

The original documents are located in Box 17, folder “Photo Office” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Dave --

Just a reminder.....

Fortunately we didn't get any flack as a result of the release of the photo exclusively to AP of Mrs. Ford looking at the fashion sketches. But we could have been seriously and justifiably criticized for this favoritism.

So I just want to remind you that we should stick by our set of rules on photo releases which you and I worked out together in October. It has been highly succesaful in keeping everyone happy.

Let me have your
Ron Nessen

RN/cg

12,600

Year end pit package 700 prints (approx)
WH Staff

Private requests

President mailouts

Meetings of President

WH Correspondence Office

School albums etc.

* pit to publication probably least amount.

Going to more B&W. reduced print cost

Cut back pit collectors.

Baroody Office → publications.

Congressional requests.

Campaign pit billed to RNC. RNC → US Gov
but not credited to our budget.

Must also consider VP Support.

Approx 25 military people on T.O.

must pull other duties, schooling & training
3 civ.

@ Commercial lab doing comparable work would
have more people.

Part citizen requests account for most of
work in the lab.

Under Johnson Admin. 13 air + 25 military.

Ms. Moore
Shannon
Dean

WH 156219
TOTAL 175053

THE WHITE HOUSE

WASHINGTON

To: Ron Nessen

From: David Kennerly

Re: Photographic Office organization

The present photographic system is no system at all. It is a patchwork of duties that has grown from requests over the years from all corners. In the process, the primary duty of documenting the Presidency has been eclipsed by the growing myriad of details.

The resulting lack of direction is unwieldy administratively, inefficient, and therefore costly. And that is difficult to justify at a time when the President is asking all departments to cut their expenditures.

Therefore I feel that it is time to redefine priorities, to determine what is the proper work of the photographic office and to outline the channels which will most efficiently accomplish this work.

The daily documentation of the Presidency must be considered the most important work of the office. It must set the standard and the tone for all other work of the office. The second task of the office should be to make these pictures available to the public through release to the media. In this way, the documentation provides both historic and immediate information.

In reorganizing the Photographic Office, I believe it is mandatory that I become the head of the whole operation. It will not be necessary to have one individual as office administrator if the work of the office is properly organized and divided between the office staff members and my assistant. I will then have the final authority on any matter concerning problems within the Photographic Office.



As a spinoff from the two most important objectives of the office, we will handle individual requests for pictures. Among the most important of these requests, and obviously for the good of the President, are requests made for pictures from foreign dignitaries, Congressmen and special interest groups of which the President wishes pictures to be made. Of a more minor incidence are requests made by general staff members and individual citizens.

Right now these subordinate requests are occupying a major amount of Photographic Office time and effort. In order to cut back on this less significant function, future picture requests will have to be written and accompanied by an identifying photograph. Our files can no longer be open to everyone and therefore be forced to meet the requests of anyone. Only members of the Photographic Office staff will have access to the files, with the exception of the need to consult with someone about the identity of an individual.

Only pictures of adequate quality will be released to individuals, and these pictures will be marked for personal use. They will not be publishable or made public without the written consent of the Photographic Office. The Photographic Office staff will voluntarily supply to individuals only those few unrequested photographs that are of superior quality.

One person will be put in charge of the more important requests and by standardizing our responses to lesser requests, we can make handling these requests consume less lab and office time. We can also eliminate duplication or the possibility of certain individuals or departments overburdening this service.

The office also handles many individual requests for pictures by members of the public wishing pictures for their own use or for use in schools or displays. These requests are usually for pictures of The White House itself, the Ford family, the Presidential portrait or my pictures of the President at work. In the future, the correspondence section will handle all of these requests with a set of pictures chosen for their subject matter and quality. Persons requesting special pictures not included in this selection will be sent a letter explaining that our budget does not now permit us to fill all requests.

A lot of minor publications are coming to The White House for pictures instead of the wire services. Any publications requesting photographs of events covered by the media will be advised to go to AP or UPI, etc., for pictures. It is my feeling that they should also be referred to AP or UPI to receive previous releases.

It seems that many publications are taking advantage of our picture releases only to defray their own expenses and this should be stopped. For publications, whenever possible, we will suggest that the organization's own photographer make arrangements through the Press Office to shoot their own pictures. This will not only eliminate work for us but it will keep the office from being put in the position of competing with the media.

Because this system would eliminate many of the marginal requests and standardize many of the chores, and because the publications themselves would be providing many of the pictures now requested for release, less administrative time will have to be spent in the office on these details. With the aid of a secretary to organize matters that need action, I should be able to take care of routine administrative decisions in the office. Having one person in charge rather than two, as is now the case, should not only make the operation more economical, but it should also make the direction of the office clearer and make the structure within the office more responsible and consistent.

After such a transition is made, the operation of the lab could also be studied by me and perhaps its efficiency could be improved also.

The following staff list shows the intended division of responsibilities:

David Kennerly----Presidential Photographer, director and coordinator of the entire Photographic Office. He will approve any and all material that comes into the Photographic Office, i.e., photo requests, requests for a photographer to shoot any meetings, parties, etc., that are not a part of the President's or First Lady's schedule. He will also be responsible for keeping the office within budget limitations.

Rick Thomas-----DK's assistant photographer. He fills in for DK when he is unavailable. Thomas will always be engaged in photo activities unless otherwise advised by Kennerly.

Kathy Tindle-----Personal secretary and coordinator of the Photographic Office. She will handle all paper work coming in and out of the Photographic Office, as well as all personal and official business in Kennerly's name, i.e., personal appointments, correspondence with photo companies, etc. She will act as a liaison with Mrs. Ford's office on the East side.

Sandra Eisert----Photo Editor. She captions all of DK's film, keeps track of the overall documentation, handles all requests for publications, as well as releases initiated by the Photographic Office. She will also organize and edit DK's speeches, shows, displays and edit all photo requests including editing for photos of Mrs. Ford.

Billie Shaddix----Coordinator of the photo lab. He handles all editing of photos for foreign dignitaries, Congressional staff and special interest groups. He is also responsible for making assignments of scheduled events. As coordinator of the photo lab, he will handle all aspects.

Jack Kightlinger--He will be used in his own capacity as a photographer, and he will have the responsibility for handling photographing the new Vice President. He will be Shaddix's basic back-up and as such he will make assignments.

Bill Fitzpatrick--Utility photographer who will be handling staff requests when approved by DK. He will also help out in editing as requested by Shaddix. He will take care of any other photo requests when other photographers are unavailable.

Karl Schumacher---Mrs. Ford's photographer. He goes on any trips Mrs. Ford will make and handles all needs she may have around The White House. He will work closely with Shelia W. in the East Wing and will transfer all editing requests to Eisert.

Mary Beckman-----She will handle all routine office matters, such as channeling standard photo requests, correspondence, filling out lab orders and checking in prints as she has in years past.

THE WHITE HOUSE

WASHINGTON

MEMO FOR Tom DeCair

FROM A Lou

Is this an FYI item for me or do I need to get Ron's endorsement and put it into effect?

STRICTLY FYI -
ALTHOUGH EVERYONE
IN THE OFFICE SHOULD
UNDERSTAND THE PRO-
CEDURE RON & I HAVE
HAVE WORKED OUT. - Tom

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

To: Jerry terHorst

FROM: Ollie Atkins

RE: PHOTO REQUESTS

This office is receiving requests for photographs from all sorts of odd publications --i.e. Naomi of the Denver Post and the National Star.

Now we have a release list of the most prominent U. S. Agencies, mags and newspapers, networks and overseas syndicates. Outside of these distributions I would like to have a policy of having other odd requests come to the Press Office (maybe directed to some particular person who would have the know how and authority) and okay these requests for us to fill.

Actually, we should not be a syndicate and nearly all of these photo requests can be filled by the wires selling them the photos requested. We should not get in the business of out-doing the AP or UPI photos.

Both Dave and I suggest this procedure. If you agree, please notify us and all your staff and appoint someone in your office to handle the requests. I'll be glad to brief that person on how to diplomatically handle it.

attachment list of regular recipients

*JTH - should
be Jack Hudson
or Larry Speakes
and Jill as the
operative.
Tom*

Release list:

AP Photos
UPI Photos

Time
Newsweek
U S News

NBC
CBS
ABC
UPI tv

Washington Post
Washington Star

New York Times

USIA (via Ray Mackland)
Camera Press Illustrated (Mail)
Sigma
Gamma
AFP

Kennerly file
OA master file

five spare sets (held by OA)
one set held at lab for ref.

total number of prints 25

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

Sept. 6, 1974

TO: David Kennerly

FROM: Ollie Atkins

Ollie Atkins
RE: CAMERAS, LENSES FOR KENNERLY AND THOMAS

Your request for various items of camera equipment for yourself and Rick Thomas has been refused by Maj. Gen. Lawson.

I have personally discussed this with Gen. Lawson to no avail.

+++++

For your background: Outside of salaries paid to certain photographic employees and the support for White House photography has always been supplied by ~~Walker~~ (the Military agency supporting the President).
WHCA

The photographic effort is all budgeted. However, two years ago when the budget was drawn up it was impossible to foresee the events of last month which has made it necessary to purchase equipment for these two gentlemen.

Now both of you have drawn all the usable items formerly assigned to myself and Mr. Knudsen. Also, new equipment recently purchased to replace worn out items has been assigned to you both.

Gen. Lawson makes the point that we carry many thousands of dollars of equipment on our books. This is true but it is all carried at original purchase price whereas in reality a realistic and depreciated value, which any going business would list it, would show it a about 75 per cent less than our government shows it.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

Traditionally, ^{WNA}Walker has bought all this equipment. To seek another support for this now would badly split us. Already, Gen. Lawson has stopped buying the albums (now bought by the White House) and this is another effort to break the Walker support of the photographic department.

