 15222



Mr. Malcolm A. Borg
Chairman and President
Bergen County Record (148,000)
150 River Street
Hackensack, New Jersey 07602

Mr. William Boyd
Vice President
New Brunswick Home News (60,000)
123 How Lane
New Brunswick, New Jersey 08903

Mr. D. Tennant Bryan
Chairman and Publisher
Richmond Times-Dispatch/News Leader (132,000/113,000)
333 East Grace Street
Richmond, Virginia 23213

Mr. Alfred E. Burk
Vice President and General Manager
WBAL Radio
3800 Hooper Avenue
Baltimore, Maryland 21211

(All News)

Mr. Donald P. Campbell
Vice President and General Manager
WMAR-TV (2)
6400 York Road
Baltimore, Maryland 21212

Mr. William Carpenter
Vice President and General Manager
WTTG (5)
5151 Wisconsin Avenue, N. W.
Washington, D. C. 20016

Mr. Ward Chamberlin
President and General Manager
WETA-TV (26)
3620 27th Street
Arlington, Virginia 22206



Mr. Thomas P. Chisman
President and General Manager
WVEC-TV (13)
110 Third Street
Norfolk, Virginia 23510

Mr. Mark F. Collins
Publisher and Editorial Supervisor
Baltimore News-American (208,000)
Lombard and South Streets
Baltimore, Maryland 21203

Mr. John G. Conomikes
Vice President and General Manager
WTAE-TV (4)
400 Ardmore Boulevard
Pittsburgh, Pennsylvania 15230

Mr. Austin C. Drukker, President
Drukker Newspapers, Inc.
Passaic-Clifton Herald-News (88,000)
988 Main Avenue
Passaic-Clifton, New Jersey 07055

Mr. Sidney Epstein
Managing Editor
Washington Star-News (380,000)
225 Virginia Avenue, S. E.
Washington, D. C. 20061

Mr. Ed J. Frech
President and General Manager
WAVY-TV (10)
801 Middle Street
Portsmouth, Virginia 23704

Mr. Philip Geyelin
Editor, Editorial Page
Washington Post (521,000)
1150 15th Street, N. W.
Washington, D. C. 20071



Mr. William Gietz
President
Landmark Communications Stations
WTAR-TV (3)
720 Boush Street
Norfolk, Virginia 23510

Mr. Frederick W. Hartmann
Executive Editor
Wilmington News/Journal (47,000/92,000)
831 Orange Street
Wilmington, Delaware 19899

Mr. J. Drayton Hastie
President
Reeves Telecom Corporation
615 Wesley Drive
Charleston, West Virginia 29407

Mr. Robert L. Hosking
General Manager
WCAU-TV (10)
City Line and Monument Avenues
Philadelphia, Pennsylvania 19131

Mr. Larry Israel
President
Washington Post (521,000)
1150 15th Street, N. W.
Washington, D. C. 20071

Mr. Bradford Jacobs
Editor
Baltimore Sun (374,000)
Calvert and Centre Streets
Baltimore, Maryland 21203

Mr. Stephen Kimatian
Executive Director
WJZ-TV (13)
TV Hill
Baltimore, Maryland 21211



Mr. Ernest W. Lass
Board Chairman and Publisher
Asbury Park Press (94,000)
Press Plaza
Asbury Park, New Jersey 07712

Mr. Don Lippincott
Managing Editor
Trenton Times (73,000)
500 Perry Street
Trenton, New Jersey 08605

Mr. James Lynagh
Vice President and General Manager
WTOP-TV (9)
40th and Brandywine Streets, N. W.
Washington, D. C. 20016

Mr. Donald E. Macfarlane
Vice President and General Manager
WTOP Radio
Broadcast House
Washington, D. C. 20016

Mr. John Mahoney
Executive Vice President and General Manager
WTVR-TV (6)
3301 West Broad Street
Richmond, Virginia 23230

Mr. Robert L. McRaney
General Manager
WWBT-TV (12)
5710 Midlothian Turnpike
Richmond, Virginia 23201

Mr. Eugene McCurdy
General Manager
WPVI-TV (6)
4100 City Line Avenue
Philadelphia, Pennsylvania 19131



Mr. Edward M. Mead
President and Co-Publisher
Erie News/Times (23,000/51,000)
205 West 12 Street
Erie, Pennsylvania 16501

