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October 24, 1974

G. F.
FE 14-1MEETING WITH NEWSPAPER EDITORS AND
FREEDOM OF INFORMATION COMMITTEEFriday, October 25, 1974
12:00 Noon (10 minutes)
The Cabinet Room

From: Ron Nessen

I. PURPOSE

To greet officers of the American Newspaper Editors Association (ANPA) and the American Society of Newspaper Editors (ASNE) and members of ASNE's Freedom of Information Committee.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

- A. Background: The groups are meeting in Washington this week and expressed a desire to meet with the President. In requesting the meeting -- before the veto of the Freedom of Information Act amendments -- the groups expressed enthusiasm for the openness of your Administration.
- B. Participants: Bob Hartmann, Ron Nessen, Jerry Warren, Geoff Shepard and editors at Tab A.
- C. Press Plan: Meeting to be announced. White House photographer. Hartmann, Nessen, Warren and Shepard to remain in meeting with editors after President's greeting and remarks.

III. TALKING POINTS

- 1. I'm pleased to have an opportunity to meet with this prestigious group of newspaper editors today.



2. I'm sure you know that I've always considered newsmen my friends -- and I still do.
3. I know you are concerned about my veto of the Freedom of Information Act Amendments, but as I said in my veto message, I support the aims of the legislation and hope the Congress sees the wisdom of adopting the three amendments I am proposing. In fact, I have just sent the specific language of those amendments to the Hill today and I'll see that you get copies of my suggested change.
4. To Stanford Smith and Len Small I would like to express my special appreciation and pleasure at their efforts in ANPA's appeal to newspapers to print our WIN coupon. To all of you and your colleagues I would like to express my thanks for printing our WIN coupon, which has drawn more than 120,000 responses so far with more coming in every day. (Total responses are 133,500 including lists of 10 suggestions and other letters.)

LIST OF THOSE COMING FOR THE NOON APPOINTMENT WITH
THE PRESIDENT ON FRIDAY, OCTOBER 25

AMERICAN SOCIETY OF NEWSPAPER EDITORS (This is an organization
of about 800 editors representing all the principal daily newspapers of
the country)

Howard H. Hays, President, ASNE - The Press Enterprise, Riverside, Calif.

Warren Phillips, V. Pres., ASNE - Pres., The Wall Street Journal

Eugene Patterson, Treas., ASNE - St. Petersburg, Florida newspapers

George Chaplin, Secy., ASNE - Honolulu Advertiser, Honolulu, Hawaii

Gene Giancarlo, Exec. Secy., ASNE - not with a newspaper

MEMBERS OF FREEDOM OF INFORMATION COMMITTEE, ASNE
(This committee concerns itself with problems of legislation and judicial
problems related to free access of information)

Robert M. White - Mexico, Missouri paper

Harold Martin - Montgomery, Alabama paper

John R. Finnegan - St. Paul, Minn. Pioneer Press

William H. Hornby - the Denver Post

Howard C. Cleavinger - Spokane Spokesman Review, Spokane, Wash.

Quinton E. Beauge - Williamsport Sun, Williamsport, Pa.

Robert G. Fichenberg - Knickerbocker News, Albany, N. Y.

R. M. Seaton - Coffeerville Journal, Coffeerville, Kansas

Charles Rowe - Fredericksburg, Virginia paper

Len H. Small - Kankakee Journal, Kankakee, Illinois

Richard M. Schmidt - Washington, D. C. - Attorney for FOI Committee

Clayton Kirkpatrick, Editor - Chicago Tribune

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION (This is a business organization that virtually all of the daily papers of the country belong to.)

Harold W. Anderson, Chairman, ANPA - Omaha World Herald, Omaha, Ne

Joe D. Smith, Jr., V. Chairman, ANPA - Alexandria, Louisiana - Daily
Town Talk

Stanford Smith, President, ANPA - (chief staff man - no newspaper)

M. W. Armistead, III, Secy., ANPA - Landmark Communications, Inc.
Norfolk, Virginia

* Len H. Small, Treas., ANPA - Kankakee Journal, Kankakee, Illinois

Richard C. Steele, Chairman, ANPA Foundation - Worcester, Mass.
Telegram and Gazette

* Also listed under FOI Committee

Contact - ASNE - Tim Hayes 293-3860
ANPA - Mr. Smith 620-9500

THE WHITE HOUSE

WASHINGTON

October 29, 1974

PRESS CONFERENCE

Tuesday, October 29, 1974

11:00 a.m. (30 minutes)

The Briefing Room

I. PURPOSE

To announce your new energy team and hold your fourth Press Conference.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

This will be your fourth press conference and first since October 9, when you held one in the Rose Garden with follow-up questions. This will be your first press conference in the press briefing room. Once again, follow-up questions on the same subject will be permitted. Since many of the attendees will be standing, it may be difficult to determine whether or not they want to follow-up, so you may have to look at the questioner as you complete your answer.

