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THE WHITE HOUSE

WASHINGTON

REMARKS AND RECEPTION
THE ADVERTISING COUNCIL
THURSDAY - APRIL 24, 1975

5:10 p.m. (30 minutes)

The State Floor

From: Terry O'Donnell 700

You are scheduled to deliver remarks before 300 members of the Advertising Council in the East Room at 5:10 p.m., then host a reception for the group in the State Dining Room.

Background on the Advertising Council and its Annual Washington Conference has been prepared by Jerry Warren and is attached at TAB A.

SEQUENCE

5:05 p.m.

Depart Oval Office en route second floor of the Residence to join Mrs. Ford.

5:10 p.m.

Proceed to the East Room where you and Mrs. Ford will be announced. You will go directly to the podium on the platform along the East wall to deliver your remarks. Mrs. Ford will stand on the platform to your right.

FULL PRESS COVERAGE

NOTE:

You and Mrs. Ford will be introduced to the leadership of the Advertising Council in the Great Hall en route the East Room.

5:15 p.m.

Remarks conclude. Either you or Mrs. Ford invite the guests to proceed to the State Dining Room for refreshments (drinks and hors d'oeuvres).

NOTE:

Music will be provided in the Great Hall and Social Aides will be present.

5:40 p.m.

You and Mrs. Ford depart reception. Mrs. Ford returns to the Family Quarters; you return to the Oval Office.

RECEPTION FOR THE ADVERTISING COUNCIL

Thursday, April 24, 1975
5:00 p.m. (30 minutes)

The East Room

From: Jerry Warren

I. PURPOSE

The purpose of this reception is to welcome to the White House those members of The Advertising Council who are participating in their annual Washington Conference.

This is also an opportunity to thank them for the support they've given the government through the years by sponsoring such public service campaigns as the U.S. Savings Bonds, Prevent Forest Fires (Smokey the Bear), ACTION, Energy Conservation, Export Development, Rehabilitation of Handicapped People, etc.

II. BACKGROUND, PROGRAM AND PARTICIPANTS

A. Background

The Advertising Council has become accustomed to receiving the attention of officials of the government. In recent years, however, they have not received the treatment they were accustomed to. This year The Advertising Council is delighted to know that you are hosting a reception for them in the East Room.

You have met two of the executives of The Advertising Council before (after the Conferences on Inflation in the fall): Robert Keim, President, and Lewis Shollenberger, Vice President.

B. Program

The Advertising Council annually sponsors a Washington Conference; this is their 31st such Conference. Many members of your Administration have agreed to participate in the Conference this year.

The Vice President and Under Secretary of State Ingersoll opened the Conference at a luncheon at the State Department on Wednesday, April 23. There was also a panel discussion on the international and national aspects of the energy situation in the afternoon. Participants on this panel were: Ambassador Dent, Secretary Morton, Assistant Secretary of State Enders, and Eric Zausner representing the Federal Energy Administration. (Frank Zarb was to participate but cancelled in order to accompany you to New Orleans.)

On Wednesday evening there will be a dinner at the Statler Hilton, where Senator Humphrey will be the speaker.

On Thursday morning a panel discussion on economic and fiscal policy will be held in room 450 of the EOB. Participating on this panel will be: James Lynn, Alan Greenspan, Arthur Burns, and Sidney Jones (representing the Treasury Department while Simon is traveling).

There will be a luncheon on Thursday as well, also at the Statler, where the members of the Conference will be addressed by Representative Al Ullman.

The program concludes after the White House reception which you are hosting for them.

C. Participants

Due to the fact that there is more White House involvement this year, the enrollment for the Conference this year is considerably greater than the last few years. We have also found the higher executives of the invited corporations are attending in greater numbers than before. A list of those attending is incorporated in the program (attached).

The members of your Cabinet as well as senior staff and their deputies have been invited to the reception as well. We are expecting several to attend.

III. TALKING POINTS

You will make remarks for about five minutes and then mingle with your guests.