

**The original documents are located in Box 130, folder “Jones, Jerry (4)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

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June 11, 1975

MEMORANDUM FOR:

JERRY JONES ✓

FROM:

RON NESSEN

Jack Anderson, the columnist, has expressed to Bob Hartmann an interest in filming an interview with the President on the subject of the Bicentennial, the present mood of America, and the future outlook of America. (This is in conjunction with a campaign Anderson has been running to solicit public suggestions for a Bicentennial motto.) Hartmann reports that the President indicated to him that he is willing to do the interview.

The interview would take about 30 minutes of the President's time and it would be filmed here at the White House with Bob Mead making the technical arrangements. The only preparation the President would need might be some time with Bob Goldwin to discuss some ideas about the mood of America at the present time and the future of America.

Anderson has no preference as to date or time.

cc: Bob Hartmann  
Bob Goldwin  
Bob Mead

RN/pp



THE WHITE HOUSE

WASHINGTON

From: Robert T. Hartmann ~~RT~~

To: Ron Nessen

Date: 6/11/75

Time

a.m.

p.m.

Prior to our takeoff for Europe, I mentioned to you that Jack Anderson had expressed to me a desire to do a short videotaped conversation with the President, the subject matter limited to the goals and purposes of the Bicentennial. I discussed this with the President and he indicated his willingness to do it after the trip and that I should pass the arrangements along to you.

FYI, Anderson through his column has been conducting a contest for a Bicentennial slogan, which he says has already drawn some 800,000 responses. He says his idea is being taken up by American Legion posts, the Federation of Womens Clubs, Urban League, Boy and Girl Scouts, etc. He is getting companies to put up prizes for state winners, runners up, etc. and will close it out around the end of the year. He wants to visit with the President about his thoughts on the real meaning to America of the Bicentennial, and, in the process, to plug his contest for the first time in his radio-tv outlets.

Will you have someone get together with Jack?

THE WHITE HOUSE

WASHINGTON

June 18, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN *RN*

SUBJECT: Schedule Proposal for Roy Rowan to see President

Roy Rowan, Hong Kong Bureau Chief for Time Magazine, has contracted with the Norton Publishing Company for a book containing a detailed account of the Mayaguez incident. It is to be published quickly, hopefully by August 15.

Rowan has already spent 10 days aboard the Mayaguez taping interviews extensively with the captain and crew. Rowan also has interviewed the captains of the American destroyers Hunt and Wilson, which took part in the rescue; and with the Navy commander in charge of aerial surveillance during the episode.

At the suggestion of the captain of the Mayaguez, Rowan has agreed to donate one-half of his cash advance and 27% of the royalties of the book to the families of the marines and airmen killed during the operation.

Rowan believes it would add greatly to the book to have an opportunity to interview President Ford for his own description of his acts and thoughts during the Mayaguez episode. I agree that this would be a worthwhile interview, although I don't believe the President can spare the time for an "open-ended dinner meeting." Instead I propose giving Rowan a 30-minute interview in the Oval Office on or about June 19 when Rowan will be in Washington.

I would prepare for the President -- to refresh his memory -- and also give to Rowan, the detailed minute-by-minute chronology of the Mayaguez episode already pulled together by the Press Office.

I am attaching a cable from Rowan and an endorsement of the interview by David Kennerly.

cc: David Kennerly ✓  
Warren Rustand



THE WHITE HOUSE

WASHINGTON

June 12, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

DAVID KENNERLY

SUBJECT:

Presidential Meeting with  
Roy Rowan

Ron,

Because of the time involved, I am writing this proposal on behalf of Roy Rowan. I am going to try and get in touch with him to get a cable, from him to you, explaining his purpose in meeting with the President.

Basically, he has already interviewed the Captain of the Mayaguez and other key persons involved. His book is going to be an historical documentary on what actually happened, containing extensive interviews with practically everyone involved. I know Roy very well and I know this is going to be a very positive thing. Roy told me that he wanted to recreate what happened as far as Presidential action was concerned, what the President was thinking at the time, etc. He just wants to piece together the whole incident from every angle.

When I talked to the President about this, he was interested in this because of its historical importance.

Roy wants to get here sometime in June, and June 19th seemed to be a good time for him. I personally suggest an open-ended dinner meeting on the 19th where he won't have to be confined to a one-hour time period. Its purpose is too important and there is too much ground to be covered in an hour's time.

As I said previously, I will try to get something sent to you in writing from Roy, but I think the above is basically what he needs to talk to the President about.

Many thanks.

The White House  
Washington

1975 JUN 13 AM 9 06

UNI 357 VIA RCA

HONGKONG 1333 JUNE 13, 1975

RON NISSEN

THE WHITEHOUSE

AS DAVE KENNERLY HAS TOLD YOU I AM TAKING SOME TIME OFF  
AS HONGKONG BUREAU CHIEF FOR TIME MAGAZINE TO WRITE A BOOK ON  
THE MAYAGUEZ INCIDENT. MORTON WILL PUBLISH THE BOOK, AND IS  
HOPING THAT I WILL BE ABLE TO COMPLETE THE MANUSCRIPT BY JULY 15  
SO THEY MAY COME OUT WITH THE HARDCOVER EDITION (ONE MONTH LATER)  
BEFORE THE INCIDENT BEGINS TO FADE FROM MEMORY. SO FAR I HAVE

SPENT 10 DAYS RIDING THE MAYAGUEZ, EXTENSIVELY TAPING THE CAPTAINS  
AND CREW ON THE ROLE EACH MAN PLAYED DURING THEIR EXTRAORDINARY  
FOUR DAYS. I HAVE ALSO INTERVIEWED THE CAPTAINS OF THE DESTROYERS  
HOLT AND WILSON, AND THE NAVY COMMANDER RESPONSIBLE  
FOR THE AERIAL SURVEILLANCE FLOWN FROM <sup>SUBC</sup> S-3C BAY, WHO IN EFFECT  
WAS KEEPING WATCH OVER THE CAPTIVES. WHAT I AM STRIVING TO DO IS  
TELL THE STORY OF THE MAYAGUEZ IN THE WORDS OF EACH MAN--WHAT HE  
DID, WHAT HE SAW AND WHAT HE THOUGHT. THIS <sup>W</sup> WILL BE A  
STRAIGHTFORWARD NARRATIVE ACCOUNT COVERING THE FOUR DAYS.  
OF COURSE, WHAT WILL GIVE THE BOOK THE ADDED DIMENSION IS

NEEDS, IS TO INCLUDE THE PRESIDENT'S OWN DESCRIPTION OF WHAT HE  
DID AND THOUGHT DURING THE CRITICAL FOUR-DAY PERIOD. THERE IS  
NO QUESTION THAT THE CAPTAIN AND CREW OF THE MAYAGUEZ GIVE THE  
PRESIDENT OF THE UNITED STATES THE CREDIT AND THEIR ETERNAL  
THANKS FOR SAVING THEIR LIVES.

IT MIGHT INTEREST YOU TO KNOW THAT THE ONLY COMPENSATION  
ASKED FOR BY CAPTAIN MILLER IN EXCHANGE FOR HIS COOPERATION AND  
CONCLUSIVE STORY, IS THAT I DONATE HALF THE ADVANCE ON THE BOOK  
AND 27 PERCENT OF THE ROYALTIES TO THE FAMILIES OF THE MARINES  
KILLED ON XOM TANG ISLAND. ARRANGEMENTS TO DO THIS HAVE BEEN MADE.

I VERY MUCH HOPE THAT I WILL BE ABLE TO SECURE THE PRESIDENT'S

COOPERATION ON THIS UNDERTAKING, WHICH I AM CONVINCED CAN BE A  
FASCINATING FACTUAL DOCUMENT OF A SMALL BUT IMPORTANT INCIDENT  
IN AMERICAN HISTORY - BEST REGARDS

ROY ROWAN



June 18, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: RON NESSEN  
SUBJECT: Schedule proposal for Jerry Warren  
to pay farewell call on President

As you may know, Jerry Warren is resigning next month as Deputy Press Secretary to the President to become Editor of the San Diego Union. He has written a beautiful letter of resignation to the President and I assume the President will respond in an equally warm and flattering manner.

Jerry will be leaving the White House and taking a month's leave beginning sometime about mid-July. I plan to give him a farewell party, inviting many of his friends from both inside and outside the White House.

I would like to propose strongly a brief farewell courtesy call on the President by Jerry and his family sometime during the week beginning July 6.

RN/cg





June 19, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: RON NESSEN  
SUBJECT: Presidential News Conference

As I indicated on the telephone, next week would be about the right time for another Presidential news conference.

