

The original documents are located in Box 127, folder “Cavaney, Byron ("Red")” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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February 19, 1975

MEMORANDUM FOR: ERIC ROSENBURGER
RED CAVENEY - *file*

FROM: RON NESSEN

My first preference would be that the President not tape a 3 or 4 minute conversation with the Hughes Sports Network after the 18th hole of the Jackie Gleason Tournament. Hughes and many other people are simply using the President to build their audience and their prestige. Also such an appearance merely contributes to the public view of the President as a good-hearted, not-very-bright jack.

If he does the interview, we must be very sure that the camera crews traveling with the President as well as all local camera crews are given an opportunity to film the interview at the same time. Before I came here someone arranged for the President to do an exclusive interview with ABC Wide World of Sports at a Golf tournament in North Carolina, and the other networks screamed about this -- and I think justifiably.

If he does the Hughes interview, he also should stick strictly to praise of the charity aspects of the gold tournament.

But to re-emphasize, I think he should not do it at all.

cc: Jim Connor

RN/eg



March 22, 1975

MEMORANDUM FOR: RED CAVANEY
FROM: RON NESSEN

We will be announcing the President's Palm Springs trip shortly and I would appreciate having from you the details of the rental arrangements and costs of the President's house and the Hartmann and Rumsfeld houses in Palm Springs.

Also any other information I may need to answer questions about the Palm Springs trip at the time of the announcement.

RN:jg



April 12, 1975

MEMORANDUM FOR: RED CAVENEY

FROM: Connie Gerrard

The following people will be members of the panel that questions the President at the ASNE luncheon:

Scotty Reston	New York Times
Clayton Kirkpatrick	Chicago Tribune
Kon Funk	Santa Monica Outlook
Ed Miller	Allentown, Pennsylvania newspapers
Norman Isaacs	Wilmington, Delaware News Journal
ED CONEY	WALL STREET JOURNAL



THE WHITE HOUSE

WASHINGTON

May 20, 1975

MEMORANDUM FOR: RON NESSEN
FROM: RED CAVANEY 
SUBJECT: THE PRESIDENT'S TRIP TO EUROPE

Due to the extensive cable traffice and DEX traffic that will be flowing between Europe and the United States during the course of the President's trip, it will be necessary to reduce the length of the Daily News Summary to 25 or less pages per day for transmission during the trip. Rather than have the traffic sent piecemeally, it should only be transmitted once during each day.

Thank you for your assistance on this matter.

cc: J. Shuman
 Gen. Adams



THE WHITE HOUSE

WASHINGTON

May 20, 1975

MEMORANDUM FOR: RON NESSEN

FROM: RED CAVANEY

SUBJECT: "IN-TOWN" EVENTS

Over the past few months, the President has scheduled many "in-town" events in the Washington area. Even though many of these events are relatively simple and require less overall support than out of town trips, we do advance each one fully. Our concept of the team approach to advancing requires that all members of the team attend the pre-advance and participate in the subsequent meetings. This approach has been successful in the past and to deviate from this formula is to invite problems for the President. I hope that your support of the team concept of advancing will continue through the regular assignment of a member of the press office staff to attend the pre-advance and any other subsequent meetings. Many of our recent advances in town have been marked by the absence of press advance personnel, particularly when Eric Rosenberger and Pappy Noel are on out-of-town advances.

cc: D. Cheney
 E. Rosenberger



Patty --

The people Ron would like to have attend this meeting are:

Ron Nessen
Red Cavaney
Eric Rosenburger
Tom DeCair
Jack Hushen
(Perhaps Jim Shuman)



Sunday in Macinac Island if possible.

for 2 -
- 4 &
Nessen
Cavanaugh
Eric
John D.C.
Nessen

THE WHITE HOUSE

WASHINGTON
July 8, 1975

MEMORANDUM FOR: RON NESSEN
FROM: RED CAVANEY
SUBJECT: PRESIDENTIAL PRESS KITS

BACKGROUND

One of the most important tools to an Advance Team is the White House Press Kit, which contains assorted photographs, biographies, and information on the President, First Family, Air Force One, etc. Since everyone's costs have escalated in recent years, which has virtually eliminated a lot of previous forums for advertising the President when on an Advance, our ability to generate local enthusiasm for a Presidential visit rests very heavily on the "free" media coverage provided the upcoming visit. A comprehensive, current, and varied press kit allows us, and ultimately the local newspaper publishers and broadcast editors, a wide range of options in presenting coverage of the forthcoming visit of the President.

It is my opinion that our present press kits, while adequate, fall far short of the desired objective of presenting a "whole" picture of the President and his family. Here is a situation where we can markedly increase exposure of the President, yet we are not taking advantage of the opportunity.