Mr. Moses Newson
Editor
Baltimore Afro-American
628 North Eutaw Street
Baltimore, Maryland 21201

Mr. James O'Brien
Editor of Editorial Page
Wilmington News/Journal (47,000/92,000)
831 Orange Street
Wilmington, Delaware 19899

Mr. Tom Paro
Vice President and General Manager
WRC-TV (4)
4001 Nebraska Avenue, N. W.
Washington, D. C. 20016

Mr. Charles A. Reynolds
Vice President and Publisher
Atlantic City Press (70,000)
1900 Atlantic Avenue
Atlantic City, New Jersey 08401

Mr. Robert Rhodes
Executive Editor
New Brunswick Home News (60,000)
123 How Lane
New Brunswick, New Jersey 08903



Mr. W. F. Schmick, Jr.
President
Baltimore Sun (374,000)
Calvert and Centre Streets
Baltimore, Maryland 21203

Mr. Joel Segall
General Manager
WJZ-TV (13)
TV Hill
Baltimore, Maryland 21211

Mr. Harrison H. Smith
President
Wilkes-Barre Times-Leader-News (71,000)
15 North Main Street
Wilkes-Barre, Pennsylvania 18711

Mr. Richard S. Stakes
President
Evening Star Stations
WMAL-TV (7)
4461 Connecticut Avenue, N. W.
Washington, D. C. 20008

Mr. Joseph Sterne
Editor (m)
Baltimore Sun (374,000)
Calvert and Centre Streets
Baltimore, Maryland 21203

Mr. Leonard A. Swanson
President and General Manager
WICC-TV (11)
341 Rising Main Avenue
Pittsburgh, Pennsylvania 15214

Mr. Robert L. Taylor
Chairman of the Board and Chief Executive Officer
Philadelphia Bulletin (585,000)
30th and Market Street
Philadelphia, Pennsylvania 19101



Mr. John Troan
Vice President and Editor
Pittsburgh Press (274,000)
34 Boulevard of the Allies
Pittsburgh, Pennsylvania 15230

Mr. Edward Wallis
Area Vice President
KDKA-TV (2)
One Gateway Center
Pittsburgh, Pennsylvania 15222

Mr. T. Eugene Worrell
Chairman of the Board
Worrell Newspapers
Publisher
Bristol Herald-Courier (28,000)
Bristol, Virginia 24201



Tab
B



Ron Nessen

THE WHITE HOUSE

WASHINGTON

June 23, 1975

MEMORANDUM FOR: JERRY JONES

FROM: MARGITA E. WHITE *maw*

SUBJECT: Presidential Remarks, Regional Media Reception, Wednesday, June 25, at 6:00 p.m.

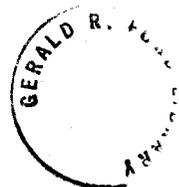
The approved schedule proposal for this reception has the President speaking informally for about 15 minutes and then taking questions from the some 60 to 70 media executives. This has been the format for the five previous breakfasts/luncheons/receptions for newspaper and broadcast executives from other regions outside Washington.

Since the President's schedule now calls for a 5:00 p.m. press conference, which the news executives will attend as guests following a one-hour briefing by Bill Simon, Frank Zarb, Jim Lynn and Bill Seidman, Ron Nessen suggests we get guidance as to whether the President would prefer:

- (1) Not to make remarks and take questions but rather only to mingle informally and chat personally with the guests; or
- (2) Continue format of brief remarks and Q&A.

As the second option has worked in the past, the President would mingle for about 15 minutes, Nessen would then call the guests to attention and make a brief introduction, the President would speak briefly and then ask for questions.

Please note that the news executives will be asking questions at the press conference. Hence, a Q&A session at the reception would afford them an opportunity to follow up on questions asked (or not asked) at the press conference.



_____ Approve original recommendation for brief remarks
and Q&A at reception.

_____ Disapprove. Mingle with guests only.

If approve, should the President stand informally on the floor, with the
quests gathered in a semicircle, or should he stand on a small platform
for better visibility?

