

The original documents are located in Box 55, folder “President - Television Appearances” of the Philip Buchen Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald R. Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE
WASHINGTON

January 14, 1976

*Pres. —
TV Appearances*

MEMORANDUM FOR: BOB MEAD

FROM: PHIL BUCHEN *P.*

I believe the attached letter to Jeff Sisemoore will be sufficient in responding to his request to you on T.V. appearances of the President.

Attachment



THE WHITE HOUSE

WASHINGTON

January 14, 1976

Dear Jeff:

In response to your recent telephone inquiry, I am enclosing a list of the President's TV appearances since he came into office.

Sincerely,

Robert A. Mead
T. V. Adviser to the
President

Mr. Jeff Sisemoore
Sidley and Austin
1730 Pennsylvania Avenue
Suite 1100
Washington, D. C. 20006

Enclosure



THE WHITE HOUSE
WASHINGTON

(Pres. Appurana)

January 9, 1976

MEMORANDUM FOR:

DUDLEY CHAPMAN

FROM:

PHIL BUCHEN *P?*

Bob Mead had a telephone request from Mr. Jeff Sisemoore of Sidley and Austin to furnish a list of all of President Ford's appearances on T.V. since he came into office.

The attached material is not regularly distributed but was prepared for internal use. However, it consists merely of a summary of events which are publicly known.

Kindly draft a suggested covering ^{letter}~~memo~~ for Bob Mead to sign in transmitting the material. I assume we will want to avoid any implication that the response is in the nature of compliance with the Freedom of Information Act, but Bob tells me that the verbal request for the information was not made in that context.

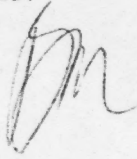
Attachment



THE WHITE HOUSE
WASHINGTON

January 8, 1976

TO: PHIL BUCHEN

FROM: BOB MEAD 

Per our phone call, attached is
a list of Presidential television
appearances requested by
Sidley and Austin.



GERALD R. FORD
TELEVISED ADDRESSES AND OTHER APPEARANCES
1976

<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
Interview w/Tom Brokaw and John Chancellor NBC Foreign Policy Special - Library (taped 1/3/75 - 11:36-11:55 am)	1/6/76	10:41-10:52 pm

GERALD R. FORD
TELEVISED ADDRESSES AND OTHER APPEARANCES
1975

<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
Address on Economy and Energy - Library	1/13/75	9:00-9:22 pm
State of the Union	1/15/75	1:06-1:50 pm
Press Conference (OEOB)	1/21/75	2:04-2:42 pm
Interview w/John Chancellor and Tom Brokaw - NBC	1/23/75	10:00-11:00 pm
Press Conference (OEOB)	3/6/75	7:31-8:02 pm
"Funny Lady" Premier (Benefit for Special Olympics)	3/9/75	7:30-8:30 pm
Kennedy Center w/Susan - ABC		
Remarks and Signing of Tax Bill - Oval Office	3/29/75	7:30-7:45 pm
Press Conference - San Diego	4/3/75	12:00-12:45 pm PD1
State of the World	4/10/75	9:04-10:05 pm
Interview w/Walter Cronkite, Eric Sevareid and Bob Schieffer - CBS	4/21/75	10:00-11:00 pm
Press Conference (OEOB)	5/6/75	7:30-8:05 pm
SS Mayaguez Statement	5/15/75	12:27-12:29 pm
Interview w/Foreign Correspondents - BBC (Dip. Rm)	5/23/75	(videotaped 11:03-11:52 am)
(Aired 6:00 pm in London and 9:00 pm on PBS)		
Energy Address - Oval Office	5/27/75	8:30-8:44 pm
Departure for Europe - Andrews AFB	5/28/75	7:38-7:45 am
Press Conference - Rose Garden	6/9/75	7:30-8:01 pm
"Lombardi Revisited" - film interview with Sonny Jurgensen (6/16/75 - Map Room) - WTTG 8:00-9:00 pm	6/23/75	8:30-8:39 pm
Press Conference - South Lawn	6/25/75	5:00-5:30 pm
Witnessing of Televised Launching of Soyuz Spacecraft (Remarks 8:11-8:14 am) - State Department	7/15/75	8:00-8:14 am
*Interview w/Jack Anderson - Map Room (videotaped 4:30-5:00 pm - 7/15/75)		
Telephone Exchange of Remarks w/Crew of Apollo-Soyuz Mission - Oval Office	7/17/75	3:37-3:46 pm
Telephone Exchange of Remarks w/Crew of Apollo Space Mission following Splashdown - Oval Office	7/24/75	6:15-6:25 pm
Interview w/Paul Duke and Martin Agronsky - PBS (videotaped 10:30-11:30 am - Solarium)	8/7/75	8:00-9:00 pm
Arrival at Andrews AFB following San Francisco incident and Remarks in Diplomatic Reception Room (remarks 11:55-11:59 pm) - CBS and NBC	9/22/75	11:30-12:00M
Address on Reductions in Taxes - Oval Office - ABC	10/6/75	8:00-8:20 pm
Press Conference (OEOB) - CBS and NBC	10/9/75	8:00-8:29 pm
Press Conference - East Room	11/3/75	7:30-8:03 pm
"Meet the Press" - NBC	11/9/75	11:30-12:30 pm
Press Conference (w/NY statement) - East Room	11/26/75	7:30-8:08 pm
Lighting of National Christmas Tree - NBC	12/18/75	5:50-5:56 pm

*Aired 8/9/75 within Buckley's "Firing Line" on PBS 7-8pm w/Anderson as guest.