RECOMMENDATION

In the interest of presenting a better product, the following recommendations are offered concerning the Presidential Press Kits:

- (1) New biographical sheets should be prepared for the President and members of the First Family. These should be provided in



"finished copy" format in order that the information can be transferred directly into a newspaper column or article. This format is particularly helpful to weekly and small-town newspapers, which so often print stories as received.

(2) Consideration should be given to including a Fact Sheet, which would contain some anecdotal information on the President and/or some factual data concerning the President and his policies. This would be particularly helpful in garnering additional coverage, since so many local papers are always "crying" for more information to print.

(3) Good, usable photographs (black and white) of the President and First Family should be included in each package. Additionally, several "action" pictures of the President at particularly recent events should be included. Our experience indicates that during the course of an Advance, a newspaper is likely to run two separate photos of the President, if we provide a selection from which to choose. They will never use the same photo twice.

(4) A picture of the Presidential limousene, Presidential helicopter, and Air Force One should be included in each Press Kit, and a Fact Sheet should accompany each photograph. As with the biographies, the Fact Sheet should be done in "finished copy."

(5) A project should be undertaken immediately to compile a standing file of 100 Press Kits, incorporating the aforementioned items, to be replenished in increments of 50, as usage depletes the stock.

This memorandum may only scratch the surface of the subject, yet I feel compelled to start somewhere. I would very much appreciate a brief moment of your time for discussion on this subject. Eric Rosenberger should also be included, if he is available.

cc: Jerry Jones
Eric Rosenberger



THE WHITE HOUSE

WASHINGTON

January 28, 1976

MEMORANDUM FOR: DICK CHENEY
JERRY JONES
RED CAVANEY ✓
ERIC ROSENBERGER
PETER KAYE

FROM: RON NESSEN *RHN*

The Press Office is undertaking a series of steps to assure that local press is given better treatment in order to help them do better stories on Presidential visits and to meet a number of gripes we have received over the months.

I'd appreciate it if you could help out in those areas which involve decisions or actions by your office so that we can implement this plan as soon as possible, preferably with the February 7-8 trip to New Hampshire:

1. The President Ford Committee should pay for a local press bus and/or a local press pool car in all out-of-town Presidential motorcades.
2. The President Ford Committee and the White House need to reach a decision quickly on who pays for the lighting and sound systems for Presidential appearances on political trips.
3. At airport arrivals, the arrival ceremony and any local presentation ceremonies should take place close to and directly in front of the local press area. This may mean that the President should be greeted at the bottom of the ramp by only one or two local officials and then brought over to the local press area to meet other local dignitaries.
4. The President should stop for a brief interview at the airport, at arrival or departure, with the local press.



5. The President should be announced and any local band at the airport should play "Ruffles and Flourishes" and "Hail to the Chief" as the President walks off Air Force One. The President should be the first one down the ramp (not Dave Kennerly).

6. Whenever possible, colorful local stories should be staged where they are clearly visible to the local press. (For instance, in Minneapolis when the President was introduced to Liberty's father, the local press was completely shut out.)

7. A press kit should be prepared, including biographies of the President and his family, data on Air Force One, the limousine and the helicopters, and brief statements of the President's position on major issues. The printing of the kit, printing of the necessary photographs to go in it, and the purchase of appropriate folders should be paid for by the President Ford Committee. This needs to get into the works quickly so that the press kits will be ready to hand out to local reporters a day or so before the New Hampshire trip.

8. The PFC Press Office needs to check in a more timely manner with the White House Press Office before making announcements locally of Presidential schedules, etc.

CC *Speakers*
Carlson



RJ/13

THE WHITE HOUSE

WASHINGTON

February 9, 1976

MEMORANDUM FOR: ALL ADVANCEMEN
FROM: RED CAVANEY 
SUBJECT: PRESS ADVANCES

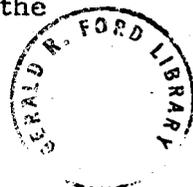
At 3:00 pm today, I attended a meeting at which the following individuals were present:

Ron Nessen	David Wendell
John Carlson	Dorrance Smith
Pappy Noel	

The purpose of this meeting was to develop new procedures wherein the press advance and the staff advance would more closely coordinate their work and, therefore, produce a better product for the President. The remainder of this memorandum will detail the results and agreements that developed in the meeting.

1. On an experimental basis, a member of the Press Office Staff (Ron Nessen, John Carlson, or Larry Speakes) will travel to an event area the day prior to an event. The press advancement, in conjunction with the lead advancement, will schedule a briefing at which this individual will answer questions of substance and at which the press advancement will brief the locals on the logistics of the upcoming visit. This, to me, seems like an excellent idea. It would be relieving a great deal of pressure from the press advancement to answer questions of substance, as well as provide better responsiveness to the local media. I would appreciate your feedback on this arrangement as well as your cooperation in making such briefing a success.