The whole photographic effort under President Ford has tripled in the first three weeks of operations. It is my job to put the brakes on this and this I am doing.

I do not want this department to become a government monster nor subject to criticism for any reason.

However, I do feel this equipment request is entirely reasonable and MUST BE DONE.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 18, 1974

TO: DAVID KENNERLY
FROM: OLLIE ATKINS
REGARDING: WHCA SUPPORT OF THE PHOTOGRAPHIC
OPERATION

A pattern of WHCA disengagement from the support of the White House Photographic operation appears to be developing which, if continued, will force the White House to assume support of this mission entirely.

For the five years of the Nixon Administration, this photographic operation went along smoothly -- with credit to the President and no discredit to anyone.

Why disturb this sleeping dog?

From the time of its inception, this White House photographic facility has been completely supported by the WHCA under civilian administration with the exception of certain salaries of special individuals.

How has this changed recently:

1. Purchase of the albums used has been stopped by WHCA and are now purchased by the White House.
2. Most recent requisition for camera equipment for David Kennerly and Ricardo Thomas has been refused by WHCA and will be paid for by the White House.
3. WHCA is now turning over to the White House all camera equipment (some on hand since Kennedy days). The White House will be responsible for keeping track of assignment of this equipment -- most of which is worthless. The White House will be responsible for losses and thefts.

I maintain it is time to stop right here. My spies inform me that there is no stopping this transfer of the photographic support from WHCA to the White House administration.



WHCA intends to get out of the photographic business entirely. This would be all under the White House and be very visible there.

What has been done with the three changes listed above involves less than \$20,000, yet it is a real burden to this overworked White House Photo Office. This is traditionally a laboratory function and should not be transferred into the administrative section.

I recommend we return to the WHCA total support of this photographic facility, including the camera equipment and the the few albums we use. This has been a tried and proven formula which has worked without criticism and should be continued exactly as in the past.

* * *

Albums -- Too many albums were issued during the Nixon administration. This will be cut back drastically.

Cameras, lenses, etc. -- All photographers will shortly be equipped with enough equipment to cover anything. Most of the old equipment which is carried on the records at its original cost is actually obsolete junk and should be scrapped.

Policy -- A system which has worked well for some time should not be changed. However, cuts in the photographic effort which are now unnecessary do need to be put into effect. This reduction in our output was put into effect on September 15th.

- - - -



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Tom

Sept. 6, 1974

TO: David Kennerly

FROM: Ollie Atkins

Ollie Atkins

RE: CAMERAS, LENSES FOR KENNERLY AND THOMAS

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For your background: Outside of salaries paid to certain photographic employees and the support for White House photography has always been supplied by ~~Walker~~ **WHCA** (the Military agency supporting the President).

The photographic effort is all budgeted. However, two years ago when the budget was drawn up it was impossible to foresee the events of last month which has made it necessary to purchase equipment for these two gentlemen.

Now both of you have drawn all the usable items formerly assigned to myself and Mr. Knudsen. Also, new equipment recently purchased to replace worn out items has been assigned to you both.

Gen. Lawson makes the point that we carry many thousands of dollars of equipment on our books. This is true but it is all carried at original purchase price whereas in reality a realistic and depreciated value, which any going business would list it, would show it a about 75 per cent less than our government shows it.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

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The whole photographic effort under President Ford has tripled in the first three weeks of operations. It is my job to put the brakes on this and this I am doing.

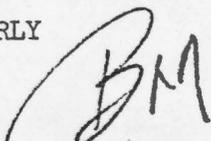
I do not want this department to become a government monster nor subject to criticism for any reason.

However, I do feel this equipment request is entirely reasonable and MUST BE DONE.

THE WHITE HOUSE

WASHINGTON

September 17, 1974

MEMORANDUM FOR: DAVID KENNERLY
FROM: BOB MOORE 
SUBJECT: WHITE HOUSE PHOTO LAB

The White House Photo Lab was established during the Eisenhower Administration to support the President of the United States in all his photographic needs. It was then part of the Army Signal Corps, but was made part of the White House Communications Agency (WHCA) when WHCA was formed in the early 1960's.

The photo operation was an all military operation up to 1965 when professional civilians were brought in to give it proper direction and a more professional status and product.

It is now, and has been since 1965, under civilian direction with WHCA having the responsibility for budgeting of the entire operation (except civilian salaries); supplying the necessary equipment and military personnel (now 25); and to assist us in the performance of our mission, which includes not only the President but the Vice President, First Family, White House Staff, Press Secretary, etc., in a timely and efficient manner.

There is a constant change over of military personnel every year when enlistments run out, which in turn requires a constant recruiting and training program. The military personnel are also used, on a constant basis, for other military duties in WHCA which have no bearing on the photographic product, e.g. guard duty, trip officers, drivers, etc.

The present organization and budgeting has worked extremely well since its inception until General Lawson started to make changes which I believe are not to the best interests of the President or in the interest of proper management for the following reasons:

1. General Lawson has recently started the process of transferring budget responsibilities of WHCA, for instance your camera equipment and



SUBJECT: White House Photo Lab

Presidential Albums, to White House accounts, and if this erosion continues will the White House end up with the entire photo operation, including the lab and have no money budgeted to cover the approximately \$400,000 operating cost per year. What does WHCA do with the money it has already budgeted through 1976?

2. The White House Photo Office is not now budgeted.

3. All WHCA budgeting is part of the Department of Defense, Defense Communications Agency; is well planned in advance and is not subject to Congressional scrutiny as would be a White House budgeted photo operation.

The White House Photo operation was subject to criticism during the Johnson Administration as a political tool and if the present budget was known to the news media it could well become an issue again.

4. It is very difficult to separate what is the Photo Office's and what is the Photo Lab's material. Photography is a very complex and interlocking process.

5. In the interest of proper budgeting and accounting procedures, the best procedure is to have all your budget in one entity.

6. The Photo Office does not have the personnel with the experience, time, and knowledge to handle the ordering of equipment, repairs, payment of bills, etc. This is all done automatically in the lab now.

7. Will the lab still be manned by military or will it be all civilian?

8. The Photo Lab must move from its present location (May 1976). Where will it be located? The entire WHCA is going to move in 1975/1976 from Georgetown to Anacostia. Construction drawings are 50% complete and budgeting accomplished. Will the White House have the funds available to construct a new Photo Lab for \$1,032,000 plus?

9. Photography is a communication media so it is logical to keep it in the organization that exists to supply communications to the President.



Page 3

SUBJECT: White House Photo Lab

SUMMARY

The White House Photo operation as it now exists has produced an excellent product since 1969 with NO criticism from any source, inside or outside the White House.

This has been done by efficient management who produced a maximum quality product at a reasonable cost with no political repercussions.

I feel it would be fool hardy to change a system that works without a proper and complete STAFF study and careful considerations of all the ramifications that would be affected by a gradual change that is existing now by personnel who are scheduled to leave the White House in the near future and will not have to live the consequences.



THE WHITE HOUSE

WASHINGTON

October 3, 1974

MEMORANDUM FOR: LIEUTENANT COLONEL ROBERT BISHOP

FROM: ROBERT MOORE

SUBJECT: Changes in the Anacostia Photo Lab

When this lab was first discussed and outlined I was assured by the previous officers in charge that certain requirements and standards would be adhered to and no changes would be made without my permission.

Chief Master Sergeant Miller has informed me that three major changes have been made in the design and construction of the proposed new photo lab without any consultation or my permission.

1. I requested a continuous poured floor for the following reasons:

a. It will lessen the chances of any spilled chemistry accidentally flooding the Electronics Branch below and ruining their very expensive equipment.

b. An asphalt tile floor requires constant waxing and maintenance. Any chemical spilled on an asphalt tile floor will mark it and cause it to deteriorate very rapidly. The tile floor in our present lab was a filthy, dirty, dust producing messy floor in only three years. Carpeting, at a cost of \$7,000, was required to cure the situation. Are we going to carpet or retille the new lab every three years? My recommendation for a poured concrete floor still stands.

2. The elimination of the freight elevator to bring supplies from the ground floor to the lab.

a. This distance is 16 feet in height. We frequently receive shipments of paper and chemicals totaling 10,000 pounds that will require labor carrying the material upstairs.



Page 2

SUBJECT: Changes in the Anacostia Photo Lab

b. If we have an opening in the second floor and use a fork lift there is a distinct danger of serious injury trying to drag material off skids onto the floor. Do we have a fork lift to work safely at that height? What happens in foul weather with this type of unloading?

c. It is impossible to off load the fork lift on the second floor because the opening is in the opposite direction. Also, there is not enough room for the fork lift to turn in any direction.

3. The old steam plant across from our building will supply all our heat. The proposed photo lab was to have its own heating system, water heaters, and air conditioning with a positive air flow from certain rooms.

a. From reports I have received, the steam plant has been known to be unreliable at best.

b. How are they going to heat the many interior rooms of the lab and produce a positive air flow?

c. There is no way a photo lab can operate without proper temperature control for its processors and chemicals if the steam plant would fail in any manner.

d. Every room in the photo lab should have its own control for proper amount of heating and air conditioning.