At 11:00 a.m., Ron Nessen will tell those assembled for the regular White House briefing that you will be out in a minute. Ron will then come to your office and lead you and your new energy team to the briefing room. You will follow Ron and precede the others. Pause at the entrance to the briefing room for Ron's announcement. When you mount the rostrum, your energy team will follow you and line up behind you. They will depart after your announcement of them. In order to cue them, you might want to thank them.

The first question goes to Frank Cormier of the Associated Press. Since there will not be assigned seats, and you may not be able to spot him, you should simply call his name.

B. Participants:

Secretary Rogers C. B. Morton; Dr. Robert C. Seamans, Jr.; William A. Anders; Andrew E. Gibson; and Dr. Dixy Lee Ray.

C. Press Plan:

In order to hold the crowd down to a manageable size, no preannouncement of the press conference has been made. However, it is expected that the room will be full. The Press Conference will be available for open press coverage (sound on film, recording and still photos).

THE WHITE HOUSE

WASHINGTON

"DEEP BACKGROUND" LUNCH WITH WASHINGTON JOURNALISTS

Friday, November 8, 1974
The First Floor Family Dining Room
1 p.m.

FROM: Ron Nessen RHN

I. PURPOSE

To give the President an opportunity to chat informally with five of the outstanding Washington journalists.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The President wanted to meet with these five journalists, not so much with the idea of producing hard news, but to give these opinion-setting journalists an opportunity to explore his more general thoughts and philosophy.

Since these journalists are considered to be the deans of the Washington press corps, it is believed that they also will be able to reflect for the President the mood and thinking in Washington and around the country.

The five journalists have been notified that the ground rules for the lunch are "deep background" which means that if they hear something they believe is worth printing, they must do it on their own without any attribution either directly to the President or even to "sources".

B. Participants

The President

David Broder	Washington Post
James "Scotty" Reston	New York Times
Howard K. Smith	ABC

John Osborne
Charles Bartlett

New Republic
Chicago Sun-Times

Don Rumsfeld
Bob Hartmann
Ron Nessen

C. Press Plan

White House photo only
Luncheon not announced

III. TALKING POINTS

As the President wishes

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH U.S. NEWS AND WORLD REPORT

Monday, November 11, 1974

The Oval Office

11:30 am (60 minutes)

I. PURPOSE

To do a cover story interview with U.S. News and World Report, which will be run in the November 18 issue, after you have gone to Japan.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

Don Rumsfeld, Bob Hartmann, and Ron Nessen have discussed this interview with you. The interview should serve in part as an unofficial message to Congress about what you expect them to do during the "Lame Duck" session.

The interview will be taped by U.S. News, and the White House will review the transcript before publication.

B. Participants:

Howard Flieger	Editor, U.S. News and World Report
Marvin L. Stone	Executive Editor
Les Tanzer	Associate Executive Editor
Paul L. Martin	Political Correspondent
John Mashek	White House Correspondent
Tom O'Halloran	Photographer
Richard Hartzell	Sound man

C. Press Plan:

U.S. News will have their own photographer present. David Kennerly may also want to take photographs for the White House files.

III. TALKING POINTS

You will have been briefed on the legislative program to discuss with U.S. News and World Report.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH NEWSWEEK MAGAZINE

Wednesday, November 27, 1974

The Oval Office

4:00 p.m. (30 minutes)

I. PURPOSE

To do a cover story interview with Newsweek Magazine, which will run in next Monday's issue.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

Following your Far East visit, Newsweek Magazine decided to do a cover story on you and your Presidency. Newsweek has been sharply critical of you and this cover story will be a reappraisal. A transcript will be made and provided to the magazine.

B. Participants:

Osborn Elliott	Editor-in-Chief, Newsweek
Edward Kosner	Managing Editor
Mel Elfin	Washington Bureau Chief

C. Press Plan:

Newsweek will have its own photographer, Wally McNamee present. David Kennerly may also want to take photos for the White House files.

III. TALKING POINTS

Primarily you will be asked for your personal reactions to being President. Based on their past assessment of you, they may ask a considerable number of questions on whether you feel you are up to the job, and whether you are getting a grip on what appears to them to be a rudderless White House.

You may also be asked your reaction to your first venture into foreign policy.

It will be important to convince the interviewers that you are in full control of the White House, with complete knowledge of what is happening in economic and energy areas, and have full confidence in the performance of your advisors.

Since Newsweek is sending its top two officials for this interview, the impression you give of being in firm command will shape Newsweek's assessment of you for a long time to come.


Ron Nessen

THE WHITE HOUSE

WASHINGTON

DROP BY FAREWELL LUNCH FOR OLLIE ATKINS

Friday, November 29
Conference Dining Room
(Lunch from 1 to 2 pm)

I. PURPOSE

For Ollie's friends in the Press and Photo Office to bid him farewell upon his departure from the White House.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

Ollie Atkins has been White House photographer since January 1969, and is leaving to take a job as Vice President of Curtis Publishing Company. He is extremely well liked by the White House staff and the press.