I would like to propose that a news conference be combined with the President's already scheduled reception with news and broadcast executives from the Washington region next Wednesday.

One way to do this would be to hold a news conference at 5 pm Wednesday in the Rose Garden (weather permitting), or indoors if necessary, at which the questions would be equally divided between regular White House correspondents and the news executives from the Washington region. In other words, this would be the same format we have used for out-of-town news conferences.

I believe the 5 o'clock hour would assure us of live television coverage.

You indicated to me that the President does have ample preparation time next week, including an uninterrupted two hours between the end of the Cabinet meeting at 3 pm and the beginning of the proposed news conference at 5 pm on Wednesday.

After the news conference, the regional executives would have 30 minutes to file stories for their papers and broadcast stations before beginning the scheduled 6 pm reception.



June 20, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: RON NESSEN

I understand the President has agreed to consider the first in a series of conversations with columnists on June 30.

I propose that the columnists be:

Marquis Childs  
Mary McGrory  
Carl Rowan

United Features  
Washington Star-News  
Field Newspapers

Each is widely syndicated.

McGrory and Rowan are certainly not strong supporters of the President, and I understand one of the purposes of these conversations in the President's view would be to try to make an impression on such columnists who do not now regularly support him. For balance we would have Childs, who has had a request in for a very long time for a meeting with the President, and whose own views are more in line with the President's.

If the President wishes to expand the group beyond three, or if any of the first choices cannot attend, I suggest that additions or substitutions be chosen from among:

George Will  
Joseph Kraft  
David Broder  
William Anderson

Washington Post  
Field Newspapers  
Washington Post  
Chicago Tribune

cc: Warren Rustand

RN/cg



June 20, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: RON NESSEN

Don Rumsfeld advises that the President wishes to accept an invitation to talk to Paul Miller of Gannett Newspapers about Miller's recent trip to China.

Brent Scowcroft agrees that the meeting would be a good idea.

Please advise me of when the meeting is arranged and I will notify Miller.

RN/cg



June 20, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

Don Rumsfeld advises that the President wishes to accept an invitation to talk to Paul Miller of Gannett Newspapers about Miller's recent trip to China.

Brent Scowcroft agrees that the meeting would be a good idea.

Please advise me of when the meeting is arranged and I will notify Miller.

RN/cg





THE WHITE HOUSE  
WASHINGTON

Rev -

That would be  
fine.

Ben -

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: Brent Scowcroft.  
FROM : RON NESSEN

I can prepare the  
schedule proposal  
on this, if you  
wish.

Let me know.

RAN

6-18-75

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 17, 1975

MEMORANDUM FOR:

RON NESSEN  
BRENT SCOWCROFT

FROM:

DONALD RUMSFELD

I received a call today from Mr. Paul Miller of Gannett Newspapers. Phone number 716-232-7100. He asked me to relay to the President that he was back from China--from his second trip. He was there for three weeks, had a lot of contacts and would be available to the President to fill him in on the changes he has detected. The President indicated a desire to have him in. Ron, you and Brent can work together to get a schedule proposal in to the President, please, and get back to Miller.

THE WHITE HOUSE  
WASHINGTON

NOTE FOR:

C.G.

FROM

:

RON NESSEN

Notified by phone  
4:20pm. July 21.

Revamp NSC briefing  
paper.

Notify Snowball  
to attend.

RHN

THE WHITE HOUSE  
WASHINGTON

July 9, 1975

MEMORANDUM FOR: MR. RON NESSEN  
FROM: WARREN RUSTAND *WR*  
SUBJECT: Approved Presidential Activity

Please take the necessary steps to implement the following and confirm with Mrs. Nell Yates, ext. 2699. The appropriate briefing paper should be submitted to Dr. David Hoopes by 4:00 p.m. of the preceding day.

Meeting: With Paul Miller of Gannett Newspapers

Date: ~~Friday, July 18,~~ Time: ~~4:00 p.m.~~ Duration:  
1975

Location: The Oval Office

Press Coverage: White House Photographer

Purpose: To talk about Miller's recent trip to China

cc: Mr. Hartmann  
Mr. Marsh  
Mr. Cheney  
Dr. Connor  
Dr. Hoopes  
Mr. Jones  
Mr. O'Donnell  
Gen. Scowcroft  
Mrs. Yates  
Mrs. Davis

*3:30  
Wed - July 23  
15 Minutes*

June 25, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

Here are a number of schedule matters I need to have resolved:

1. Hedley Donovan, Editor-in-Chief of TIME is coming to Washington next week for a series of personal conversations with Secretary Kissinger, Secretary Schlesinger, and others, and would like some time with the President. I propose that he be added to the three columnists who are coming in to see the President at 4 o'clock Monday.

\_\_\_\_\_ Approve Donovan seeing President with columnists

\_\_\_\_\_ Approve Donovan for private appointment

\_\_\_\_\_ Other: \_\_\_\_\_

2. Joseph Kraft is writing a long analysis story for the New York Times Sunday Magazine on the President's first year in office and would like some time with the President. His deadline is July 14. As you recall, Kraft is on the list for the second columnist conversation with the President. I propose we schedule this second conversation in time for Kraft to meet his July 14 deadline.

\_\_\_\_\_ Approve second columnist's meeting before July 14

\_\_\_\_\_ Approve private meeting for Kraft

\_\_\_\_\_ Other: \_\_\_\_\_



3. Lee Cannon of the Washington Post is doing a book on the Washington press corps (somewhat critical). He would like only 15 minutes with the President to discuss the President's relations with the White House press corps. His deadline is the July 4 weekend. Cannon suggests the possibility of doing it on Air Force One and sometime during the July 3 trip to Cincinnati and Cleveland.

\_\_\_\_\_ Approve Cannon for interview on Air Force One  
\_\_\_\_\_ Approve Cannon for interview at The White House  
\_\_\_\_\_ Disapprove

4. What has happened to James J. Kilpatrick's request to interview the President on stage during the upcoming International Platform Association convention in Washington? (Original memo attached)
5. It has been suggested to me that the President might want to send a representative to the Eugene Pullium funeral in Arizona. (I believe it is Friday or Saturday). I don't have a recommendation on this, but maybe the political people do.

cc: Warren Rustand

RN/cg



June 6, 1975

MEMORANDUM FOR:

JIM CONNOR

FROM:

RON NESSEN

SUBJECT: Interview Request from James J. Kilpatrick

James J. Kilpatrick, the conservative newspaper and TV commentator, has asked to interview the President as part of the program for the Convention of the International Platform Association at the Shoreham Hotel in Washington either Wednesday evening August 6 or Thursday evening August 7. (The International Platform Association is a large group made up of the leading lecturers and officials of those agencies which book the lecturers.)

Here are a couple of considerations in weighing this. Kilpatrick is generally sympathetic to the President. The audience would be large and would be made up of influential people from the government and private life who have a good deal of influence on public opinion through their lectures.

On the other hand, August 9 would be the first anniversary of the Ford Administration, and I already tentatively promised an exclusive interview to the New York Times with the President for the anniversary.

My inclination is to recommend that the President do the interview with Kilpatrick, but I don't feel very strongly about it one way or another.

RN/pac





THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Levy Jones*  
FROM : RON NESSEN

*I think this  
invitation is more  
appropriately handled  
by you.*

*RAN*

17  
June 26, 1975  
J. H. Smith

**WILKES-BARRE**  
**TIMES-LEADER**  
THE EVENING NEWS

**Wilkes-Barre Record**  
ALL DAY ~~WILKES-BARRE~~

Published by

**WILKES-BARRE PUBLISHING COMPANY**

15 NORTH MAIN STREET

WILKES-BARRE, PENNSYLVANIA, 18711

OFFICE OF THE PRESIDENT

June 26, 1975

The Honorable Gerald R. Ford  
President  
The White House  
Washington, D. C. 20500

Dear President Ford:


I appreciated very much the opportunity to represent our newspapers at the briefings and reception at the White House on June 25 through the invitation extended to media representatives on your behalf by Press Secretary Ron Nessen. Particularly the briefing on current domestic issues preceding the general press conference held on the White House lawn, as well as the informal get-together with you later, was of extreme value in providing background not ordinarily related to the daily general news picture.

You may recall the question which I asked you at the reception - namely to extend an invitation to attend, in July 1978, the Bicentennial Commemoration of the Battle and Massacre of Wyoming here in Wilkes-Barre, Pennsylvania.

