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THE WHITE HOUSE

WASHINGTON

January 14, 1976

MEMORANDUM FOR JERRY JONES

FROM: RON NESSEN

As you requested, here is a compilation of all the media requests we have which we might want to consider seriously before the primary voting in New Hampshire, Massachusetts, Vermont, Florida, North Carolina, and Illinois.

First, I will list the major requests we have had, which we have discussed and in some cases tentatively agreed to do:

National coverage:

Done *Jan. 3, 1976*

1. Walter Cronkite -- ~~Five minute interview for his evening news as part of his series on the candidates' stand on major issues.~~
Recommend: For after State of the Union and Budget
2. Mike Wallace Interview -- Being handled in separate memo (copy of memo attached)
3. Dick Growald - UPI -- He would spend virtually all day with the President in order to prepare a long story on a day in the life of the President with specific focus on his decision-making abilities.

Growald has been particularly fair, understanding, and sympathetic in his reports, and the President was particularly pleased by the recent Growald commentary criticizing the "stumbling image" created by other reports, and praising the President as a graceful and athletic man who has made real accomplishments as President.

Recommend: Arranging this on an appropriate day when Growald could witness a cross-section of Presidential activities.



Done 22 Jan 1976

New England:

4. Editors from approximately 50 to 60 newspapers in New Hampshire, Vermont, Massachusetts, and Maine for an interview at the White House.

Recommend: The PFC suggests this interview be done on January 22, in order to have some impact on PFC and NBC polls which begin in New Hampshire on January 23.

If approved, we would arrange typewriters and filing facilities here at the White House, and also would arrange briefings later the same day with Greenspan, Lynn, Seidman, Zarb, etc. on the State of the Union and Budget.

Margita White hopes for the earliest possible answer since the later the invitations go out, the more rejections we are likely to have.

New Hampshire:

5. Interview with New Hampshire network (Television stations in Durham, Hanover, Berlin, Littleton, Keene, North Woodstock and North Conway.) Broadcast as part of daily half-hour news show at 6:30 pm.

Recommend: This be taped at the White House for broadcast before the New Hampshire primary.

Massachusetts:

6. Christian Science Monitor interview at White House.

Recommend: After the State of the Union and Budget, but before the President's trip to New Hampshire.

7. Boston Globe interview at the White House.

Recommend: After the President's trip to New Hampshire, but before the primary.

8. Boston Herald-American interview at the White House.

Recommend: After the President's trip to New Hampshire, but before the primary.

9. WBZ-TV (NBC) Thirty minute interview in "Meet the Press" format. For broadcast at noon on Sundays, immediately prior to Meet the Press.

Recommend: Taping this at the White House for broadcast before the New Hampshire and Massachusetts primaries.

Florida:

10. WJXT-TV (CBS), Jacksonville interview for broadcast on a network of stations in all major metropolitan areas of Florida.

Recommend: Strong recommendation we tape this at the White House for broadcast before the Florida primary.

11. WCKT-TV (NBC), Miami, for a Meet the Press - type program called "Forum." This is a well-done, well-watched program on which almost every major political figure visiting Miami has appeared.

Recommend: Consideration should be given although negative reaction from similar programs on CBS and ABC outlets in Miami must be considered also.

Illinois:

12. Chicago Tribune interview at the White House.

Recommend: For the week of March 8 for publication the Sunday before the Illinois primary.

In addition to these major media requests, which should be given serious and prompt consideration, on the following pages are listed, by state, all the other pending media requests.

NEW HAMPSHIRE PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Hanover, New Hampshire	<u>WDCR Radio</u> "Official N. H. - Vermont audio feed station"	Interview for 23 "election network" stations in N. H., Vermont, Maine, Mass.	-----
Littleton, New Hampshire	<u>WLTN Radio</u> 1,000 watt AM station	Interview	During visit to N. H. to campaign for primaries
Rochester, New Hampshire	<u>WWNH Radio</u> 5,000 watt AM station	Interview	During campaign activity in N. H.
Laconia, New Hampshire	<u>WLNH Radio</u>	Debate with Ronald Reagan	Any time of President's choosing
Portsmouth, New Hampshire	<u>Portsmouth Herald</u>	President to talk to N. H. editors without Washington press corps	Requested for Nov. 1975