B. Participants:

Ollie Atkins
Ron Nessen

Jack Hushen	Deputy Press Secretary to the President
Larry Speaks	Assistant Press Secretary to the President
Lou Thompson	Assistant Press Secretary for Administration
Tom DeCair	Assistant Press Secretary to the President
Connie Gerrard	Secretary to Ron Nessen
Mary Beckman	Secretary to Ollie Atkins
David Kennerly	White House photographer
Bob Moore	Head of the White House Photo Lab

C. Press Plan:

A White House photographer will take pictures.

III. TALKING POINTS

You might want to compliment Ollie on his long years of service at the White House and say that you know he is very popular with the staff and with the press. You know he will be missed and wish him good luck in his new endeavor.

You might also want to mention that you know Ollie's special interests are fishing and his farm, where he has built his own house and actually raises crops.

During your drop-by, Ron Nessen will present Ollie with a gift, which is a book of photographs on fishing.

THE WHITE HOUSE

WASHINGTON

TELEVISED PRESS CONFERENCE

Monday, December 2, 1974

7:30 P.M.

Briefing Room 450 Old Executive Office Building

From: Ron Nessen

I. PURPOSE

To conduct a Press Conference with live radio and television coverage on all major networks.

II. BACKGROUND

This will give you an opportunity to make statements and answer questions to meet some of the recent criticism of the SALT agreement and the economy. We will be trying out a new format and a new location for this news conference.

III. SCHEDULE OF EVENTS

7:25 P.M. Depart Oval Office for foyer outside EOB briefing room.

7:31 P.M. Announcer introduces President and Press Conference begins. You will enter directly onto the platform and walk to the podium.

You will immediately read your statement on SALT. At the end of that statement you should say, "I will now take questions on the SALT agreement and other foreign policy matters. We will get to questions about the economy and domestic matters later."

You should recognize Helen Thomas for the first question and Frank Cormier for the second question.

The follow-up question procedure will be in effect.

After about 18 minutes you should recognize Frank Cormier again and he will say "Mr. President, perhaps it is time to turn to the economy and domestic matters."

At that point you should read your statement on the economy and then invite questions on the economy and domestic matters.

It is not necessary to recognize Helen or Frank for the first questions in this area.

After the Press Conference has been underway for about 38 or 40 minutes, Frank Cormier will conclude it by saying, "Thank you Mr. President."

You should move to your right, step down from the platform and leave the briefing room through the aisle to your extreme right, shaking hands and chatting as you go. I will be there to show you the way.

THE WHITE HOUSE

WASHINGTON

TELEVISED PRESS CONFERENCE

Monday, December 2, 1974

7:30 P. M.

Briefing Room 450 OEOB

From: Robert Mead *RM*

THE PRESIDENT:

PURPOSE:

To conduct a Press Conference with live radio and television coverage on all major networks.

BACKGROUND:

The format and set up in the Briefing Room will be that employed as it would be for an East Room press conference.

SCHEDULE OF EVENTS:

<u>7:25 P. M.</u>	Depart Oval Office for foyer outside EOB Briefing Room.
<u>7:31 P. M.</u>	Announcer introduces President and Press Conference begins.
<u>8:00 P. M.</u> (Approx.)	Press Conference concludes. You depart Briefing Room to your right, stepping down from platform, walking along right aisle, and exit through doorway.

THE WHITE HOUSE

WASHINGTON

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THE WHITE HOUSE

WASHINGTON

December 17, 1974

LUNCHEON WITH JOSEPH ALSOP

Tuesday, December 17, 1974

1:00 p.m.

The Solarium

From: Ron Nessen

I. PURPOSE

To congratulate and honor Joe Alsop for his distinguished career as a columnist and to provide him with a final opportunity to interview the President before he retires at the end of this month.

II. BACKGROUND

Joseph Alsop has announced that he is retiring at the end of this month as a columnist. He began his career as a reporter in 1932 -- 42 years ago, and began his column in 1937 -- 37 years ago.

When he announced his retirement in his column recently, Alsop said he was quitting because he is physically tired and because he no longer could muster the "zest and gusto and eagerness" required for a good journalist. Obviously, the death of his brother, Stewart, was also a factor in his decision to retire.

III. PARTICIPANTS

The President
Joseph Alsop
Don Rumsfeld
Robert Hartmann
Ron Nessen



IV. PRESS PLAN

Photo by Dave Kennerly which you might want to autograph and send to Alsop later.

The luncheon will be verbally announced by Ron Nessen at his morning briefing.

V. TALKING POINTS

You, obviously, will want to tell Alsop that you have read his columns over the years and you might want to recall any columns that particularly stick in your memory.

Also, you will want to extend sympathy over the death of his brother Stewart who died of leukemia several months ago.

You might want to draw Alsop out on his views on some of the major issues of the day so that it seems more like a conversation than an interview.

THE WHITE HOUSE
WASHINGTON

THE PRESIDENT'S LUNCHEON MEETING WITH NETWORK EXECUTIVES

Wednesday, December 18, 1974
12:45 p.m.
Second Floor Family Dining Room

From: Bob Mead 

I. PURPOSE

To meet with the major network executives, and to discuss the expansion of television's role; the goals of your Administration in cooperating with the broadcast industry; and, White House innovations affecting network coverage of Presidential events.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

You will be dining with 11 executives of the three major networks in the Family Dining Room. These gentlemen are not well-known television or radio personalities. Instead, these are the men who run the networks and the nightly news shows from behind the scenes.