In July 1878 on the Centennial of this important Revolutionary event, considered by many historians as the turning point in the War, President Rutherford B. Hayes, with several members of his cabinet, came to the monument and battleground here to participate in the ceremonies. These exercises, conducted each year by the Wyoming Commemorative Association, have long been a part of the tradition of our historic Wyoming Valley, after which the State of Wyoming, as well as some thirty other lesser political subdivisions throughout the United States, was named.

Since the American Bicentennial celebrations throughout the land ostensibly will have been concluded in 1976, we would hope that our own nationally significant observance two years later would merit your consideration with the same confidence that at least I share for your pending nomination and subsequent election to the high office you are now so capably filling.

Sincerely yours,

  
Harrison H. Smith  
President

cc: Congressman Daniel J. Flood  
Major-Gen. Frank Townend (Ret.)  
President, Wyoming Commemorative Association

July 2, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

It would be helpful if someone from the Press Office were included in meetings where advance planning for the President's activities is discussed.

Somehow we have been left out of a few meetings lately and so we miss information about upcoming activities and we also miss the opportunity to offer suggestions.

RN/cg



July 2, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

Fred Barnes of the Star and other reporters for PM newspapers have suggested that we occasionally stage a Presidential news conference at 10 am so that afternoon newspapers will have a big, fresh story for their later editions. This is not a bad idea.

cc: Warren Rustand

RN/cg



July 10, 1975

MEMORANDUM FOR: JERRY JONES ✓

FROM: RON NESSEN

The President has been invited to speak at the annual conference of the Associated Collegiate Press and the National Council of College Publications Advisers in St. Louis on October 30. The Association has now sent me a second letter asking whether there is any chance the President will come.

We have talked periodically about the President doing a news conference for college journalists. Might this be the right occasion?

cc: Warren Rustand

RN/cg





ASSOCIATED COLLEGIATE PRESS

720 WASHINGTON AVE. S.E., UNIVERSITY OF MINNESOTA/MINNEAPOLIS, MINNESOTA 55414/TEL: (612) 373-3180

July 7, 1975

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, DC 20500

Dear Mr. Nessen:

In May of this year you kindly responded to my request to have President Ford address the annual conference of the Associated Collegiate Press and National Council of College Publications Advisers at the Chase-Park Plaza in St. Louis on Oct. 30.

At that time you indicated that the request would be kept under consideration and you would have a more definite answer later.

I would hope that we are still in the running. We will have a good cross-section of the nation's college communicators at our convention. Obviously, plans may change between now and October 30, but any up-to-date indication at this time would be appreciated.

Gratefully,

Wally Wikoff  
Executive Director

WW:bl

Wally Wikoff, Executive Director

GENERAL

IV/1975/ST 25/CP



ASSOCIATED COLLEGIATE PRESS

720 WASHINGTON AVE. S.E., UNIVERSITY OF MINNESOTA/MINNEAPOLIS, MINNESOTA 55414/TEL: (612) 373-3180

May 28, 1975

*See - F.Y.I.  
& then to  
Central file*

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, DC 20500

Dear Mr. Nessen:

I appreciate your response to me so quickly so we can act accordingly. One can certainly understand that May, 1975, is not October, 1975, and the President cannot commit himself this early to an invitation to address the annual conference of the Associated Collegiate Press.

However, I thank you for keeping this request on the possibility list and I can only hope that the more than 1,000 college publications staff members and their teacher-advisers will have an opportunity to hear their President in St. Louis, October 30.

Cordially,

Wally Wikoff  
Executive Director

WW:nm

Wally Wikoff, Executive Director

May 21, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

I have answered this letter but I recommend you keep this invitation under consideration since he cancelled out last year and it might be a good forum for anything the President has to say at the end of October.

Attachments: File on Wally Mikoff, Executive Director of Associated College Press requesting President to speak last of October

RN/cg

RECEIVED  
MAY 27 1975  
CENTRAL FILES



May 21, 1975

10/1975/5125/5\*

Dear Mr. Wikoff:

The President has asked me to respond to your kind invitation to address the annual convention of the Associated Collegiate Press in St. Louis on October 20.

The President regrets having to cancel his appearance last year. It's a little too soon to know precisely what the President's schedule will be at the end of October, but you can be sure the invitation will be kept under consideration and we will be back to you when we have a more definite answer.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

✓  
Mr. Wally Mikoff  
Executive Director  
✓ Associated Collegiate Press  
720 Washington Avenue, S.E.  
✓ University of Minnesota  
Minneapolis, Minnesota 55414  
2

RN/cg

RECEIVED  
MAY 24 1975  
CENTRAL FILES

THE WHITE HOUSE

WASHINGTON

Date: May 19, 1975

MEMORANDUM FOR: Ron Nessen

FROM: WARREN RUSTAND

SUBJECT: Wally Wikoff, Associated Collegiate Press  
re: invitation to Conv. Oct 30-Nov 1 St. Louis

The attached is for your appropriate handling.

Thank you.



ASSOCIATED COLLEGIATE PRESS

720 WASHINGTON AVE. S.E., UNIVERSITY OF MINNESOTA/MINNEAPOLIS, MINNESOTA 55414/TEL: (612) 373-3180

ACTION  
T/D  
SCHEDULE BD.  
DATE RECEIVED

May 14, 1975

MAY 19 1975

MESSAGE  
SPEAKERS BUREAU  
OTHER *Ron Newman*  
APPOINTMENT OFFICE

The Honorable Gerald Ford  
President of the United States  
White House  
Washington, DC 20001

Dear Mr. President:

More than a year ago I had written to you to ask that you address a national group of college publications people meeting at the Diplomat Hotel in Hollywood, Florida, in October, 1974.

Because of your move into the presidency, you had extremely pressing problems that negated almost all public appearances.

The Associated Collegiate Press, a national non-profit association, once again will hold its annual convention. This year it will be October 30 - November 1 at the Chase-Park Plaza in St. Louis. More than 1,000 communication leaders of colleges from throughout the nation will be gathered there as well as their teacher-advisers.

We traditionally have a keynote speaker at the opening night (October 30). When you were unable to appear last year, Reg Murphy, editor of the Atlanta Constitution, graciously filled the bill.

Knowing the many pressures upon your time, we can only hope you would want to include such a gathering in your total plan to meet with as many segments of America as possible.

I'm sure you would understand if I asked that your appointment secretary let me know as soon as possible whether such an honor for our group and its members is feasible.

Respectfully,

Wally Wikoff  
Executive Director

WW:nm

Wally Wikoff, Executive Director

July 10, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

I have been holding onto for some time a request from Winzola McLeadon to do an interview with the President on various "women's" issues to be published in McCall's magazine.

I am attaching a list of the types of questions she proposes to ask.

Winzola is now pressing for this interview, and I believe it might be a good idea to schedule it once the heavy schedule of first anniversary interviews and foreign travel is over. I further suggest that if the President does it, it be a joint interview with Mrs. Ford. I've heard the play between the President and Mrs. Ford on women's issues, and I think it is very warm and natural, and would come across well in a magazine interview.

I will keep Winzola on hold about this until I hear back from you.

cc: Warren Rustand  
Sheila Weidenfeld ✓



Winzola McLondon  
414B The Westchester  
4000 Cathedral Avenue N.W.  
Washington, D. C. 20016  
202-333-2116

TO: Jerry terHorst

FROM: Winnie McLondon

RE: The proposed interview we discussed in the press room on the subject of women.

The President could answer some questions in writing, some in person. <sup>Listed</sup> ~~below~~

below are suggested questions. More could be added if there are other fields the President would like to discuss. Some could be deleted if he doesn't want to get into those areas. As I told you, the interview would appear in McCall's Magazine.

1. Is there a woman in public life today whom you could consider a serious Presidential candidate, of either party?
2. During the last search for someone to fill a vacancy on the Supreme Court it was said there were very few women qualified. Are you planning to appoint more women as federal judges, so that there will be more qualified for appointments to the Supreme Court?
3. Would you perhaps consider a woman as your running mate in 1976, if the job were open?
4. Did you at any time seriously consider offering the Vice Presidency to a woman? If you felt you could not, was it because you felt there was no woman truly qualified? Do you think it's "too soon" for the country to accept a woman in such a high post?
5. Do you believe that biological and emotional differences make women, in general, less capable of coping with national crises than men?
6. The new cabinet in France has a woman, Francoise Giroud, in charge of The Condition of Women. Does a similar post in your own cabinet sound feasible to you? Do you think it's necessary--and why, or why not?
7. Will you name a woman to your cabinet?

more

w. molendon

page two

q.s for mccall's interview

8. Women frequently claim that if they had more political power, the world would be a better place. Do you feel this is true and if so what do you feel are the special qualities women have that men lack? Also do you think that if there had been more women in the high places at the Committee to Re-Elect the President history might have been different? Or do you think women are just as liable to corruption as men?