_____ platform

_____ no platform



SCHEDULE PROPOSAL
DATE: May 23, 1975
FROM: Margita E. White
THROUGH: Ron Nessen
VIA: Warren S. Rustand

MEETING: White House Reception

DATE: June 24, 1975

PURPOSE: To meet with and speak informally to newspaper editors and publishers and broadcast executives from Pennsylvania, New Jersey, Delaware, Maryland, Virginia, West Virginia and the District of Columbia. (The reception would follow an afternoon of briefings by key Administration spokesmen on current issues.)

FORMAT: Location: State Dining Room

Participants: About 100 newspaper and broadcast executives (see list at Tab A).

Length: 1-1/2 hours - 6:00 to 7:30 p.m.

SPEECH MATERIAL: No formal material necessary. The President would make a few informal remarks and take questions for about 20 minutes, as he has done at previous regional media events around the country.

STAFF: Margita White

RECOMMEND: Ron Nessen
Jerry Warren

PREVIOUS PARTICIPATION: The President has hosted six regional media breakfasts, luncheons or receptions for key media representatives in 23 states. The three regions not covered are the mountain states, the midwestern states and the six states surrounding the District of Columbia.



BACKGROUND:

No previous Presidential trips to the six-state area surrounding Washington, D. C., have been appropriate for hosting a regional media event. No such trips are currently scheduled. Therefore, and also because Washington is central to this region, it would be appropriate for the President to host these media executives at the White House as a continuation of this series of introductory meetings seeking to establish a dialogue with key media executives from all parts of the country.

_____ Approve

_____ Disapprove



THE WHITE HOUSE
WASHINGTON

June 24, 1975

MEMORANDUM FOR

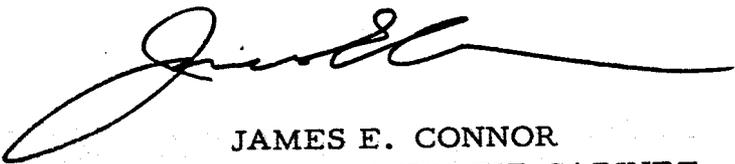
THE CABINET

SUBJECT: CABINET MEETING, WEDNESDAY, JUNE 25, 1975
2:00 P.M., THE CABINET ROOM

The President has approved the following agenda for the Cabinet meeting scheduled for Wednesday, June 25th, at 2:00 p.m.

Introduction	<u>The President</u>	5 minutes
Discussion of Contract Compliance and Fund Cut-offs	<u>Secretary Dunlop, Secretary Weinberger and James Cannon</u>	30 minutes
Briefing on the Crime Message	<u>Attorney General Levi</u>	15 minutes
Discussion of the Legislative Clearance Process	<u>James Lynn</u>	15 minutes
Discussion of the Refugee Resettlement Situation	<u>Secretary Weinberger</u>	10 minutes
Discussion of Major Railroad Issues	<u>Secretary Coleman</u>	15 minutes




JAMES E. CONNOR
SECRETARY TO THE CABINET



Lew Wolfson - National
News Council Study
June 26, 1975

THE WHITE HOUSE
WASHINGTON

Thursday
June 26 - 3 pm

June 4, 1975

Dear Lew:

I certainly will try to be whatever help I
can on your study for the National News Council
on the Presidential Press Conference.

Please get in touch with Connie Gerrard of my
office and she will arrange an appointment.

Best wishes,

Sincerely,



Ron Nessen
Press Secretary
to the President

Professor Lewis W. Wolfson
American University
The National News Council
One Lincoln Plaza
New York, New York 10023

686-2094 office
686-2055 am h.
244-2154 Home



The National News Council

ONE LINCOLN PLAZA
NEW YORK, N.Y. 10023

(212) 595-9411

STANLEY H. FULD, Chairman
WILLIAM B. ARTHUR, Executive Director
NED SCHNURMAN, Associate Director

May 27, 1975

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

Dear Ron,

As I mentioned to you earlier, the National News Council has undertaken a study of the state of the presidential press conference. It obviously would be useful for us to learn how you feel about the process now, especially with your background of having been a correspondent before becoming press secretary.

We have begun interviewing Washington correspondents and press commentators, and will also be talking to George Reedy, Bill Moyers and other past press secretaries.

We want to look not simply at the mechanics of the press conference, but also to examine it in the context of all presidential-press relations. We want to try to discuss what the imperatives are for the President and for the press, and what conditions seem to encourage the healthiest dialogue between the two. The changes that you and President Ford have made in the press conference, and the philosophy behind the reforms are, of course, of special interest to us.