Florida

FLORIDA PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Miami, Florida	<u>WTVJ-TV</u>	Joint appearance with Ronald Reagan	January 24, 1976 7-8 pm
Miami, Florida	<u>WKAT Radio (CBS)</u> All talk station	Interview to be aired from noon to 3 pm	Anytime by telephone from D.C. or when President in Florida
Miami, Florida	<u>(Station unknown)</u>	Appear on "Medical Close- Up" to take questions on issues relating to health- care field Aired 11:30 pm to 12:30 am Sunday nights	-----
Coral Gables/Miami	<u>WVUM-FM Stereo</u> University of Miami station	30-minute interview for "Focus America". Would be offered to over 65 college radio stations throughout U.S.	Anytime in Florida or Washington
St. Petersburg, Florida	<u>St. Petersburg Times</u> and <u>WTVT-TV (CBS)</u> along with <u>Boston Globe - Boston</u>	Prime-time slot for panel of February 3, 1976 all Presidential candidates and "Know Your Candidates" section of newspapers	

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Jacksonville, Florida	<u>WJKS-TV</u> Rust Craft Broadcasting Co.	Appear on facilities	-----
Jacksonville, Florida	<u>WJXT-TV</u>	30-minute interview with anchormen from six Florida cities state-wide	-----
Orlando, Florida	<u>WBDO-TV (CBS)</u>	One half hour interview by 3 panelists on public affairs program, "Thirty Minutes"	-----
Daytona Beach, Florida	<u>WESH-TV</u> Cowles Florida Broadcasting	President to answer questions from those gathered from poll of viewers of central Florida	-----
Ft. Myers, Florida	<u>WINK</u>	One half hour taping for public affairs program, "Thirty Minutes"	-----
Tampa, Florida	<u>Tampa Tribune</u>	Interview to discuss President's personal view of trends in American life	Prior to Florida primary

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Winter Park, Florida	<u>WFTV-TV (ABC)</u>	Film or video tape interview for 1/2 hour "Discussion" program for Central Florida area	-----
Pensacola, Florida	<u>Station unknown</u>	Interview on Taris Savell Show	When President in Florida
Gainesville, Florida	<u>WCJF-TV</u> Cowles, Florida Broadcasting	Interview for release to central Florida viewers	-----
Gainesville, Florida	<u>WCJB-TV (ABC)</u>	One on one interview with Terry Casey, News Director	-----
Gainesville, Florida		Requests from University of Florida for college press conference and interviews on college radio stations in connection with hoped for visit to Gainesville in October 1975, which was cancelled.	

FLORIDA TECHNOLOGICAL UNIVERSITY
BOX 25000 ORLANDO, FLORIDA

32816



for appropriate handling
M7Wilson

January 21, 1976

JAN 26 1976

Dear Sir:

I would like to invite President Ford to appear on "Prospectus", a television show produced at Florida Technological University, at whatever time he is available.

The University has a closed-circuit television station and a radio tape network furnishing 14 radio stations throughout Central Florida with tapes on a weekly bases. The campus has 11,000 students and an unnumbered amount of faculty, administrators and staff. The television station has monitors throughout the campus and since we are not regulated by the FCC, the interview will probably be played several times before the primary.

Also, we want to take the audio off the tape and use it on the radio tape network to be distributed throughout Central Florida.

The format of the show will be a ½ hour interview with two or three students representing the campus.

I would appreciate hearing from you at your earliest convenience.