9. You recently heard and praised a sermon by an Episcopalian deacon who is a woman. What do you think about women being ordained in your church? <sup>2</sup> As there ever a time when breaking the law--in this case, church law--is justified?

10. One of your early official acts was to designate August 26th as Women's Equality Day. You also urged ratification of the Equal Rights <sup>m</sup> Amendment. Do you feel there is anything else you can do, or want to do, to help the ERA get ratified in the remaining holdout states--such as "throwing the weight of the Presidency" behind it, as you pledged to do in obtaining conditional amnesty for Viet Nam defectors?

11. In your opinion, are women more discontented with their lot in life than they were, say, 25, years ago? Why?

12. Mrs. Ford has said of the children: "I tried to be everything to them and I completely lost my sense of self-worth." Do you think this feeling, this frustration, is perhaps the very root of the Women's Movement? What can men, husbands, do to alleviate the problem? Does it make any sense to you that "liberating" women will also in a very real way liberate men?

13. Do you feel that women's unrest, their wish to be equal with men under the law, is a passing phase? Or is it here to stay? And if it is, what do you think responsible women can do to help it along? How much do the attitudes (or fears) of men have to do with some women's feeling that they have been held down?

more

w. melendon

page <sup>3</sup>~~7~~

q.s for mccall's interviews

14. Women have organized the National Woman's Political Caucus to get a fair share of political power. As a professional, what would you do if you were leading this caucus?
15. Do you think the goals of the Women's Movement reflect the desires and goals of most women in the country?
16. Do you sympathize with most of the goals of the Women's Movement?
17. Do you believe women should be drafted if men are?
18. Before the Women's Movement was launched had you ever given much thought to the fact that women have not been treated as well as men in our society.
19. Do you feel that the average woman has a less rewarding life, personally, than the average man. If so, why?
20. What do you think government can do to help women realize their potential? Or is this largely up to women themselves?
21. Do you believe that the Present tax laws and credit legislation are unfair to women? Would you support any tax reform in regard to income-tax deductions for household help for working mothers?
22. How do you feel about legalized abortions?
23. If a man and a woman are equally qualified for the same job, do you believe the woman should--at least in these times--be given a weighted preference?
24. Do you believe that the existing social security laws are unfair to working women and should be revised?
25. What women in public life do you admire most. Which women, besides your wife, have most influenced you?
26. One hears so much these days about the "role" of women, what do you think is the woman's role?

more

~~XXXXXXXXXXXXXXXXXXXX~~

27. What are your hopes for Susan? She has said that she doesn't want to go into politics or marry someone in politics, because her mother has been left alone too much in the raising of the family.

28. Would you ever encourage your daughter, or your sons, to enter politics? Why? Or why not?

29. Do you think that coming of age in the White House will be helpful or harmful to Susan? Do you think she is likely to be a President's daughter in the outgoing style of Lucy and Lynda Bird, or more retiring, in the style of Tricia and Julie? (If your answer is "she will have her own style," what is that style?)

30. You were in your mid-thirties when you married. Would you approve or disapprove, or worry, if Susan waited that long--if she perhaps pursued a career in the meantime? And if "it all depends," what does it depend on?

31. Have your feelings about raising a daughter been affected by your own family experience? By the Woman's Movement? That is, have you a different attitude toward Susan and what she might do and become than you had, say, when she was 12? Have you consciously brought her up differently from the boys?

32. Has your attitude toward (and training of) your sons differed as a result of any "raised consciousness" about women? Do you think your boys have the same attitude toward women, as people and potential wives, as you had at their age? Do you believe Michael and his wife are different in their relationship to each other--more open, more equal--from the way you and your wife were at that stage in life?

33. What do you consider the most important ingredients in a good marriage? What do you feel are your own special strengths? Your wife's?

34. Do you have veto power over your wife's clothes? Does she have veto power over yours, or help you select them on occasion?



w. molendon

page five

q.3 for mccall's

35. Traditionally the First Lady keeps discreetly quiet on substantive issues. Will that be the rule in your family.

36. It has often been observed that the First Lady sets a kind of tone for the entire social life of the capital. Do you think this is so, or is it the President himself. And if it is indeed the First Lady, what kind of tone will Mrs. Ford encourage?

37. It was reported that you promised Mrs. Ford that 1974-76 would be your last term in the congress. Now you have said you probably <sup>will</sup> ~~will~~ run for re-election in 1976. How decisive were her views in the shaping of your decision?

38. Do you feel, as you must, that divorce is no longer a political handicap. To what do you attribute this change of attitude?

39. Women are often attracted to men of power, sometimes to the acute embarrassment of the men themselves. Has this ever ~~been~~ happened to you. If so, how did you handle the situation?

40. Do you see any traces of male chauvinism in yourself?

July 10, 1975

MEMORANDUM FOR: JERRY JONES ✓

FROM: RON NESSEN

An old friend of mine who is now the Editor of the Seattle Post-Intelligencer, Robert Thompson, has written today inviting the President to appear before the Allied Daily Newspapers' annual conference in Anchorage, Alaska, on September 11 and 12. This group consists of publishers from the states of Washington, Oregon, Montana, Idaho, and Alaska.

I assume there is no chance whatever of the President's accepting this invitation. If that is a correct assumption, let me know so I can turn this off early.

I personally cannot recommend this trip unless it coincides with some other substantive West Coast or Alaska visit.

*William Rustand*

RN/cg



# Seattle Post-Intelligencer

ROBERT E. THOMPSON  
PUBLISHER

July 8, 1975

Dear Ron:

As you may recall, I wrote to you in April regarding the hope that President Ford might be able to appear before the Allied Daily Newspapers' annual conference in Anchorage, Alaska on September 11 and 12. In reply you said you would be checking with the schedule in August to determine whether the trip were feasible. So I thought I would renew the request.

As you well know, a great many fascinating things are appearing in Alaska and consideration is now being given to a natural gas line out of the North Slope and an additional oil pipe across Canada into the Mid-West. I think the President would find a visit to Alaska at this time both exciting and profitable. It would also give him an opportunity to speak before a group of publishers from the states of Washington, Oregon, Montana, Idaho and Alaska.

It is my understanding that Senator Stevens and Robert E. Atwood, Editor and Publisher of the Anchorage Daily Times, have been in contact with the White House on this matter. It would, of course, be great for all of us to have a visit and a speech from the President at the meeting in Anchorage.

I have been following your recent problems with the White House Press and understand some of the problems you face. I was associated fairly closely with Presidential Press Secretaries from Jim Hagerty through George Christian and I must say I know of no secret formula for success in that taxing job. I think that Hagerty had the confidence of most of the White House reporters because he was straight forward, a daily participant in major deliberations of Eisenhower's White House and somewhat of a "mother hen" in protecting reporters. Pierre Salinger, although deceitful at times, managed to do quite well on the basis of wit and humor. As you will recall, Bill Moyers was quite successful in his early days, but got into trouble when

. Ron Nessen

-2-

July 8, 1975

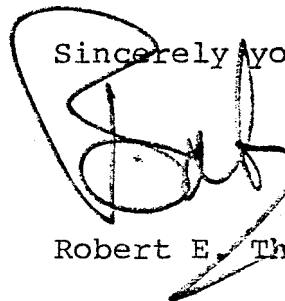
he was beset with a presidential complex. I personally found George Christian easy to work with and candid and helpful, although the last years of Johnson were most difficult for a press secretary.

I certainly wish you well and hope that you will be able to iron out existing problems.

If there is any possibility that the President can be persuaded to attend the Allied Newspapers' meeting in Anchorage, all of us who are members would, of course, regard it as a great honor.

With best regards,

Sincerely yours,

A handwritten signature in dark ink, appearing to be 'R. E. Thompson', written over the typed name.

Robert E. Thompson

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

A faint, circular ink stamp, possibly a library or archival mark, located in the lower right quadrant of the page.

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*cc. Warren Ruston ✓*

RN/cg



# Seattle Post-Intelligencer

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Ron Nessen

-2-

July 8, 1975

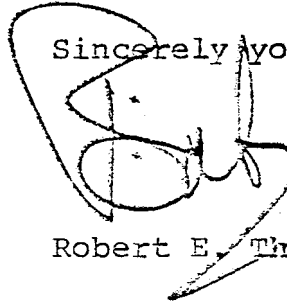
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With best regards,

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'R. E. Thompson', enclosed within a large, loopy, handwritten oval or circle.

