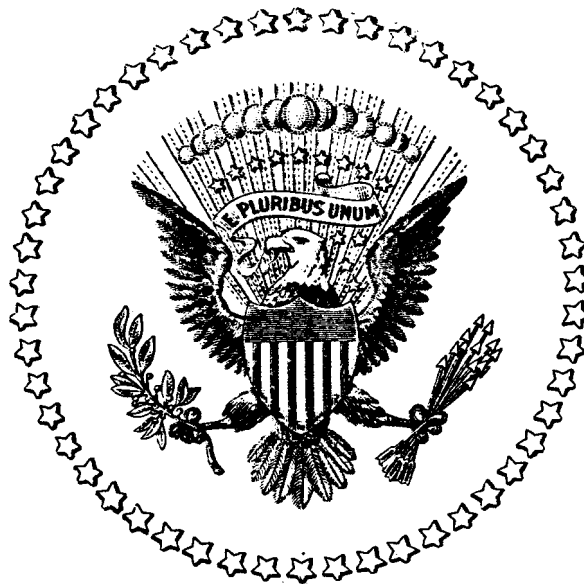


The original documents are located in Box 44, folder “White House Public Liaison Office - Summary of Activities, ca. 6/75” of the John Marsh Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE OFFICE OF PUBLIC LIAISON

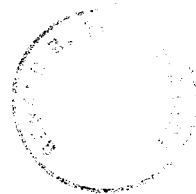


THE WHITE HOUSE

OFFICE OF

PUBLIC LIAISON

William J. Baroody, Jr.....	Assistant to the President and Director	6413
Donald Webster.....	Deputy Director, Office of Public Liaison	6246
Theodore C. Marrs.....	Special Assistant to the President for Human Resources	2735
Stanley S. Scott.....	Special Assistant to the President for Minority Affairs	2587
Patricia Lindh.....	Special Assistant to the President for Women	2715
Fernando E.C. DeBaca.....	Special Assistant to the President for Hispanic Affairs	2701
Virginia H. Knauer.....	Special Assistant to the President for Consumer Affairs	2645
Pamela Powell.....	Director for Youth Affairs	6767
John Vickerman.....	Director for Business and Trade Associations	6441
Jeffrey Eves.....	Director for White House Conferences	6454
Wayne Valis.....	Director for Planning and Research	2133



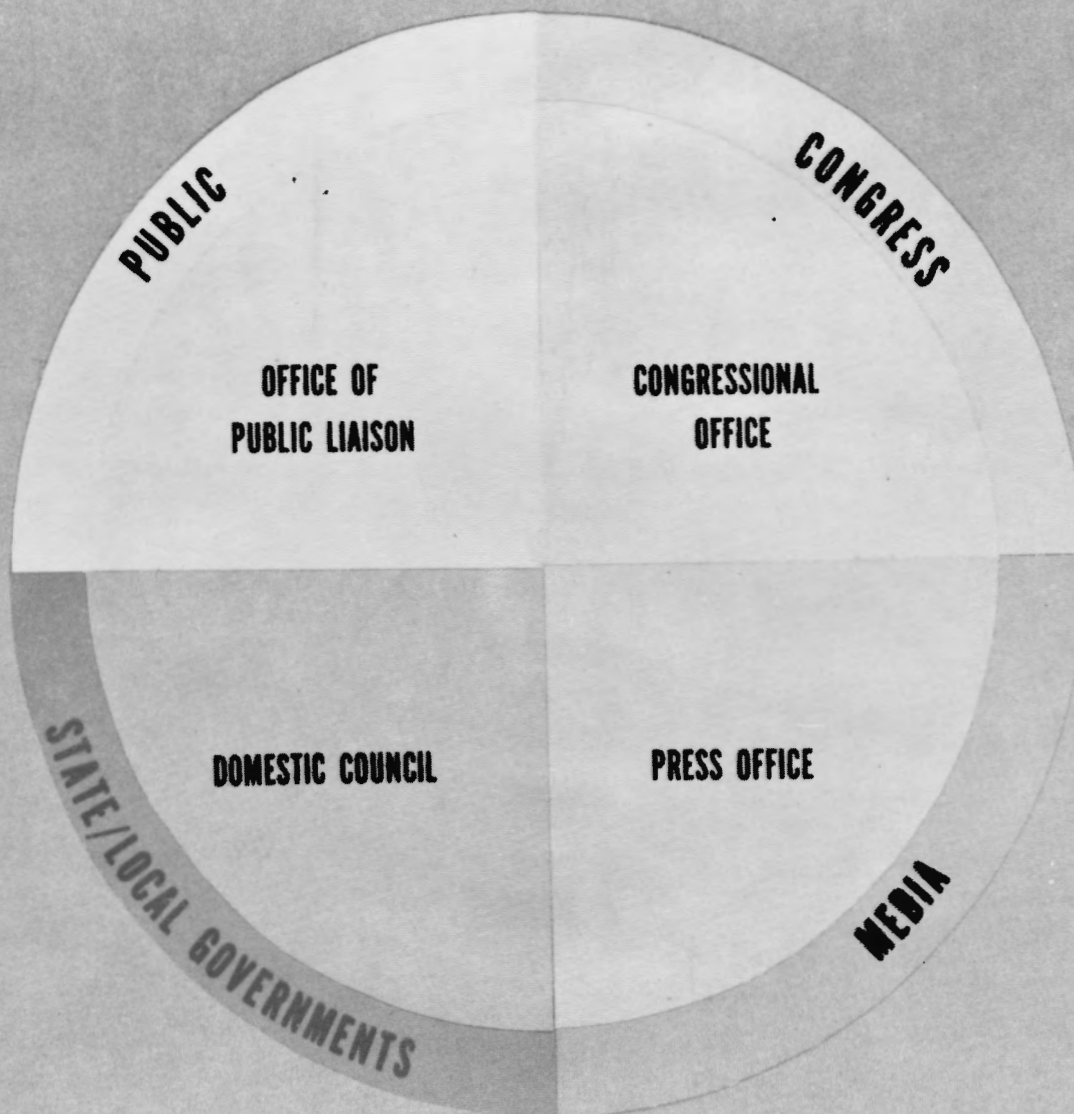
This document provides a brief overview of the objectives and activities of the White House Office of Public Liaison (OPL) since its full establishment on about January 1, 1975.

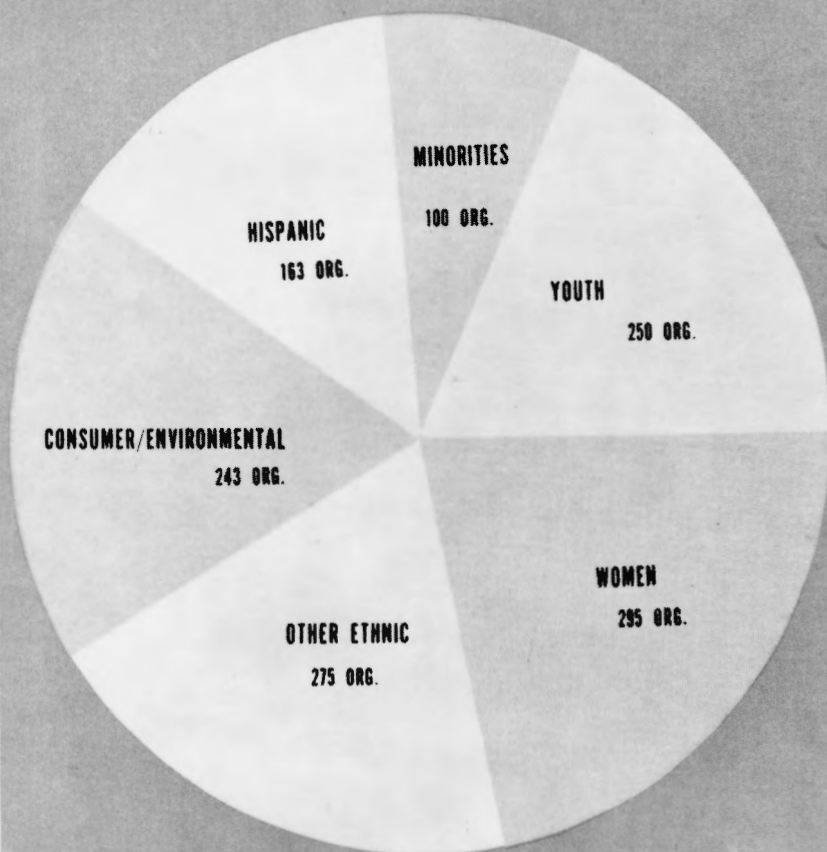
The document is divided into two basic parts:

- A presentation of 10 charts which summarize OPL objectives and activities and a four page description of key facts related to OPL activities.
- A 37 page appendix which gives additional details and statistics about OPL functions and provides some samples of previous activities.