Thank You,

Bill Seward

Bill Seward
Rt. 1 Box 463A
Longwood, Florida 32750
Home 830-9243
School 275-2684
(ask for Diane or Oliver)

MASSACHUSETTS

MASSACHUSETTS PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Boston, Massachusetts	<u>Boston Globe</u> and <u>St. Petersburg Times</u> and <u>WTVT-TV (Miami)</u>	Prime time slot for panel of all Presidential candidates, and "Know Your Candidate" section of newspapers	February 3, 1976
Boston, Massachusetts	<u>WGBH</u>	Appear on "Massachusetts News Conference" for media from western Mass.	During Nov. 7 visit
Boston, Massachusetts	<u>WFBI (CBS) Radio</u> All News station	Guest on "Bay State Forum"	During Nov. 7 visit
Boston, Massachusetts	<u>WHDH</u>	Live or taped interview	During Nov. 7 visit
Boston, Massachusetts	<u>WBZ-FM</u> Westinghouse station	Public affairs telephone-talk show for New England area high school and college-aged people (15 minutes for tape recorded interview)	-----
Boston, Massachusetts	<u>WBZ Radio</u> Westinghouse station	Interview on sports for nightly 2-hour talk program on sports	-----
Boston, Massachusetts	<u>Moment Magazine</u>	Interview for first issue of new magazine for America's Jews	-----

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Boston, Massachusetts	<u>East-West Journal</u>	Interview on President's views of the part America can play in helping to relieve the world food crisis	-----
Boston, Massachusetts	<u>Harbus News</u> Harvard Business School newspaper	30 minute interview on President's experience as part of his career in public service	-----
Worcester, Massachusetts	<u>WSMU-TV</u>	Offer facilities for Presidential press conference	During Nov. 7 visit
Ware, Massachusetts	<u>WARE Radio</u>	Appear on "Sound Off" talk show with Jacquie Murphy	During Nov. 7 visit
Needham, Massachusetts	<u>WCVB-TV (ABC)</u>	Interview on "Good Morning" show. Syndicated through New England	During Nov. 7 visit
Newton Centre, Mass.	<u>Andrew Fielding</u> Free-lance journalist	Interview	-----

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Hyannis, Massachusetts	<u>WCOD-FM</u>	Two-hour telephone talk show, "Cape Cod Calling"	-----
Boston, Massachusetts	<u>WGBN</u> Captioned ABC News for hearing-impaired population	Taped statement by President (4 minutes) for inclusion in broadcast. Topic of "general interest" Program would go to 130 public TV stations coast to coast	-----

Illinois

ILLINOIS PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Chicago, Illinois	<u>WGN-TV</u>	1-hour appearance on Phil Donahue show, seen by predominantly female audiences. Take questions from audience, and by telephone from viewers. Syndicated to 60 markets around U. S. Airs 11 am to 12 noon	-----
Chicago, Illinois	<u>WTTW</u> Chicago Public Television	Appearance on nightly news program that airs from 7 to 7:30 pm	On future visit to Chicago
Chicago, Illinois	<u>WBBM-TV (CBS)</u>	One-half prime time interview to be aired 10 to 10:30 pm	Earliest convenient time
Evanston, Illinois	<u>Medill School of Journalism</u>	Meet with students or have a student press conference	-----

North Carolina

NORTH CAROLINA PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Charlotte, North Carolina	<u>WBT-AM/FM</u> Jefferson Pilot Broadcasting	Interview with anchormen of several stations, including radio, or joint interview with WBTV	-----
Charlotte, North Carolina	<u>WAME Radio</u>	Interview with news staff	When President in North Carolina
Charlotte, North Carolina	<u>WSOC-TV</u>	Interview with President	-----
Charlotte, North Carolina	<u>WBTV</u>	Interview by Bill Ballard or joint interview with WBT Radio	Perhaps on Air Force One
Sanford, North Carolina	<u>Edward Haney and Charles Dellinger</u> Central Carolina Technical Institute	Interview with President for their course of study for broadcasting and reporting	-----

Ver mont

VERMONT PRESS REQUESTS

City

Station/Newspaper

Event

Date



THE WHITE HOUSE

WASHINGTON

January 14, 1976

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN

As you suggested, I discussed at some length with the President this morning the Mike Wallace interview. I presented to him the pros and cons of doing this interview as I collected them from Jerry Jones, Dave Gergen, and the others at the morning scheduling meeting.

The President decided he wants to do the interview, he wants Mrs. Ford to take part with him, and he wants to do it in time for broadcast on Sunday, February 15.