It is important for you to know the role each executive plays in the network bureaucracy. Each role is different but relative to each other.

1. Chairman of the Board - There is no higher position in the network industry. The Chairman, along with the Board members, do all the policy-making decisions for all the multi-faceted divisions of the network. For example, not only would the Chairman of NBC run the network itself, but also the RCA recording division. The industry is not only involved in the broadcast business. Many networks own publishing houses, musical instruments companies, movie companies -- an ever-growing list. The Chairman of the Board is in charge of the entire network conglomerate.

2. President of Network - Works closely with the Chairman of the Board, and is a member of the Board. He is the liaison between the news department and such areas as advertising and scheduling. He is also involved in the decision-making processes affecting news, though not on a day-to-day basis. He can decide which news shows can be dropped, which ones will remain on the air. He makes the decision on whether the network will grant the President prime time, and if granted, which programs will be dropped or delayed for the Presidential event. The President of the Network has close to 25 Vice Presidents to assist him in the decision-making policies.

3. President of News - He handles only the news documentaries and public relations aspects involving the network. He reports to the President of the Network.

4. Nightly News Producer - He determines the most important story for the evening news show, and has the last say on what stories will be aired each evening. The most significant aspect of this role, in terms of the White House, is that the producer is totally involved in the editorial content of a story. If he disagrees with a correspondent's reportage, the producer can do a rewrite of the story and have it played on the air.

The radio and television networks have received more cooperation from your Administration than ever before, and they recognize that fact and have spoken in appreciation. However, there have been some differences. One topic that may come up is Ron Nessen's request for TV time for your Kansas City Speech. Another topic may be the networks last-minute decision not to carry your Sigma Delta Chi appearance live, which we feel was due to potential losses of revenue from their entertainment shows. On the positive side -- the subject of new innovations in Presidential press conferences may come up -- the follow-up question format, and new locations for the press conferences. A likely topic will be on your intention to continue running an open Administration. Briefing papers on other possible subjects have been prepared. They are:

Justice Antitrust Suits Against Networks - Tab A
(with accompanying memorandum from Phillip Areeda)
The Fairness Doctrine - Tab B

B. Participants and Seating Arrangements

The list of participants and seating arrangement chart are attached at Tab C. In addition, brief background information is also attached on Mr. Schlosser who will be seated on your left; and Mr. Sheehan who will be seated on your right.

C. Press Plan

There will be no press coverage. However, a White House photographer will be present at the beginning of the meeting. Ron Nessen will announce the lunch at his regular morning briefing.

DEPARTMENT OF JUSTICE ANTI-TRUST SUITS AGAINST
THE THREE NATIONAL TELEVISION NETWORKS

This is a subject which should be avoided as it does not involve the White House, and is a Department of Justice matter. However, if the subject should come up in conversation, you should be aware of the following:

On December 10, 1974, the Department of Justice filed separate civil anti-trust suits against the three national television networks.

Attorney General William B. Saxbe said the suits, charging ABC, Inc., CBS, Inc., and NBC, Inc., with violating Sections 1 and 2 of the Sherman Act, were filed in U.S. District Court in Los Angeles.

The suits are similar to 1972 suits against the networks, which were dismissed without prejudice last month by a federal district court in Los Angeles.

A dismissal "without prejudice" is not a decision on the merits and, therefore, permits the Government to refile the cases.

Assistant Attorney General Thomas E. Kauper, in charge of the Antitrust Division, said the suits charged that each of the networks have used and continue to use their control over access to network air time to restrain and monopolize prime time television entertainment programming.

Mr. Kauper said news, public affairs, documentary, and sports programs of the networks are not affected by the suits, nor do the complaints challenge the affiliation agreements between the networks and their local affiliated stations.

Mr. Kauper noted that the original suits, which were filed on April 14, 1972, had resulted from an antitrust investigation which began in the 1950's but which had been suspended during FCC hearings on network programming that lasted from 1959 to 1970. The suits were dismissed on November 13, 1974.

The networks have given notice that they will appeal to the Supreme Court the District Court's decision to dismiss the case without prejudice.

Mr. Kauper said the suits were filed to restore competitive programming to the television industry and to assure that the viewing public, independent program suppliers, and advertisers would not be deprived of the benefits of free and open competition.

The three networks spent more than \$1 billion for television programs in 1973 and received television broadcasting revenues in excess of \$1.4 billion, the suits said.


Mr. Kauper pointed out that each network is charged with having used its control over access to prime time evening broadcasting hours:

- to exclude from network broadcast those entertainment programs in which the network had no ownership interest;
- to compel outside program suppliers to grant the network financial interests in television programs which it accepted for broadcast;

- to refuse to offer air time to advertisers and other outside program suppliers seeking to have their own programs shown on the network;
- to control the prices paid by the network for television exhibition rights to motion picture feature films; and
- to obtain competitive advantages over other producers and distributors of television entertainment programs and of motion picture feature films.

