

The original documents are located in Box 21, folder “President - Schedule Proposals” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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DATE: October 2, 1974
FROM: Ron Nessen
VIA: Warren Rustand

MEETING : With Joe Alsop (Los Angeles Time Syndicate,
Washington Post Syndicate)

DATE : Anytime during December 1974.

PURPOSE : To personally congratulate Joe Alsop on his
career as a distinguished columnist and to
provide him an opportunity, in the last month
of his column, to interview the President.

FORMAT : Oval Office (if lunch also, lunch in the Residence)
45 minutes. Participants:

The President
Joe Alsop

(The President should be offered the option
of following a late morning interview with
a private lunch for Joe Alsop, with Ron Nessen
and perhaps a few other White House aides present)

SPEECH
MATERIAL : None required.

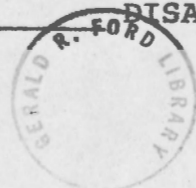
PRESS
COVERAGE : White House photographer; no announcement, but
to confirm when column runs.

BACKGROUND : 1. In a recent column, which I showed you,
Joe Alsop announced his retirement from his
column.

2. I have in process a letter for your signature
expressing your commendation for his years
of distinguished writing and indicating that
you would like to sit down with him before
he gives up his column

APPROVE

DISAPPROVE



SCHEDULE PROPOSAL

Date: January 19, 1975 *RHN*
From: Ron Nessen / Jerry Warren
Via: Warren Rustand

MEETING: Afternoon-long detailed briefing of leading Economics writers with Presidential drop-by.

DATE: Wednesday, January 29, 1975
2:00 - 5:00 pm

PURPOSE: To put into perspective for the major opinion molders in Economics the President's comprehensive solutions to the problems of recession, inflation, and energy dependence. This will allow time for an informal background exchange which should make clear the President's reasoning and the arithmetic which supports his decisions.

FORMAT: Roosevelt Room.
Suggested participants attached.
Presidential participation should come in the middle of the briefing, which will be conducted by Secretary Simon, Secretary Morton, Alan Greenspan, Bill Seidman, and Frank Zarb. This will allow follow-up questions after the President departs.

STAFF: Ron Nessen / Alan Greenspan

RECOMMEND: Ron Nessen, Jerry Warren, Alan Greenspan (who prefers to have the meeting on a background basis), Bill Seidman (who thinks it should be limited to 10 writers).

OPPOSED: Unknown

PREVIOUS PARTICIPATION: President has met many of the reporters invited

BACKGROUND: To come

_____ APPROVE

_____ DISAPPROVE

BUSINESS / ECONOMIC WRITERS

Ed Dale	New York Times
Bill Neikirk	Chicago Tribune
Norm Jonas	Business Week
Jim Gannon	Wall Street Journal
Bart Rowan	Washington Post columnist
Art Pine	Baltimore Sun
Lee Cohn	Washington Star-News
Joe Slevin	Philadelphia Inquirer
Paul Steiger	Los Angeles Times
Harry Ellis	Christian Science Monitor
Joel Haverman	National Journal
Robert Bleiberg	Barrons Magazine
Jude Wanniski	Wall Street Journal
Sylvia Porter	Syndicated columnist
Eileen Shanahan	New York Times
Peter Milius	Washington Post

Possible additions:

Paul Samuelson	Economist who writes for Newsweek
Milton Friedman	Economist who writes for Newsweek
Herb Stein	Writes for the Wall Street Journal
Elliot Janeway	Syndicated writer

SCHEDULE PROPOSAL

DATE: March 8, 1975

FROM: Gerald Warren

VIA: Warren S. Rustand

CC: ✓Ron Nessen

MEETING: Drop by briefing of sixteen editorial writers date March 12th, between 5:00 p.m. and 6:00 p.m.

PURPOSE: To demonstrate to the editorial writers the President's commitment to National Energy Policy and stable economy.

FORMAT: The sixteen editorial writers from small and very large newspapers (list attached) will be briefed in the Family Theater by administrative spokesmen on the President's Energy and Economy Proposals. President drop by, while unexpected, would be most beneficial.

CABINET PARTICIPATION: We are expecting briefers to be from Secretary Simon, Secretary Morton, Bill Seidman, Frank Zarb and Mike Duval.

SPEECH MATERIAL: Talking points to be provided.

PRESS COVERAGE: None.