He put off making these decisions final until you can bring him any views, pro or con, from the President Ford Committee.

cc: Jerry Jones

THE WHITE HOUSE

WASHINGTON

January 21, 1976

MEMORANDUM FOR:

JERRY JONES

FROM:

RON NESSEN

Since I sent you the last memo listing media requests from the early primary states, I have received some additional requests. They are listed by state. I have also included Peter Kaye's comments where he has made them.

Attachment

NEW HAMPSHIRE PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Durham, New Hampshire)	<u>New Hampshire Network</u> State-wide public television network capable of reaching the entire New Hampshire population.	Offer of equal time. Ronald Reagan is expected to give them a 30 minute interview on February 9. In addition to this legal requirement of equal time they are anxious to have the President as their guest to give their viewers the opportunity to hear him respond to issue-oriented questions from their news staff.	During any visit to New Hampshire.

FLORIDA PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Pensacola, Florida)	<u>Pensacola Press Club</u>	Would like the President to speak before their club.	When the President visits Florida.
Miami, Florida <u>BOB MEAD COMMENT:</u> Bob recommends doing if it can be worked out.	<u>WTVJ - Ralph Renick,</u> Vice Pres. & News Dir. Ralph Renick is one of the highest rated newsmen in Dade Co. & has been an advocate of the Pres. & most of his policies. He has substantial rapport with Cuban voters.	Mr. Renick would like to schedule a half hr. special program with the Pres. to be aired live or VTR. Suggests that the interview be one-on-one with Renick doing the interrogation. He says it will be aired on prime time live or on day of taping. WTVJ also has "sister" stations which pick up some of their material for broadcast statewide.	When the President visits Florida.
Orlando, Florida <u>PETER KAYE COMMENT:</u> "Very optional."	<u>WDBO</u>	Mike Miller, Host of NIGHTLINE WDBO would like to have the President on NIGHTLINE. They are inviting all Pres. candidates to appear before March 9. If this isn't possible he would like an interview that he could tape & present to their radio audience.	When the Pres. in is Florida.

MASSACHUSETTS PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
) Boston, Massachusetts <u>PETER KAYE COMMENT:</u> "o.k."	<u>WNAC-TV (CBS)</u>	Marilyn Salenger, general reporter for WNAC, asked for the opportunity to travel with Callaway or other representatives & officials and/or the President. Said she needs about a week's notice.	Needs 1 week's notice
Boston, Massachusetts <u>PETER KAYE COMMENT:</u> "Optional"	<u>WBZ-TV (NBC)</u> Reaches a good part of N.H. as well as Mass.	Mike Murphy (WBZ-TV) is producing a series of half-hr. interviews with as many candidates as possible. These will be broadcast on Sundays at 12 noon on "Eyewitness News Conference" -- just prior to "Meet the Press." The Democratic candidates have responded well, but they have not yet been able to reach Reagan.	Taping generally on Friday evenings at 8 pm or live show on Sun. at noon OR other arrangements can be made.
Boston, Massachusetts <u>PETER KAYE COMMENT:</u> "I realize this is in the works".	<u>Boston Globe</u>	When Mr. Callaway was at the Editorial Board Conference at the Boston Globe in Dec. he promised to arrange an interview with the President for someone from the Globe's Wash. bureau.	This is in the works.

NORTH CAROLINA PRESS REQUESTS

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Greensboro, North) Carolina	<u>WFMY Television Corp.</u>	They would like the Pres. to appear as a guest on their regularly scheduled interview program "NEWSMAKER". This is a spontaneous interview conducted by two reporters. It is a 30 min. program (uninterrupted) at 10:30 p.m. on Sunday nights.	They are flexible about dates/times and place to record the program
<u>PETER KAYE COMMENT:</u> "Good idea if we're there."			