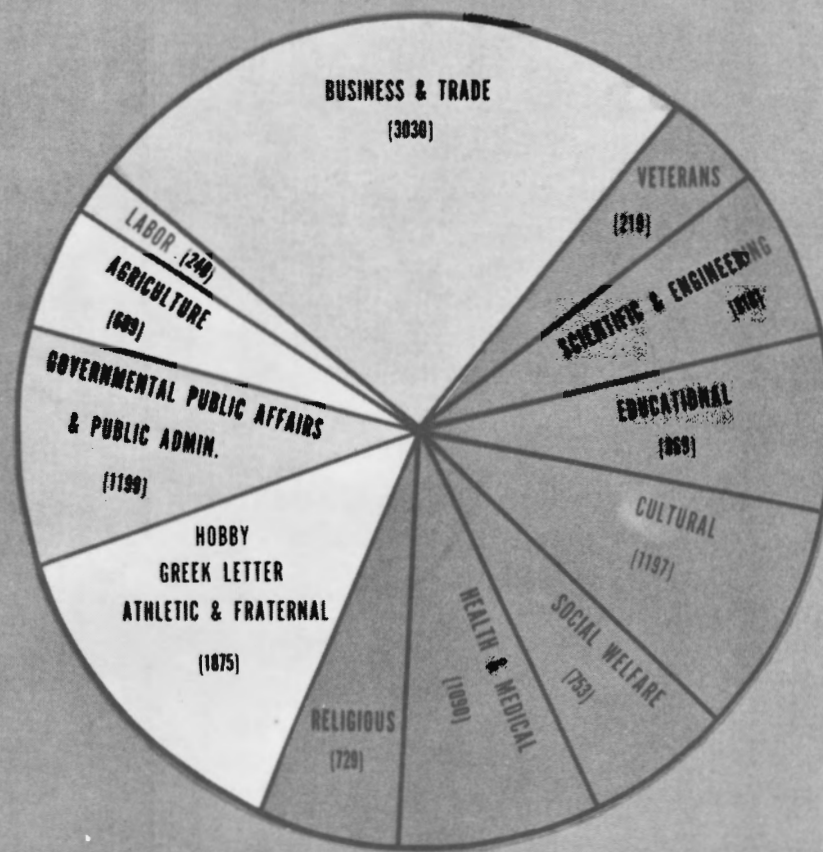


MAJOR WHITE HOUSE LINKS TO AMERICA





**ORGANIZATIONS WITH SPECIAL
OPL EMPHASIS
1326**



12,628 MAJOR ORGANIZATIONS

*DATA ON GROUPS TO BE INCLUDED IN 1975 STAT. ABSTRACT-U.S.

THE OFFICE OF PUBLIC LIAISON HAS THREE GENERAL OBJECTIVES

"YOU CAN GENERATE A NEW CLIMATE OF CONFIDENCE AND UNDERSTANDING ON NATIONAL ISSUES OF GREATEST CONCERN TO US INDIVIDUALLY AS WELL AS COLLECTIVELY." - PRESIDENT FORD, PORTLAND, OREGON, NOVEMBER 1, 1974

"IT IMPROVES THE COMMUNICATION BETWEEN NATIONAL AND LOCAL LEADERSHIP, AND IT IS MY COMPLETE AND TOTAL JUDGMENT THAT ONLY IN THIS WAY TOGETHER CAN WE GENERATE THE KIND OF MUTUAL TRUST THAT WE WILL NEED TO TURN THE ECONOMY AROUND AND START AMERICA BACK ON THE ROAD TO RECOVERY." - PRESIDENT FORD, ATLANTA, GEORGIA, FEBRUARY 3, 1975

"WHAT WE NEED IS THE STRONG SUPPORT AND UNDERSTANDING OF PEOPLE ALL OVER THE COUNTRY. AND I THINK WE HAVE TO ASK OURSELVES INDIVIDUALLY AS WELL AS COLLECTIVELY THE FOLLOWING: WILL FUTURE GENERATIONS SAY THAT WE IN THE 1970'S MET THAT CHALLENGE? WILL THEY SAY THIS WAS THE YEAR OF THE DECLINE AND THE FALL OF THE AMERICAN DREAM OR WILL THEY SAY THAT WE WERE WORTHY OF THEIR TRUST." - PRESIDENT FORD, HOLLYWOOD, FLORIDA, FEBRUARY 25, 1975

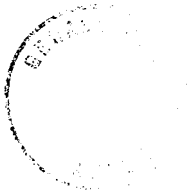
REGULAR MEETINGS

● **TUESDAY MEETINGS**

● **WEDNESDAY MEETINGS**

● **FIELD CONFERENCES**

● **ORGANIZATION MEETINGS**



REGULAR MEETINGS

WEDNESDAY MEETINGS

COORDINATOR - DON WEBSTER

FREQUENCY 81-MONTHLY

TYPES OF GROUPS REPRESENTED

YOUTH IN GOVT.	GROCERY MFRS.
HOME ECONOMISTS	INSURANCE
BUSINESS WOMEN	FOREST PRODUCTS
FOOD PROCESSORS	PENSION

NO. OF MEETINGS SINCE JAN. 1

8

AVG. NO. OF ORG. PER MEETING

20

AVG. NO. OF PEOPLE PER MEETING

20

AGENCIES/DIVISIONS REP. TO DATE

30

NO. OF GOVT. PARTICIPANTS

41

TUESDAY MEETINGS

COORDINATOR - TED MARRS

FREQUENCY WEEKLY

TYPES OF GROUPS REPRESENTED

COLLEGE	RELIGIOUS
VETERANS	WOMENS
HEALTH ORG.	VOLUNTEER
EDUCATORS	INDIAN
ETHNIC	CONSUMER
MINORITY	SERVICE CLUBS

NO. OF MEETINGS SINCE JAN. 1

20

AVG. NO. OF ORG. PER MEETING

35

AVG. NO. OF PEOPLE PER MEETING

70

AGENCIES/DIVISIONS REP. TO DATE

25

NO. OF GOVT. PARTICIPANTS

100

FIELD CONFERENCES

COORDINATOR - JEFF EVES

FREQUENCY 1 OR 2 PER MONTH

GROUPS INVOLVED

LABOR	17
BUSINESS	27
YOUTH EDUCATION	4
MINORITIES	8
LOCAL PROF. ASSOC.	13
CONSUMERS/ENV.	4

MEDIA 4

MILITARY 1

AGRICULTURE 2

WOMEN 5

CONF. SINCE JULY 26, 1974

CHICAGO	7 26 74	ATLANTA	2 3 75
NEW ORLEANS	9 23 74	S. FLORIDA	2 25 75
PORTLAND	11 1 74	SAN DIEGO	4 3 75
MINNEAPOLIS	11 26 74	NEW ENGLAND	4 18 75

NO. OF GOVT. PARTICIPANTS

CHICAGO	7	ATLANTA	10
NEW ORLEANS	5	S. FLORIDA	9
PORTLAND	8	SAN DIEGO	11
MINNEAPOLIS	7	NEW ENGLAND	7

AGENCIES/DIVISIONS REP. TO DATE

20

TOTAL ORGANIZATIONS - FIELD CONF.