I met recently with the Council members and was impressed with their earnest desire to contribute to understanding of Washington reporting and presidential-press dialogue.

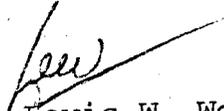
They felt that it would be of great benefit if the President himself also could share his views of the process with us. We know you face many interview requests. But we felt that, if he were willing, this would be a unique opportunity -- the first in memory -- for a President to reflect on this serious process, and to do so from a perspective beyond the urgencies of day-to-day press relations. The President's demonstrated desire for openness in his relations with the



press also has encouraged us to make the request.

I wonder if I could set a time at your convenience for Ned Schnurman of the Council staff and myself to talk with you in Washington (I am at American University) about the process, and about talking also with the President.

Sincerely yours,



Lewis W. Wolfson
Professor, Department of Communicati
American University



June 5, 1975

*Monday -
June 23
2:30 pm*

Dear Mr. Hargrove:

I would be happy to take part in an interview for you in preparation for a new edition of your book on the modern Presidency.

If you will get in touch with Connie Gerrard of my office, she will arrange an appointment.

Best wishes,

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. Erwin C. Hargrove
Senior Fellow
The Urban Institute
2100 M. Street, NW
Washington, D.C. 20037

cc: Connie Gerrard

RN/pp

872-8888





THE URBAN INSTITUTE 2100 M STREET, N.W. WASHINGTON, D.C. 20037

June 2, 1975

223-1950

Mr. Ronald H. Nessen
Assistant to the President
The White House
Washington, D.C.

Dear Mr. Nessen:

I have begun to do some interviewing in the White House and would like very much to have a visit with you at your convenience. To date I have talked with Robert Goldwin, Dick Cheney, James Connor, and William Walker. They have helped to give me an overview of the structure and functioning of the White House as an institution. The next leg of the project is to talk with each of the senior advisers to the President.

My book, the Power of the Modern Presidency (Knopf, paperback, Temple, hardcover) was published last fall and will be, I think, one of the major books in the field for some time to come. However, there is nothing about the Ford Administration in it. I want to keep the book alive and will write a new edition for 1977. One purpose of interviewing in the White House between now and then is to get some sense of history as seen through the eyes of those who are making it and to get these perspectives into the book.

Another reason for interviewing is that we understand too little of the "institutionalized Presidency." It is fashionable to say that the Presidency as an institution reflects the character and style of authority of the man who is President, and I agree with that. But those institutional patterns, once set under a given President, have consequences for the way government operates which we do not fully understand. This White House seems to reflect the genuinely democratic style of authority of President Ford in the emphasis upon openness, variety of sources of advice, tolerance of disagreement and acceptance of the structure of the executive branch as necessarily and properly pluralistic. This is a conscious reversal of trends towards centralization which have been building up since 1961. A careful analysis of the effort to reverse patterns which prove to be self-defeating is now in order to develop a model of the institutional Presidency which is both democratic and effective.

May I say that I am very sympathetic with President Ford and particularly with his style of authority. I wrote an essay for an American Assembly volume, Choosing the President, in 1973 which set out a model of



Ronald H. Nessen
June 2, 1975
Page 2

a democratic style of authority in a President. He fits that model very well and I, for one, am not having withdrawal pains from the "imperial Presidency" as are so many of my political science and journalistic colleagues.

~~I am interested in a number of other questions about the White House as an institution. Are there stable staff roles which are institutionalized regardless of who is President and which carry unique perspectives of their own with consequences of the way business is done? Is there a "house without windows" problem, as George Reedy suggests, in the tendency to see and develop pictures of the outside world from images manufactured within? Are White House analytic capabilities sufficient to do the President's work of policy development and implementation? The question of implementation is of particular interest to me because the incentives to worry about implementing programs seem to be weak in most major government roles but we do not fully understand why or what might be done about it.~~

After I have talked with each of the senior advisers of the President, I want to look in detail at relationships between the White House and cabinet officers and between the White House and OMB.