OTHER

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Richmond, Virginia) RON NESSEN COMMENT: "I like the idea, but should be done separately and not connected with Williamsburg." (Virginia does not have a primary)	<u>Richmond Times-Dispatch</u>	Would like to arrange an editorial conference in Williamsburg either with Mr. Edward Grimsley (editor of the editorial page) alone or with editorial page editors from Norfolk, Roanoke, Charlottesville & other key cities to enable them to make a fairer & more informed assessment of of the President's policies and capabilities in the editorials that will be written as the Presidential campaign progresses.	Preferably when the President visits Williamsburg.
Richmond, Virginia)	<u>WWBT (12)</u> Charlie Crutchfield's Jefferson-Pilot station Crutchfield also has a North Carolina station that would carry coverage of the President.	Bob McRaney, General Manager of WWBT in Richmond offered his full cooperation in a number of ways during the President's trip to Williamsburg. 1. They would like to do both radio & television coverage. 2. McRaney is the Pres.-elect of the Va. Assn. of Broadcasters which will be holding its convention in Williamsburg on 1/29-30-31. This means virtually all Va. broadcasters will be there. They wonder if the President could address the broadcasters holding a press conference or being interviewed. Wide coverage hopefully overlapping into North Carolina.	During the President's trip to Williamsburg.

OTHER

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Hollywood, California)	<u>KABC-TV News</u>	They would like to arrange an interview session with President Ford & their anchorman Jerry Dunphy on a wide range of subjects --fr domestic & foreign policy to problems facing Calif.	In March during the President's visit to Calif.
Burbank, California <u>PETER KAYE COMMENT:</u> <u>Top quality event.</u>	<u>KNBC</u>	They would like to do a Ford half-hour <u>Newsmakers</u> . Can either be done in a hotel or preferably their studio.	March 11.
Los Angeles, California) <u>PETER KAYE COMMENT:</u> <u>Top quality event.</u>	<u>KNXT</u>	They would like to do a full hour <u>News Conference</u> . Can either be done in a hotel or preferably at their studio.	March 11.
Los, Angeles, California <u>PETER KAYE COMMENT:</u> <u>Top quality event.</u>	<u>Los Angeles Press Club</u>	They would like the President for a press luncheon with coverage.	March 11.

GENERAL

<u>City</u>	<u>Station/Newspaper</u>	<u>Event</u>	<u>Date</u>
Westinghouse covers a number of cities including: Boston, New York, Philadelphia, Baltimore, Pittsburgh, Ft. Wayne, Chicago, San Francisco, Los Angeles.	<u>Westinghouse Broadcasting, Co.</u>	The Executive Editorial Board of Group W stations has been meeting with the various announced candidates for the Presidency in '76. This involves an off-the-record candid dialogue of an hr. & a half on the views of the particular person so that their professional people will have the advantage of knowing and appreciating these views in the course of pursuing their important public affairs activities. They are requesting an editorial session like this with the Pres.	Open
Knights Newspaper covers 16 states & has 35 papers with a circulation of 4 1/2 million.	<u>Knights Newspaper Group</u>	Requesting a joint interview with the President for Knights Newspapers the Ridder Newspapers & the New York Journal of Commerce. All are part of one company now with 35 papers in 16 states & a circulation of 4 1/2 million. They would like a general question & answer session on topics foreign, domestic, political and personal. Possible questioners: Bill Broom, Saul Friedman, Dan Skaetvedt and Robert S. Boyd.	Open

THE WHITE HOUSE
WASHINGTON

1/26/76

TO: DICK CHENEY
DAVE GERGEN
✓RON NESSEN
TERRY O'DONNELL

FROM: JERRY H. JONES

For your information.



Reprinted from the November 8, 1975 issue of TV Guide magazine.

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News Watch

A Private
Experiment
In Brainwashing



By Edith Efron

THE WHITE HOUSE

WASHINGTON

January 28, 1976

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

RAW

Please look over the attached invitation. It obviously is a serious and far-reaching program sponsored by a reputable organization and deserves our serious consideration.

I am opposed to any forum in which the President would be seated in the middle of about 14 other candidates. However Jim Karayn, who is producing this series, tells me that he probably could arrange for the President to be picked up by television cameras at the White House.

At this point Reagan has declined to appear, but Nofziger tells Karayn this may be reconsidered if his refusal become an embarrassment.

With the first Forum scheduled for February 23, we obviously need to make a decision before too long.

You should take a look at the list of members of the steering committee which appears on the last page of the proposal. They are very reputable.