STAFF: Gerald Warren, Margita White

RECOMMEND: Ron Nessen

OPPOSED:

PREVIOUS PARTICIPATION: None, although these are editorial writers from the Houston Chronicle and Miami Herald, who may have attended the President's speeches in those cities.



THE WHITE HOUSE

WASHINGTON

May 12, 1975

NOTE FOR: RON NESSEN

FROM: JERRY WARREN 

Would you please sign the attached schedule
proposal and forward it to Warren Rustand.

Thank you.

Attachment

DATE: May 8, 1975
FROM: Ron Nessen *RITN*
VIA: Warren Rustand

MEETING: Meeting between the President and columnist Richard Wilson.

DATE: To be decided.

FORMAT: Informal meeting in the Oval Office, lasting fifteen minutes.

PURPOSE: Interview and opportunity for the President to hear Dick Wilson's view of the national mood.

SPEECH MATERIAL: Not necessary in this particular meeting. A Q & A book would be provided and research should be done by this office about Mr. Wilson's history.

PRESS COVERAGE: No coverage.

RECOMMEND: Ron Nessen and Gerald Warren.

PREVIOUS PARTICIPATION: Not applicable in this situation.

BACKGROUND: This type of meeting is often recommended when a notable figure retires (or semi-retires) from a profession which has affected the public for so many years. Since the President knows Dick Wilson, it is even more fitting that this meeting take place. Dick is not retiring completely but will not continue his daily column. He has been a reporter for nearly 50 years and will continue to write periodic columns.

_____ APPROVE

_____ DISAPPROVE

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 12, 1975

*Schedule
Proposal
file*

MEMORANDUM FOR:

RON NESSEN

FROM:

JERRY WARREN *J*

SUBJECT:

SCHEDULE PROPOSAL

Attached is a schedule proposal to formally thank the Advertising Council and networks for their cooperation in the design and promotion of energy conservation.

It would also provide further public evidence of our own commitment to save energy. Both Morton and Zarb strongly endorse some Presidential recognition of Keim's and the media's cooperation.

Enclosure

*OK
RHN*

DATE: May 9, 1975
FROM: Jerry Warren
V : Warren Rustand

MEETING: Presidential drop-by and photo opportunity.

DATE: Prior to NATO trip (summit, May 29 & 30); need ample advance notice, since several participants will come from New York.

PURPOSE: Address briefing of the Energy Resources Council's New Energy Conservation Television Commercials, and grant photo opportunity.

FORMAT: -- Roosevelt Room, with photo in Oval Office
-- List of attendees attached
-- 10 minutes total
-- Frank Zarb and Roger Sant

SPEECH MATERIAL: 5 minutes of talking points (provided by FEA)

PRESS COVERAGE: Photo opportunity in Oval Office

STAFF: Jerry Warren

RECOMMEND: Rogers Morton, Frank Zarb and Roger Sant (FEA), Jerry Warren

OPPOSED: None (at this time)

PREVIOUS PARTICIPATION: President received and approved Commercials April 25, 1975.

BACKGROUND: Good opportunity to reaffirm President's commitment to energy conservation, and at the same time thank Mr. Keim, and networks for their cooperation.

FOLLOW-UP: FEA is now distributing ads. They can hold an independent briefing and distribute press kits, if Zarb deems it necessary.



APPROVE _____ DISAPPROVE _____

LIST OF PARTICIPANTS:

Rogers C. B. Morton, ERC Chairman

Frank Zarb (ERC Executive Director) and Roger Sant, FEA
(to conduct briefing)

Arthur Taylor, President, CBS

Herb Schlosser, President, NBC

Elton Rule, President, ABC

Don McGannon, President, Group W Broadcasting

John Kluge, President, Metromedia

(Robert Keim, President, Advertising Council)

(Carl Nichols, President, Cunningham and Walsh)

(Keith Blanchard, the "Little Boy")



SCHEDULE PROPOSAL

DATE: September 25, 1975

FROM: Ron Nessen

ZHN

SITTING FOR
PHOTOGRAPH:

Pach Brothers Photographers
New York

DATE:

Any time in the next few months

TIME REQUIRED:

15 minutes

PURPOSE:

To add President Ford's photograph to the collection of portraits of American Presidents that Pach Brothers maintains in the Library of Congress, New York Public Library, and several colleges and universities.

BACKGROUND:

Pach Brothers is the oldest photographic studio in the USA, and has requested since last spring an opportunity to photograph the President.

Pach Brothers claims to have photographed every President since Grant (not necessarily during their Presidential terms) and photographed paintings of previous Presidents for this collection.