~~Your willingness to talk with me would be a contribution to the relationship and to the development of an historical record on the Ford Administration. I will not abuse that privilege by writing and publishing material before 1977. Thanks very much for your cooperation.~~

Sincerely,

Erwin C. Hargrove

Erwin C. Hargrove
Senior Fellow

ECH:dmh

P.S. I enclose a vitae so that you will know something about me.





WASHINGTON BUREAU,
1195 National Press Building, Washington, D.C. 20045
(202) 638-2844

July 9

Ron:

Here is a copy of a resolution approved unanimously yesterday by the Professional Relations Committee at the Press Club. Bill Broom and I thought it might be helpful for you to see it before our meeting tomorrow at 2:30. The resolution has not been made public, but is to be forwarded to the Board of Governors of the Club for whatever action the board might wish to take.



A handwritten signature in black ink, appearing to read "Jim".

Jim McCartney

National Press Club
Washington

Resolution approved July 8, 1975, by the Professional Relations Committee.

RESOLVED:

Whereas, the White House Press Office has recently enforced more stringent standards for accreditation of journalists, and

Whereas, the White House Press Office has advanced no reason why limits need to be employed on the number of persons accredited, and

Whereas, delays in admitting correspondents without permanent accreditation are the rule rather than the exception, and

Whereas, White House accreditation is an essential tool for many journalists operating in Washington and a denial of that card seriously interferes with their ability to report on the White House and on other executive branch agencies which honor it, and

Whereas, such practices constitute a threat of news management:

Therefore be it resolved

That: The National Press Club calls on the White House Press Office to abandon its newly severe policy on accreditation, in particular its vague but inhibiting definition of "regularity" which now works a singular hardship on smaller news bureaus and organizations but raises a potential threat to all, and to issue accreditation to journalists whose editors, bureau chiefs or other superiors testify to their need for such accreditation.



THE KNIGHT NEWSPAPER GROUP

WASHINGTON BUREAU

1195 NATIONAL PRESS BUILDING

WASHINGTON, D. C. 20045

Ron Nessen

The White House

Press Secretary to the President

THE WHITE HOUSE

WASHINGTON

Ron:

FYI, the Board of Governors of the Press Club consists of the following:

Linda Vance of Commodity News Service, (she asked for two credentials for CNS reporters, was initially told they didn't qualify, appealed the decision and was given one permanent pass)

Rick Zimmerman of the Cleveland Plain Dealer

Don Byrne of Traffic World

Robert Farrel of McGraw Hill World News

Bob Lewis of Booth Newspapers (and a friend of mine from Griffin days)

Mike Posner of Reuters

Vivian Vahlberg of the Daily Oklahoman

Ken Scheibel, past president of the Press Club (from last year,)

These are ~~the~~ the individuals who will pass ~~on~~ on the resolution.



JWH

7-8-75

Ron:

Re our meeting with the Professional Relations Committee of the National Press Club, here are some ideas for you to think about and maybe offer if the situation calls for it. I still think we need to keep our guidelines as they are and work on the other end, which is the ^{speedy} clearance of reporters through the NW gate. To accomplish that, we can do the following:

1. Have a telephone installed just outside the NW gate which would only ring in the lower press office for non-credentialed press to use to call if there was any mixup in the clearance procedure. As it stands now, if a person thinks he is cleared but the guards at the gate don't have a record of it, the person has to walk to the lobby of the EOB to telephone the press office to inquire as to why he isn't being let in. This obviously wastes a lot of time and irritates the reporter needlessly. We also have cases of reporters forgetting their WH credential at home and not realizing it until they are at the gate, and they have to walk to the EOB--even if they come here every day.

2. Change our clearance procedure so that Judy and the other girls who clear non-credentialed press would take down a little more information so that a record check could be done in advance of the person arriving at the gate, which would reduce the time spent at the gate by five to 10 minutes.

3. Instruct all persons who ask to be cleared that they must arrive at the gate at least 15 minutes before the appointment time. There is always a big crush at the last



minute because newsmen are notoriously late for everything. The passholders and non-passholders sometimes get mixed up in the line ~~which~~ further complicates things.

4. We have already taken one step to insure that a person who asks to be cleared doesn't find that when he gets to the gate, the TSD have no record of his request. That was by having the TSD officer at the desk near the press room begin to file the request cards in alphabetical order, rather than in the order in which he received them. Too many times the officer would not see the name as he ran his eyes quickly down the list of names. Under the new system, the chance of missing a name is virtually zero. We still have a problem of those persons who call a couple of days ahead for clearance because there have been occasions when their cards were thrown out at the end of the day on which they were received. We will have the TSD officer start a future file so he doesn't lose those requests.