2. Henceforth, the press advancement will be responsible to the lead advancement as any other site advancement. It will become the responsibility of the lead advancement to insure that the press



advanceman is in on informational "loops." He must be completely apprised of schedule changes, of physical environment changes, and new areas of direction. In turn, the press advance will interface more closely with the members of the advance team and seek the advice and consent of the lead advanceman on implementing his areas of concern, where they interface directly with the advance environment. This does not mean that the lead advanceman dictates all job parameters to the press advanceman. Rather, he takes a more active interest to insure that the press advanceman is fully conversant with the details of the trip and the physical parameters of each individual site. This new relationship will not be without its problems in the start-up phase, but I am confident that the end product will produce a far better result for the President.

Whenever there is a basic disagreement between the press advanceman and the lead advanceman on a specific and it cannot be resolved within the advance, the press advanceman will go directly to Eric for guidance and the lead advanceman should consult me. I will then resolve the problem.

Over the course of the past year, the press advanceman's environment has developed more and more independent of the advance team and these procedures are designed to close this drift and to create more harmony & continuity between these to "advance" functions.

3. Approximately 70% of the work of the press advanceman is independent in nature and occurs between the press advanceman and members of the local media, i. e., credentialing, location of filing centers, transportation, etc. These areas will continue to be the private domain and sole responsibility of the press advanceman. The interface mentioned in paragraph 2 of this memorandum is designed to improve the 30% margin where the roll of the press advanceman and the press impacts on the specific event environment.

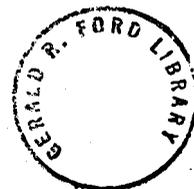
4. In this vein, it is the responsibility of the lead advanceman to make available some of the advance team resources, i. e., secretarial support and the like, to the press advanceman to assist him in the execution of his duties. This does not mean that the press advanceman would take over half of the office, rather, be allowed to utilize the services of the volunteer secretaries to the same extent that any other site advanceman would.



Obviously, the success of the aforementioned will only occur if each and everyone of us make a conscientious effort to insure implementation. The press advancement are in a unique position to identify and relate much about the concerns of the local press. It is my opinion that for too long a period of time we have favored the national press at the expense of the locals, and that this year our efforts should be directed at insuring the locals a full and responsible roll in all event environments. Therefore, it is up to the lead advancement to solicit opinions and remarks from the press advancement regarding the expected or desired roll of the local press in the event environment.

This memorandum and meeting were the beginning of a new phase of operation and cooperation between our respective offices. I would appreciate feedback as situations develop, and Eric and I will work to obtain the best possible results consistent with the uniqueness of each situation.

cc: Ron Nessen
Jerry Jones
John Carlson
Eric Rosenberger
Terry O'Donnell



February 4, 1976

MEMORANDUM FOR:

JERRY JONES
RED CAVANNEY
ERIC ROSENBERGER

FROM:

RON NESSEN

Attached is Peter Keys's response to my recent memo requesting the PFC cooperating in helping to improve the opportunity for local news coverage of Presidential trips.

Peter seems to be very cooperative and we should follow-up immediately on those matters he has agreed to.

Attachments

RH/pp



October 31, 1976

**MEMORANDUM TO: DICK CHENEY
 JERRY JONES
 BILL RHATICAN
 RED CAVANEY**

FROM: RON NESSEN

As we travel through the final ten days you might want to keep in mind that we have the following outstanding interview requests which we can accept at any time it is to our benefit to do so:

**The Today Show
Good Morning America
Walter Cronkite - CBS Evening News
Issues and Answers (one hour) Sunday, October 31.**

In addition, we have a sizeable number of interview requests from leading newspapers and television stations in almost all the cities we are visiting. I am taking with me on the trip a file of the major requests and we can review them should any time open up on the President's schedule for press interviews.

RN/mcb



THE WHITE HOUSE
WASHINGTON

January 10, 1976

[1977]

MEMORANDUM FOR:

RON NESSEN

FROM:

RED CAVANEY ~~REDACTED~~

SUBJECT:

University of Michigan
Food Bill, December 19, 1976

In connection with the President's trip to the University of Michigan, we have been billed \$60. for meals consumed by the official staff. Since this bill cannot be paid directly it must come out of the per diem of those on the trip. Accordingly your share is \$4.28. Please submit to me by Friday, January 14, 1977.

Thank you for your cooperation.

Ron.
You have \$1.02
left in petty cash
which I can apply
toward if you want
PdCh #2056

1-10-77