85

AVG. NO. OF ORG. PER MEETING

10

AVG. NO. OF PEOPLE PER MEETING

650

ORGANIZATION BRIEFINGS/DIALOGUES

COORDINATION: VARIOUS OPL OFFICES

TYPES OF GROUPS REPRESENTED

SOFT DRINK BOTTLERS	INDIANS
HOTELS & MOTELS	NEA
OPTICAL MFRS	VETERANS
TOOL MFRS	MIAs
PRSA	SERVICE CLUBS
PROF. ENGINEERS	VOLUNTEERS
FARM CO-OP	ETHNIC GROUPS

POWER EQUIPMENT MFRS

RUBBER MFRS

ASSOCIATION EXECS

NO. OF MEETINGS SINCE JAN. 1

86

AVG. NO. OF ORG. PER MEETING

2 15

AVG. NO. OF PEOPLE PER MEETING

10 150

BUS. LABOR AVERAGE 30

HUMAN RESOURCES AVERAGE 15

AGENCIES/DIVISIONS REP. TO DATE

45

NO. OF GOVT. PARTICIPANTS

110



AD HOC MEETINGS/ACTIVITIES

- **MEETINGS OF NATIONAL SIGNIFICANCE**

- **MAILINGS**

- **SPECIAL COMMISSIONS/GROUPS**

- **PHONE CALLS**

- **POST SOTU BRIEFINGS**

- **MEDIA**

- **SPEECHES/PUBLIC APPEARANCES**

INTERVIEWS

SPECIAL PROGRAMMING

- **DAILY MEETINGS**

- **INCOMING CORRESPONDENCE**



BENEFITS OF A SUSTAINED PROGRAM

1 GOVERNMENT-PUBLIC COMMUNICATION

THE WHITE HOUSE CAN SET AN EXAMPLE AS WELL AS ASSIST OTHER FEDERAL AGENCIES IN DEVELOPING CONFERENCE PROGRAMS OF THEIR OWN TO INCREASE THOSE AGENCY'S COMMUNICATION WITH THE PUBLIC.

2 PUBLIC-PUBLIC COMMUNICATION

BY BRINGING TOGETHER DIVERSIFIED GROUPS IN A COMMUNITY FOR A FIELD CONFERENCE THE WHITE HOUSE CAN FOSTER THE KIND OF DIALOGUE AMONG THESE GROUPS THAT CAN CONTINUE LONG AFTER THE CONFERENCE IS HELD.

3 OTHER GOVERNMENTAL-PUBLIC COMMUNICATION

BY ITS EXAMPLE, THE WHITE HOUSE CAN PROMPT OTHER ELEMENTS OF THE GOVERNMENTAL STRUCTURE SUCH AS CONGRESSMEN, SENATORS OR LOCAL LEADERS TO INCREASE THEIR INVOLVEMENT AND COMMUNICATION WITH THE PUBLIC THROUGH THE UTILIZATION OF MEETINGS AND CONFERENCES OF THEIR OWN.

CONFIDENCE-COMMUNICATION-SUPPORT

WHAT ARE OUR CONCRETE OBJECTIVES ?

- **OVER A 12 MONTH PERIOD COMMUNICATE WITH EVERY MAJOR ELEMENT OF AMERICAN SOCIETY UTILIZING EVERY MAJOR DEPARTMENT AND AGENCY.**
- **GENERATE A QUALITY OF PUBLIC INPUT WHICH WILL DEVELOP BETTER POLICIES.**
- **ESTABLISH FOR THE PRESIDENT AND HIS DEPARTMENTS A "FLOATING COALITION" IN RELATIONSHIP TO HIS GOVERNMENTAL PRIORITIES AND PROGRAMS.**
- **INCREASE THE PUBLIC'S AWARENESS OF THE PRESIDENTS PROGRAMS AND HOW THE PUBLIC CAN TAKE ADVANTAGE OF ELEMENTS OF THOSE PROGRAMS THAT AFFECT THEM.**

● **OPENESS**

● **RECEPTIVITY**

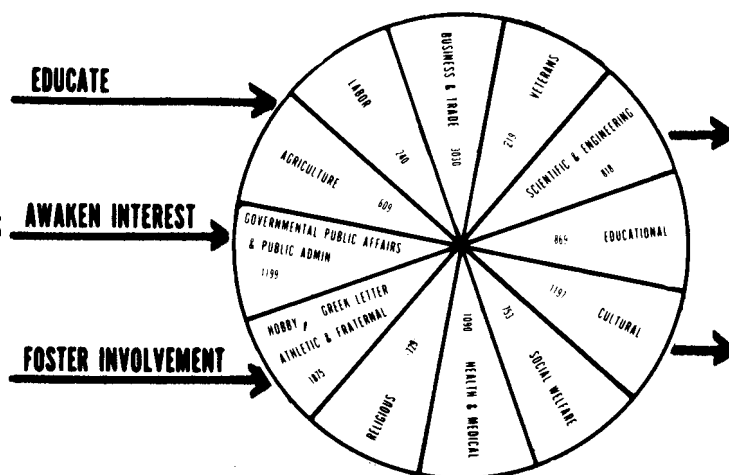
● **FOLLOW THROUGH**

GREATER CITIZEN INVOLVMENT IN GOVERNMENT: THE PROCESS

OFFICE OF PUBLIC LIAISON

• TUESDAY MEETING
 • WEDNESDAY MEETING
 • ORGANIZATION MEETING
 • FIELD CONFERENCE
 • MAJOR MESSAGE BRIEFINGS
 • MAILINGS
 • MEDIA
 • PERSONAL AND TELEPHONE CONTACT

MAJOR GROUPS



PERSONAL
 AND
 ORGANIZATIONAL
 INVOLVEMENT

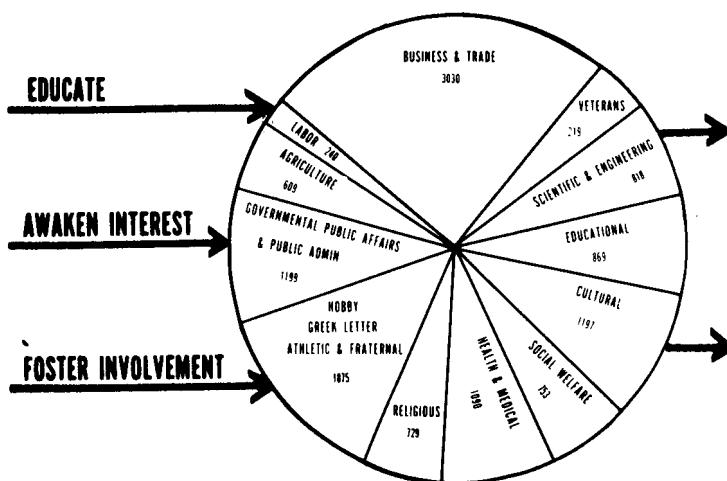
CONSTITUENCY
 COMMUNITY
 CITY, COUNTY AND STATE
 CONGRESS AND FEDERAL EXECUTIVES

GREATER CITIZEN INVOLVMENT IN GOVERNMENT: THE PROCESS

OFFICE OF PUBLIC LIAISON

•
TUESDAY MEETING
•
WEDNESDAY MEETING
•
ORGANIZATION MEETING
•
FIELD CONFERENCE
•
MAJOR MESSAGE BRIEFINGS
•
MAILINGS
•
MEDIA
•
PERSONAL
AND
TELEPHONE CONTACT
•

MAJOR GROUPS



EDUCATE

AWAKEN INTEREST

FOSTER INVOLVEMENT

PERSONAL
AND
ORGANIZATIONAL
INVOLVEMENT

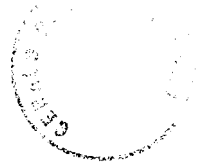
CONSTITUENCY
COMMUNITY
CITY, COUNTY
AND STATE
CONGRESS AND
FEDERAL
EXECUTIVES

Office of Public Liaison
Key Facts

ORGANIZATIONS

- Approximately 95% of the American people belong to one or more organizations and associations in the United States.
- There are at least 12,628 organizations of national scope in the United States. The breakdown is as follows:
 - 3030 - (24%) business and trade
 - 240 - (2%) labor
 - 609 - (5%) agriculture
 - 1090 - (9%) health and medical
 - 1875 - (15%) hobby, athletic, fraternal
 - 869 - (7%) educational
 - 818 - (6%) scientific and engineering
 - 729 - (6%) religious
 - 219 - (2%) veterans
 - 753 - (7%) social welfare
 - 1197 - (10%) cultural
 - 1199 - (9%) government, public affairs, public administrators

*Total exceeds 100% due to rounding
- The above listing does not include the smaller regional, state and local organizations which number in the thousands.
- The impact of the various interest organizations bears almost no relationship to the number of associations in any classification. Additionally, the above listing shows only numbers of organizations, and not numbers of members.
- There are also 1,326 major organizations of national scope in the United States that have a special social emphasis. The breakdown is as follows:
 - 295 - (22%) womens organizations
 - 250 - (19%) youth/children
 - 243 - (18%) consumer/environmental
 - 163 - (12%) Hispanic
 - 275 - (21%) other ethnic
 - 100 - (8%) minority
- Again, the impact among groups varies considerably and the above breakdown does not include the smaller regional state or local organizations.