There are two other ideas that we could institute to modify slightly our existing guidelines and give us more flexibility. One would be to drop the requirement to have Congressional press gallery accreditation. You may recall the ^{case of} Dick Strout of the Christian Science Monitor, who was required to give up his Senate Press Gallery pass because he appeared on a program where he was paid. I think it was a USIA program. Should we now require him to give up his W.H. pass? The reason for requiring Hill credentials was to give the W.H. press office one more check point of the legitimacy of the newsman seeking permanent W.H. credentials. But the Hill isn't concerned with

GERALD R. FURD
1974

security like we are. And the rules are set by the correspondents, not by the press gallery, which also is different from the way we operate. And there are reporters who don't cover the Hill at all, so they couldn't qualify for a Hill pass if the Hill had the kind of requirement we did for "regular coverage." The requirement of Hill credentials is not a problem, however.

The other idea would be to change ^{or add to} the wording of the requirement which says that the reporter must cover the White House on a "regular, ongoing basis" to say something ~~like "applicants who do not cover the White House on a regular basis who can show the need for a permanent credential may also qualify."~~ Or we could drop the "regular coverage" requirement and say that permanent passes will be granted to those ~~individuals~~ individuals "who are full time employees of recognized news-gathering organizations who live in the Washington D.C. area and who ~~have~~ ^{have} a demonstratable need for a permanent credential."

This would get us around the problem of giving permanent passes to the two-man bureaus who we hardly ever see ~~while~~ while at the same time holding down the number given to the large bureaus and networks, who don't really need to have 15 or 20 reporters accredited to cover the White House when the most we even see if four or five.

One point which you brought up in our last meeting which I thought was effective was that you covered the White House for a long time without a W.H pass.

The other two points you should keep in mind is that no



reporter is being denied access to the briefing room. But because there are reporters who come to the White House less than twice a month, they have to go through a slightly different procedure than those persons who cover the White House on a regular, or frequent, basis.

JWH



GERALD R. FORD
LIBRARY

ATTENDEES AT THE 5:00 P.M. - AUGUST 6 POST MORTUM MEETING
(WITH THE PRESS & MR. NESSEN)
Roosevelt Room

1. Helen Thomas
2. John Cochran
3. Bob Schieffer
4. Tom Jarriel (if he doesn't get tied up)
5. Tom DeFrank
6. Forrest Boyd
7. Frank Jordan (will try to make it)
8. Rudy Abramson
9. Aldo Beckman
10. Peter Lisagor (will try to make it)
11. John Duricka
12. Larry O'Rourke
13. Hank Trewhitt
14. John Osborne
15. John Full

INVITED BUT CANNOT ATTEND:

1. Frank Cormier (he's off today)
2. Tom Brokaw (on vacation -- but Cochran will attend)
3. Bonnie Angelo (on vacation)
4. Carol Kilpatrick (off today - they think he's vacationing)
5. Mort Kondracke (vacationing - he's in Europe)
6. Jim Naughton (off today)
7. Walt Rodgers (vacationing in Europe)
8. Marty Schram (vacationing)



August 5, 1975

POST MORTUM - East European Trip

Basically I feel that the trip was a remarkable success since our primary job should be marked success or failure on how the President's actions are perceived, and since his actions were perceived favorably, then our trip was successful.

There are several things which I feel could be improved. However, I realize that I may not have all the facts.

1. I frankly was confused as to exactly what Bob Mead's role was on the entire trip. He is a very likeable, amiable and qualified person. He was obviously willing to do anything that was assigned. I'm just not sure what we are supposed to assign him. Can we assign him to pools and if so, does Bob know that?
2. The schedules were terrifically late in almost every stop. This is an irritant to both the Press Corps and those of us standing around meeting the Press Corps with no answer. Can't we do something to improve that?
3. The above remarks go doubly for pool assignments.
4. The invitations to the boat trip for the Press Corps were held much too late and while we assumed most of the Press Corps knew about it, most of them did not and therefore we ended up with many empty seats and irritated members of the Press Corps.
5. Jack and I would try to do a walk through before each day. The only problem was that no matter what we decided, it never happened. It was arbitrarily changed by either Eric or Tom and while they may well have had reasons for it, we never knew about the decisions nor the reasons. This is confusing, for those of us who are back in the Press Office.



