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9-3-74

THE WHITE HOUSE

WASHINGTON

Gen. Tabor

Talk with me.

about this.

AK 7



August 28th, 1974

Memo to: President Ford
Secretary terHorst

From: Herbert G. Klein *Herb Klein*

By necessity, I am sure that you have had to concentrate on many of the immediate problems in setting up new relationships and new operations with the press.

As I have promised, I have put down a few ideas which might be helpful in looking longer range. Most of these formats I have tried and all were helpful in building a broader range of press understanding. Basically, I believe it is essential to have a working relationship with the press leaders outside of Washington, as well as within the city.

Here are some thoughts I would be glad to enlarge upon or assist with if desired:

1. Invite in journalistic leaders for a dinner meeting with the Press Secretary, which might involve a drop in by the President, although not necessarily. This could be in the senior mess or in Blair House. If the meeting is basically with the Press Secretary, it will encourage frank discussion on the problems of both press and government. I would include people by title, i.e., the Presidents of the White House Correspondents, Gridiron, Sigma Delta Chi, American Society of Newspaper Editors, The Associated Press Managing Editors, the Radio-Television News Directors, the Associated Press News Directors, The National Press Club, the National Press Photographers and the Washington Press Club.
2. Regional Press Briefings. These work out best if the number of attendees is kept to 100 to 125 persons. Invited should be leaders from broadcast and newspapers from a regional grouping of states, perhaps 12 or 13 states. Depending on the current world situation, the central topics can be divided between national and international problems, or this could concentrate on one subject such as the economy. There should be participation by cabinet members or key White House staff. Presidential participation at the start or the end of the session (but not fulltime) would be essential. The President thus would be free to also meet with other leaders, i.e. mayors, housing experts, or businessmen. The principle benefit is that this format gives those who direct the commentary across the nation some insight into the administration thinking. In reverse, it also gives those who participate from government an idea as to what the tenor is outside of Washington. If the President poses for a picture with each participant that will be a fixture in every office.

3. Some of the most serious and lasting decisions regarding the free press of the future are under consideration now in varied branches of government. These include advertising regulation, anti-trust and a wide spread of other problems. It would be healthy for the President to hear the views of key executives from each network and from those who head groups of broadcast stations. The President of the National Association of Broadcasters should be included in one meeting. This also would provide an opportunity for the President and Press Secretary to reinforce their wholehearted support of the Freedom of Information Act as it applies to all branches of government.
4. A dinner or lunch with the leaders of the Associated and United Press along with the President of the American Newspaper Publishers, the President of the National Association of Newspaper Publishers (Black), the President of the National Newspapers Association (smaller papers) and a few selected publishers. Perhaps some broadcasters and the publishers of TIME and NEWSWEEK should be included or they could be treated separately at another affair.

These are a few ideas, and if more of this type of suggestion is helpful, I would be glad to provide it. In the selection of people for any of these proposals, it would be good to have leaders included who help shape opinion with others in the industry. This includes Democrats as well as Republicans, and, of course, many independents. I can give you some insight into these names since I hear from them regularly.

FORD

THE WHITE HOUSE
WASHINGTON

September 3, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: JERRY terHORST
FROM: JERRY H. JONES
SUBJECT: Attached Memorandum
from Herbert G. Klein

The attached memorandum was returned from the President's outbox with the following notation addressed to you:

-- Talk with me about this.

Please follow-up with the appropriate action.

Thank you.

cc: Al Haig