You can consider this memo as a protest of a change of policy and I assure you it will be brought to the attention of the proper White House Staff Personnel in due course of time, together with all other changes that might occur. I consider these changes very short sighted from a management viewpoint and will result in a down grading and inefficient photo operation long after the personnel who approved the changes have left the White House Communications Agency.

c.c. Ollie Atkins
General Adams

Bob Moore



THE WHITE HOUSE

WASHINGTON

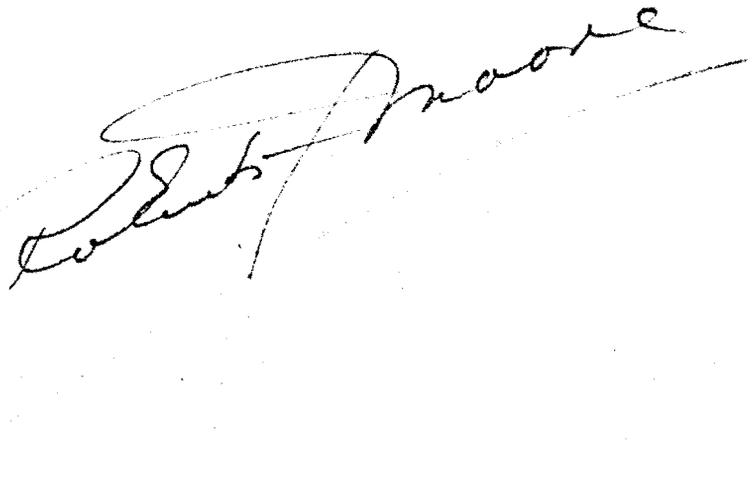
October 7, 1974

MEMORANDUM FOR: LIEUTENANT COLONEL ROBERT BISHOP
FROM: ROBERT MOORE
SUBJECT: Anacostia Photo Lab

Since we have a wide area of disagreement in the proposed construction of the White House Photo Lab and previous discussions were never documented, I am requesting a written reply to my memo of October 3, 1974.

Also, I would like to be informed, in writing, of any additional changes that might occur in the future.

c.c. Ollie Atkins

A large, handwritten signature in cursive script, reading "Robert Moore". The signature is written in dark ink and is positioned diagonally across the lower right portion of the page. It is written over a faint, horizontal line that appears to be a separator or a placeholder for a signature line.

Ollie, for your info

Lou

THE WHITE HOUSE

WASHINGTON

October 17, 1974

MEMORANDUM FOR: DAVID KENNERLY
FROM: RON NESSEN *RHN*
SUBJECT: Photo policy and procedures

The recent procedures for distributing your White House photos have caused some complaints and even some bad publicity which is not good for either you or the President. Therefore as we discussed on Air Force One, I would like you to adopt the following procedures starting right away:

1. I want you to show me or Jack Hushen all requests from publications for White House photos for a decision.
2. When we decide to give your photos to a publication, we will announce that the same photos are available to all other publications on the date that the requestor plans to publish them.
3. For the next few weeks we will keep a low profile on distributing White House photos. This goes for general distribution to everyone as well as considering special requests from individual publications.
4. Once Fred Ward has completed his photographs for the book, we will try to give other photographers a chance to shoot exclusive pictures of the President.
5. We must be extremely careful in handling special requests from any publication of Time Life Inc. to avoid any appearance of favoritism to your former employees.
6. I will respond to Stanley Tretick's letter concerning the episode of Susan Ford for People Magazine. I suggest that you be courteous in your relations to Tretick since he is extremely upset by this episode and it does no good to rub it in that he lost \$1500 and saw his idea photographed by someone else, even though I agree that it was People Magazine's suggestion that you do the photographs.

You are a marvelous photographer, Dave (and a great traveling companion) and obviously the President and the rest of us are very fond of you. I think these steps will help to remove any irritation among the press over your operation, and will improve the President's relations with the press, which, after all, is the aim of all of us.

Thanks for your cooperation on this.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 17, 1974

TO: PHOTO OFFICE STAFF

FROM: OLLIE ATKINS

Lou
Ron : FYI
Gentlemen:



I feel this is part of my responsibility, sitting here looking at the contacts and prints from day to day so that we don't get lax about the quality that is coming out of this office.

Everybody on the staff is getting this memo whether he is a shooter or not and it is not aimed at any particular individual, but it is an effort to jack everybody up so that he will be more alert to keep our quality up.

So, my advice is to read it with a grain of salt, but if you think the shoe fits, take heed. I do this not from the spirit of being an ogre, but in the interests of our quality so that it is second to none.

* * * * *

Basically these are our quality problems:

One -- we are still overshooting badly. On the simple return of Mrs. Ford from the hospital, at the time she debarked from the helicopter our staff shot 12 rolls of film. This is approximately 360 pictures by three photographers on what was at maximum a 10-picture situation. I have looked over the contents of this take and I found just one picture in the lot. All the rest was the worst kind of snapshooting that even my mother could have done. On three weekends in the last couple of months, we have had a volume of 40 rolls made by this staff which adds up to about 1200 exposures. Now I think it is clear that this is gross overshooting and I will let it go at that.

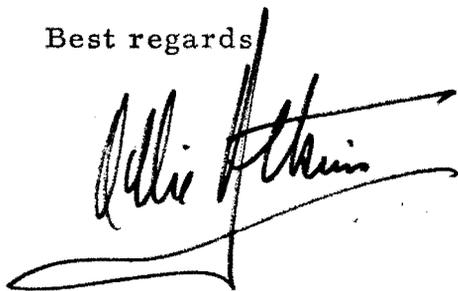
Two -- Technically exposures are bad. We are getting a lot that is over and a lot more that is under and a goodly number of exposures which are out of focus and/or have movement.

Three -- The picture content is not good. Frankly, I feel this is a direct result of overshooting. The human eyeball must determine when to click that shutter and I find all kinds of pictures where the President's eyes are closed, or where he is looking down and they appear closed. Also a lot of good shots otherwise where the gestures in the picture are bad. Also, the use of the extreme wide angle lens is very much overdone and a lot of the people on the edges of the frame are eggheads.

Four -- Now, Tri-X black and white shot at 800 has a lot of latitude. The wire services use it very successfully at 400 asa. We have standardized it at 800 asa and I just can't understand why the ASA has to be moved up to 1600 except in extreme and unusual emergencies. In fact, we have had rolls down at the lab with some frames at 800 and some at 1600 on the same roll. Now, this just isn't professional.

Five -- Lastly, we are not properly doing our mission here in taking care of the Presidential requests and the basic reason for this is that we are just not getting any kind of caption material. If you gentlemen worked for a wire service, this would be intolerable. Even on a magazine the picture isn't worth a hoot if we don't know who is in it. It is the photographers' responsibility to provide some sort of caption with his film. So I ask you to make a greater effort to bag and ID your film as you shoot it and while I am at it, to put any special instructions on the bag so that when the photographer is out of town this office can identify and intelligently forward the pictures to the parties expecting them.

Best regards

A handwritten signature in cursive script, appearing to read "Edlie Atkin". The signature is written in black ink and is positioned below the typed text "Best regards". The signature is somewhat stylized and includes a long horizontal stroke at the end.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 25, 1974

Low
FYI
OA

MEMORANDUM

The attached sheets indicate the personnel assigned to the entire photographic operation for the White House.

Please note that there are 25 military personnel assigned to the laboratory. Never are all 25 working there at the same time. They are out on TDY for the White House Communications Agency, on guard duty, driving cars, polishing doorknobs, or on the road in connection with advancing Presidential visits various places. On top of that, all get 30 days a year leave, go to training schools, etc. So, although we have this substantial number of people assigned to us, they are never all there at the same time.

This is not true of the civilians. The civilians work much more like regular White House Staff and there have been times when they have had no leave -- sick or annual -- for months and years at a time.

* * * *

In connection with the civilians on the DIA payroll, I would like to say that our relations with DIA have been most satisfactory and it is my understanding that they feel likewise.

Ollie Atkins

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 25, 1974

MEMORANDUM

The following photo personnel are on the DIA payroll:

Robert Moore
John Shannon
Billie Shaddix
* Karl Schumacher
* Sandra Eisert
Donald Dean
* William Fitz-Patrick

(*These people are detailed to the Photo Office)

The following photo personnel are on the White House payroll:

David Kennerly
Ricardo Thomas
Ollie Atkins
Mary Beckman

The following photographer is on the Veterans' Administration payroll:

Jack Kightlinger

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 25, 1974

SUBJECT: Job descriptions for the civilians working for
the White House Photographic Office

OLLIE ATKINS -- Director of Photography, overall supervision of the entire photographic effort for the White House.

DAVID KENNERLY -- Personal Photographer to the President, responsible for the photographic coverage of Presidential activities.

ROBERT MOORE -- Supervisor of the White House Photographic Laboratory within the administrative jurisdiction of the White House Communications Agency.

JOHN SHANNON -- Assistant Director of the laboratory facilities, and technical supervisor of the facility.

BILLIE SHADDIX -- Laboratory foreman in charge of equipment, maintenance, production schedules, and training of personnel. (Temporarily assigned at times to the White House Photo Office as assignment editor.)

KARL SCHUMACHER -- Photographer assigned to Mrs. Ford, the distaff side of the White House, the Curator's Office, and general purpose photographer.

JACK KIGHTLINGER -- General photographer who will be assigned to handle Vice Presidential activities as soon as we have a Vice President. He also does photo research, filing in the editing office and research when necessary.

DONALD DEAN -- Chief laboratory technician.

SANDRA EISERT -- Photo editor and researcher.

WILLIAM FITZ-PATRICK -- Utility photographer.

RICARDO THOMAS -- Back-up photographer for Mr. Kennerly.

MARY BECKMAN -- Secretary to Mr. Atkins who also keeps the card file of photo opportunities for research purposes, opens and distributes all incoming mail, is officially responsible for dispatching all photographs to the various parties concerned, and does practically anything else required in the office.