Robert E. Thompson

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



July 10, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

The President has been invited to speak at the annual conference of the Associated Collegiate Press and the National Council of College Publications Advisers in St. Louis on October 30. The Association has now sent me a second letter asking whether there is any chance the President will come.

We have talked periodically about the President doing a news conference for college journalists. Might this be the right occasion?

cc: Warren Rutand ✓

RN/cg





ASSOCIATED COLLEGIATE PRESS

720 WASHINGTON AVE. S.E., UNIVERSITY OF MINNESOTA/MINNEAPOLIS, MINNESOTA 55414/TEL: (612) 373-3180

July 7, 1975

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, DC 20500

Dear Mr. Nessen:

In May of this year you kindly responded to my request to have President Ford address the annual conference of the Associated Collegiate Press and National Council of College Publications Advisers at the Chase-Park Plaza in St. Louis on Oct. 30.

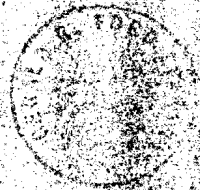
At that time you indicated that the request would be kept under consideration and you would have a more definite answer later.

I would hope that we are still in the running. We will have a good cross-section of the nation's college communicators at our convention. Obviously, plans may change between now and October 30, but any up-to-date indication at this time would be appreciated.

Gratefully,

Wally Wikoff  
Executive Director

WW:bl



Wally Wikoff, Executive Director



ASSOCIATED COLLEGIATE PRESS

720 WASHINGTON AVE. S.E., UNIVERSITY OF MINNESOTA/MINNEAPOLIS, MINNESOTA 55414/TEL: (612) 373-3180

May 28, 1975

Mr. Ron Nessen  
Press Secretary to the President  
The White House  
Washington, DC 20500

Dear Mr. Nessen:

I appreciate your response to me so quickly so we can act accordingly. One can certainly understand that May, 1975, is not October, 1975, and the President cannot commit himself this early to an invitation to address the annual conference of the Associated Collegiate Press.

However, I thank you for keeping this request on the possibility list and I can only hope that the more than 1,000 college publications staff members and their teacher-advisers will have an opportunity to hear their President in St. Louis, October 30.

Cordially,

Wally Wikoff  
Executive Director

WW:nm

Wally Wikoff, Executive Director

GENERAL  
- IV/1975/ST 25/CP

See - F.Y.I.  
& then to  
Central 74

May 21, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

I have answered this letter but I recommend you keep this invitation under consideration since he cancelled out last year and it might be a good forum for anything the President has to say at the end of October.

Attachment: File on Wally Mikoff, Executive Director of Associated College Press requesting President to speak last of October

RN/cg

RECEIVED  
MAY 27 1975  
CENTRAL FILES

GENERAL

IN 975/5785/5\*

May 21, 1975

Dear Mr. Wikoff:

The President has asked me to respond to your kind invitation to address the annual convention of the Associated Collegiate Press in St. Louis on October 30.

The President regrets having to cancel his appearance last year. It's a little too soon to know precisely what the President's schedule will be at the end of October, but you can be sure the invitation will be kept under consideration and we will be back to you when we have a more definite answer.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

✓  
Mr. Wally Mikoff  
Executive Director  
✓ Associated Collegiate Press  
720 Washington Avenue, S. E.  
✓ University of Minnesota  
Minneapolis, Minnesota 55414  
2

RN/cg

RECEIVED  
MAY 24 1975  
CENTRAL FILES

THE WHITE HOUSE

WASHINGTON

Date: May 19, 1975

MEMORANDUM FOR: Ron Nessen

FROM: WARREN RUSTAND

SUBJECT: Wally Wikoff, Associated Collegiate Press  
re: invitation to Conv. Oct 30-Nov 1 St. Louis

The attached is for your appropriate handling.

Thank you.



ASSOCIATED COLLEGIATE PRESS

720 WASHINGTON AVE. S.E., UNIVERSITY OF MINNESOTA/MINNEAPOLIS, MINNESOTA 55414/TEL: (612) 373-3180

ACTION  
T/D  
SCHEDULE BD.  
DATE RECEIVED

May 14, 1975

MAY 19 1975

MESSAGE  
SPEAKERS BUREAU  
OTHER *Ron Newman*  
APPOINTMENT OFFICE

The Honorable Gerald Ford  
President of the United States  
White House  
Washington, DC 20001

Dear Mr. President:

More than a year ago I had written to you to ask that you address a national group of college publications people meeting at the Diplomat Hotel in Hollywood, Florida, in October, 1974.

Because of your move into the presidency, you had extremely pressing problems that negated almost all public appearances.

The Associated Collegiate Press, a national non-profit association, once again will hold its annual convention. This year it will be October 30 - November 1 at the Chase-Park Plaza in St. Louis. More than 1,000 communication leaders of colleges from throughout the nation will be gathered there as well as their teacher-advisers.

We traditionally have a keynote speaker at the opening night (October 30). When you were unable to appear last year, Reg Murphy, editor of the Atlanta Constitution, graciously filled the bill.

Knowing the many pressures upon your time, we can only hope you would want to include such a gathering in your total plan to meet with as many segments of America as possible.

I'm sure you would understand if I asked that your appointment secretary let me know as soon as possible whether such an honor for our group and its members is feasible.

Respectfully,

Wally Wikoff  
Executive Director

WW:nm

Wally Wikoff, Executive Director



THE WHITE HOUSE

WASHINGTON

July 15, 1975

MEMORANDUM FOR JERRY JONES

FROM: RON NESSEN *RHN*

The President told me today he has an idea for an event he wants to try out on various out-of-town trips. I sense he feels strongly about doing it.

The idea is to have a kind of public news conference or town meeting. The audience would be selected locally without any White House involvement in the selection. It would be made up of local elected officials, labor leaders, civic organizations, etc. etc. They would fire questions at the President just as in a regular news conference. In the President's words, "I would just stand there and they would have a go at me."

He says he wants to start this on the visit to Minneapolis in August. He believes it would be covered live on local television and would cause no equal time problems.

Frankly I'm not crazy about the idea. For one thing, it is a little too close for comfort to the staged Nixon "news conferences" with carefully selected local Republicans in the 1968 campaign. Also it seems to me there is a high likelihood that somewhere along the way the President is really going to get tripped up by a real kook.

But he does seem strongly in favor of the idea. He wants to talk about it at my meeting with him Wednesday morning.

Could we talk about this at your 9 am scheduling meeting so I will have some ammunition to go in with if we want to turn it off?

cc: Dick Cheney

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Larry Jones*

FROM : RON NESSEN

*Does this  
coincide with  
any planned trip  
to Chicago area?*

*R. BN*

THE WHITE HOUSE

WASHINGTON

July 16, 1975

MEMORANDUM FOR:       RON NESSEN

FROM:                   MARGITA E. WHITE *me*

SUBJECT:                Invitation for President to Address  
                          Inland Daily Press Association

Jerry Warren submitted this to you in May and you suggested holding it for a while. I think now is the time to send in a schedule proposal if we are going to support this, which I think we should.

SCHEDULE PROPOSAL  
DATE: July 15, 1975  
FROM: Margita E. White  
THROUGH: Ron Nessen  
VIA: Warren Rustand

MEETING: Main luncheon speaker--Inland Daily Press Association.

DATE: October 20 or 21, 1975 - 12:00 noon.

PURPOSE: To communicate Administration's objectives to some 500 publishers and editors of small and middle size midwestern and Rocky Mountain dailies.

FORMAT: Location: Drake Hotel, Chicago, Illinois  
Participants: Robert N. Brown of the Columbus, Indiana Home News, President and the 500 membership.  
Length: 30 minutes.

SPEECH MATERIAL: Subject open. Speech to be prepared by Paul Theis' office.

PRESS COVERAGE: Coverage by representatives attending meeting and the White House Press Corps.

STAFF: Margita White

RECOMMEND: Margita White  
Ron Nessen

PREVIOUS PARTICIPATION: Addressed Association as Vice President in Denver, Colorado, on March 5, 1974.

BACKGROUND: The Inland Daily Press Association is the oldest and largest regional press association in the United States. Over 500 of the some 1,750 dailies in the U.S. are members. Although some are metropolitan newspapers, most are in the

5,000 to 50,000 circulation category and therefore few have been represented at the President's regional media luncheons or breakfasts.

When the President addressed the Association as Vice President, he was reported to have indicated, in response to a question, that he would be very interested in returning. Mr. Gordon Craig, Chairman of the Board of Booth Newspapers and a friend of the President's, encouraged this invitation and it is understood that he may be calling the President to recommend his acceptance.