GOALS AND OBJECTIVES

- Communicate over a 12-month period with every major element of American society at national, state, and grass roots level in every geographical area of the country.
- Utilize on a regular basis all departments and major agencies
- Generate a strong and effective public input to develop better policies
- Involve the greatest cross-section of America's leadership at national, state and grass roots level in the OPL program
- Increase public awareness of and knowledge about the President's programs
- Expose more people to the President's senior level administrators and advisors
- Encourage support of the President's policies
- Enhance confidence in the Administration and in other major institutions in America.

PUBLIC LIAISON OFFICE - FUNCTIONS

- OPL serves as a point of contact inside the White House for members of the public who elect to contact the White House. The office serves as a clearing house for communication directed to the White House from the public on every conceivable subject.
- OPL serves as a crucial link between the public and the President in the policy-making process. While not a policy making area of the White House itself, an important function of the office is to keep the President and his top advisors in the White House informed with regard to public opinion on pending decisions.
- OPL conducts an aggressive and very extensive series of meetings and briefings both in Washington and across the country to promote the liaison concept and to facilitate effective two-way communication. While working primarily with organizations the OPL identifies leaders across the country and conducts many types of programs linking the White House with the public.
- OPL in its liaison function with the public operates on a parallel with the White House office of Congressional affairs, which serves as the President's link with the Congress, the Office of the Press Secretary, which serves as the President's link with members of the media and the Domestic Council section serving as a link with governors, mayors, and state, county and city governments.



REGULAR MEETINGS

1. -- Tuesday Meetings at the White House
2. -- Wednesday Meetings at the White House
3. -- Organization Briefings
4. -- White House Field Conferences on Domestic and Economic Affairs

AD HOC MEETINGS

5. -- Meetings of immediate national significance
6. -- Special commissions and organizations
7. -- Major message briefings
8. -- Speeches and public appearances
9. -- One-on-one meetings (dailies)
10. -- Mailings
11. -- Media
12. -- Telephone calls

(Detailed Appendix follows)

Appendix

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"TUESDAY MEETINGS"

"Tuesday at the White House," coordinated by Ted Marrs, is a regularly scheduled weekly meeting to increase communication and two-way dialogue with most elements of American society.

Each week since early January, 1975 an average of 60 to 70 representatives of major organizations have met in the White House family theatre to discuss such disparate themes as bilingual education, the FY '76 DOD Budget, Ethnic concerns, Housing, Consumer Education and Medical Malpractice Insurance.

OPL arranges in these discussions participation of top government experts covering the specific area of emphasis. Many Cabinet officers, as well as the President and Vice President have participated in this program.

The Tuesday meetings are an important means of holding in-depth discussions with a cross-section of special interest groups on a specific subject and how Administration policies are effecting these groups.

<u>Frequency:</u>	Weekly
<u>Types of groups represented:</u>	College, veterans, health org., educators, ethnic, minority, religious, womens, volunteer, Indian, consumer, service clubs
<u>Number of meetings since Jan. 1, 1975:</u>	Twenty
<u>Average No. of organizations per meeting:</u>	Thirty-five
<u>Average No. of people per meeting:</u>	Seventy
<u>Agencies/Divisions represented to date:</u>	Twenty-five
<u>Number of government participants:</u>	One Hundred
<u>Approx. No. of participants since Jan. 1, 1975:</u>	1,500

SAMPLE AGENDAS
OF TUESDAY AT THE
WHITE HOUSE

TUESDAY AT THE WHITE HOUSE

March 18, 1975

AGENDA

- | | | |
|-------|---|---|
| 9:00 | - Coffee | |
| 9:15 | - Welcoming Remarks | William J. Baroody, Jr.
Assistant to the President
for Public Liaison |
| 9:30 | - Announcements &
Introduction of
Mr. Dennis Bakke | Pamela Powell
Director for Youth Affairs |
| 9:35 | - Overview of Energy
Conservation Programs
at FEA | Mr. Dennis Bakke
Deputy Assistant
Administrator for
Conservation, FEA |
| 9:50 | - Overview of Public
Education in Energy
Conservation | Mr. Andrew Sansom
Director, Office of Public
Education, Office of
Energy Conservation and
Environment |
| 10:00 | - Overview of Public
Education in Energy
Education | Mr. Edward H. Koenig
Deputy Director for
Consumer Relations and
Public Education, Federal
Energy Administration |
| 10:10 | - Questions and Answers | |
| 10:30 | - Coffee Break | |
| 10:45 | - Introduction of
Mr. Michael Raoul-Duval | Pamela Powell
Director for Youth Affairs |
| 10:46 | - The need for a
coordinated energy
education effort | Mr. Michael Raoul-Duval
Associate Director of
the Domestic Council for
Natural Resources |
| 11:15 | - Questions and Answers | |
| 11:45 | - Special White House Tour | Mr. Michael J. Farrell
Special Assistant to
the President, Director,
Visitors Office |

March 18

On March 18, 1975, "Tuesday at the White House" featured as its topic -- Energy Education. This subject was examined by fifty officials of the various departments and agencies in Washington. The outline of the Administration's position in regard to its energy program and the need for an energy education program were discussed.

AGENDA

for

TUESDAY AT THE WHITE HOUSE
April 1, 1975

1:00 - 1:15 PM	Coffee
1:15 - 1:30 PM	Welcoming Remarks and Introductions The Honorable Theodore C. Marrs Special Assistant to the President
1:30 - 1:45 PM	Overview - Medical Liability Insurance The Honorable Caspar Weinberger Secretary of HEW
1:45 - 2:30 PM	PANEL DISCUSSION The Honorable Theodore Cooper Acting Assistant Secretary (HEW) "Doctor/Patient Relationship" Dr. Henry Simmons Deputy Assistant Secretary (HEW) "PSRO" Dr. Roger O. Egeberg Special Assistant to the Secretary for Health Policy (HEW) "Factors that Bear" Mr. John B. Rhinelanders General Counsel "Case Handling" Dr. Kenneth M. Endicott Administrator Health Resources Administration "Research and Pilot Projects"
2:30 - 2:45 PM	Coffee
2:45 - 3:45 PM	PANEL RESUMES
3:45	Special White House Tour (optional)

April 1

On April 1, 1975, the "Tuesday at the White House" discussion subject was Medical Liability Insurance. Invitees included consumer groups, attorneys, insurance companies, insurance commissioners, health providers, health insurance providers, and labor organizations.

The Administration officials included Secretary Weinberger and other top HEW representatives. Some of the most important topics discussed included:

- a) Using cost of insurance, in relation to high fees paid by consumers to a doctor, to offset such costs.
- b) Legislative proposals in various states to deal with the problem.
- c) And an overall examination of the subject area to reveal those significant gaps of knowledge in the problem area.

TUESDAY AT THE WHITE HOUSE
April 15, 1975

AGENDA

1:00 PM	Coffee	Family Theatre
1:15 PM	Welcoming Remarks	Stanley S. Scott Special Assistant to the President
1:25 PM	Greetings	William J. Baroody, Jr. Assistant to the President
1:35 PM	Introduction of Speakers	Stanley S. Scott
1:40 PM	Overall Concerns and Efforts of Law Enforcement Assistance Administration	Richard W. Velde Administrator LEAA Department of Justice
2:00 PM	Questions & Answers	
2:40 PM	Coffee Break and Photographs	
2:55 PM	Panel Discussion - Urban Concerns of the '70's and LEAA	Richard W. Velde Administrator LEAA Richard D. Parsons Associate Director Domestic Council Charles Work Deputy Administrator LEAA Herbert Rice Director of Civil Rights Compliance LEAA Cornelius Cooper Regional Administrator Philadelphia Region LEAA

Summary -- April 15, 1975

LEAA - Law Enforcement Assistance Administration. - Urban concerns of the 1970's and efforts of the Law Enforcement Assistance Administration were discussed at this White House meeting. Stanley S. Scott, Special Assistant to the President chaired the three hour meeting which focused on law enforcement problems and possible solutions.