The suits said these antitrust violations have resulted in concentration in the networks of ownership and control of network prime time television entertainment programs; unreasonable restraint of competition in the production, distribution, and sale of television entertainment programs; and, for the viewing public, deprivation of the benefits of free and open competition in the broadcast of television entertainment programs.

The suits seek to permanently enjoin the networks from:

- 
- obtaining any interest in television entertainment programs produced by others, except for the first-run right of exhibition;
 - engaging in syndication of any television entertainment programs;

- transmitting any television entertainment programs produced by any of the defendants; and
- using their control of access to broadcasting time to foreclose competition in any other field.

THE WHITE HOUSE
WASHINGTON

December 16, 1974

MEMORANDUM FOR THE PRESIDENT

FROM: PHILLIP AREEDA P.A.

SUBJECT: Meeting with Network
Executives - Antitrust Issues

In your forthcoming meeting with the television network executives, they may complain about the Justice Department's recently re-filed antitrust suit against them. They may complain that most of the government's complaint is irrelevant to their present day practices and that the Assistant Attorney General in charge of antitrust refuses to meet with them.

I have not attempted to ascertain the facts from the Justice Department because the White House should not interfere in the conduct of particular cases. Were we to inquire, any subsequent moderation of the Justice position would be characterized as political interference from the White House.

If the question comes up, I suggest you indicate that particular cases ought not to be discussed with you, that the content and conduct of particular cases is decided by the Justice Department, that your hearing of their complaints is pointless unless you instruct the Justice Department about the case, and that any such instruction would be interpreted by the press as political interference.

If you would prefer that Phil Buchen or I make this kind of objection in the course of the meeting if the question comes up, one of us would be happy to attend.

bcc: Phil Buchen
Ron Nessen ✓

THE FAIRNESS DOCTRINE

Position: If asked about your position on the Fairness Doctrine, you can say that it is a statute. The Congress requires that we have a Fairness Doctrine, and that the Supreme Court decisions over the last two years has been in keeping with the First Amendment.

Brief Summary:

The Fairness Doctrine relates to the broadcaster. His is a two-fold responsibility. The first is to devote a reasonable proportion of his broadcast time to the discussion of controversial issues of public importance. The second responsibility, which is stated in the Doctrine, is that the licensed broadcaster, in covering these issues, should provide a reasonable opportunity for the presentation of contrasting points of view. The Equal Time provision for political candidates is under the second responsibility in the Fairness Doctrine.

Decisions as to who the spokesman is, or how the format should be presented, is left to the discretion of the individual licensed broadcaster. The FCC reviews these broadcasts to check on the "reasonableness" of the broadcasts. It is a very rare occasion where the FCC questions the point of view of the licensed broadcaster. The radio spectrum is limited and not all citizens have access to stations. Therefore, licensees must be responsible in giving a balanced debate on the major issues.

PARTICIPANTS

MR. ELTON RULE - President, ABC Television Network

MR. WILLIAM SHEEHAN - President of News, ABC Television Network

MR. ERNEST LIESER - Nightly News Producer, ABC Television Network

MR. WILLIAM PALEY - Chairman of the Board, CBS Television

MR. ARTHUR TAYLOR - President, CBS Television

MR. RICHARD SALANT - President of News, CBS Television

MR. PAUL GREENBERG - Nightly News Producer, CBS Television

MR. JULIAN GOODMAN - Chairman of the Board, NBC Television

MR. HERBERT SCHLOSSER - Network President, NBC Television

MR. RICHARD WALD - President of News, NBC Television

MR. LESTER CRYSTAL - Nightly News Producer, NBC Television

MR. RON NESSEN

MR. DONALD RUMSFELD

MR. ROBERT MEAD

MR. GERALD WARREN

MR. ROBERT HARTMANN

** Because of illness, the Chairman of the Board for ABC,
Mr. Goldenson will not be attending the luncheon



Hartmann

Salant

Wald

Warren

Lieser

Goodman

Schlosser

Paley

PRESIDENT

Nessen

Sheehan

Greenberg

Taylor

Rule

Crystal

Mead

Rumsfeld

BRIEF BACKGROUND ON PARTICIPANTS SEATED BESIDE PRESIDENT

TO PRESIDENT'S IMMEDIATE LEFT - HERB SCHLOSSER

Mr. Herbert Schlosser, Network President of NBC.
Key official of network. Lawyer, Princeton graduate.
Resided on West Coast before moving to mid-town Manhattan.
Has genuine friendship with Dr. Kissinger. NBC has the
SUPERBOWL contract this year, and Mr. Schlosser played
a large role in negotiating the deal.

TO PRESIDENT'S IMMEDIATE RIGHT - BILL SHEEHAN

Mr. William Sheehan, President of ABC News.
Mr. Sheehan came to ABC from Detroit's WXYZ.
He worked in London as chief correspondent before
becoming Vice President in Charge of News.
Several months ago he was named President of News.
ABC is premiering a new morning news program,
"A.M. AMERICA" on January 8, competing with
NBC's "Today" show, and CBS' Morning News.
Mr. Sheehan, it is reported, is responsible for its
conception.