July 18, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

We have received a letter from Senator Taft of Ohio recommending that the President grant an interview to Thomas Vail, Publisher of the Cleveland Plain Dealer, during the period of July 22 to 25. Jerry Warren and Margita White endorse this recommendation.

However, I recommend that I write a letter to Mr. Vail saying the President would be happy to see him after the European and vacation trips, but cannot see him beforehand because of the heavy press of business.

You may recall that we approved Vail to fly on Air Force One from Cincinnati to Cleveland during the President's recent trip. But at the last minute Vail decided not to come along because he did not want to be seen getting off the plane with a bunch of Republicans. Since he had a chance to meet the President and passed it up, I feel we have no obligation to schedule an immediate meeting during this busy period.

Please advise.



July 23, 1975

MEMORANDUM FOR:

JERRY JONES

FROM:

RON NESSEN

What's your reaction?

It sounds to me like the President is being asked to do a promotion for SKI magazine.

Attachment

RN/PP





# SKI

July 22, 1975

Mr. Ron Nessen  
White House Press Office  
The White House  
Washington D.C. 20500

Dear Mr. Nessen,

SKI is presently preparing an article on Teddy Roosevelt as the first President on skis. Through our own research and that of Norwegian ski historian Jakob Vaage, we've been able to pinpoint Roosevelt's skiing activity throughout his life as outdoorsman and President. This, we feel, is a remarkable find, uncovered by Vaage a few years back through conversations with Roosevelt's nephew, through our own conversations with TR's surviving children and by Vaage's investigative snooping at the Smithsonian.

We plan to release the story (and I hope you'll keep this confidential) in the October issue of SKI and would like to ask Mr. Ford to present Teddy Roosevelt's skis to the director of the National Ski Hall of Fame (Ispheming, Mich.). Ideally, we would hope this brief ceremony could take place sometime in early October, after the appearance of the story in SKI and our news release (with presentation photo) to the ski columnists and general newspaper editors.

We would, of course, see to it that the Roosevelt skis are delivered to the White House from the Smithsonian on the appointed day. The skis are presently being prepared for the Nation of Nations exhibit at the Smithsonian and we have secured permission from the director of the museum to remove the skis for the presentation. Our plans are to return the skis to the museum after the presentation, producing replicas which would remain on permanent exhibit at the Ski Hall of Fame.

.../...

Letter to Mr. Ron Nesson  
From R.L. Needham  
July 22, 1975

Page 2

I'm hopeful that the President might find time in his busy schedule to make this short presentation. Skiers are pretty proud of the fact that we now have a skier in the White House and will also be pleased to know (as I think Mr. Ford will) that TR was among their ranks.

Please let me know if such a presentation can be arranged. I'd be happy to send you a copy of the story if you, or President Ford, would be interested. Thanks very much for your help.

Sincerely,

A handwritten signature in cursive script, appearing to read "RL Needham", with a long horizontal flourish extending to the right.

Richard L. Needham  
Editor

RLN:sm

July 24, 1975

**MEMORANDUM FOR JERRY JONES**

**FROM:           RON NESSEN**

**I believe I have found a way to have network television coverage in connection with the President's first anniversary, while at the same time meeting the concerns of the networks about the "equal time" provision. This idea grows out of suggestions I received from each of the three networks.**

**I propose that the President set aside an hour on August 7. During that hour each of the three networks' anchormen would be given 20 minutes to interview the President. Then the networks could use as much of their own individual interviews as they wanted to on their own regular nightly and morning news shows.**

**Technically this would be easy to do. One of the networks would serve as the pool for cameras, director, taping, etc. The anchormen would be ushered in and out, one after another.**

**This seems to be our only way to assure television coverage on the occasion of the first anniversary, since all three networks have turned down a joint one-hour anchormen interview because of "equal time" considerations; and CBS, at least, probably would not carry a news conference live either because of equal time problems.**

**If I can get approval before we go to Europe of this idea of three separate 20-minute interviews for use on the regular network news shows, Bob Mead's office and Margita White could be working on arrangements while we are gone.**



THE WHITE HOUSE

WASHINGTON

August 6, 1975

MEMORANDUM FOR: DICK CHENEY  
JERRY JONES ✓  
BOB GOLDWYN  
BOB HARTMANN

FROM: RON NESSEN RHN

Attached find a memo prepared by Jim Shuman of the Press Office staff pointing up a common criticism of the President which has appeared in a number of first anniversary assessments, and suggesting a possible course of action to meet this criticism.

May I have your comments or reaction to this memo? If I can get your comments back by mid-day Friday, Jim would have a chance to further develop his ideas while the President is in Vail.

THE WHITE HOUSE

WASHINGTON

August 6, 1975

MEMORANDUM FOR:               RON NESSEN

FROM:                         JIM SHUMAN

SUBJECT:                     VISION AND THE NEW POLITICS:  
                              PROPOSAL FOR A PRESIDENTIAL THEME

Does the Ford Administration have a vision to carry the country through the 1980's and into the next 100 years? Or is it to be little more than a nuts and bolts caretaker of the machinery of government?

These questions, which strike at the heart of what could become a major campaign issue, began to surface in the nation's press even before the President announced he would be a candidate.

Dennis Farney, writing in the Wall Street Journal several weeks before the President's formal announcement, asked: "Does Mr. Ford have a problem of substance.....Does he know what he wants to accomplish through the Presidency?"

"American political campaigns typically hold out alternative visions of the future." Farney wrote, "Does Gerald Ford have such a vision?"

Since then, there has been a steady, if still subdued, drum-beat of similar criticism.

"His style may be likeable, but what of substance?" The Milwaukee Journal asked in an editorial on July 10th.

"There's a nothingness there (at the White House)," Peter Lisagor said on Washington Week in Review, July 18th, "There are no programs on the drawing board; there are no policies developing or emerging or evolving, so far as we can see."

The President, Time Magazine noted in a favorable cover story on Gerald Ford's first year in office, "has not provided anything resembling a blueprint for the nation."

Newsweek, in a similar article, said President Ford "has yet to demonstrate any larger capacity for leadership -- for defining goals and mobilizing the energies of a nation behind them."

"The country," Joseph Kraft wrote in a column on July 22nd, "wants more than Mr. Nice Guy."

David Broder, writing in the Washington Post, this morning, noted that "Mr. Ford has not yet attempted to give the nation a picture of where he is leading it."

And James Reston in the New York Times this morning described the President as "A happy and appreciative man with a kind of thumbby practical wisdom, [who] does not really grapple with the perplexing problems of the insurgent hum of the age."

These conceptions can, of course, change. Gerald Ford is more than Mr. Nice Guy. He does have a philosophy and it is, I suspect, more in tune with the feelings of most Americans than many political writers know.

But as this Administration enters its second year and gears up for the 1976 election, I think we should begin to put that philosophy into words and into a context that is relevant to what Reston calls "the insurgent hum of the age."

In the editorial in which it asked about Presidential substance, the Milwaukee Journal said that President Ford had indicated that "in his campaign he will stress traditional Republican notions -- opposition to big spending, opposition to big government, opposition to regulation of business. While these themes have some merit, they have been associated in the past with largely negative, uninspired thinking. They have too often served as excuses for neglect of major social needs. To be a worthy Presidential claimant, Ford will have to do more than pour his old wine into a few new bottles."

What type of new wine does the United States need as we celebrate our 200th Anniversary?

Pollster Louis Harris defined the political climate clearly in a speech at the Conference of Mayors in Boston.

"It is time for quite a radical rethinking in American politics," Harris said. "The old left-right division of 30 or 40 years ago is totally out-of-date. The old nostrum of a federal take-over of business appeals to no more than 11 percent. The even older nostrum of leaving the economy to the free market leaves over eight in every ten cold and unimpressed."

"The dominant mood of this public: they want men of hope, and genuine humanity, with compassion for the less privileged, but with a realism about the tough problems modern society faces."



"Underneath they have a deep yearning for new politicians, for non-organizational men who speak the language and give voice to the people. They are willing to listen carefully for quiet voices, if they are genuine voices. For make no mistake about it, the voices from the top today are by and large not the voices from below.

"The kind of leadership they would abide would be willing to ask for stringent sacrifice in energy and food when the world's supply says there is not enough to go around; the conservative who has the courage to speak with compassion about the fact that one in six Americans of a different color skin are not equal in fact; the liberal who has the courage to talk about the fact that trade unions, unwilling to join in equality of sacrifice in a crisis, can sink the modern city without a trace. Leadership, in short, that has the courage to cut through the usual political cant and say how rotten the old pork barrel politics really is."