GERALD R. FORD
TELEVISED ADDRESSES AND OTHER APPEARANCES
1974

<u>SUBJECT</u>	<u>DATE</u>	<u>TIME</u>
Swearing-In Ceremony - East Room	8/9/74	12:05-12:13 pm
Announcement of Press Secretary	8/9/74	1:04-1:07 pm
Address to Joint Session of Congress	8/12/74	9:06-9:38 pm
VFW Convention - Chicago (ABC)	8/19/74	11:38-12:05 pm CDT
Announcement of Vice Presidential Nominee	8/20/74	10:04-10:09 am
Remarks upon introduction of Gov. Rockefeller and Press Conference of V.P. Designate	8/20/74	10:20-10:30 am
Press Conference - East Room	8/28/74	2:30-2:59 pm
WH Conference on Inflation w/Economists (PBS)	9/5/74	9:30-10:45 am, 4:35-5:35 pm
WH Conference on Inflation w/Labor Leaders (PBS)	9/11/74	9:45-10:01 am
Announcement on Vietnam Amnesty	9/16/74	11:21-11:27 am
Press Conference - East Room	9/16/74	8:00-8:30 pm
Address to U.N. General Assembly - NYC	9/18/74	12:15-12:35 pm
Economic Summit Conference - Wash. Hilton Hotel (PBS)	9/27/74	9:07-9:15 am
Economic Summit Conference - Wash. Hilton Hotel	9/28/74	12:37-12:57 pm
Joint Session of Congress - Economy (CBS&ABC)	10/8/74	4:02-4:47 pm
Press Conference (CBS&ABC) - Rose Garden	10/9/74	2:31-2:59 pm
FFA - Kansas City, Mo.	10/15/74	7:00-7:38 pm CDT
Appearance before Subcommittee on Criminal Justice of HJC - Capitol (Nixon Pardon Hearing)	10/17/74	10:00-12:00 noon
Sigma Delta Chi Press Conference - Phoenix (CBS - delayed broadcast of highlights)	11/14/74	11:30pm-12:10am
Reasoner Report - "Conversation at Camp David" (filmed 10/26/74)	11/17/74	6:30-7:00 pm
Army-Navy Game - Philadelphia (ABC)	11/30/74	1:15-4:00 pm
Press Conference (OEOB)	12/2/74	7:31-8:10 pm
Lighting of National Christmas Tree (NBC) (CBS - remarks only)	12/17/74	5:30-6:00 pm
Swearing-In of VP Rockefeller	12/19/74	10:00-10:30 pm



Date: April 2, 1976

Time:

FOR ACTION:

Phil Buchen

Jerry Jones

Jim Cannon

Jack Marsh

Max Friedersdorf

Ron Nessen

Bob Hartmann

Bill Seidman

cc (for information):

FROM THE STAFF SECRETARY

DUE: Date:

Tuesday, April 6

Time: Noon

SUBJECT:

Bob Mead's memorandum of April 2
Suggestion for Televised Speech

ACTION REQUESTED:

☐ For Necessary Action☒ For Your Recommendations☐ Prepare Agenda and Brief☐ Draft Reply☒ For Your Comments☐ Draft Remarks

REMARKS:

Recommend approval. Suggest, however, that change
in format be explained by someone other than the
President and prior to his appearance on the screen.

in

Also suggest that last sentence / third paragraph be
deleted.

Ken Lazarus 4/5/76

PLEASE ATTACH THIS COPY TO MATERIAL SUBMITTED.


If you have any questions or if you anticipate a
delay in submitting the required material, please
telephone the Staff Secretary immediately.

Jim Connor
For the President



THE WHITE HOUSE
WASHINGTON

April 2, 1976

MEMORANDUM FOR: THE PRESIDENT
FROM: BOB MEAD 
SUBJECT: Televised Speech

Prior to the November election, I'm sure that you will be making a nationwide address to the American people -- political or non-political. On that occasion, I would like to institute a format whereby we would provide off stage of your podium an interpreter for the deaf community.

As you may know, 20 million Americans who need and want to hear you on television are not able to. Other administrations have ignored them as a part of our hearing community and as voters. I feel we can no longer afford to do so.

There are pros and cons to this idea. It would be another first for the Ford Administration, showing great compassion, and, realistically, showing your awareness of and concern for this eight percent of the American population. I believe it would also provide you with additional support in the November election.

The drawbacks are fewer. The television networks would resist on surface this proposal as it may begin a precedent. Boxing off the interpreter's picture on the television screen would be somewhat of a distraction at first, but all would adjust to this visually after a few minutes.

As President of all the people you would need to preface your remarks on the importance and need of doing such a unique format which would also show warmth and compassion to those Americans who are fortunate to hear.

