

The original documents are located in Box 300, folder “Memorandum for the President re the Washington Post Meeting” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Delivered orally to
The President
7 Dec 1974

THE WHITE HOUSE
WASHINGTON

December 7, 1974

MEMORANDUM FOR THE PRESIDENT

FROM: RON NESSEN

I had lunch yesterday at the Washington Post as a guest of Katharine Graham and about ten of her senior executives and editors.

The overwhelming impression I came away with was that they want desperately for you and your Administration to succeed and they are ready and anxious to throw their support behind you. However, they are concerned about what they see as a lack of strong and effective leadership in two areas: bringing in new personnel for top jobs and managing the economy.

I came away with the feeling that they see your Presidency drifting steadily downward with no sign of any upturn. Again, their reaction to this is one of frustration and a genuine desire that this downward drift be reversed and that your Presidency succeed.

Specifically, they feel that what you should do is to make a dramatic move which could alter a public impression that you are not exerting new and forceful leadership. The two moves they think would change this public impression and get your Presidency moving upward to new popularity and successes are: a wholesale change in the old Nixon Cabinet and a major new economic program to stop the recession and resolve the energy problem. They were particularly critical of what they see as inconsistencies, incompetence and rivalries among your chief economic advisors.



In all honesty, Mr. President, I must tell you that I agree with some of the suggestions these senior Washington Post people made. Obviously, I did not tell them of my agreement.

I truly believe that some big and dramatic move by you to change the Cabinet and deal with the economy is needed soon to reverse the growing criticism of your Presidency.



THE WHITE HOUSE
WASHINGTON

Sat.

Ron

the original has been
filed in the safe.

p



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