AGENDA

for

TUESDAY AT THE WHITE HOUSE

May 27, 1975

1:00 - 1:30 PM

Welcoming Remarks and Introductions
William J. Baroody Jr.
Assistant to the President

Caspar W. Weinberger
Secretary, HEW

Virginia Trotter
Assistant Secretary for Education, HEW

Harold Hodgkinson
Director, NIE

1:30 - 1:45 PM

Budget Constraints, Where America is Going
Paul O'Neill
Deputy Director, OMB

1:45 - 2:45 PM

Discussion: What can education R&D do?
What has it done and what might be reasonable expectations (what are the researchable issues?) in three broad areas:

Education for Competency, Career Education
and Productivity

Commentators: Dr. Mary Hall, Assistant
Superintendent, Oregon State
Board of Education, (Competency)

Dr. Keith Goldhammer, Dean,
School of Education, Michigan
State University, (Career
Education)

May 27 - Meeting with Service Club

The discussion subject for the May 27th, 1975 "Tuesday at the White House" was Education Research and Development. This meeting was a joint venture planned by the White House, the Department of Health, Education, and Welfare (Office of Education and the National Institute of Education) and the American Education Research Association. Invitees included eminent representatives from the field of education from all parts of the country.

The session was designed to be highly interactive among all the participants concerned. Their major categories of "researchable issues" included:

- a) Productivity, Career Education, and Education for Competency.
- b) Education of the Disadvantaged.
- c) Basic skill in Education.

"WEDNESDAY MEETINGS"

Wednesday Meetings are bi-weekly sessions attended by 20 or 30 chief executive officers of corporations within a specific industry or national presidents of other private sector groups for a discussion of issues of interest to them. These meetings, coordinated by Don Webster, are held either in the Cabinet Room or Roosevelt Room of the White House and are usually followed by luncheon in the Staff Dining Room.

A part of each meeting is devoted to remarks by the senior Administration officials involved with the area of public policy being discussed. The major portion, however, is reserved for responding to any questions or comments which the participants may want to raise. The President and the Vice President will sometimes participate for a portion of these sessions.

The Wednesday Meetings are an important part of the overall two-way communication channel with the public which the Office of Public Liaison has been working to establish. They serve as a vehicle by which we can clarify Administration policy, as well as gain input for the policy-making process.

<u>Frequency:</u>	Bi-Monthly
<u>Types of groups:</u>	Electric Utility industry, construction industry, business women, food processors, grocery mfrs., insurance, forest products, pension, youth in government, home economists.
<u>No. of meetings since Jan. 1, 1975:</u>	Nine
<u>Average no. of organizations per meeting:</u>	Twenty
<u>Average no. of people per meeting:</u>	Twenty
<u>Agencies/Divisions represented to date:</u>	Thirty-one
<u>Number of government participants:</u>	Forty-two
<u>Approx. no. of participants since Jan. 1, 1975:</u>	200

SAMPLE AGENDAS
OF WEDNESDAY AT THE
WHITE HOUSE

AGENDA

January 8, 1975
The Roosevelt Room

The Food Processing Industry
10:00 a.m. - 12:45 p.m.

10:00 a.m. - 11:00 a.m.	<u>The Economic Situation</u> L. William Seidman Albert Rees
11:00 a.m. - 12:00 noon	<u>Regulatory Aspects</u> J. Phil Campbell Alexander Schmidt Russell Train John Byington
12:00 noon - 12:30 p.m.	<u>Energy Issues</u> Duke Ligon/Frank Zarb
12:45 p.m. - 1:45 p.m.	<u>Luncheon</u> Roy Ash

Moderator: William J. Baroody, Jr.

THE FOOD PROCESSING INDUSTRY

January 8, 1975

On January 8, 1975, a "Wednesday" meeting was held with members of the food processing industry. This meeting included Chief Executive Officers of the major canning, meat packing, frozen food, and other food processing companies. Following a discussion of the economic situation with Bill Seidman and Al Rees, the meeting turned to regulatory problems, hearing from Phil Campbell, Commissioner Schmidt of FDA, Russell Train, and John Byington of the Office of Consumer Affairs. The meeting concluded with Frank Zarb discussing energy issues. Roy Ash was the luncheon speaker and discussed trends in federal spending. Follow-up was planned, through direct contact between participants and government officials, on several key issues, particularly in the environmental and food and drug areas.

AGENDA

February 21, 1975
The Roosevelt Room

Grocery Manufacturers of America, Inc.
10:00 a.m. - 12:15 p.m.

10:00 a.m. - 10:45 a.m.	Secretary of the Treasury William Simon, Assistant to the President for Economic Affairs, L. William Seidman
10:45 a.m. - 11:00 a.m.	The Vice President
11:00 a.m. - 11:45 a.m.	John Hill, Associate Director for Natural Resources, Energy and Science, Office of Management and Budget Michael Raoul-Duval, Associate Director of the Domestic Council for Natural Resources and Transportation
11:45 a.m. - 12:15 a.m.	Albert Rees, Executive Director for the Council on Wage and Price Stability
12:15 p.m. - 1:30 p.m.	Luncheon speaker: Secretary of Agriculture Earl Butz

Moderator: William J. Baroody, Jr.

GROCERY MANUFACTURERS OF AMERICA, INC.

February 21, 1975

The Grocery Manufacturers of America, Inc., met on February 21, 1975 in a "Wednesday" meeting. The group consisted of Chairmen and Presidents of 20 major grocery manufacturing firms, including such companies as Quaker Oats, General Mills, Kellogg, Lever Brothers and Kraftco Corporation. Secretary Simon and Bill Seidman discussed the economic situation, after which the Vice President briefly greeted the participants. John Hill and Mike Duval discussed the energy problem, and Al Rees covered the work of the Council on Wage and Price Stability. Secretary Butz was the luncheon speaker. The principal result of the meeting was a highly useful exchange on the energy concerns of the industry, particularly the impact of energy problems on food costs and availability.

AGENDA

March 19, 1975
The Roosevelt Room

The Insurance Industry
10:00 a.m. - 12:15 p.m.

10:00 a.m. - 10:45 a.m.

National Health Insurance
Dr. Stuart H. Altman
Deputy Assistant Secretary for
Health Planning and Analysis, HEW

Medical Malpractice Insurance
Dr. Roger O. Egeberg
Special Assistant to the Secretary
for Health Policy, HEW

10:45 a.m. - 11:15 a.m.

Workers' Compensation Insurance
Mr. Howard Bunn
Director, Office of Workers'
Compensation Programs, Labor

Mr. Alfred G. Albert
Deputy Solicitor
Labor

11:15 a.m. - 11:45 a.m.

No Fault Insurance
Mr. John Barnum
Deputy Secretary, Transportation

11:45 a.m. - 12:00 noon

Disaster Insurance
Mr. J. Robert Hunter
Acting Administrator
Federal Insurance Administration, HUD

12:30 p.m. - 1:30 p.m.

Luncheon - Conference Dining Room
Open

Moderator: William J. Baroody, Jr.

INSURANCE INDUSTRY

March 19, 1975

On March 19, 1975 executives of the insurance industry met in a "Wednesday" meeting. Participants included the leadership of:

- The National Association of Casualty and Surety Agents
- The National Association of Surety Bond Producers
- The National Association of Insurance Agents
- The National Association of Mutual Insurance Agents
- The National Association of Insurance Brokers, and
- The National Association of Life Underwriters.

Agenda items included national health insurance, with Dr. Altman of HEW; medical malpractice insurance, with Dr. Egeberg of HEW; workmen's compensation insurance, with Mr. Bunn and Mr. Albert of Labor; no-fault insurance, with John Barnum of Transportation; and disaster insurance, with J. Robert Hunter, of the Federal Insurance Administration. Paul O'Neill discussed federal spending trends at the luncheon. It is clear from comments from the participants on both sides that during the very spirited discussion a far greater understanding was developed of the problems and concerns of both the government and the private industry. Relationships were developed which were to lead to later meetings between industry representatives and the government departments on problems of mutual concern.

"ORGANIZATION BRIEFINGS/DIALOGUES"

The multi-weekly "Organization Briefings/Dialogues" are a direct result of requests by trade, business or human resource organizations to come to the White House and discuss subject areas in which these groups have a special interest.

Each session, normally held in the family theatre, Roosevelt Room, EOB auditorium, or East Room, runs from one to two hours in length. The specific topics discussed cover areas determined by the organizations in consultations with OPL staff and the Federal agencies involved.

Frequently the participating organizations also wish to make a presentation of their views to the appropriate Federal officials.