THE WHITE HOUSE

WASHINGTON

October 25, 1974

MEMORANDUM FOR: OLLIE ATKINS

FROM: BOB MOORE

SUBJECT: Photo Lab Personnel

The following military personnel are assigned to the Photographic Laboratory, White House Communications Agency:

Wilcoxon, Jerry L.	TSGT/E-6
Wanamaker, John D.	SP5/E-5
Overbey, Robert W.	MSGT/E-7
Kent, Paul W.	SSGT/E-5
Gibson, Debra K.	SP5/E-5
Moon, Barry W.	SP5/E-5
Poswiatowski, Lois A.	SP5/E-5
Sommerville, Thomas L.	SP5/E-5
Iannone, Anthony R.	SGT/E-4
Crews, Lloyd C. Jr.	TSGT/E-6
Dray, Billy L.	TSGT/E-6
Ainsworth, Mark L.	PHAN/E-3
Robinson, Ray	PHAN/E-3
Miller, Clyde H.	CMSGT/E-9
Smith, Douglas D.	SSGT/E-6
Giles, Stephen H.	A1C/E-3
Stansfield, Rebecca B.	A1C/E-3
Perry, Jay W.	TSGT/E-6
Hartmann, Robert H.	PH2/E-5
Kauffman, Larry L.	SSGT/E-6
Pope, Julie A.	A1C/E-3
Robison, George T.	SSGT/E-5
Rowader, Jon A.	A1C/E-3
Siudym, Robert	PH1/E-6
Prante, Roger L.	SGT/E-4

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 25, 1974

TO: LOU THOMPSON
FROM: OLLIE ATKINS

Lou,

To add to your file of material, this is a reminder of my recommendation that Kennerly be removed completely from the picture release business, that this be entirely turned over to me and I will have everything approved by the proper personnel in the Press Office.

The basic problem that we have with Mr. Kennerly, and maybe a few other people around the White House, is that there are too many cooks involved in picture releasing and in picture-arranging. This must all be funnelled through the Press Office, and on the distaff side material should be funnelled through Helen Smith's office. The Photographic Department should be making no arrangements for press photography.

Best regards.

Ollie

P.S. I have just been advised that Mr. Kennerly is not going to have his own private office so I am thinking that I will make an adjustment here so he will have a desk in this office, and his secretary will be in this office.

This can be affected by my moving Miss Eisert to the EOB where our master files are kept.

Frankly, this will work no hardship on anybody except I am going to have Kennerly underfoot and I guess that is a hardship.

Best.

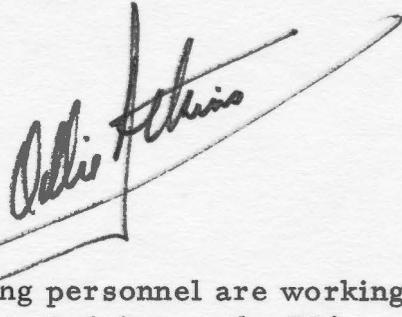
[Handwritten signature]

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 25, 1974

TO: LOU THOMPSON
FROM: OLLIE ATKINS



As per your memo this morning, the following personnel are working either here in the Photo Office or in our Photo Lab but on the DIA payroll:

Robert Moore
John Shannon
Billie Shaddix
* Karl Schumacher
* Sandra Eisert
Donald Dean
* William Fitz-Patrick

* These people are detailed to the Photo Office. Schumacher is assigned to Mrs. Ford, all social events at the White House and the Curator's Office. Mr. Fitz-Patrick is a utility photographer. Miss Eisert is a photo editor.

With the changeover to the Ford Administration, two personnel in the Photo Office are no longer with us. Mr. Andrew J. May on the DIA payroll has been retired. Mr. Robert Knudsen on the White House payroll has been discharged.

To support David Kennerly we have hired Miss Eisert as an editor. We have hired Mr. Thomas as a back-up photographer for Kennerly. We are hiring a secretary for him and we are acquiring office space for Mr. Kennerly. In effect, we are employing three people to back up Kennerly. However, inasmuch as two slots were open, this is increasing our staff only by Kennerly himself and his secretary.

* * *

For background information, when I came here following the Johnson Administration, the laboratory had 13 personnel on the DIA payroll. It



is my understanding that just prior to our taking over there were others who were eliminated just before we took charge. Presently we have 7 on the DIA payroll.

The arrangement we have with DIA is most satisfactory. We have no intention of expanding this operation and I recommend wholeheartedly that it be maintained in its present condition.

Best regards.

A handwritten signature in black ink, appearing to read "Dellie".

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 8, 1974

TO: PHOTO OFFICE STAFF

From this point on, there will be no personal correspondence, payment of bills, placing of personal telephone calls or anything else of a personal nature handled through our office secretary, Mary Beckman.

This is all over and above the duties she is expected to do and she has a heavy workload as it is, and I am putting a stop to it right now. So please don't embarrass her by asking her to do these personal favors.

Ollie Atkins
Director of Photography

cc: Lou Thompson ✓

THE WHITE HOUSE

WASHINGTON

December 24, 1974

MEMORANDUM FOR: JERRY JONES
FROM: LOU THOMPSON *LT*
SUBJECT: White House Photo Office

Dick Cheney and I have discussed the situation in the White House photo office in which four of the office staff who work solely in the photo office are on payrolls from other agencies -- three from Defense Intelligence Agency (DIA) and one from the Veterans Administration (VA).

It was Dick's inclination that we should bring these four people on to the press office staff and pay them out of the White House personnel budget. It is recommended that this be done in recognition of the fact that these people have always been part of the photo office and are not working for the agency which is paying them.

The personnel involved are:

Sandra Eisert, Editor-Researcher, \$20,677 (DIA)
Karl Shumaker, First Lady's Photographer, 23,270 (DIA)
Jack Kitelinger, Vice-President's Photographer, \$23,270 (DIA)
William Fitzpatrick, Photographer, \$12,841, (VA)

TOTAL SALARIES: \$80,058

The August 1 strength for the Press Office was 56 personnel, not including the above four persons. The January 1 strength, not including these four would be 45 -- a staff reduction of 20%. If these persons are added to the Press Office manning strength, we would still have accomplished a reduction of 13% from the August 1 strength which is above the 10% objective for the White House staff reduction.

If these four persons are added to the White House Press Office staff, I request that the press office personnel budget be increased to \$80,058, to compensate for this addition.

Part of the issue in bringing photo office personnel on the White House payroll is the question of what to do with the photo lab. The photo lab is funded under the WHCA budget. Since the lab performs functions for CIA and DIA in addition to the White House, it is not, in a strict sense of the word, the White House photo lab. The lab is largely staffed by the military personnel -- usually about 25 persons -- who are detailed from their respective military services for on-the-job training where they can gain experience with the laboratory equipment. Additionally the photo lab is being moved from its location in Georgetown to Anacostia Naval Base.

I have been given a rough estimate of the budget for the photo lab. The figure given me as the rough estimate is \$600,000 a year. I have worked with Dave Kennerly to set up policies and procedures to cut back on the number of photographs, particularly those done for the White House staff which go beyond the requirement to document, by photo, the activities of the President, the First Lady, and the Vice President. This should cause a significant reduction from the 30,000 prints which are produced by the lab for the White House monthly.

Since this lab performs functions for other agencies as well as the White House and since the photo lab will be housed on a naval base in the area, I strongly recommend that we stop calling it the "White House Photo Lab". Moreover, I recommend that we not attempt to bring the photo lab budget including personnel costs into the White House budget.

6848
547

8236
659

DK 16,000
RT 12,151
7,824
35,975
77,997
113,968

THE WHITE HOUSE
WASHINGTON
December 24, 1974

K 16900
1352
18252

12790
1023
13813

68,360
7,395
8,894
77,997

MEMORANDUM FOR: JERRY JONES
FROM: LOU THOMPSON *LT*
SUBJECT: White House Photo Office

Dick Cheney and I have discussed the situation in the White House photo office in which four of the office staff who work solely in the photo office are on payrolls from other agencies -- three from Defense Intelligence Agency (DIA) and one from the Veterans Administration (VA).

It was Dick's inclination that we should bring these four people on to the press office staff and pay them out of the White House personnel budget. It is recommended that this be done in recognition of the fact that these people have always been part of the photo office and are not working for the agency which is paying them.

The personnel involved are:

Sandra Eisert, Editor-Researcher, \$20,677 (DIA) ¹¹¹⁶⁵
Karl Shumaker, First Lady's Photographer, 23,270 (DIA) ^{10338 + 827 = 11165}
Jack Kitelinger, Vice-President's Photographer, \$23,270 (DIA) ^{11635 + 930 = 12565}
William Fitzpatrick, Photographer, \$12,841, (VA) ^{6420 + 573 = 6993}

TOTAL SALARIES: \$80,058

The August 1 strength for the Press Office was 56 personnel, not including the above four persons. The January 1 strength, not including these four would be 45 -- a staff reduction of 20%. If these persons are added to the Press Office manning strength, we would still have accomplished a reduction of 13% from the August 1 strength which is above the 10% objective for the White House staff reduction.

If these four persons are added to the White House Press Office staff, I request that the press office personnel budget be increased to \$80,058, to compensate for this addition.

Part of the issue in bringing photo office personnel on the White House payroll is the question of what to do with the photo lab. The photo lab is funded under the WHCA budget. Since the lab performs functions for CIA and DIA in addition to the White House, it is not, in a strict sense of the word, the White House photo lab. The lab is largely staffed by the military personnel -- usually about 25 persons -- who are detailed from their respective military services for on-the-job training where they can gain experience with the laboratory equipment. Additionally the photo lab is being moved from its location in Georgetown to Anacostia Naval Base.

I have been given a rough estimate of the budget for the photo lab. The figure given me as the rough estimate is \$600,000 a year. I have worked with Dave Kennerly to set up policies and procedures to cut back on the number of photographs, particularly those done for the White House staff which go beyond the requirement to document, by photo, the activities of the President, the First Lady, and the Vice President. This should cause a significant reduction from the 30,000 prints which are produced by the lab for the White House monthly.