"Above all, people want leaders who have the courage to welcome the governed into the political process. 'Open Up' is the lesson of Watergate and the past few years. People do not want to be treated like 12- year-olds.

"We find the common community of interest underneath was never greater. The trouble with the leadership in all fields is that it has spent 20 years clawing its way to the top, only to find that when it once attains that upmost rung, it is 20 years out of date. In a chorus, people are saying we must learn not to attack each other, but instead to attack our common problems. And people want to find all that and get going on it now.... now before it is too late."

I would explain what has happened more dramatically.

In the past few years, the United States has undergone a major shift in values. It is, in effect, a silent revolution. It is a revolution which is consonant with basic Republican philosophy but which neither Republicans nor Democrats have yet seemed aware of.

It should be recognized politically, not just for the benefit of the politicians who sense it (and a few such as Governor Brown of California and Governor Dukakis of Massachusetts seem to), but to rebuild and strengthen the United States and to restore a needed and missing sense of personal competency, a sense that we, the people of the United States, can solve our problems.





Among the characteristics of this silent revolution are a desire for greater individual self-sufficiency, for greater individual self-determination (the right to make the important decisions about one's own life), and at the same time a greater sense of interdependence and personal responsibility.

It is what I would christen "Responsible Individualism."

One of the most momentous aspects of the silent revolution to "Responsible Individualism" is the strong reversal of the two-hundred year-long trend toward big and centralized government.

Although it is spurred by the inability of centralized government to efficiently deliver services or to respond to the needs of people at a local level, it is not negative. Nor, as much of national political rhetoric still seems to be, is it phrased in negative terms. It does not want to ignore problems, only to shift them to the level where they can be most effectively solved.

To supporters of the New Federalist concept articulated during the Nixon Administration, this shift may seem like confirmation of their ideas. But our response is too often seen as one that is negative. It is against "Big Government" but it seems to offer little to replace it.

There are, however, scores if not hundreds of examples.

The Center for Policy Process, a Washington-based national research center, recently noted some of them in each of the five major areas where this shift toward decentralization is taking place.

To quote from a report the Center developed in cooperation with the Urban Research Corporation, of Chicago:

"(1) Increasing community and neighborhood influence and control. In the history of neighborhood control, the first actions were based on criticisms of the system brought by community members seeking to make schools and police more accountable to local concerns. In the next stage, the cycle has moved toward more integration of civil activities leading to the development of 'neighborhood multi-service centers' which exist in some form in almost every city of over 75,000 population. The basic service elements are information and referral, health, employment, welfare, housing and youth programs. The newest development has turned from integration of present services to community goal setting. This is occurring in about 250 cities and towns including Memphis, Cleveland Heights, Iowa City, Santa Barbara, Seattle, Tulsa, Greensboro, New Orleans, Dayton, and Rochester, N.Y."



(2) "More power is being assumed by the state. The states of the union are taking charge in areas once considered the preserve of the federal government. Federal agencies continue proliferating regulations and promulgating codes, but the once one-way flow has ceased; significant decision-making authority is being lodged in state capitals."

(3) "Revenue sharing. The strong decentralizing impact of federal revenue sharing is being felt at all levels of government; states are now beginning to return tax money to cities and cities to neighborhoods. Once highly criticized, revenue sharing is now receiving greater praise."

(4) "A growing diversity in approach among governmental jurisdictions. This new geographic pluralism is following the pattern of increasing diversity that we saw in the counter-culture individualism and the ethnic diversity of the sixties (from 'Black is beautiful' to the use of bi-lingual and poly-cultural textbooks in schools). We are just beginning to recognize the extent of a jurisdictional diversity in approaches to problem solving--wide variations in the way towns, cities and states are approaching issues. The old notion that there was a 'one best solution' to social problems to be imposed everywhere is fading."

(5) "The tired axiom about the 'economies of scale' is being challenged and supplanted by criteria for appropriately scaled activities which are effective economically and socially. In both the public sector, and the private sector, we are scaling down our activities in the name of economy: we have neighborhood councils and neighborhood courts emerging; small towns are regaining popularity; transit systems are being installed with mini-buses and jitneys; custodial institutions (jails and mental institutions) are being decentralized; and families are decreasing in size. The question is, what is the most appropriate scale (level of government) for each particular social goal."

This trend is not confined to government. It is showing up in attempts to improve factories and offices, educational institutions, and social service organizations. To me, this is the politics of the 1970's and most likely into the next century: Can this desire for responsible individualism, with its recognition of diversity and interdependence, be accommodated by our existing institutions.



I think it can. And I think this Administration not only should play a major role in creating the society these values call for, but that this Administration is the logical one to do so.

On July 4th, when President Ford spoke at Fort McHenry, he said that the next 100 years of the American experience should be ones in which we worked toward individual freedom.

I think we should begin, preferably as soon as Labor Day, to begin to articulate how that freedom is to be achieved. We should define it as "Responsible Individualism" or whatever, phrase catches popular fancy and notes that individualism must recognize interdependence. (And does not use the word "new". People are tired and distrustful of that type of rhetoric and promise.)

I would propose a program of several stages.

Stage I: Recognition and Learning-- This stage would have the President acknowledging, probably in a speech, that much has changed in the United States during the past decade. He would then set out to learn about it, through on-site tours, meetings, conferences, posturing himself as a leader concerned about his people and desirous of finding out how they are positively and successfully attacking problems -- and virtually all of our national problems fit under the overall schematology of "Responsible Individualism." There are many successful examples of such new approaches. Presidential recognition would doubtless spur others. In addition, in a period in which people are distrustful of politicians and feel their views are not heard, the posture of a President acknowledging the competence and wisdom of the American people would be, at least, reassuring. This stage would last perhaps three to four months, say up until the end of 1975.

Stage II: Reflective. This period would also last three to four months while programs were developed. During it the President would continue to make speeches and do other Presidential-type activities. There would be no public announcements of new policies, but the President in Bicentennial speeches could articulate the basic premises of "Responsible Individualism."

Stage III: Implementation. This would coincide with the election campaign, it would follow the traditional political pattern of a campaign, but would be well in tune with what the voters were thinking, and it would be offering fresh solutions.



All of this, of course, needs more thought than I have been able to give it in this memo. My intention here is merely to open an area for further discussion and exploration. It is one I see as having minimal risk and maximum gain.

-END-





August 9, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

I have no idea how well the President knows Bob Elson, or whether he wants to see him. Would you please handle this?

Attachment: Letter from Bob Elson

RN/cg



August 9, 1975

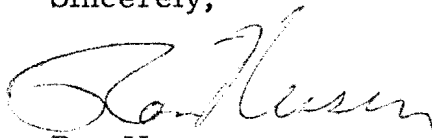
Dear Bob:

I was terribly distressed to hear of the loss of your wife. I too have lost a loved one and I share your grief.

The President has asked me to send you his most sympathetic best wishes.

As you may know, the President has an extremely busy schedule of travel and business at the White House in the next few months. But I will do what I can to propose a meeting and will be back in touch with you later.

Sincerely,

A handwritten signature in cursive script, appearing to read "Ron Nessen".

Ron Nessen  
Press Secretary  
to the President

Mr. Bob Elson  
3240 Lake Shore Drive  
Chicago, Illinois

He's also embarked on an acting career and plays the part of a medical doctor in a soon-to-be released movie titled, "Premonition." . . . Bob Elson, Chicago's veteran baseball announcer, shouldn't be surprised if he suddenly finds himself invited to the White House for dinner with President Jerry Ford. The President is a long-time Elson fan and goes back to the days when Elson handled the Cubs. play-by-play.

BOB ELSON

Sun. (9)

Dear Pow:-

This bit appeared in today's Sun Times - I'm not sure if the President is a fan of mine - but I am a super-fan of the President. My wife died a few weeks ago leaving B & J (17) and myself in a dire financial state. I don't expect to be invited for lunch or dinner - but it

would be a great Hall and House  
for us to be invited down to meet the  
President - and would be a great boost  
for our sagging morale.

In any case please convey my  
sincere good wishes to the President -  
and keep a share for yourself -

Sincerely  
Bob Brown



THE WHITE HOUSE

WASHINGTON

August 17, 1975

MEMORANDUM FOR JERRY JONES

FROM: RON NESSEN *RN*

This was referred to me apparently because it came from a broadcast executive.

However, I don't feel I'm the proper one to make the judgement on this invitation.