Senator Mark Hatfield has submitted the most recent request for the photograph on behalf of Pach Brothers.

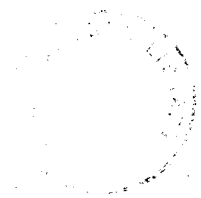
RECOMMEND:

Ron Nessen

APPROVE

DISAPPROVE

cc: Max Friedersdorf



SCHEDULE PROPOSAL
DATE: February 4, 1976
FROM: Margita E. White *meW*
THROUGH: Ron Nessen *RN*
VIA: William Nicholson

MEETING: Reception for 30 chief executives of key companies owning groups of television and radio stations throughout the United States.

DATE: Open (except around March 26-31).

PURPOSE: To meet for the second year with key group broadcast executives who represent a significant segment of the media not reached directly through other White House briefings and communications efforts. The reception would follow a 2-3 hour briefing by key Administration officials in the Blue Room.

FORMAT: Location: Optional in that the President can (1) join the briefing in the Blue Room and make a few informal remarks before inviting the broadcasters to join him for refreshments in the Red Room or (2) join the reception in the Red Room after the briefing is concluded.

Participants: See attached list.

Length: Depending upon which option is selected, sixty to ninety minutes.

SPEECH MATERIAL: None required. Briefing material on issues of concern to broadcasters to be provided by Margita White.

PRESS COVERAGE: White House official photo only.

STAFF: Margita White

RECOMMEND: Ron Nessen
Margita White

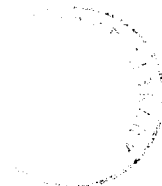


PREVIOUS PARTICIPATION:

On March 12, 1975, the President hosted a reception for 23 group broadcast executives following a briefing by William Seidman, Rogers Morton and Eric Zausner in the Roosevelt Room. (The President did not participate in the briefing.) This was the first such program for out-of-town media at the White House and set the pattern for similar successful programs for other media groups.

BACKGROUND:

The broadcasters who attended last year's program expressed a strong desire for a visit this year. Charles Crutchfield, President of Jefferson-Pilot Broadcasting, who suggested last year's meeting has urged another meeting this spring.



THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL

DATE: February 11, 1976

FROM: Ron Nessen *RAN*

VIA: Bill Nicholson

MEETING: With White House News Photographers Association
news pictures contest winners.

DATE: Week of February 16, 1976 (note: Must be done
by Friday, February 20, 1976).

PURPOSE: To greet winners of the WHNPA annual photo
contest and pose for a picture to appear in their
program for their dinner to be held on April 22.

FORMAT: Oval Office
Participants: See attached list.
10 minutes

SPEECH
MATERIAL: Usual courtesies

PRESS
COVERAGE: White House photographer, WHNPA photographer

STAFF: Ron Nessen, David Kennerly

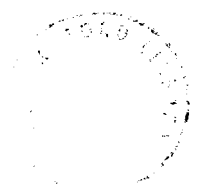
RECOMMEND: Press Office, Photo Office

OPPOSED: None

PREVIOUS
PARTICIPATION: The President also did this last year.

APPROVE _____

DISAPPROVE _____



PARTICIPANTS

Linda Wheeler

WASHINGTON POST

George Tames

NEW YORK TIMES

Randy Routt

WASHINGTON STAR

Winfield Parks

NATIONAL GEOGRAPHIC

Ron Bennett

UPI

Harry Naltchayan

WASHINGTON POST

Wally Bennett

TIME

Chick Harrity

AP

Paul Fine

WMAL

Ken Resnick

WTTG

Britt Arrington

WTOP

Clyde Roller

WMAL

Bernie Boston, President, WHNPA

John Bowden, photographer



SCHEDULE PROPOSAL
DATE: February 19, 1976
FROM: Margita White *mauw*
THROUGH: Ron Nessen *RN*
VIA: William Nicholson

Re: National Broadcast Editorial Association Convention

DATE: Wednesday, June 9, 1976 (or June 10 or 11)

PURPOSE: To provide those who prepare and broadcast editorial opinion on radio and television stations throughout the country an opportunity to meet and hear the President.

FORMAT: Location: Remarks in East Room followed by a reception in the State Dining Room.

Participants: 100 to 150 members of the National Broadcast Editorial Association.

Length: 5:15 to 5:30 p.m. (remarks)
5:30 to 6:00 p.m. (reception).