Attachment:

Proposal - '76 Presidential Forum



THE WHITE HOUSE

WASHINGTON

January 28, 1976

MEMORANDUM FOR: DICK CHENEY
JERRY JONES ✓
RED CAVANEY
ERIC ROSENBERGER
PETER KAYE

FROM: RON NESSEN *RHN*

The Press Office is undertaking a series of steps to assure that local press is given better treatment in order to help them do better stories on Presidential visits and to meet a number of gripes we have received over the months.

I'd appreciate it if you could help out in those areas which involve decisions or actions by your office so that we can implement this plan as soon as possible, preferably with the February 7-8 trip to New Hampshire:

1. The President Ford Committee should pay for a local press bus and/or a local press pool car in all out-of-town Presidential motorcades.
2. The President Ford Committee and the White House need to reach a decision quickly on who pays for the lighting and sound systems for Presidential appearances on political trips.
3. At airport arrivals, the arrival ceremony and any local presentation ceremonies should take place close to and directly in front of the local press area. This may mean that the President should be greeted at the bottom of the ramp by only one or two local officials and then brought over to the local press area to meet other local dignitaries.
4. The President should stop for a brief interview at the airport, at arrival or departure, with the local press.

5. The President should be announced and any local band at the airport should play "Ruffles and Flourishes" and "Hail to the Chief" as the President walks off Air Force One. The President should be the first one down the ramp (not Dave Kennerly).

6. Whenever possible, colorful local stories should be staged where they are clearly visible to the local press. (For instance, in Minneapolis when the President was introduced to Liberty's father, the local press was completely shut out.)

7. A press kit should be prepared, including biographies of the President and his family, data on Air Force One, the limousine and the helicopters, and brief statements of the President's position on major issues. The printing of the kit, printing of the necessary photographs to go in it, and the purchase of appropriate folders should be paid for by the President Ford Committee. This needs to get into the works quickly so that the press kits will be ready to hand out to local reporters a day or so before the New Hampshire trip.

8. The PFC Press Office needs to check in a more timely manner with the White House Press Office before making announcements locally of Presidential schedules, etc.

CC *Speakers*
Carlson

RJ/50

THE WHITE HOUSE
WASHINGTON

January 29, 1976

MEMORANDUM FOR:

DICK CHENEY
JERRY JONES ✓
JIM CAVANAUGH
DAVE GERGEN
TERRY O'DONNELL

FROM:

RON NESSEN *RAN*

The attached may be useful to you over the next few weeks.

- . Many critics said the budget ceiling is unrealistic, that even if no new programs are added, the budget will grow by \$20 billion next year and that even if strenuous economies are achieved and costly programs, such as Medicare and Medicaid are overhauled, the budget cannot be reduced to anything like the President's figure.
- . Why has the President proposed a hike in social security taxes, which most economists feel hurts the low income wage earner the most, rather than meet part of the Social Security System's unfunded liabilities out of general revenues?
- . Figures on growth of government are erroneous. They fail to take into account the parallel growth of the private sector. Similarly, projections that government will, in 30 years, consume half the GNP are based on faulty projections.
- . How can the President say he is asking Congress for a \$10 billion tax cut, when he also is asking for a hike in Social Security tax rates and when this hike will leave a cut of only \$4.9 billion, even if the general tax cut is approved?
- . The President has urged creation of investment capital in an effort to produce permanent, meaningful jobs. What assurance does he have that money invested now in plants and equipment will produce long-term jobs rather than merely replace workers with more machines?
- . Some of those who have looked at the President's plan to protect 25 million Medicare patients against catastrophic illness have estimated it could cost twice the \$538 million stated in your budget. Why did he come in with a lower estimate?



- . The President said in his State of the Union Message that welfare programs "cannot be reformed overnight." But most people agree reform is urgently needed. Would he propose reform if he was elected in November? And will it be along the lines of the Nixon Administration floor under family income, as former HEW Secretary Weinberger suggested shortly before he left office?
- . At least one critic of the State of the Union Message noted that it failed to touch on some of the broader questions facing Americans. For example, it did not raise questions on the significance of human life in a modern society and the relationship of each individual to the nation, to the family and to the community.
- . The proposals for future federal spending in the budget seem to benefit the rich and the poor but to hurt the near-poor, those who are working but earning incomes just above the poverty line. Doesn't the President feel that withdrawing this group's eligibility for federal programs might not only pose a hardship on them but also lessen their incentive to work because they might be better off on welfare?
- . The President's vision of American's future still seems vague and slightly negative. He is against Big Government and bigness in general, but he hasn't chosen to define new relationships of the people to these big institutions to spell out specifically how he would attack the bigness. What is his program in this area?
- . And, finally, it was a political speech, aimed at heading off Ronald Reagan.

