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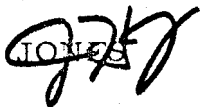
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THE WHITE HOUSE
WASHINGTON

November 8, 1974

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
FROM: JERRY H. JONES 
SUBJECT: White House Conference -
Portland, Oregon

Your memorandum to the President of November 7 on the above subject has been reviewed and the following notation was made:

-- "Well done". Congrats.

cc: Don Rumsfeld

11-8-74

OFFICE OF THE PRESIDENT

WASHINGTON, D.C.

From the President:

To:

Bill Barry

Date:

Time

a.m.

p.m.

"Well done"
Congrats.
GRF.


THE WHITE HOUSE

WASHINGTON

November 7, 1974

MEMORANDUM FOR THE PRESIDENT

FROM:

WILLIAM J. BAROODY, JR. 

SUBJECT:

White House Conference - Portland, Oregon

On November 1, you participated in a White House Conference on Domestic and Economic Affairs in Portland that was sponsored by the White House Public Liaison Office and by nine other local and regional organizations including business, labor, consumers, environmentalists and newspaper publishers.

The press coverage of the conference itself and the government participants was very extensive and extremely favorable. Advance preparations for the meeting dominated the lead stories on the television stations for three days before the conference on all news broadcasts, and similiar front page stories were carried in the newspapers. An exceptionally large press contingent -- 276 members of the press from Portland and around the State and throughout the Northwest -- covered the conference in addition to the traveling White House Press Corps.

Significant stories were written on all seven of the government participants in addition to yourself and all stories were favorable. Additionally, seven Administration officials had a dinner meeting with 21 newspaper publishers and editors. Also there were three newspaper interviews, two editorial board meetings, eight radio interviews, ten television interviews including participation on four talk shows, one major press conference and live gavel-to-gavel coverage on public radio throughout Oregon and into fringe areas of California, Washington, Idaho and Nevada. We are currently exploring the possibility of live gavel-to-gavel Public TV coverage of future meetings throughout the region or even across the nation. Through this medium we would eventually hope to involve secondary schools and colleges in some meaningful way. About 60%

of the program time was devoted to discussion of the issues and questions and answers with a minimum of speech-making. A review of the transcript of the conference clearly shows that the subject matter was both timely and of interest to the delegates. It also indicates that the question and answer portion of the meeting was as important, if not more so to the delegates, as the presentations.

Three major single subjects and one major general topic were addressed. They were: the economy and inflation, the environment, the housing situation, and finally a panoply of domestic issues as discussed by a three-man government panel headed by Ken Cole. Handling the single issue subjects were Bill Simon, Russ Train and Jim Lynn.

The questions were lively, relevant, and demonstrated sincere interest on the part of the delegates to present their views to high level government officials. In short, the mission of establishing a give and take forum between key government leaders and opinion leaders from business, labor and consumer organizations of the Pacific Northwest was clearly accomplished.

Unquestionably, the caliber of the government participants contributed immeasurably to the success of the conference. They should also be complimented for the cooperative manner in which they readily accepted the various ancillary press interviews that were set up. This maximized exposure of the conference and topics greatly. The 600 plus delegates to the meeting were also of the highest quality, which again was a function of the draw created with the highest level of government participation.

The meeting was very well received by all nine sponsoring organizations and based on our conversations with them, some of the strongest unexpected support came from the labor and consumer organizations. It would be useful to mention that there were a substantial number of conference delegates (and a number of news people as well) who came up to us at the conclusion of the conference to remark on how impressed they were with the meeting and the general effort and focus of your Administration as exemplified by this forum. I am left with the unmistakable conclusion that this effort truly goes the distance in bringing the people closer to their government. Additionally another

interesting fall out is the involvement of many different agencies in this effort, not only those agencies who directly participated but those who provided on site support. All in all they included the White House, Treasury, EPA, HUD, Domestic Council, OMB, HEW, SBA, Interior, Labor and the Bonneville Power Commission. For many of the lower level staffers, this was the first time they had ever seen their government in action as a single unit.

Each government official participating in the conference was, I believe, quite pleased with the quality of the Portland meeting and the usefulness of the endeavor.

In short, there is no question but that this was the best "White House Conference" held by the Public Liaison Office up to this point. A complete transcript of the meeting is being delivered to all participants and to the various agencies to review for ideas and suggestions. Additionally, a complete critique of the meeting is also being prepared.

The overwhelming success of this meeting clearly points to the advantages of such endeavors. In terms of bringing the White House to the people and in keeping with your open-door policy, we left Portland with far more than we came. And in so far as a portion of the Pacific Northwest is concerned, we left after restoring a little more faith in the federal government.

Certainly the critical ingredient in the overwhelming success of this particular conference was your participation. Anticipation of Presidential involvement in such an event maximizes the impact of such an event. I would strongly urge and respectfully recommend that you personally commit yourself to participation in as many of these meetings as possible. The benefits are outstanding and will favorably affect not only the White House image, but also your policies and programs, the WIN Program, and the peoples' faith in government.

Accompanying this memorandum are three books -- the black binder contains the conference program and some sample press clippings; the second book is a transcript of the conference which we plan to print; and the third book, I will not burden you with following future conferences but thought you might like to page through it to get an idea particularly of the extensive press and media involvement arranged for each of the government principals.

*released
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Central
files
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