Note: The reception would follow an afternoon of briefings by Administration officials in 450 OEOB. The tentative 3-day convention schedule, attached at Tab A, indicates optional times for Presidential participation on Wednesday or Thursday.

SPEECH MATERIAL: To be prepared by Editorial Office with information provided by Margita White.

PRESS COVERAGE: Full coverage of the President's remarks; writing pool and official White House photos during reception.

STAFF: Margita White

RECOMMEND: Margita White
Ron Nessen



THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

DATE: March 10, 1976

FROM: Ron Nessen *RAN*

VIA: Bill Nicholson

MEETING: POSE FOR NEWSWEEK COVER

DATE: March 18 or any day after--including Saturdays and Sundays

PURPOSE: To do a semi-formal portrait of the President for a future NEWSWEEK cover.

FORMAT: -President's Study
-Participants: Bill Ray (Photographer)
-approximately 10 minutes

SPEECH MATERIAL: None

PRESS COVERAGE: None

STAFF: Ron Nessen, David Kennerly

RECOMMEND: Ron Nessen, David Kennerly

PREVIOUS PARTICIPATION: President has done similiar settings for other portrait photographers

BACKGROUND: The NEWSWEEK cover will be used sometime in the future in connection with coverage of the Presidential race.

APPROVE _____ DISAPPROVE _____



THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL

DATE: April 20, 1976

FROM: Ron Nessen *RHN*

VIA: Bill Nicholson

MEETING: With Hobart Rowen, financial writer on the
WASHINGTON POST

DATE: As soon as possible.

PURPOSE: To interview the President to obtain his views
on economic matters.

FORMAT: -Oval Office
-Hobart Rowen, Ron Nessen
-Thirty minutes

PRESS COVERAGE: Mr. Rowen will report the President's views
in one of a series of articles on economic
views of the candidates (see attached article
on Reagan). (White House Photographer)

STAFF: Ron Nessen

RECOMMEND: Ron Nessen

PREVIOUS
PARTICIPATION: None.

BACKGROUND: Mr. Rowen has been interviewing all of the
Presidential candidates to obtain their per-
spective on the economic issue. This will
not necessarily be one hundred percent
favorable article, but it will reflect an
understanding of the President's position
and viewpoint.

APPROVE _____ DISAPPROVE _____

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

DATE: April 20, 1976

FROM: Ron Nessen *JR HA*

VIA: Bill Nicholson

MEETING: With Theodore White.

DATE: Week of April 26, 1976.

PURPOSE: To interview the President for Theodore White's forthcoming book on the 1976 election.

FORMAT: -Aboard Air Force One from Andrews Air Force Base to Tyler, Texas.
-Theodore White, Ron Nessen
-One hour

PRESS COVERAGE: None (White House Photographer)


STAFF: Ron Nessen

RECOMMEND: Ron Nessen, Dick Cheney, Jerry Jones

PREVIOUS PARTICIPATION: None.

BACKGROUND: Theodore White is beginning preparation for his book on the 1976 Presidential election. It will be slightly different from the books he has done on Presidential elections since 1960. He intends to deal more with historical perspective and wants to discuss the President's views of the Office of the President in this point in history.

APPROVE _____ DISAPPROVE _____



SCHEDULE PROPOSAL

DATE: March 19, 1976

FROM: Margita E. White *me*

THROUGH: Ron Nessen *RN*

VIA: Bill Nicholson

MEETING: Newspaper Farm Editors Association

DATE: Tuesday, April 27, 1976

PURPOSE: To present the President's position on key issues of concern to the nation's agricultural sector.

FORMAT: Location: Roosevelt Room

Participants: 20-30 representatives of the Newspaper Farm Editors Association.

Length: 9:30 a.m.
(About one hour)

SPEECH MATERIAL: None required.

PRESS COVERAGE: None by White House Press Corps. Conversation would be on-the-record with option of going off-the-record as appropriate. Normal White House photo coverage.

STAFF: Ron Nessen, Margita White, and Randall Woods

RECOMMEND: Ron Nessen, Margita White, Paul Leach, and Secretary Butz

PREVIOUS PARTICIPATION: The President has not met with this group before. He had to decline their invitation to attend their meeting in Washington last year in April.

BACKGROUND: The Newspaper Farm Editors Association is a professional organization of farm writers for daily newspapers. The group includes representatives of wire and commodity news services, papers including the Des Moines Register, Chicago Tribune, and the New York Times.

The Association meets every year in Washington to attend briefings with Congressional and Government leaders.