THE WHITE HOUSE

WASHINGTON

February 4, 1976

MEMORANDUM FOR:

JERRY JONES
RED CAVANEY
ERIC ROSENBERGER

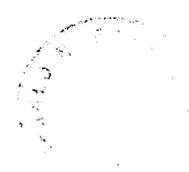
FROM:

RON NESSEN

Attached is Peter Kaye's response to my recent memo requesting the PFC cooperation in helping to improve the opportunity for local news coverage of Presidential trips.

Peter seems to be very cooperative and we should follow-up immediately on those matters he has agreed to.

Attachments



February 2, 1976

MEMORANDUM

TO: RON NESSEN

FROM: PETER KAYE PK

In answer to your memo of January 28, 1976:

1. I agree that PFC should provide and pay for local press bus or pool car.
2. On political trips, PFC should pay for lighting and sound systems.
3. I agree with you on this point.
4. If there are press conferences scheduled or if time is tight or there are other reasons, I would eliminate an airport interview. Rather than make this a rule, I would make it a desirable alternative.
5. No problem on this.
6. I agree.
7. I believe local press should be given much of this information by PFC press person in this area. But I lean against a fancy press kit, particularly in New Hampshire where Yankee frugality might more appreciate the fiscal responsibility of this administration and this campaign.
8. Let's talk about this before we all get upset.

THE WHITE HOUSE

WASHINGTON

January 28, 1976

MEMORANDUM FOR: DICK CHENEY
JERRY JONES
RED CAVANEY
ERIC ROSENBERGER
PETER KAYE ✓

FROM: RON NESSEN *R#N*

The Press Office is undertaking a series of steps to assure that local press is given better treatment in order to help them do better stories on Presidential visits and to meet a number of gripes we have received over the months.

I'd appreciate it if you could help out in those areas which involve decisions or actions by your office so that we can implement this plan as soon as possible, preferably with the February 7-8 trip to New Hampshire:

1. The President Ford Committee should pay for a local press bus and/or a local press pool car in all out-of-town Presidential motorcades.
2. The President Ford Committee and the White House need to reach a decision quickly on who pays for the lighting and sound systems for Presidential appearances on political trips.
3. At airport arrivals, the arrival ceremony and any local presentation ceremonies should take place close to and directly in front of the local press area. This may mean that the President should be greeted at the bottom of the ramp by only one or two local officials and then brought over to the local press area to meet other local dignitaries.
4. The President should stop for a brief interview at the airport, at arrival or departure, with the local press.

5. The President should be announced and any local band at the airport should play "Ruffles and Flourishes" and "Hail to the Chief" as the President walks off Air Force One. The President should be the first one down the ramp (not Dave Kennerly).

6. Whenever possible, colorful local stories should be staged where they are clearly visible to the local press. (For instance, in Minneapolis when the President was introduced to Liberty's father, the local press was completely shut out.)

7. A press kit should be prepared, including biographies of the President and his family, data on Air Force One, the limousine and the helicopters, and brief statements of the President's position on major issues. The printing of the kit, printing of the necessary photographs to go in it, and the purchase of appropriate folders should be paid for by the President Ford Committee. This needs to get into the works quickly so that the press kits will be ready to hand out to local reporters a day or so before the New Hampshire trip.

8. The PFC Press Office needs to check in a more timely manner with the White House Press Office before making announcements locally of Presidential schedules, etc.

February 4, 1976

MEMORANDUM FOR:

JERRY JONES ✓
RED CAVANEY
ERIC ROSENBERGER

FROM:

RON NESSEN

Attached is Peter Kaye's response to my recent memo requesting the PFC cooperation in helping to improve the opportunity for local news coverage of Presidential trips.

Peter seems to be very cooperative and we should follow-up immediately on those matters he has agreed to.