The "Organization Briefings" are OPL's most frequently held meetings and reflect the White House's attempt to be responsive to organization's perception of how Federal programs and policies are affecting their membership. The President and many Cabinet members have participated in these meetings.

Types of groups
represented:

Chamber of Commerce, American Society of Association Executives, NAM, soft drink bottlers, hotels & motels, optical mfgs., tool mfgs., PRSA, prof. engineers, farm co-op, power equipment mfrs., rubber mfrs., association execs., Indians, NEA, veterans, MIAs, service clubs, volunteers, ethnic groups

No. of meetings
since Jan. 1, 1975:

Eighty-six

Average No. of organi-
zations per meeting:

One to fifteen

Average No. of people
per meeting:

Ten to one hundred fifty

Bus./labor average:

Thirty

Human resources -
average:

Fifteen

Agencies/division
rep. to date:

Forty-five

No. of government
participants:

One hundred ten

Approx. No. partici-
pants since Jan. 1, 1975:

2,300

SAMPLE AGENDA
FOR
ORGANIZATIONAL BRIEFINGS

AGENDA

Tuesday, April 29, 1975

THE CABINET ROOM

THE WHITE HOUSE

1:00 PM WELCOME AND INTRODUCTION OF SPEAKERS

 The Honorable Theodore C. Marrs
 Special Assistant to the President

1:10 PM OFFICE OF PUBLIC LIAISON AND
 WHITE HOUSE OPERATION

 The Honorable William J. Baroody, Jr.
 Assistant to the President

1:40 PM REFUGEE SITUATION

 Ambassador L. Dean Brown
 Director
 Interagency Task Force on Vietnam
 Department of State

2:00 PM OVAL OFFICE

 (Individual Photographs)

2:15 PM CABINET ROOM

 THE PRESIDENT OF THE UNITED STATES

2:30 PM WHITE HOUSE TOUR

3:30 PM RECEPTION - WHITE HOUSE STAFF DINING ROOM

April 29 - Meeting with Service Club

The leaders of the twenty-six major Service Clubs in the United States (Lions, Kiwanis, Rotary, Civitan, Zonta, etc.) were briefed in the Cabinet Room on White House organization and operations. Additionally, Ambassador L. Dean Brown reported on the refugee situation. The accomplishments and continuing contributions of these organizations were recognized. Over three million Americans are involved in community betterment through service club activity.

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES/
CHAMBER OF COMMERCE EXECUTIVES

March 6, 1975

On March 6, 1975, 300 association executives were briefed in the East Room with a Presidential reception held afterwards in the State Dining Room. The participants were either members of the American Society of Association Executives or headed associations affiliated with the Chamber of Commerce of the United States.

The Administration's economic, energy, and productivity programs were discussed by Frank Zarb, Administrator of FEA; Gary Seevers, Member of the Council of Economic Advisers; and Terrence Jackson, Assistant to the Executive Director of the National Commission on Productivity and Work Quality.

The intent of the meeting was to give these key private sector officials a better understanding of Administration policy, particularly in the economic and energy areas. We feel this was accomplished, and the information was even more widely disseminated through heavy coverage in association publications and trade journals.

NATIONAL INDUSTRIAL COUNCIL

June 10, 1975

On June 10, 1975, 250 members of the National Industrial Council received a briefing and reception similar to the ASAE/Chamber of Commerce session. NIC, an arm of the National Association of Manufacturers, is composed of state and local manufacturing associations and individual manufacturing trade associations. Most of the persons attending were elected heads of organizations, although several staff executives also attended. Almost every state was represented, and a great majority of the participants had never attended a White House function.

Administration participants were Frank Zarb, Administrator of FEA, and Mike Duval, Associate Director of the Domestic Council, who covered the energy program; and James T. Lynn, Director of the Office of Management and Budget, who discussed the budget outlook and the economic situation. The President concluded the briefing with a short talk and then participated in a reception afterwards.

The objective was the same as that of the ASAE/Chamber of Commerce session: to give key officials a better understanding of this Administration's programs. However, the participants were state and local leaders, rather than Washington-based. Based upon the mail and the trade journal clippings that have come in so far, we feel the session was an unqualified success.

"FIELD CONFERENCES"

One of the most encompassing of the Office of Public Liaison activities are the White House Conference on Domestic and Economic Affairs. These field conferences are a continuing series of White House Conferences held in different cities across the country. They are jointly sponsored by the Office of Public Liaison and an average of 15 local, state and regional organizations that represent a cross section of society in the Conference location. Jeffrey Eves of the OPL staff has the responsibility for coordinating the White House Field Conferences. The purpose of these meetings is to focus on major national issues as they affect the country and especially the people of the Conference location, as well as facilitate genuine two-way dialogue.

At each conference representatives from business, labor, minorities, professional associations, education, ethnic groups, community organizations, consumer groups, and the media usually participate. These all-day conferences include from 6-10 officials and often conclude with a presentation by the President. As of this date President Ford has participated in six of the eight conferences. Meetings have been held in Illinois, California, Florida, Georgia, Minnesota, Louisiana, New Hampshire and Oregon. Plans are currently being considered to hold additional conferences throughout the United States. These all-day conferences have attracted as many as 900 participants with three-fourths of the day devoted to giving the Conference delegates an opportunity to hear from and ask questions of the Administration senior officials in at least five different major subject areas. The conferences which have frequently been co-sponsored by state press and media associations are totally open to the working press. An average of almost 400 members of the local press corps from across the area request credentials to cover the meetings. This does not include the 100 plus members of the national press corps that always accompany the President.

Frequency: 1 or 2 per month

Types of groups
represented to date:

Labor - 17
Business - 27
Youth/Education - 4
Minorities - 8
Local Prof. Assoc. - 13
Consumers/Env. - 4
Media - 4
Military - 1
Agriculture - 2
Women - 5

Conf. since July 26, 1974:

Chicago - 7/26/74
 New Orleans - 9/23/74
 Portland - 11/1/74
 Minneapolis - 11/26/74
 Atlanta - 2/3/75
 S. Florida - 2/25/75
 San Diego - 4/3/75
 New England - 4/18/75

No. of government
 participants:

Chicago - 7
 New Orleans - 5
 Portland - 8
 Minneapolis - 7
 Atlanta - 10
 S. Florida - 9
 San Diego - 11
 New England - 7

Agencies/Divisions
 represented to date:

Twenty

Total organizations -
 Field Conference:

Eighty-five

Average No. of organizations
 per meeting:

Ten

Average No. of people
 per meeting:

650

Approx. No. of participants
 since first Conf.
 July 26, 1974:

5,000

WHITE HOUSE CONFERENCE
on
Domestic
and
Economic Affairs

Sponsored by
WHITE HOUSE OFFICE
OF PUBLIC LIAISON

HYATT REGENCY ATLANTA
PHOENIX BALLROOM

ATLANTA, GEORGIA
FEBRUARY 3, 1975
9:30 a.m. — 5:30 p.m.



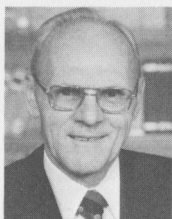
GERALD R. FORD
PRESIDENT OF THE
UNITED STATES



James T. Lynn
*Secretary of Housing
and Urban Development*



L. William Seidman
*Assistant to the President
for Economic Affairs*



Thomas S. Kleppe
*Administrator, Small
Business Administration*



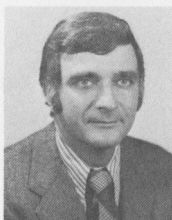
Michael Duval
*Associate Director
of the Domestic Council*



William J. Baroody
*Assistant to the President
and Director, Office of
Public Liaison*



Caspar W. Weinberger
*Secretary of Health,
Education and Welfare*



Frank G. Zarb
*Administrator, Federal
Energy Administration*



Stanley S. Scott
*Special Assistant to the
President for Minority
Affairs*



H. R. Crawford
*Assistant Secretary,
Department of Housing
and Urban Development*

PROGRAM

- 9:30 A.M. **Introductory Remarks**
Herbert H. Mabry, President, Georgia State AFL-CIO
Maynard Jackson, Mayor of the City of Atlanta
William J. Baroody
- 9:50 A.M. **The Housing Situation**
Remarks/Questions & Answers
James T. Lynn
H. R. Crawford
- 11:00 A.M. Intermission
- 11:15 A.M. **Health, Education and Welfare Issues**
Remarks/Questions & Answers
Caspar W. Weinberger
Stanley S. Scott
- 12:15 P.M. Reception (Lancaster Rooms)
- 12:45 P.M. Luncheon Banquet (Lancaster Rooms)
Master of Ceremonies Ivan Allen, III, President
Atlanta Chamber of Commerce