January 7, 1976

INTERVIEW WITH WASHINGTON POST WRITERS

Wednesday, January 8, 1975

2:00 pm (30-40 minutes)

The Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by Washington Post reporters for a long assessment of the Ford Presidency, to be published in the Washington Post.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The questions will deal with the President's outlook and mood after five months as President, and how he views the problems and purposes of his job. The Post reporters say they have no interest in asking hard news questions.

B. Participants

The President

Harry Rosenfeld

Carroll Kilpatrick

Haynes Johnson

Lou Cannon

Ron Nessen

Assistant Managing Editor

White House correspondent

National correspondent

Member of national news staff

C. Press Plan

Frank Johnston of the Post will take pictures of the interview. David Kennerly will take pictures for the White House.

III. TALKING POINTS

You have your press briefing books which were prepared for a possible news conference this week, so you are up to date on current domestic and international issues. But you probably won't need much of this since the reporters' interest is in your own personal reactions to being President.



January 7, 1975

INTERVIEW WITH WASHINGTON POST WRITERS

Wednesday, January 8, 1975

2:00 pm (30-40 minutes)

The Oval Office

From: Ron Nessen

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II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The questions will deal with the President's outlook and mood after five months as President, and how he views the problems and purposes of his job. The Post reporters say they have no interest in asking hard news questions.

B. Participants

The President

Harry Rosenfeld	Assistant Managing Editor
Carroll Kilpatrick	White House correspondent
Haynes Johnson	National correspondent
Lou Cannon	Member of national news staff
Ron Nessen	

C. Press Plan

Frank Johnston of the Post will take picture of the interview. David Kennerly will take pictures for the White House.

III. TALKING POINTS

You have your press briefing books which were prepared for a possible news conference this week, so you are up to date on current domestic and international issues. But you probably won't need much of this since the reporters' interest is in your own personal reactions to being President.



THE WHITE HOUSE

WASHINGTON

January 9, 1975

INTERVIEW WITH TIME MAGAZINE

Friday, January 10
11:30 a.m. (30 minutes)
The Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by Time Magazine for a cover story they are doing Monday in advance of your State of the Union speech.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. BACKGROUND

Time Magazine is doing a cover story on you in which they would like to explore your record and your qualities as a leader of the nation. The story will be very far-ranging, for instance, dealing with you as the man who will be President on the 200th anniversary of the United States.

Time originally intended to do this cover next week but has heard rumblings that the State of the Union may be delivered before then and so that accounts for the "hurry up" nature of this interview. Time will record the interview for purposes of accurate notes.

B. PARTICIPANTS

The President

Hugh Sidey

Dean Fischer

Bonnie Angelo

Henry Grunwald (Managing Editor from New York)

Murray Gart (Chief of Correspondents from New York)

C. PRESS PLAN

David Kennerly will photograph the meeting for the White House records.

III. TALKING POINTS

This interview will be very similar to your one with the Washington Post the other day in that they are more interested in your views and qualities as a leader and your philosophical considerations in making your economic and energy decisions than they are in asking hard news questions about the details of your package.

I will make clear at the beginning of the interview that the ground rules are that you will not reveal the precise details of your proposals until you actually make your speech.

THE WHITE HOUSE

WASHINGTON

January 15, 1975

LUNCH WITH EXECUTIVES OF THE NEW YORK TIMES

Thursday, January 16, 1975

12:30 pm (90 minutes)

First Floor Dining Room - The Residence

From: Ron Nessen

I. PURPOSE

To have lunch and get acquainted with the Publisher and other top executives and editors of the New York Times.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The New York Times has been particularly critical of your programs and leadership. This lunch is an attempt to expose top officials of the Times to you in a relaxed, informal setting in hopes that they will recognize your qualities and be more understanding in future editorials.

B. Participants

The President

Arthur Ochs Sulzberger

James "Scotty" Reston

A. M. Rosenthal

Tom Wicker

Clifton Daniel

John B. Oakes

Max Frankel

President and Publisher

Vice President

Managing Editor

Associate Editor

Associate Editor

Editor, Editorial Page

Sunday Editor

(Note: Charlotte Curtis, Editor of the Op Ed Page was invited, but was out of town, and could not attend.)

Don Rumsfeld

Ron Nessen

Robert Goldwin

C. Press Coverage

David Kennerly will take photographs for the White House.

III. TALKING POINTS

The conversation should be relaxed and wide-ranging, as it was during your previous lunches with journalists, network executives, and the professors.

The New York Times people may attempt to turn it more into a question and answer session, but I and the other staff members there will do what we can to keep it more conversational.

Obviously what we want to get across to the Times is that you have a keen grasp of the problems facing the nation, a clear understanding of how to solve those problems, and the determination to solve them.

As you have in other similar lunches, you probably will want to invite their ideas about major issues of the day.