Since this lab performs functions for other agencies as well as the White House and since the photo lab will be housed on a naval base in the area, I strongly recommend that we stop calling it the "White House Photo Lab". Moreover, I recommend that we not attempt to bring the photo lab budget including personnel costs into the White House budget.

DISPOSITION FORM

For use of this form, see AR 340-13; the proponent agency is The Adjutant General's Office.

REFERENCE OR OFFICE SYMBOL DCAU-A2	SUBJECT Monthly Report of Photographic Obligations
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TO CO, DCAU FROM Budget Office DATE 3 January 1975 CMT 1

The following are Photographic Expenditures by Element of Expense for the month of: *December*

<u>ELEMENT OF EXPENSE</u>	<u>CURRENT MONTH OBLIGATIONS</u>	<u>CUMULATIVE OBLIGATIONS</u>
a. Operations & Maintenance:		
<u>0500 TRAVEL</u>		-0-
0512 - 10100 P/D TDY to School	-0-	
0532 - 10900 T/R TDY to School	-0-	
<u>0700 RENTALS</u>		3,073.25
0709 - 10100 Rentals	-0-	
<u>1200 SERVICES</u>		10,209.36
1211 - 10100 GSA	-0-	
1213 - 10100 GSA	-0-	
1289 - 10400 School Tuition	-0-	
1289 - 10800 Form 44's & 1155's	643.59	
<u>1500 SUPPLIES</u>		82,328.08
1523 - 92116 Form 44's & 1155's	6,534.76	
1549 - 10100 Imprest Fund		
<u>1600 EQUIPMENT</u>		21,959.72
1639 - 92326 Form 44's & 1155's	-0-	
TOTAL O & M OBLIGATIONS:		117,570.41
b. Procurement:		
1600 - 9*327 Form 1155's & Contracts	-0-	7,531.02
TOTAL O & M and PROCUREMENT		\$125,101.43

DISPOSITION FORM

For use of this form, see AR 340-15; the proponent agency is The Adjutant General's Office.

REFERENCE OR OFFICE SYMBOL

SUBJECT

DCAU-A2

Monthly Report of Photographic Obligations

TO CO, DCAU

FROM Budget Office

DATE 4 December 1974CMT 1

The following are Photographic Expenditures by Element of Expense for the month of: November 1974

<u>ELEMENT OF EXPENSE</u>	<u>CURRENT MONTH OBLIGATIONS</u>	<u>CUMULATIVE OBLIGATIONS</u>
a. Operations & Maintenance:		
<u>0500 TRAVEL</u>		-0-
0512 - 10100 P/D TDY to School	-0-	
0532 - 10900 T/R TDY to School	-0-	
<u>0700 RENTALS</u>		3,073.25
0709 - 10100 Rentals	-0-	
<u>1200 SERVICES</u>		9,565.77
1211 - 10100 GSA	-0-	
1213 - 10100 GSA	-0-	
1289 - 10400 School Tuition	-0-	
1289 - 10800 Form 44's & 1155's	3,827.70	
<u>1500 SUPPLIES</u>		75,793.32
1523 - 92116 Form 44's & 1155's	5,445.63	
1549 - 10100 Imprest Fund	66.20	
<u>1600 EQUIPMENT</u>		21,959.72
1639 - 92326 Form 44's & 1155's	411.70	
		110,392.06
TOTAL O & M OBLIGATIONS:		
	-0-	7,531.02
b. Procurement:		
1600 - 9*327 Form 1155's & Contracts		
		117,923.08
TOTAL O & M and PROCUREMENT		

for R. J. McKeel
VICTOR L. LESHER
MAJ, USAF
Budget Officer

DISPOSITION FORM

For use of this form, see AR 340-15; the proponent agency is The Adjutant General's Office.

REFERENCE OR OFFICE SYMBOL

SUBJECT

DCAU-A2

Monthly Report of Photographic Obligations

TO CO, DCAU

FROM Budget Office

DATE 8 November 1974 CMT 1

The following are Photographic Expenditures by Element of Expense for the month of: October

<u>ELEMENT OF EXPENSE</u>	<u>CURRENT MONTH OBLIGATIONS</u>	<u>CUMULATIVE OBLIGATIONS</u>
a. Operations & Maintenance:		
<u>0500 TRAVEL</u>		-0-
0512 - 10100 P/D TDY to School	-0-	
0532 - 10900 T/R TDY to School	-0-	
<u>0700 RENTALS</u>		3,073.25
0709 - 10100 Rentals	-0-	
<u>1200 SERVICES</u>		5,738.07
1211 - 10100 GSA	-0-	
1213 - 10100 GSA	-0-	
1289 - 10400 School Tuition	-0-	
1289 - 10800 Form 44's & 1155's	3,147.57	
<u>1500 SUPPLIES</u>		70,281.49
1523 - 92116 Form 44's & 1155's	13,065.12	
1549 - 10100 Imprest Fund	9.50	
<u>1600 EQUIPMENT</u>		21,548.02
1639 - 92326 Form 44's & 1155's	15,321.16	
TOTAL O & M OBLIGATIONS:		100,640.83
b. Procurement:	7,531.02	7,531.02
1600 - 9*327 Form 1155's & Contracts		
TOTAL O & M and PROCUREMENT	<i>\$4431.02</i> PROCURE <i>-1900.00</i> CONVERSION KIT FOR G-2	108,171.85

DA FORM 2496
1 FEB 62

REPLACES DD FORM 25, EXISTING SUPPLIES OF WHICH WILL BE ISSUED AND USED UNTIL 1 FEB 63 UNLESS SOONER EXHAUSTED.

DISPOSITION FORM

For use of this form, see AR 340-15; the proponent agency is The Adjutant General's Office.

REFERENCE OR OFFICE SYMBOL	SUBJECT
DCAU-A2	Monthly Report of Photographic Obligations

TO CO, DCAU FROM Budget Office DATE 3 October 1974 CMT 1

The following are Photographic Expenditures by Element of Expense for the month of: September, 1974.

<u>ELEMENT OF EXPENSE</u>	<u>CURRENT MONTH OBLIGATIONS</u>	<u>CUMULATIVE OBLIGATIONS</u>
a. Operations & Maintenance:		
<u>0500 TRAVEL</u>		-0-
0512 - 10100 P/D TDY to School	-0-	
0532 - 10900 T/R TDY to School	-0-	
<u>0700 RENTALS</u>		3,073.25
0709 - 10100 Rentals	-0-	
<u>1200 SERVICES</u>		2,590.50
1211 - 10100 GSA	-0-	
1213 - 10100 GSA	-0-	
1289 - 10400 School Tuition	-0-	
1289 - 10800 Form 44's & 1155's	2,088.70	
<u>1500 SUPPLIES</u>		57,206.87
1523 - 92116 Form 44's & 1155's	17,676.99	
1549 - 10100 Imprest Fund	110.38	
<u>1600 EQUIPMENT</u>		6,226.86
1639 - 92326 Form 44's & 1155's	-0-	
TOTAL O & M OBLIGATIONS:		69,097.48
b. Procurement:		
1600 - 9*327 Form 1155's & Contracts	-0-	
TOTAL O & M and PROCUREMENT		69,097.48

Victor L. Lesler
for VICTOR L. LESLER
MAJ, USAF
Budget Officer

DISPOSITION FORM

File

For use of this form, see AR 340-15; the proponent agency is The Adjutant General's Office.

REFERENCE OR OFFICE SYMBOL

SUBJECT

DCAU-A2

Monthly Report of Photographic Obligations

B

TO CO, DCAU

FROM Budget Office

DATE

CMT 1

The following are Photographic Expenditures by Element of Expense for the month of: August, 1974

<u>ELEMENT OF EXPENSE</u>	<u>CURRENT MONTH OBLIGATIONS</u>	<u>CUMULATIVE OBLIGATIONS</u>
a. Operations & Maintenance:		
<u>0500 TRAVEL</u>		-0-
0512 - 10100 P/D TDY to School	-0-	
0532 - 10900 T/R TDY to School	-0-	
<u>0700 RENTALS</u>		3,073.25
0709 - 10100 Rentals	-0-	
<u>1200 SERVICES</u>		501.80
1211 - 10100 GSA	-0-	
1213 - 10100 GSA	-0-	
1289 - 10400 School Tuition	-0-	
1289 - 10800 Form 44's & 1155's	-0-	
<u>1500 SUPPLIES</u>		39,419.50
1523 - 92116 Form 44's & 1155's	6,848.72	
1549 - 10100 Imprest Fund	214.01	
<u>1600 EQUIPMENT</u>		6,226.86
1639 - 92326 Form 44's & 1155's	6,226.86	
TOTAL O & M OBLIGATIONS:		49,221.41
b. Procurement:		
1600 - 9*327 Form 1155's & Contracts	-0-	-0-
TOTAL O & M and PROCUREMENT		<u>49,221.41</u>

[Signature]
VICTOR L. LESHER
MAJ, USAF
Budget Officer

DISPOSITION FORM

For use of this form, see AR 340-15; the proponent agency is The Adjutant General's Office.