Attachment: Letter from Leonard Goldenson requesting President 's participation in United Cerebral Palsy's 25th Anniversary Humanitarian Award Dinner - Dec. 17, 1975

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American Broadcasting Companies, Inc. 1330 Avenue of the Americas New York, New York 10019 Telephone 212LT1-7777

Leonard H. Goldenson  
Chairman of the Board

August 12, 1975

My dear Mr. President:

RN  
I am privileged to extend to you an invitation to attend United Cerebral Palsy's 25th Anniversary Humanitarian Award Dinner, December 17, 1975, Grand Ballroom, New York Hilton Hotel, New York, New York, and present to Mr. Bob Hope the Humanitarian Award in recognition of his 25 years as National Life-time Chairman of our Organization.

Chairing this Evening of Honor is Willard C. Butcher, President of Chase Manhattan Bank and his Co-Chairman is Frank T. Cary, Chairman of the Board, International Business Machine Corp. We expect more than 1,000 prominent business, social and community leaders to attend.

As you know Mr. President, United Cerebral Palsy, through its 350 affiliates throughout the country, is committed to the care and treatment of the more than 750,000 Americans handicapped by cerebral palsy. Its vital Research Program, having stimulated the investigation to develop the anti-rubella vaccine and thus prevent German Measles, a major cause of cerebral palsy, is presently underwriting 20 investigations, all with the ultimate objective of preventing cerebral palsy.

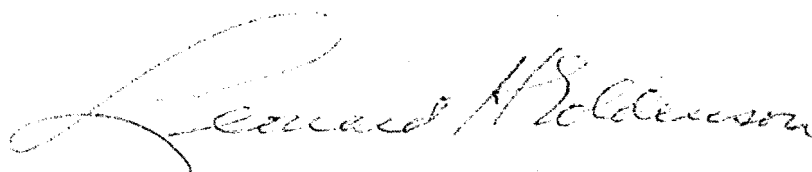
The Co-Honoree of our Dinner is Emil J. Pattberg, Jr., Vice-Chairman of the Board, First Boston Corp., our Executive Dinner Committee includes: Ray C. Adam, Chairman of the Board & President, NL Industries, Inc.; Mrs. Albert D. Lasker; T. Vincent Learson, Former Chairman of the Board, now member of the Finance Committee & Executive Committee & Director of IBM; William S. Renchard, Former Chairman of the Board, now Chairman Executive Committee Chemical Bank; Donald C. Platten, Chairman of the Board, Chemical Bank; Maxwell Rabb, Partner, Stroock, Stroock & Lavan; Frank Massi, Vice Chairman of the Board & Chairman of Finance Committee Hearst Corporation; Donald C. Cook, Chairman of the Board, American Electric Power Service Corp.; Jane Pickens Langley; and Thomas M. Macioce, President Allied Stores Corp.

The President

August 12, 1975

The Guests of Honor of our Dinner, and its leadership, join with me in hoping that you will honor us with your presence at this special occasion.

Respectfully yours,

A handwritten signature in cursive script, reading "Leonard A. Holmstrom". The signature is written in dark ink and is positioned below the "Respectfully yours," text.

The President  
The White House  
Washington, D. C.

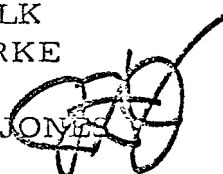
THE WHITE HOUSE  
WASHINGTON

August 18, 1975

MEMORANDUM FOR:

ROBERT T. HARTMANN  
JACK MARSH  
JAMES CANNON  
MAX FRIEDERSDORF  
RON NESSEN  
RICHARD CHENEY  
JACK CALKINS  
JAMES FALK  
RUSS ROURKE

FROM:

JERRY H. JONES 

SUBJECT:

Proposed Notification Procedure  
for Presidential Activities

During the last month there have been several complaints from the Congress, Governors and State Party Officials concerning lack of notification of upcoming Presidential appearances in their state. In order to establish a single point of responsibility, I would like to propose that the scheduling office undertake this function in the future. Thereby, we can insure the release date is coordinated with the press office; that all parties are notified on a timely basis; that only firm information is released; and that any subtleties in notifying priorities are observed.

Prior to the White House announcement of an event, the scheduling office would contact the appropriate Governor, Congressional delegations, event sponsors and state GOP leaders on behalf of the respective White House office with which they interact.

Along with this initial notification, the scheduling office would be encouraging the contact party to follow through as necessary with his or her normal White House contact point. Thus, your offices would ideally receive the credit for the contact while insuring that event information and release dates are coordinated, timely and complete.

What are your views as to such a change?

**August 22, 1975**

**MEMORANDUM FOR: JERRY JONES**  
**FROM: RON NESSEN**

**When Murray DeJonge and Paul Collins interviewed the President and sketched him here in Vail, they asked about the possibility of the President's attending the dedication of a mural at the Grand Rapids airport, depicting the President's life. Collins is doing the mural at a cost of \$35,000, raised from public contributions.**

**The mural is expected to be finished about January 1, and the dedication would be timed for the President's convenience.**

**The contact on this is Bobbi Butler (a woman), the community relations director of Grand Rapids.**

**I suspect that Collins, DeJonge, and Butler are all doing a great deal of self-promotion with this venture, and I suggest that you wait for a formal request for Presidential participation before doing anything on this matter.**

**RN/cg**



THE WHITE HOUSE

WASHINGTON

August 26, 1975

MEMORANDUM FOR:

JERRY JONES

FROM:

RON NESSEN

Whatever announcement procedure you decide on for forthcoming Presidential appearances, I believe it is important that the White House Press Office officially announce Presidential appearances preferably simultaneously or at least very shortly after the appearances are announced by local GOP officials. Under the current system people all over the country are revealing Presidential appearances months in advance and our White House Press Corps are justifiably disturbed when I am not able to officially confirm these leaks from local officials.

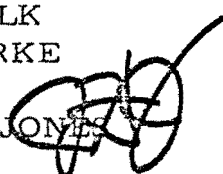
THE WHITE HOUSE  
WASHINGTON

August 18, 1975

MEMORANDUM FOR:

ROBERT T. HARTMANN  
JACK MARSH  
JAMES CANNON  
MAX FRIEDERSDORF  
✓RON NESSEN  
RICHARD CHENEY  
JACK CALKINS  
JAMES FALK  
RUSS ROURKE

FROM:

JERRY H. JONES 

SUBJECT:

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for Presidential Activities

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What are your views as to such a change?

**August 27, 1975**

**MEMORANDUM FOR: JERRY JONES**

**FROM: RON NESSEN**

**I propose that over the next month or so the President agree to a handful of remaining interview requests from major newspapers which cover the White House regularly. There is considerable grumbling from these major newspapers which have not had their turn, and if we get rid of them soon, it will clear the decks to concentrate on our various out-of-town interviews and media events.**

**The outstanding interview requests I recommend the President accept are:**

**Chicago Sun Times  
Scripps Howard  
Cox Newspapers  
Peter Lisager  
Newhouse Newspapers**





**August 27, 1975**

**MEMORANDUM FOR: JERRY JONES**

**FROM: RON NESSEN**

**I wish to propose that the President agree to appear on "Meet the Press" on NBC at noon, Sunday, November 9 for a half-hour interview.**

**This is Lawrence Spivak's farewell program. He is retiring after running "Meet the Press" on television for 28 years and on radio for 30 years. As you know, Spivak is one of the most respected and beloved television personalities. His long affiliation with "Meet the Press" has made him truly an institution. It would be a fitting tribute at the conclusion of his career for the President to appear on Spivak's farewell program.**

**If the President agrees to appear, it would be a standard "Meet the Press" format with Spivak as moderator and a panel of four journalists asking the questions. The program could be done either at the NBC studios in Washington or at the White House.**

**I strongly recommend that the President accept this invitation. I would appreciate a decision at the earliest possible moment so that the show can give the President's appearance wide publicity and pick an especially distinguished panel of questioners.**



THE WHITE HOUSE

WASHINGTON

August 30, 1975

MEMORANDUM FOR:

JERRY JONES ✓

FROM:

RON NESSEN

A couple of items:

1. Winnie McClendon wants to interview the President for McCall Magazine. She claims that she is not going to dwell on Mrs. Ford's earlier interview but question the President on a number of womens' issues, i.e., federal employment for women, etc.

However, I suspect that when the article comes out it would be primarily the President's answers in regard to Mrs. Ford's recent comments. Therefore, I strongly recommend against it. If you concur, I will tell Winnie McClendon that the President does not have time in the immediate future to do this.

2. At Don Rumsfeld's suggestion I would like to add the Wall Street Journal to the list of 5 newspapers that I recently sent you that regularly cover the White House and which I believe should be given interviews with the President (individually) as soon as possible.