THE WHITE HOUSE

WASHINGTON

January 15, 1975

PRESENTATION OF MEMBERSHIP CARD IN
THE NATIONAL PRESS CLUB

Thursday, January 16, 1975

12:15 pm (5 minutes)

The Oval Office

From: Ron Nessen

I. PURPOSE

To receive your membership card in the National Press Club.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

You were invited some months ago to join the National Press Club as other Presidents have. You paid your dues like all members (\$286.66) and this ceremony will make you an Associate Member of the National Press Club.

B. Participants

The President

Ken Scheibel	Washington Bureau News	Outgoing President of the National Press Club
Bill Broom	Ridder Publications	Incoming President of the National Press Club

Ron Nessen

Bob Hartmann

C. Press Plan

Stan Jennings, the photographer of the National Press Club (who designed your membership card) will take pictures for the Press Club. A photographer from the White House photo office will also take pictures.

III. TALKING POINTS

You will probably want to congratulate Ken Scheibel on the completion of his one-year term as President of the National Press Club, and congratulate Bill Broom on his assuming the Presidency this month.

The ceremony will be very brief, but you no doubt will want to take the opportunity to say again how much you like reporters, and how many newspapers you read each day.

THE WHITE HOUSE

WASHINGTON

January 28, 1975

PRESIDENT'S GREETING OF WALTER CRONKITE AND AND TWO CBS EXECUTIVES

Wednesday, January 29, 1975
The Oval Office
12:30 p.m. (15 minutes)

From: Ron Nessen

I. PURPOSE

A brief get-acquainted meeting with Walter Cronkite and two other CBS executives. No questioning -- just a social meeting.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

Sometime ago Cronkite turned down an opportunity to interview you, and ever since then has had the feeling he was out of favor with the White House. He is going to be in Washington this week to do his news broadcast from here, and wanted the opportunity to come in and meet you in person to assure himself that we still like him.

B. Participants

The President

Walter Cronkite

Sandy Socolow - CBS News Washington Bureau Chief

Bud Bengamin - New Executive Producer of the CBS Evening News
(old friend of Phil Buchen)

Ron Nessen

C. Press Plan

The meeting will not be announced. David Kennerly will take a photo.

III. TALKING POINTS

Just a social conversation. You might assure Walter that you would be happy to do an interview with him whenever a time can be mutually agreed on.

THE WHITE HOUSE

WASHINGTON

January 28, 1975

BRIEFING FOR ECONOMIC WRITERS

Wednesday, January 29, 1975

1:30 P.M. (10 minutes)

Roosevelt Room

From: Ron Nessen

I. PURPOSE

This is one of several media briefings arranged to communicate in detail your energy and economic proposals.

This briefing offers an opportunity to meet directly with economic writers.

II. BACKGROUND AND PARTICIPANTS

Approximately 15 of the top economic writers have been asked to attend. See Tab A.

Prior to your drop-by, these writers will have met in an informal discussion-type forum with Simon, Seidman, Greenspan, and Zarb.

III. TALKING POINTS

This will essentially be a question and answer session similar to your meeting with the TV commentators.

Bill Neikirk	Chicago Tribune
Norm Jonas	Business Week
Jim Gannon	Wall Street Journal
Bart Rowan	Washington Post
Art Pine	Baltimore Sun
Lee Cohn	Washington Star-News
Joe Slevin	Philadelphia Inquirer
Joe Livingston	Philadelphia Inquirer
Paul Steiger	Los Angeles Times
DAVID COOK	
Harry Ellis	Christian Science Monitor
Jude Wanniski	Wall Street Journal
Eileen Shanahan	New York Times
Peter Milius	Washington Post
Phil Shabecoff	New York Times

Andrew Glass Cot Newspapers

Ron Nissen

G. Warren

Bill Neikirk	Chicago Tribune
Norm Jonas	Business Week
Jim Gannon	Wall Street Journal
Bart Rowan	Washington Post
Art Pine	Baltimore Sun
Lee Cohn	Washington Star-News
Joe Slevin	Philadelphia Inquirer
Joe Livingston	Philadelphia Inquirer
Paul Steiger	Los Angeles Times
DAVID COOK Henry Ellis	Christian Science Monitor
Jude Wanniski	Wall Street Journal
Eileen Shanahan	New York Times
Peter Milius	Washington Post
Phil Shabecoff	New York Times
ANDY GLASS Cox Newspapers	

(NOTE: Ed Dale could not come
Shanahan is tied up at Way and Mea
we could not reach the man from
Barrons.)

February 4, 1975

PRESIDENT'S MEETING WITH JERRY terHORST

Wednesday, February 5, 1975
The Oval Office
12:45 p.m. (5 minutes)

From: Ron Nessen

I. PURPOSE

To receive from Jerry terHorst specially bound copies of his biography of Gerald R. Ford.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

Jerry terHorst has been requesting for some time an opportunity to come in to present you with the specially bound copies of his biography of you. You have indicated that you did want to see him for this purpose.

B. Participants

The President
Jerry terHorst
Ron Nessen

C. Press Plan

The meeting will not be announced. David Kennerly will take a photo.