6. I'm sure everybody worked hard and that's something we should all remember on a trip and we each cope with that in our own way. We can spend a lot of time discussing many things on a trip but we should remember it was put together very quickly and that the end results were successful.

The press sincerely desires the small staff size schedule which we have in the staff books and they are willing to pay for it. I really recommend we start doing that. It wouldn't bother them even if the amount was \$50.00, since their offices are already paying a large amount. CBS informed me that the trip cost CBS slightly over \$400,000.

Bill
BILL GREENER



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

August 6, 1975

MEMORANDUM TO RON NESSEN

FROM: JACK HUSHEN *JH*

SUBJECT: Post Trip Critique

Some ideas and recommendations you might want to consider in the wake of the Helsinki trip:

1. After the two previous overseas trips, you convened a group of senior (and responsible) newsmen covering the White House to hear what they thought our strengths and weaknesses were. I recommend you do the same thing for this trip. There may be some complaints we don't know about. More importantly, (hopefully) our operation may get some decent marks for a smooth running show. You should be the only representative from our office in order to encourage a greater give and take.
2. Staffing is hard to determine in advance because decisions are usually based on previous trips. It seems to me the only person we didn't need on the trip was Bob Mead, and he agrees. I do think it should be made clear what role Joy Chiles plays in our operation. Should she work out of the press office so that she can respond to questions about schedules (and also help answer phones, etc.) or is her responsibility limited to typing the schedules, which can be done elsewhere?
3. Press advance work was probably our weakest area. Mike Hoffman didn't seem to be quite up to the level of professionalism we require and Bruce Decker seems to be too young or too inexperienced. Some of the photographers aren't happy with Bob Passwaters because they claim he doesn't know anything about photography and they associate him with the Nixon Administration. But he's experienced and I think he does a good job, from what I've seen. The press advance



at Auschwitz and Sinaia was terrible. We lucked out because we were able to do some things at the last minute. It was even worse at Kirschgoens, the military base in Germany.

4. One of the top three persons in the Press Office -- you or Bill or myself -- should go on the pre-advance. This should make for a smoother running trip and since we are the ones who receive the complaints, we'll be in a better position to answer them.
5. Mrs. Ford's name should not be included on President's schedule due to her health problems. It is easy to add her name just prior to the event, but it is more difficult for us to explain her absence.
6. On occasion, the Transportation Office asks Press Office secretaries to type up lists of newsmen travelling to a particular stop-- and their passport numbers. It's a real chore, and I think it should be clear (either to our girls or to the Transportation Office, just whose job this is). As you know, the Transportation Office is important to our operation and I think we can supply secretarial help to them when they need it, provided it doesn't interfere with our work.
7. It would be very helpful to newsmen if we would give them a summary schedule 24 hours in advance of the event. This schedule would just highlight the President's day and state whether the event was open or pool coverage. All of these schedules could be done before leaving on the trip.
8. Maps of the area are always needed in advance. There were two good examples of the confusion caused by the lack of maps. At the Sinaia stop, the Press Center was only a four minute drive from the NSC office, but no one knew that and, as a result, Bill Greener was unable to find anyone for several hours who knew about the fact sheet. No one knew the location of the Press Center at Krakow. As a result, Bill got lost trying to get from the Square to the center which delayed our departure. Also, we must have in advance the location of telephones at airports.
9. Another area of responsibility which seems to need some clarification is that of cutting and maintaining the wire files. It should be the responsibility of the early girl to go through the overnight wires upon arriving in the office. However, this was not done several times on the last trip. I am not sure of the best way to resolve this problem, but it does need attention.



The biggest problem in terms of complaints was the failure to have a radio soundman on Air Force One for the news conference. The failure to have any audio really hurts us. With NBC, Mutual, AP and UPI Radio plus the independents, and audio the President does will get very wide use. If we could think more about audio opportunities, and include a radio soundman at every possible circumstance, I think we'd do ~~much~~ much better in getting quotable quotes around the country.