REFERENCE OR OFFICE SYMBOL DCAU-A2	SUBJECT Monthly Report of Photographic Obligations
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To CO, DCAU FROM Budget Office DATE 5 Aug 1974 CMT 1

The following are Photographic Expenditures by Element of Expense for the month of: July 1974

<u>ELEMENT OF EXPENSE</u>	<u>CURRENT MONTH OBLIGATIONS</u>	<u>CUMULATIVE OBLIGATIONS</u>
a. Operations & Maintenance:		
<u>0500 TRAVEL</u>		
0512 - 10100 P/D TDY to School	-0-	-0-
0532 - 10900 T/R TDY to School	<u>-0-</u>	
<u>0700 RENTALS</u>		
0709 - 10100 Rentals	<u>3,073.25</u>	3,073.25
<u>1200 SERVICES</u>		
1211 - 10100 GSA	-0-	501.80
1213 - 10100 GSA	-0-	
1289 - 10400 School Tuition	-0-	
1289 - 10800 Form 44's & 1155's	<u>501.80</u>	
<u>1500 SUPPLIES</u>		
1523 - 92116 Form 44's & 1155's	32,354.52	32,356.77
1549 - 10100 Imprest Fund	<u>2.25</u>	
<u>1600 EQUIPMENT</u>		
1639 - 92326 Form 44's & 1155's	<u>-0-</u>	-0-
TOTAL O & M OBLIGATIONS:		35,931.82
b. Procurement:		
1600 - 9*327 Form 1155's & Contracts	<u>-0-</u>	-0-
TOTAL O & M and PROCUREMENT		\$35,931.82

for R. J. McPeak, SSG, USA
VICTOR L. LESHER
MAJ, USAF
Budget Officer

White House
Washington

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3 WHD005 WAD093(1332)(1-019755A021)PD 01/21/75 1330

4
5 TLX UPI NYK 1975 JAN 21 PM 1 45

6 ZCZC002 NEW YORK NY JAN 21

7
8 PMS URGENT PRESS MR RON NESSEN

9 PRESIDENTIAL PRESS SECRETARY THE WHITE HOUSE

10
11 WASHINGTON DC

12 STRONGLY PROTEST DECISION TO RESTRICT MOTORIZED STILL CAMERAS AT
13 PRESIDENTIAL PRESS CONFERENCE TODAY. THIS DECISION STRONGLY INFRINGES
14 ON NEWSPAPERS RIGHT TO USE PROPER TOOLS FOR COVERAGE OF THE PRESIDENT.

15 F W LYON VICE PRESIDENT AND GENERAL MANAGER UNITED PRESS INTERNATIONAL
16
17 NEWSPICIURES NEW YORK TLX 126243

18
19 NNNN
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United Press International

GENERAL OFFICES
NEWS BUILDING, 220 EAST 42ND STREET
NEW YORK, N.Y. 10017

F. W. LYON

VICE PRESIDENT FOR NEWSPICTURES

January 15, 1975

Mr. Ron Nessen
Press Secretary to the President
The White House
Washington, D.C.

Dear Ron:

That's a great picture on pages six and seven of Life's "The Year in Pictures" which just hit the newsstands.

I'm sure you've seen it.

By the official White House photographer, it shows comedian Bob Hope, TV executive Hugh Davis, and the President at Mrs. Ford's bedside after she underwent surgery for breast cancer.

The caption for the photo refers to the President thusly: "He manages somehow to share his feelings -- about his own family, for example..."

Well, maybe so. In this case, however, the President managed to share his feelings through a great news photo only with the purchasers of this Life special edition.

But the readers of more than 800 daily newspapers which subscribe to the UPI Telephoto service; the readers of an equivalent number of newspapers which subscribe to the Associated Press photo service; the readers of Newsweek and U.S. News & World Report and other non-Time, Inc., publications, were deprived of this intimate glimpse.

I've written you before on this subject, and I have yet to receive a satisfactory answer. I'm particularly upset about this photo because on the day that Mr. Hope visited Mrs. Ford, we specifically made a request of the White House for a photo showing their meeting. We were told no photos were allowed. Our photographer, Nick Pergola, at the hospital when Mr. Hope visited, specifically asked to be allowed to make a picture and was turned down. Darryl Heikes, on our Washington news photo desk that evening (October 5, 1974), phoned the White House press office, spoke to Bill Roberts, and specifically

Mr. Ron Nessen

-2-

January 15, 1975

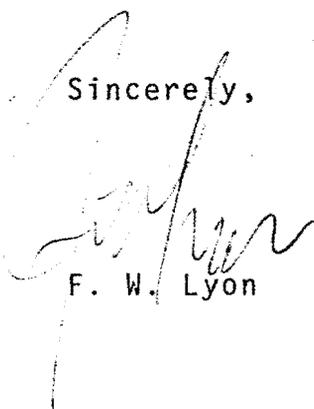
asked if the White House photographer had made any pictures of the Hope visit. Heikes was told that no photos had been made by anyone.

A photo of this type, had' it been released at the time it was made, while Mrs. Ford was still in the hospital, would have been front-paged in many newspapers around the country.

To hold the picture deliberately and to release it to Life some two months after the fact, when its spot news value is virtually nil, is flagrant favoritism. Many of the best and most newsworthy photos produced by the White House photographer appear exclusively only in Time, Inc., publications. Certainly we have seen nothing distributed by the Associated Press, nor in Newsweek, nor U.S. News & World Report which were as good as this one, or the several others I previously brought to your attention.

I'm not going to buy any more "luck of the draw" explanations. I intend to take UPI's case directly to the editors and publishers of those daily newspapers we serve in the United States.

Sincerely,



F. W. Lyon

FWL:ms

12

PKS

United Press International

GENERAL OFFICES
NEWS BUILDING, 220 EAST 42ND STREET
NEW YORK, N.Y. 10017

F. W. LYON

VICE PRESIDENT FOR NEWSPICTURES

November 21, 1974

Mr. Ron Nessen
Press Secretary to the President
The White House
Washington, D.C.

Dear Ron:

Thank you for your assurances.

I hope some of that "luck of the draw" comes our way
pretty soon.

I think we're overdue!

Cordially,



Bill Lyon

FWL:ms

RECEIVED
NOV 20 1974
CENTRAL FILE

November 16, 1974

AR 16

Dear Bill:

Thanks for your letter concerning the election night photos.

November 14, 1974

I am afraid I must disagree with you on why some of the photographers got pictures of the President watching the election returns in the Roosevelt Room and other photographers got pictures of the President watching them in the Oval Office.

There was no plot to give the news magazines better pictures. A short period of time was allotted by the President for photos. During that time the President strolled from the Roosevelt Room into his office. It just as easily could have been UPI and AP who got the office pictures. It was a coincidence that he was in his office when the turn of the news magazines came.

Believe me, Bill, we are making a major effort and I devote a major share of my time to being sure that the photo policy at the White House is fair and equitable and I hope you will give us a chance to prove that it is.

I am sorry about election night but that was strictly the luck of the draw.

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. F.W. Lyon
Vice President for Newspictures
United Press International
News Building
220 East 42nd Street
New York, New York 10017

RN/DP

2

RECEIVED

NOV 18 1974

CENTRAL FILES

#132

United Press International

GENERAL OFFICES
NEWS BUILDING, 220 EAST 42ND STREET
NEW YORK, N.Y. 10017

F. W. LYON

VICE PRESIDENT FOR NEWSPICTURES

November 14, 1974

Mr. Ron Nessen
Press Secretary to the President
The White House
Washington, D.C.

Dear Ron:

I was delighted to get the assurances contained in your October 30th letter about new procedures to ensure fair and equitable treatment of all news photographers regularly covering White House activities.

But, my friend, we have been shafted again, and I've got to ask that you take another look at what's going on.

The evidence to support my statement is attached. The two news magazines, Time and Newsweek, were able to print pictures of the President watching election returns on TV sets in the Oval Office. The photos which the magazines got were far superior to those which AP, UPI, and the Washington Post were able to obtain -- but not because our photographers were inferior or missed an opportunity provided to them.

UPI, AP, and the Washington Post were accorded a brief shooting opportunity of the President and aides in the Roosevelt Room at the White House. The situation was such that the television sets were a considerable distance from the President, were spread widely around the room, and there were various aides cluttering up the picture. See Exhibit "A," attached, a photo we did not use, for obvious reasons, but which shows the opportunity afforded our photographer. The picture we used is Exhibit "B," also attached, which is obviously far inferior in content and interest to the photos displayed by Time and Newsweek.

The reason we don't have a good photo, Ron, is that photographers representing the two news magazines were given a later opportunity in a better shooting situation, after the President moved back to the Oval Office. Since the official White House photographer escorted both groups into the different areas for the shooting sessions, and since his background and training are such that we must expect that he could recognize one situation as being far superior to the other, I'm afraid I must question his motives anew. I assure you that no one in UPI will ever complain if we are at a competitive disadvantage because one of our photographers failed to do his job properly or to take

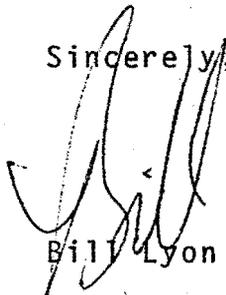
Mr. Ron Nessen

-2-

November 14, 1974

advantage of an opportunity accorded. But that's not what happened in this case, and I urgently request that you review the situation again and take whatever steps are necessary to ensure that the 1400 daily newspapers and television stations who rely upon the United Press International for photographic coverage of the Ford Administration are not shortchanged again.

Sincerely,

A handwritten signature in cursive script, appearing to read "Billy Lyon".

Billy Lyon

FWL:ms

BW

GENERAL
PR5

October 30, 1974

W LYON

Dear Bill:

October 22, 1974

Thank you for your letter concerning some recent problems with releasing White House photos. I have already sent Jim Southerland a letter on this subject. Frankly, we simply goofed up in the distribution of the Ford anniversary toast pictures.

I have taken firm steps to assure that such a goof-up never occurs again, and also to assure that the distribution of White House photos and permission to take exclusive White House photos are carried out in a fair and equitable manner in the future.

Frankly I must confess that we have had some problems with the White House photo operation recently. But I believe the steps I have taken have corrected these problems and that you will see a marked change that will please you and other news organizations.