III. TALKING POINTS

You know Jerry well and need no special guidance in this area. If Jerry asks questions of substance, which I doubt, you may want to get the ground rules straight since he could use the material in his column.



THE WHITE HOUSE

WASHINGTON

February 4, 1975

PRESIDENT'S MEETING WITH JERRY terHORST

Wednesday, February 5, 1975

The Oval Office

12:45 p.m. (5 minutes)

From: Ron Nessen

I. PURPOSE

To receive from Jerry terHorst specially bound copies of his biography of Gerald R. Ford.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

Jerry terHorst has been requesting for some time an opportunity to come in to present you with the specially bound copies of his biography of you. You have indicated that you did want to see him for this purpose.

B. Participants

The President
Jerry terHorst
Ron Nessen

C. Press Plan

The meeting will not be announced. David Kennerly will take a photo.

III. TALKING POINTS

You know Jerry well and need no special guidance in this area. If Jerry asks questions of substance, which I doubt, you may want to get the ground rules straight since he could use the material in his column.

THE WHITE HOUSE

WASHINGTON

February 5, 1975

PRESIDENT'S INTERVIEW WITH THE CHICAGO TRIBUNE

Thursday, February 6, 1975

The Oval Office

3:00 p.m. (30-45 minutes)

From: Ron Nessen

I. PURPOSE

To answer questions in an on-the-record interview for a special Chicago Tribune article on Sunday assessing your first six months as President.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

Aldo Beckman, the White House correspondent for the Chicago Tribune, requested an interview which would allow the Tribune to do a story assessing your first six months as President. The Tribune has a large readership throughout the Midwest and is an influential force in public opinion in that area. The newspaper will write one or more stories based on the interview and is expected to publish the transcripts.

B. Participants

Aldo Beckman (White House Correspondent)
Clayton Kirkpatrick (Editor) - I believe you know him from previous meetings.
Jim Squires (Washington Bureau Chief)
William Neikirk (economic writer)

C. Press Plan

The Tribune will have its own photographer and will make its own transcript. Dave Kennerly will take a photograph which you may want to send later as a memento.

III. TALKING POINTS

Many of the questions are likely to deal with your personal views at this anniversary in your Presidency. However, the presence of Neikirk, the economic writer, indicates that there will probably be some specific economic questions and I believe you are still well briefed from Atlanta to handle these.

THE WHITE HOUSE

WASHINGTON

February 6, 1975

INTERVIEW WITH RUTH WINTER
FOR FAMILY CIRCLE MAGAZINE

Friday, February 7, 1975

2:00 p.m. (30 minutes)

The Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed for an article to appear in the June issue of Family Circle Magazine.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

Family Circle Magazine is a women's magazine with a circulation in excess of eight million.

Ruth Winter is a free lance magazine writer contracted by Family Circle to do an article on the President as a father.

B. Participants

Ruth Winter, the writer, and Ron Nessen.

C. Press Plan

There is no press coverage planned. A White House photographer will be present to cover the interview.

III.

FORMAT AND TALKING POINTS

The format will be a general discussion about the role of the father in the family unit and how that role differs for a private citizen, a Congressman, and a President.

THE WHITE HOUSE

WASHINGTON

PRIVATE MEETING WITH JOHN HERSEY

Friday, February 7, 1975

6:00 pm (30 minutes)

The Oval Office or Residence

From: Ron Nessen

I. PURPOSE

To get acquainted with John Hersey, novelist and journalist, to determine whether you two hit it off well enough for him to do a book-length profile on you for the New York Times magazine.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The New York Times magazine wants to do a book-length profile of you for a future issue. They proposed several very prominent authors, and we agreed tentatively on Hersey, pending this get-acquainted session.

If you two do hit it off, then Hersey would spend about a week around the White House sometime in March following your activities and talking to you.

I believe you know Hersey slightly from his days at Yale.

B. Participants

The President
John Hersey
Ron Nessen

C. Press Plan

No press coverage. A White House photographer will take a picture.

III. TALKING POINTS

This is purely a social visit which will give you an opportunity to find out whether Hersey is a man you would want following you closely for a week when he gets started on his research.



INTERVIEW WITH WASHINGTON STAR-NEWS

Friday, February 14, 1973

2:00 pm (45 minutes)

The Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by the Washington Star-News for use in their Sunday newspaper, February 16.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The Star-News is starting a new Sunday feature consisting of a weekly interview with a prominent government official. The Q & A transcript of each interview will be printed in the paper. They asked, and you agreed, to be the subject of the first in this series.

B. Participants

The President

Jack Germond

Norman Kempster

Fred Barnes

John Bowden

Ron Nessen

Assistant Managing Editor

White House correspondent

Political Affairs correspondent

Photographer

C. Press Plan

David Kennerly photo. The Star-News photographer will take pictures that will run with the interview.

III. TALKING POINTS

Each interview will be limited to a single subject. The subject of your interview will be politics, including your plans for 1976, the future of the Republican party, your political relations with Congress, your views on prospective Democratic Presidential candidates, etc.