Most other problems--as I heard the complaints--came from problems in the advance. A lack of solid coverage plans for the Bonn boat trip, and for the boat inspection at Helsinki caused some gripes before the situations were cleared up. At Bonn--CBS got its minicam crew into position to record the receiving line, while the others didn't get a foot of videotape on that. There was also a foulup on filming the toasts--first we were going to--then we didn't, and finally everyone shot through the window of the dining room.

At Helsinki, due to the late decision to visit the boat, we first said the travel pool couldn't go on the boat--then brought them on, but too late to get half the shots.

~~It would help if the pool conductors could get detailed plans in writing, and with diagrams for events where someone familiar with the situation will not be available.~~ It would help if the pool conductors could get detailed plans in writing, and with diagrams for events where someone familiar with the situation will not be available. X

We didn't have our U.S. system of relaying via November descriptions of the motorcades for those on the press buses far in the rear. The hastily constructed system at Bucharest worked fairly well.

We should give more consideration to the feeding of poolers during long (four or five hour) pool assignments during the lunch and dinner hours.



If Frank Jordan
attends the Critique
by the newsmen, it
should be noted that
he apparently dropped
the ball several times
on notifying the poolers
of their ~~assignments~~ assignments,
or notified them too late.





Spaulding Breakfast Group
October 21, 1975

Call
Lubash -
Before leaving
house



SPERLING HOME PHONE NUMBER:

656-1497



ATTENDEES AT GODFREY SPURLING BREAKFAST GROUP

Thursday, October 21, 1975

Sheraton-Carlton Hotel

Chandelier Room

8:00 am

Alan Otten	Wall Street Journal
Roscoe Drummon	Los Angeles Times syndicate
Lou Cannon	Washington Post
Jack Germond	Washington Star
Morton Kondracke	Chicago Sun-Times
William Eaton or Bob Gruenberg	Chicago Daily News
Rudy Abramson	Los Angeles Times
Bill Theis	Hearst
Adam Clymer	Baltimore Sun
John Steele	Time
Frank Jackman	New York Daily News
Joseph Kraft	Field Enterprises
Frank Wright	Minneapolis Tribune
Larry O'Rourke	Philadelphia Bulletin
Bob Boyd	Knight Newspapers
Jim Deakin	St. Louis Post Dispatch
Aldo Beckman	Chicago Tribune
Tom DeFrank	Newsweek
Jack Kole	Milwaukee Journal
Saul Kohler	Newhouse Newspapers
Al Cromley	Daily Oklahoman
John Mashek	U. S. News and World Report
Clark Mollenhoff	Des Moines Register
James Perry	National Observer
Richard Stout	Christian Science Monitor
Ted Knap	Scripps-Howard
William Ringle	Gannet Newspapers



THE WHITE HOUSE
WASHINGTON

Jack:

Here is my own copy of the White House telephone directory, and a list of the press office personnel who deal with press queries.

Sorry I've been so long in getting them to you. We've been up to our ears!

Connie Gerrard

*sent 7-21-75
C.G.*



Ron Nessen
Bill Greener
Jack Hushen
Tom DeCair
Margita White
John Carlson
Larry Speaks
Bill Roberts
Jim Shuman

Press Secretary to the President
Deputy Press Secretary to the President
Deputy Press Secretary to the President
Assistant Press Secretary
Assistant Press Secretary to the President
Assistant Press Secretary
Assistant Press Secretary
Assistant Press Secretary
Associate Director, Office of Communications



THE MILWAUKEE JOURNAL

July 15, 1975

Dear Connie,

As I indicated on the phone last week, we would like a complete list of those who work in the White House press office and in related activities.

And, if you can find one, I'd like a copy of the White House telephone directory even though it may be a bit outdated.

We would like to use both in the National Press Club's study of the press office.

Thank you very much.

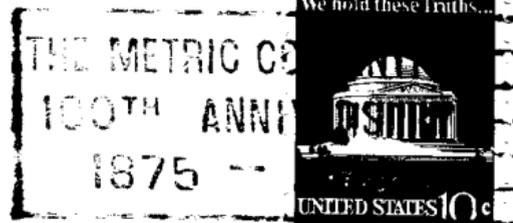
Best,

Jack

John W. Kole



THE MILWAUKEE JOURNAL



Connie Gerrard
Press Office
The White House
Washington, D. C.

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