Your proposal to alternate night-time processing between the AP and UPI labs is a good one, and I will certainly look into this.

Thank you for your interest in improving our photo operation, and I would be happy to hear from you in the future if you have other suggestions.

Sincerely,

Ron Nessen
Press Secretary to the President

Mr. F. W. Lyon
Vice President for Newspictures
United Press International
220 East 42nd Street
New York, New York 10017

RECEIVED
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CENTRAL FILES

RN/cg

217-682-0438

United Press International

GENERAL OFFICES
NEWS BUILDING, 220 EAST 42ND STREET
NEW YORK, N.Y. 10017

F. W. LYON
VICE PRESIDENT FOR NEWSPICTURES

October 22, 1974

Mr. Ron Nessen
Press Secretary to the President
The White House
Washington, D.C.

Dear Ron:

In a letter dated October 21st and addressed to Mr. James Southerland, of our Washington newspictures bureau, you express your concern over an incident recently when UPI was not called on the pooling of a photo of President Ford and Mrs. Ford on their anniversary. You asked in that letter for suggestions as to how your office could function more effectively in relationship to UPI and other agencies.

We have watched with some dismay the development of what now appears to be a trend in the release of photos produced by the official White House photographer. A couple of weeks ago, People magazine printed an exclusive layout of photographs on the President's daughter -- photos made by the official White House photographer, but not released generally to the wire services or other news magazines or newspapers. The current issue of a Life magazine special contains a double truck on a historic photo of President Ford and advisors together on the day on which the details of the President's pardon of Mr. Nixon were arranged. This photo also was not released to UPI or AP or to any other newspaper or news magazine, insofar as we have been able to determine.

UPI wishes to emphatically protest what appears to be a developing trend on the part of the White House photographer in the release of exclusive photographs to magazines published by the organization for which he worked immediately prior to joining the President's staff. If photographs are to be released at all, they should be released to all interested agencies.

Still another disturbing trend has developed. In the evenings and on weekends when the official White House darkroom staff is not on duty, it has been the practice that any pooled photographs produced by the White House photographer are processed at the Washington offices of the Associated Press. This has the effect of giving the AP an advance look at the material to be released, and also allows for the kind of "mistake" which produced what, in effect, was an AP exclusive on the President and Mrs. Ford's anniversary photo.

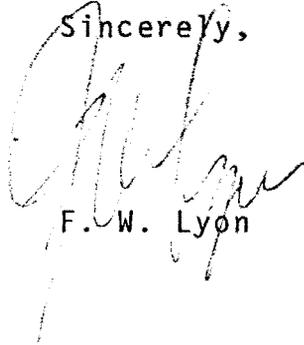
October 22, 1974

UPI would like to respectfully request that evening and weekend processing of official White House film be done either on a recall basis at the White House darkrooms, or alternated between the Associated Press and the United Press International darkrooms.

I've been told by my people in Washington that one reason given for the White House photographer's preference of the AP darkroom is that the AP does processing of film by hand, while UPI uses an automatic machine processor.

This is simply to state that we will provide hand processing in whatever chemistry the White House photographer specifies. I would appreciate an early consideration of the above points. If you think it's necessary, I'll be happy to come to Washington and meet with you personally to go into further detail.

Sincerely,



F. W. Lyon

FWL:ms

THE WHITE HOUSE

WASHINGTON

January 22, 1975

Dear Bill:

I was disturbed to receive your latest letter complaining about the White House photo policy. Dave Kennerly and I have taken a number of steps to improve our policies and we have received praise for them from most news organizations.

First, let me deal with your specific complaint concerning the photo published in the LIFE special edition. At the time Mrs. Ford was in the Bethesda Naval Hospital for surgery last September, we put out a total of seven pictures by Dave Kennerly, all of them excellent. Most, if not all, of them were given wide play. These seven pictures were considered to be by far the best Dave took during Mrs. Ford's hospitalization. Unfortunately, because it was a very trying and sensitive time for the First Family, we were not able to accommodate the request from you and other news organizations to allow your own photographer to take pictures in the hospital.

The photo of Mrs. Ford and the President with Bob Hope was considered at the time to be of far less interest and quality than the seven photos we did release. When the special edition of LIFE requested the Bob Hope photo for its own reasons, we issued it to the UPI and other news organizations on our distribution list in keeping with our new photo policy.

Let me assure you, as I have in my previous letters, that our photo policy is designed to be scrupulously fair to the UPI and all other news organizations. I think we have been fair and the comments we have received from others support this.

Also, let me assure you, as I have done previously, that there is absolutely no favoritism shown to TIME, INC., or any of its publications. To the contrary, because of Dave Kennerly's previous association with TIME, INC., we have bent over backwards to avoid even the appearance of favoritism.

Because we seem unable to resolve our differing views of the White House photo operation by mail, may I suggest that you and other interested UPI officials come in for a visit so we can talk over this problem in person. Your colleagues from the Associated Press recently came in and we both found it very productive to a better relationship.

I am puzzled by your indication that you "intend to take UPI's case directly to the editors and publishers of those daily newspapers we serve in the United States." This strikes me as an extreme overreaction to what I believe is a simple misunderstanding by you of our fair and equitable photo policy. Because your suggestion does seem so out of line with what I consider to be a misunderstanding, I am taking the liberty of sending a copy of this letter to UPI's President, Roderick Beaton.

On a related matter, I have received your telegram registering a strong protest against what you called restrictions on motorized still cameras at yesterday's Presidential Press Conference. Again, I feel this is a misunderstanding on your part. Motorized still cameras were admitted to the Presidential Press Conference, the only "restriction" being that they be used toward the rear of the room where their loud noise would not distract the President or other members of the Press who needed to hear the President's answers. Dave Kennerly, working with photographers from the AP and several newspapers and magazines, worked out this arrangement which was satisfactory to everyone except the UPI.

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. F. W. Lyon
Vice President for Newspictures
United Press International
News Building
220 East 42nd Street
New York, New York 10017

cc: Mr. Roderick Beaton
President, United Press International

THE WHITE HOUSE

WASHINGTON

February 5, 1975

MEMORANDUM FOR: LOU THOMPSON
FROM: DAVID C. HOOPES 
SUBJECT: White House Photographic
Office and Laboratory

Please take another look at the memorandum attached and revise it, or portions thereof, to reflect several alternatives for funding the function.

These options should probably include:

- _____ Option 1: Continue present funding through DOD.
- _____ Option 2: Fund through the General Services Administration because most of the photographs are taken for historical reasons to record the Presidency.
- _____ Option 3: Bill for photographs requested for other than historical purposes. i. e., except those held for Ford Library use, RNC would be billed for photographs distributed for "political" or "public relations" purposes, and general public charged for photographs requested.
- _____ Option 4: Others you might think of.

You should probably discuss the advantages and disadvantages of each funding option. For example, Option 3 might create a massive billing and collection nightmare. What other categories of photograph requests would need to be filled, and would there be any that would not fit into the (a) GSA/Archives (appropriated funds), (b) RNC (political), and (c) public billing categories. Also, the staffing of the laboratory should be discussed in terms of keeping the Navy personnel there performing the functions they perform, so the costs might just be the material costs, not including the personnel costs. The memorandum should be from you to JHJ.

Thank you.

THE WHITE HOUSE

WASHINGTON

January 6, 1975

MEMORANDUM FOR:

RICHARD CHENEY

THROUGH:

JERRY JONES

FROM:

LOUIS THOMPSON 

SUBJECT:

WHITE HOUSE PHOTO OFFICE
AND LAB

The White House Photo Office and Laboratory are dedicated to the daily documentation of the Presidency, the Vice-Presidency, the First Lady's activities and to the dissemination of these photos to the news media, the public, the Congress, the White House staff and to the official historians.

HISTORY

The White House photo operation under the Truman and Kennedy Administrations was solely supported by the Army Signal Corps and the photographers, including the President's personal photographers, were military personnel. In 1963 under President Johnson the photo operation was made part of the White House Communications Agency (WHCA) as the latter was formed. In 1965, the photo office was placed under civilian direction with WHCA having the responsibility for budgeting the entire operation (except for certain civilian salaries) and for supplying the equipment and military personnel to operate the lab. That arrangement has stayed basically the same since 1965 except that President Johnson had a large staff of 13 civilians and about 25 military personnel operating the photo lab whereas that number was reduced to four civilians under President Nixon and remains there under President Ford. It might be noted that the only public criticism to date leveled against the photo office was during the Johnson Administration when the former President was accused of using it as a "political tool." The operation at that time was turning out a massive number of photos for public dissemination.

PERSONNEL

The White House Photo Office is staffed with eight persons, six of whom are professional staff members and two secretaries.

They are:

DAVID KENNERLY - Personal Photographer to the President and head of the Photo Office.

RICARDO THOMAS - Photo Assistant, back-up photographer to Dave Kennerly.

KARL SHUMAKER - Photo Assistant, dedicated to covering the First Lady.

JACK KITELINGER - Photo Assistant, back-up photographer to Dave Kennerly.

WILLIAM FITZPATRICK - Photo Assistant, a general assignment photographer.

SANDRA EISERT - Photo Assistant who is responsible for photo editing.

MARY BECKMAN - Photo Office Secretary.

KATHY TINDLE - Secretary to David Kennerly.

The only current White House funding for the Photo Office is for salaries of photographers David Kennerly and Ricardo Thomas and for secretaries Mary Beckman and Kathy Tindle. You have recently approved the transfer of photo assistants Sandra Eisert, Karl Shumaker and William Fitzpatrick from the DIA payroll to the White House payroll. This leaves Jack Kitelinger, a photo assistant, the only member of the Photo Office on detail from another agency (VA). This action will result in an annual personnel budget increase of \$80,058 for the White House Press Office.