Attachments



RN/pp

THE WHITE HOUSE

WASHINGTON

February 25, 1976

MEMORANDUM FOR JERRY JONES

FROM: RON NESSEN *RAN*

Following is a media plan for Presidential interviews in the upcoming primary states of Florida, Illinois, North Carolina, and Wisconsin. These interviews are my recommendations from all requests that have been received by the White House since the President took office, and by the President Ford Committee. They were selected to give the President maximum exposure in forums in which he is most comfortable, and in which he excels.

FLORIDA (Primary - March 3)

I have no further recommendations for interviews with Florida media beyond those which we have already had, and which are presently scheduled:

February 26	Ralph Renick - WTVJ - Miami
March 1	WCKT - Miami
March 3	Florida editors
March 4	WJXT - Jacksonville

ILLINOIS (Primary - March 16)

I recommend the following three events for Illinois:

1. Chicago Tribune interview

This interview should appear in the morning edition of March 14, for maximum benefit. Therefore we need to schedule it sometime the week of March 7, at the White House.

2. WBBM-TV - Chicago (CBS affiliate) interview
Thirty minute interview to be videotaped at the White House for broadcast in prime time in the midwest.
3. Northwestern University Medill School of Journalism press conference
This is an ideal forum for another student press conference, such as the one the President had in Durham, New Hampshire. It would be done when the President is in the Chicago area.

Medill School of Journalism is one of the best in the country, and has had a long-standing request for a press conference.

Note: We anticipate additional requests from Illinois, and will screen them and have further recommendations shortly.

NORTH CAROLINA (Primary March 23)

1. Editors of North Carolina newspapers
This interview would be at the White House, in a forum similar to interviews the President has had with editors from New Hampshire and Florida newspapers.
2. WBT Radio and WBTW - Charlotte (CBS affiliate) interview
WBT/WBTW is widely regarded as the best station in the North Carolina area. A combined interview with radio and television would reach the maximum number of citizens. These stations are owned by Charlie Crutchfield.
3. We are attempting to find a television interview in Raleigh, which we will recommend later.

WISCONSIN (Primary - April 6)

1. Wisconsin daily newspapers interview
This interview would be done at the White House -- partially to make up for hurt feelings caused when the President saw only the editorial boards from the Milwaukee Journal and Milwaukee Sentinel, when he was in the area last August.
2. WTMJ-TV - Milwaukee (NBC affiliate) interview
This would be a one hour program where the President would take questions from a live audience of approximately

100 people, and also telephone calls from the viewing public.

We have considered for a long time the possibility of letting the President do a phone call program, and feel this would be a good opportunity to give it a try.

CG

THE WHITE HOUSE
WASHINGTON

February 26, 1976

MEMORANDUM FOR: JERRY JONES
FROM: RON NESSEN

RHN

Here are a couple of schedule proposals I endorse and hope you can arrange:

(1) Vermont Royster, columnist for the Wall Street Journal, elder statesman of journalism and supporter of the President - He will be in Washington from Monday, March 8 through Friday, March 12. He will use the material for a series of columns giving a view of the man, and not necessarily looking for hard news. The President saw Royster in August of 1974, a few days before he became President, and the President has expressed his interest in seeing him again.

(2) Richard Avedon - for 20 minutes to take the President's portrait photograph for publication as part of a Bicentennial series in Rolling Stone. Avedon will be in Washington between February 27 and March 10. I have checked this out thoroughly and it's OK. Other subjects whose photographs will be run include Henry Kissinger, Vice President Rockefeller, Albert, Meaney, Kay Graham, the Democratic candidates, etc.

(3) Newhouse Newspapers, represented at the White House by Saul Kohler, is the only major chain of newspapers which has not been given an opportunity to interview the President. This is becoming embarrassing to Kohler, whose editors and publisher do not understand why he cannot arrange an interview. Kohler personally, and the Newhouse Newspapers generally, are friendly to the President, and I would like to arrange an interview with the Newhouse papers within the next month or so. Newhouse has over 60 papers in New York, Massachusetts, Alabama, Mississippi, Louisiana, Missouri, New Jersey, Oregon, and Ohio.