Invocation Dr. Martin Luther King, Sr.
Pastor, Ebenezer Baptist Church

Remarks George Busbee
Governor of the State of Georgia

Address **"The State of the Economy"**
L. William Seidman
- 2:15 P.M. Intermission (Reconvene Phoenix Ballroom)
- 2:30 P.M. **Small Business and the Economy**
Thomas S. Kleppe
- 2:40 P.M. **The State of the Economy**
Questions & Answers
L. William Seidman
Thomas S. Kleppe
- 3:30 P.M. Intermission
- 3:45 P.M. **Energy and the Environment**
Remarks/Questions & Answers
Frank Zarb
Michael Duval
- 5:00 P.M. **Address by the President of the United States**

The Atlanta White House Conference on Domestic and Economic Affairs is one in a continuing series of White House conferences held in different cities across the country. These conferences are jointly sponsored by the White House Office of Public Liaison and local, state and regional organizations representing the different sectors of economic society—business, labor, consumers, etc. The purpose of these meetings is to focus on the major issues of the day as they affect the country and the people of the conference location and to facilitate genuine two-way dialogue in a spirit of cooperation in the hope that these endeavors will help the government become more responsive to the needs of America and her citizens.

CO-SPONSORING ORGANIZATIONS

Atlanta Business League

Atlanta Chamber of Commerce

Atlanta Community Relations Commission

Atlanta Labor Council

Atlanta Urban League, Inc.

Central Atlanta Progress, Inc.

Georgia Business and Industry Association

Georgia Chamber of Commerce

Georgia Press Association

Georgia State AFL—CIO

Junior League of Atlanta, Inc.

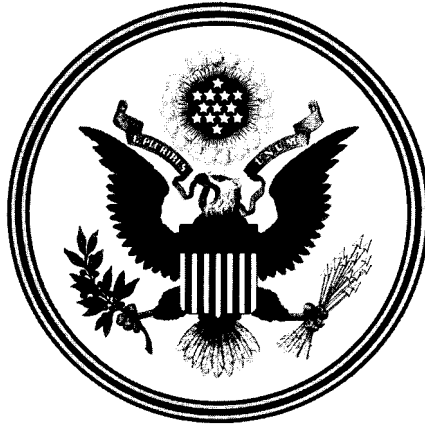
Leadership Atlanta

League of Women Voters of Georgia

National Association for the
Advancement of Colored People

Southern Christian Leadership Conference

WHITE HOUSE CONFERENCE
on
Domestic
and
Economic Affairs



EL CORTEZ HOTEL
Convention Center
International Ballroom

SAN DIEGO, CALIFORNIA
April 3, 1975
9:00 A.M. - 5:30 P.M.

Sponsored by White House Office of Public Liaison



GERALD R. FORD
*PRESIDENT OF THE
UNITED STATES*



James T. Lynn
*Director, Office of
Management and Budget*



Frank G. Zarb
*Administrator, Federal
Energy Administration*



L. William Seidman
*Assistant to the President
for Economic Affairs*



John W. Barnum
*Deputy Secretary,
Department
of Transportation*



Robert F. Ellsworth
*Assistant Secretary
Department of Defense*



William J. Baroody
*Assistant
to the President
for Public Liaison*



H. R. Crawford
*Assistant Secretary,
Department of Housing
and Urban Development*



C. Langhorne Washburn
*Assistant Secretary
of Commerce
for Tourism*



Michael Duval
*Associate Director, the
Domestic Council*



Fernando E. C. DeBaca
*Special Assistant
to the President
for Hispanic Affairs*

PROGRAM

- 9:00 A.M. **Introductory Remarks**
R. R. Richardson, Secretary-Treasurer,
San Diego-Imperial Counties Labor Council
Pete Wilson, Mayor, City of San Diego
William J. Baroody
Fernando E. C. DeBaca
- 9:30 A.M. **Transportation**
Remarks/Questions & Answers
John W. Barnum
- 10:20 A.M. **Intermission**
- 10:30 A.M. **The Housing Situation**
Remarks/Questions & Answers
H. R. Crawford
- 11:20 A.M. **Intermission**
- 11:30 A.M. **Budget and the Military**
Remarks/Questions & Answers
James T. Lynn
Robert F. Ellsworth
- 12:30 P.M. **Reception (Century Room)**
- 1:00 P.M. **Luncheon Banquet (Century Room)**
Master of Ceremonies
Lawrence W. Cox, President
San Diego Chamber of Commerce
Invocation
Dr. Robert H. Mayo, Senior Pastor,
First Presbyterian Church, San Diego
Remarks
Mervyn M. Dymally, Lieutenant Governor,
State of California
Address **"The State of the Economy"**
L. William Seidman
- 2:20 P.M. **Intermission (Reconvene International Ballroom)**
- 2:35 P.M. **The Economy and Tourism**
Remarks/Questions & Answers
C. Langhorne Washburn
- 2:45 P.M. **The State of the Economy**
Remarks/Questions & Answers
L. William Seidman
C. Langhorne Washburn
- 3:25 P.M. **Intermission**
- 3:40 P.M. **Energy and the Environment**
Remarks/Questions & Answers
Michael Duval
Frank G. Zarb
- 5:00 P.M. **Address by the President of the United States**

Program Moderator and Conference Chairman
William J. Baroody

The San Diego White House Conference on Domestic and Economic Affairs is one in a continuing series of White House conferences held in different cities across the country. These conferences are jointly sponsored by the White House Office of Public Liaison and local, state and regional organizations representing the different sectors of economic society — business, labor, consumers, etc. The purpose of these meetings is to focus on the major issues of the day as they affect the country and the people of the conference location and to facilitate genuine two-way dialogue in a spirit of cooperation in the hope that these endeavors will help the government become more responsive to the needs of America and her citizens.

CO-SPONSORING ORGANIZATIONS

American Association of Retired Persons and the
National Retired Teachers Association
Business and Professional Women's Clubs of San Diego
California Labor Federation, AFL-CIO
Chicano Federation of San Diego County
Economic Development Corporation of San Diego County
League of Women Voters of San Diego County
Merchants and Manufacturers Association
Navy League of the United States, San Diego Chapter
Rotary Club of San Diego
San Diego Chamber of Commerce
San Diego Collegiate Area Council
San Diego Convention and Visitors Bureau
San Diego-Imperial Counties Labor Council
San Diego State University
San Diego Urban League, Inc.

WHITE HOUSE CONFERENCE
on
Domestic
and
Economic Affairs



NEW HAMPSHIRE HIGHWAY HOTEL
State Ballroom

CONCORD, NEW HAMPSHIRE

April 18, 1975
9:00 A.M. - 5:00 P.M.

Sponsored by White House Office of Public Liaison



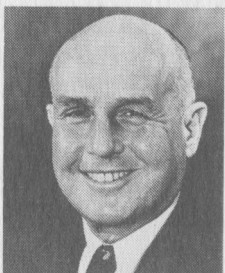
GERALD R. FORD
PRESIDENT OF THE
UNITED STATES



Caspar W. Weinberger
Secretary of Health,
Education & Welfare



William J. Baroody, Jr.
Assistant
to the President
for Public Liaison



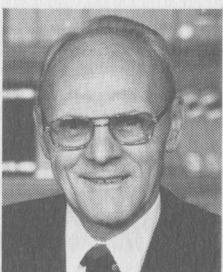
L. William Seidman
Assistant to the President
for Economic Affairs



Frank G. Zarb
Administrator, Federal
Energy Administration



Michael Raoul-Duval
Associate Director, the
Domestic Council



Thomas S. Kleppe
Administrator, Small
Business Administration

PROGRAM

9:00 A.M. **Introductory Remarks**

John A. Clements, President
Business & Industry Association of N. H.
Honorable Meldrim Thomson, Jr., Governor
State of New Hampshire
William J. Baroody, Jr.