The Photo Lab is operated by four civilians and 25 military personnel. The four civilians are on the DIA payroll. The 25 military personnel who work in the lab are assigned to WHCA and are, of course, paid by their respective Services. The civilians are:

ROBERT MOORE - Supervisor of the White House Photo Lab who works within the administrative jurisdiction of WHCA.

JOHN SHANNON - Assistant Director of the lab and technical supervisor of the facility.

BILLIE SHADDIX - Lab foreman in charge of equipment, maintenance, production schedules, personnel training and temporarily assigned at times to the Photo Office as an assignment editor.

DONALD DEAN - Chief lab technician.

The military personnel who work in the lab are assigned usually for three year tours and have received basic training in photography at their respective service schools. However, due to the highly modern equipment used in the lab for a high volume operation, these personnel must be virtually trained on the job. It is estimated that for the average person, it takes a year or more to get him up to a high state of proficiency and professionalism. Once they are trained and complete their tours, many leave the Service and are highly sought after by Kodak etc. because of their experience and training on the most modern equipment available.

Since the lab technicians are in the military, they must perform other duties in WHCA such as trip officers and drivers. They also attend unit training and pull guard duty with their parent military units. Obviously, we are not getting full use of all 25 persons each day, and one might conclude that the job could be done more efficiently with a lesser number of civilian technicians whose time can be devoted fully to the lab. While that is perhaps true, we must remember that the salaries of the military personnel are not part of the WHCA budget since they are part of the Service budgets and these persons can be and usually are worked overtime without monetary compensation. Civilians would, of course, have to be paid for overtime.

Of the 25 military personnel assigned to the lab, roughly 20 are on duty each day. If the lab were to be fully "civilianized," the budget increase due to salaries alone would be approximately \$280,000 (based on 20 civilians X \$14,000 average annual salary for technicians of similar skills as those currently assigned to the lab). This figure represents a conservative estimate for base salary and does not include overtime and monetary benefits.

BUDGET

The FY 1975 budget estimate for the Photo Office is \$113,968 for salaries since this is the only item budgeted for the Photo Office. This is, of course, part of the White House Press Office budget. The FY 1975 budget estimate for the Photo Lab is \$444,900. Additionally, carried as part of the Lab budget is \$116,400 for new lab equipment when the lab is moved from its present Georgetown location to Anacostia Naval Base. That brings the total budget estimate to \$611,300. That move will occur in early 1976 and is part of the effort to move all of the WHCA support facilities to Anacostia. The estimated cost for the construction of the new Photo Lab at Anacostia is \$1,032,000, which is part of the Navy military construction appropriation.

We are currently spending considerably less than the 1975 budget estimate. Actual expenditures for the first half of FY '75 are \$125,101.43. If that trend were to continue, actual expenditures for FY '75 would be approximately \$250,200. This would, however, run ahead of actual expenditures for FY '74. The following table provides actual expenditures for the last five fiscal years, the total prints for each year and production cost per print: (The basic reason for the reduction in production cost from FY 74 to FY 75 is the greater use of black and white photos rather than color.)

	<u>Actual</u> <u>Expenditures</u>	<u>Total</u> <u>Prints</u>	<u>Cost</u> <u>Per Print</u>
FISCAL 1975 (1/2)	125,101.43	111,551	\$1.12
FISCAL 1974	190,350.58	123,955	\$1.54
FISCAL 1973	343,467.41	180,014	\$1.96
FISCAL 1972	307,271.54	245,664	\$1.25
FISCAL 1971	140,320.39	178,248	\$.79

At TAB A is a line item breakout of the FY 75 budget.

OUTPUT

The average monthly production run of 18,600 prints is distributed upon request to private citizens through the White House Correspondence Office, to persons who meet with the President, to members of Congress and the White House staff, to foreign dignitaries, to public and private schools throughout the country for school albums etc, to Bill Baroody's office for distribution and to the news media. Of the categories of recipients just mentioned, the Press receive the fewest number of photos. The requests from private citizens account for the

largest number of prints. Of course, a considerable number of photos are produced for documentary purposes and are retained in the historical files.

The following table shows the number of prints produced monthly thus far during FY 75. The reduction noted in December is largely attributed to tighter management procedures such as restricting the number of prints going to White House staff members on request and not honoring most the the requests that come from picture collectors.

<u>1974</u>	<u>B/W Prints</u>	<u>Color Prints</u>	<u>Total Prints</u>	<u>Total Rolls Film</u>
JUL	2,060	11,682	13,742	335
AUG	7,435	25,073	32,508	629
SEP	6,145	12,033	18,178	827
OCT	9,661	8,239	17,900	707
NOV	8,891	11,197	20,088	614
DEC	<u>3,922</u>	<u>5,213</u>	<u>9,135</u>	<u>533</u>
	38,114	73,437	111,551	3,645

At TAB B is a monthly production report breaking down the number of prints by type and whether they are done for the White House, WHCA or for training. The White House receives 89% of the total production.

ISSUES

The basic issue is whether to maintain the present method of managing and budgeting the White House Photo Laboratory as part of the White House communications Agency or to civilianize the lab and bring it under the auspices of the White House per se. This change would involve accepting an annual budget increase of approximately \$500,000 plus the rental of lab facilities at some new location or paying \$1,032,000 for the construction costs of the new lab at Anacostia. (The lease on the Georgetown facilities expire in May 1976 and cannot be renewed). Additionally, the White House would have to accept the responsibility for budgeting the entire operation, purchasing new equipment to replace outdated equipment items and spending an additional \$280,000 annually to pay the salaries of the 20 civilians who would be required to replace the 25 military personnel who presently operate the lab and \$94,000 for the four civilians who are presently paid by DIA. This brings the total obligation to at least \$874,000 not including rental costs of lab facilities or the construction costs of a new lab at Anacostia.

If this option were selected with the idea making a major reduction in the lab output, the consequence of that would be having to deny large numbers of requests from private citizens who desire pictures of the Presidents and First Lady's activities. It is assumed that this is still considered a vital public information function.

Another issue is whether the Photo Office could work with fewer photographers. It is considered essential on trips that David Kennerly operate with a back-up photographer to ensure proper documentation of the President. If the First Lady travels also, a photographer must be dedicated to cover her activities. This leaves one general assignment photographer back here to handle staff requirements plus one dedicated to the Vice-President. This requires a total of five photographers which is what we currently have on the staff.

If we were to decide to cut one photographer and have, for example, the Vice President's photographer double on general assignment duties when the rest are on a trip with the President, we are leaving no allowance for absences due to sickness, or leaves. It may be desirable, however, to assign the photographer dedicated to covering the Vice President to the Vice President's staff. If this were done, that person would still have to operate under the management of David Kennerly to avoid conflicts in lab priorities.

We should also keep in mind that we should not cut ourselves too short on photographers with a campaign coming up. If the past Presidential campaigns are any indication, the photographic requirements on the Photo Office and the lab are considerably greater during the campaign year.

Finally, we should not lose sight of the fact that the present method of managing the budgeting of the Photo Lab is not under criticism by the Congress or the Press. Moreover, the product of the Photo Office and lab is considered by professional photographers and editors to be the best in the business, truly worthy of the quality expected for the President of the United States.

The American people expect their President to be properly supported in the execution of his duties. The military has traditionally provided some of that support with little or no criticism of that role. There must obviously be prudent limits on the extent and nature of Presidential support by the military

but unless there are strong and valid arguments to discontinue aspects of that support, we should not do so merely on the assumption that it is desirable to reduce the military support. Parenthetically, I have already demonstrated that the Photo Office supports the President and White House Staff in total. The President benefits from those photos disseminated to the public, Congress, foreign dignitaries and the Press. Moreover, one cannot validly argue that the military supports the Press through the White House Photo Office because the Press receives the fewest number of photos of all categories of recipients and with rare exceptions, what the Press receives is selected from that which is shot for documentary purposes. Needless to say, the President benefits from the photos released to the media or there would be little point in providing them.

Lastly, we provide all photos only on request by the user. Therefore, we are not subject to charges of using photos for propaganda purposes. We must adhere to that policy scrupulously or we could be open to criticism, particularly during an election year.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

*Photo Office
file*

February 28, 1975

TO: LOU THOMPSON

FROM: DAVID KENNERLY 

The following is a list of the major recipients of our White House photographs during the past month:

First Family -- photographs specifically requested by members of the First Family -- 339.

Agencies Outside the WH -- various Governmental agencies -- State, Labor, etc. -- which have specific requirements for White House coverage not available to them elsewhere -- 416.

Albums -- photographic albums prepared for Heads of State, the President, Secretary Kissinger, etc. -- 242.

Citizen letter requests -- 455.

Curator's Office -- 114.

First Lady's Office -- 502.

Mildred Leonard's Office -- 5x7 color prints mounted on cards for signature; "With Best Wishes", and additional requirements personally taken care of for the President by Miss Leonard -- 2, 108.

Military Office -- 93.

Photographic Office -- This includes all photographic contact prints for the office books and Presidential Papers; and prints attendant to the requirements of the Photographic Office -- 3, 781.

Press Office -- 753.

Secret Service -- 52.

Stan Scott -- 451.

Usher's Office -- 22.

White House Fellows -- 97.

White House Staff (senior) -- 1041. (see attached breakdown)

White House Staff (junior) -- 1,412.

Vice President's Office (general) -- 1,201.

Frank Pagnotta (Vice President's Office) -- 300.

Major requests from Senior WH Staff:

Rumsfeld -- 94

Friedersdorf -- 874

Ash -- 33

Buchen 7 prints, 20 contacts

Cole -- 4

Lukash --18

Cheney -- 18

Hartmann -- 26

O'Donnell -- 4