9:30 A.M. **Health, Education, and Welfare**

Remarks/Questions & Answers
Caspar W. Weinberger

10:30 A.M. **Intermission**

10:45 A.M. **Small Business and the Economy**

Remarks/Questions & Answers
Thomas S. Kleppe

12:00 Noon **Reception** (Pierce, Patio, & Main Dining Rooms)

12:30 P.M. **Luncheon Banquets** (Pierce, Patio, & Main Dining Rooms)

1:30 P.M. **Intermission** (Reconvene State Ballroom)

1:45 P.M. **The State of the Economy**

Remarks/Questions & Answers
L. William Seidman

2:55 P.M. **Intermission**

3:10 P.M. **Energy and the Environment**

Remarks/Questions & Answers
Frank G. Zarb
Michael Duval

4:30 P.M. **Address by the President of the United States**

Program Moderator and Conference Chairman
William J. Baroody, Jr.

The Northern New England White House Conference on Domestic and Economic Affairs is one in a continuing series of White House conferences held in different cities across the country. These conferences are jointly sponsored by the White House Office of Public Liaison and local, state and regional organizations representing the different sectors of economic society — business, labor, consumers, etc. The purpose of these meetings is to focus on the major issues of the day as they affect the country and the people of the conference location and to facilitate genuine two-way dialogue in a spirit of cooperation in the hope that these endeavors will help the government become more responsive to the needs of America and her citizens.

CO-SPONSORING ORGANIZATIONS

Associated Industries of Maine

Associated Industries of Vermont

Business & Industry Association of New Hampshire

Dartmouth College, Amos Tuck School of Business

Greater Concord Chamber of Commerce

Greater Manchester Chamber of Commerce

Maine State AFL-CIO

New England Press Association

New Hampshire Home Builders Association

New Hampshire State AFL-CIO

University of New Hampshire,

Whittemore School of Business & Economics

Vermont State AFL-CIO

Meetings of
National Significance

MEETINGS OF NATIONAL SIGNIFICANCE

Because the Office of Public Liaison deals with all elements of society on a daily basis, OPL frequently calls groups into the White House to specifically meet with the President on current issues which need attention because of an impending crisis or because it is in the national interest.

Examples of these types of meetings are bringing in the utilities and coal industries to discuss the energy situation; cattlemen to discuss the killing of beef cattle, religious and volunteer organizations to discuss food shortages and Vietnamese refugees.

Generally the nature of these meetings are to elicit the assistance of these groups in implementing a solution to a developing crisis or to provide governmental support to help these groups deal with an impending problem.

COMMISSIONS AND ORGANIZATIONS

The Office of Public Liaison is involved in helping to select members, providing liaison or administering many Commissions and official organizations:

Some of these organizations are as follows:

1. President's Advisory Committee on Refugees
2. Interagency Task Force on Vietnam
3. National Alliance of Businessmen
4. ARBA
5. Clemency Board
6. Domestic Committee on Illegal Aliens
7. Citizens Action Committee
8. White House Interns
9. International Women's Year
10. Citizens Advisory Council on the Status of Women
11. Advisory Council on Women's Educational Programs
12. Consumer Advisory Council

MAJOR MESSAGE BRIEFINGS

The Office of Public Liaison conducts a major series of briefings on selected occasions relating to major Presidential initiatives. The most extensive will usually follow the President's State of the Union and Budget messages to Congress each year.

On January 16, 17, and 20 the Office of Public Liaison brought approximately 1,700 people to the White House to discuss the President's State of the Union Message with the President and his top Cabinet advisors.

The attendees talked with Administration officials such as Secretaries Morton and Simon as well as Presidential Assistant William Seidman; Frank Zarb and Eric Zausner Director and Deputy Director of FEA respectively; Sid Jones Counselor to the Secretary of Treasury; and Mike Duval Associate Director of the Domestic Council. Bill Baroody, OPL Director, moderated all the sessions.

A Schedule and listing of participants follows:

THURSDAY, JANUARY 16th

1:30PM - 3:00PM	East Room	Governors, Mayors, Etc. (Attendance: 202)
4:00PM - 5:30PM	Rm 450, EIB	Washington Corporate Reps (Approx. attendance: 200)

FRIDAY, JANUARY 17th

10:00AM - 11:30AM	Rm 450, EOB	Labor (49), Education Executives (22), Trade Association Reps not in Economic Summit Delegates (33), Misc., Associations/groups (74) (Attendance: 178)
1:30PM - 3:00PM	Rm 450, EOB	Economic Summit Delegates (health/education oriented) (Attendance: 190)

MONDAY, JANUARY 20th

10:00 AM - 11:30AM	Rm 450, EOB	Women and Youth (Attendance: 190)
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1:30 PM - 3:00 PM	Rm 450, EOB	Economic Summit Delegates (Attendance: 170)
4:00 PM - 5:30 PM	Rm 450, EOB	Washington Corporate Reps (Attendance: 200)

An additional series of meetings is being considered in the upcoming weeks to discuss the mid-year budget and energy matters.



SPEECHES AND PUBLIC APPEARANCES

It is generally recognized by the organizations who deal with the Office of Public Liaison staff that they are well informed on Administration programs and policies, and since each office is organized to represent a specific segment of American society, staff members are frequently asked to participate in making speeches, talks or public appearances across the country -- especially to the groups with whom they have regular dealings.

Since January 1, OPL staff members have participated in more than 250 speeches and public appearances.

Daily Meetings

DAILY MEETINGS

The staff of the Office of Public Liaison meets daily with representatives of the organizations and groups with whom they deal.

Many times more than one OPL office will meet with a specific Organization's representative to deal with a problem or respond to questions that cross more than one major area such as business and women, or as another example, blacks and youth. This inter-change is facilitated by the structure of OPL which allows a close working rapport between all offices in the White House that deal with the public.

Since January 1, the nine OPL offices have met with over 1,400 representatives of organized interest groups.

Mailings Correspondences

MAILINGS

In attempting to expand the communications process, the Office of Public Liaison undertakes an extensive mail program either to follow-up meetings that have been held with the general public, or to inform constituencies on areas of specific interest to them. Transcripts of the post-State of the Union briefings went to approximately 1,700 participants in those briefings recapping each session's proceedings. After each White House Field Conference, transcripts are sent to the cosponsoring organizations as well as libraries, universities and special media to reinforce the discussions that took place at those conferences.

Also, each of the constituent offices of the Office of Public Liaison embark on mailing programs of their own following-up "Tuesday," "Wednesday" and "Organization" meetings as well as sending general interest material to constituency lists maintained by each office. Emphasis is on Presidential speeches, policy statements and legislative proposals.

INCOMING CORRESPONDENCE

One of the primary means of communication to the Office of Public Liaison from the public is a large number of incoming letters.

Since January 1, OPL has received over 30,000 letters, many requiring follow-up action by the OPL staff.

Follow-up action takes many forms, including: consultation with the individual or correspondent to get further information, consultation with and referral to other OPL or White House offices, consultation with and referral to the Federal agencies and the scheduling of follow-up meetings.

MEDIA

INTERVIEWS: The nine major offices of the Office of Public Liaison are headed by staff members who are frequently asked by the media to participate in interviews, backgrounders and discussions relating to their area of expertise. Therefore, many of these staff members participate in interviews on a frequent basis. Because of their knowledge of Presidential programs and priorities, members of the OPL staff reach special interest groups through local trade journals, special interest magazines, as well as radio and television shows.

SPECIAL PROGRAMMING: Several of the offices in the Office of Public Liaison develop special programming relating to Presidential and government policies and make those programs available to specific media. This programming includes specially pre-packaged radio shows shipped to radio stations across the country, or specially written newspaper columns. In OPL, the Office of Minority Affairs, the Office of Hispanic Affairs, the Office of Consumer Affairs, the Citizens Action Committee, the Bicentennial and the Refugee Committees all have been involved in special media programming.

FIELD CONFERENCES: The White House Field Conferences accommodate as many as 500 individual media at each conference. Extensive interviews are also arranged for the 7-10 government officials participating at each meeting. Aside from broad coverage, special programming is undertaken. For example, at the San Diego Conference the local educational station covered the day's proceedings live, expanding the potential Conference audience to over 1.5 million.

TELEPHONE CALLS

Since the Office of Public Liaison is the White House main liaison with the public, all OPL offices receive numerous calls with requests for assistance, inquiries or reference each day. The Office of Public Liaison projects that it receives an average of 2,500 calls each week from representatives of specific groups with inquiries relating to problems, a need for information, or inquiries for clarification of Presidential programs or policies.