

The original documents are located in Box 130, folder “Kendall, William” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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May 21, 1975

MEMORANDUM FOR: BILL KENDALL

FROM: RON NESSEN

The attached letter has been sent to Mel J. Kampmann in response to the identical letter written to me as he wrote to Senator Young.

You may wish to send a copy to the Senator.

May 19, 1975

Dear Mr. Kampmann:

Your letter of May 13 to Ron Nessen has been forwarded to me for response since this office deals with all White House television matters.

Coming from a life-long employment in the broadcasting industry, I understand the problem you mention, and am very sympathetic to your request.

When Presidential television events are scheduled, several things are taken into consideration -- the first being the President's busy and unpredictable schedule. This is the primary scheduling factor. We have scheduled news conferences in time slots other than access time, so it is not a calculated move here. In fact, I would prefer to reach a bigger viewing audience by shooting for 9:00 p.m. every Monday evening for a Presidential event -- if I could. But as you realize, the President's activities are ten-fold, and although important, news conferences are but a small part of the Presidency.

With televised Presidential appearances outside of the Washington area, the broadcast hour is sometimes pre-determined by our hosts in a pre-arranged program. On occasion, the networks carry such appearances as was the case with the President's televised April 3 Press Conference in San Diego. Many times the networks do not carry these appearances.



I will be keeping in mind the problem, and am appreciative that it has been refreshed in our minds by your forthright letter. Unless we hear from members of the broadcasting industry, we have a tendency on occasion to allow other events to overshadow some legitimate problems. I cannot promise you that our next event will not be in access time, nor network time, but careful consideration will be given to the problem.

With best wishes,

Sincerely,

Robert A. Mead
Television Advisor
to the President

Mr. Mel Kampmann
General Manager
KXJB-TV
4000 West Main Avenue
Fargo, North Dakota 58102



May 19, 1975

Dear Senator:

Thank you for your letter on behalf of Mr. Mel J. Kampmann, who recommends that the White House consider using the 8 p.m. or 9 p.m. Eastern Time periods to hold press conferences.

I shall be pleased to pass this suggestion along to the appropriate member of the staff for consideration. You will hear further as soon as possible.

With best wishes,

Sincerely,

William T. Kendall
Deputy Assistant
to the President

Honorable Milton R. Young
United States Senate
Washington, D.C. 20510

✓bcc: w/incoming to Ron Nessen for DRAFT language or further direct
reply, please.

WTK:ba

cf



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United States Senate

COMMITTEE ON APPROPRIATIONS

WASHINGTON, D.C. 20510

May 16, 1975

JAMES R. CALLOWAY
CHIEF COUNSEL AND STAFF DIRECTOR

Mr. William T. Kendall
Deputy Assistant to
the President
The White House
Washington, D. C.

Dear Bill:

Enclosed is a copy of a letter I have received from Mr. Mel J. Kampmann, General Manager of KXJB-TV in Fargo, one of North Dakota's biggest television stations.

You will note from his letter that President Ford's press conferences, when held during what is known as local station time periods, creates some financial hardship for stations like KXJB in the Midwest. Mr. Kampmann is recommending that the White House consider using the 8 p.m. or 9 p.m. Eastern Time periods to hold press conferences which would be less of a problem for these stations.

Bill, I would greatly appreciate it if you could provide me with some type of reply which I could forward to Mr. Kampmann.

With kind regards,

Sincerely yours,



MILTON R. YOUNG

MRY:wd
Enclosure

KXJB TELEVISION 4

4000 West Main Avenue, Fargo, North Dakota 58102

Mel J. Kampmann
General Manager

(701) 282-0444

May 13, 1975

Honorable Milton R. Young
United States Senate
Washington, D. C. 20510

Dear Senator Young:

While I'm sure you have more pressing problems confronting you, I thought I would take time to call to your attention a perplexing problem to the big and small broadcasters of this country.

As you know, President Ford has held 13 news conferences and numerous speeches, dutifully carried by radio and television, as has become standard practice.

A majority of these news conferences and/or speeches fall into what is popularly known as prime-time access periods. These are also known as local station time periods.

I do not know if the networks are the strength behind the use of this time -- usually 7:30 p.m. Eastern time -- but it is a financial hardship to affiliated stations.

What you should know is that the local stations throughout the country could not subsist on network compensation, and therefore must make expenses and payroll out of local time programmed in each separate market.

Because these news conferences fall within "local station time" we find ourselves consistently losing revenue never possible to regain, and as this continues it is causing an economic hardship on the broadcaster.

The networks, whenever a news conference or speech falls within their time, simply move back their schedule and then run it in its entirety. Therefore, they lose no revenue and still provide the public service of presenting the President to the American people.

The ideal would be for the networks to rotate coverage of these events.

Therefore, I would ask your good offices in conveying to the

...continued...

Honorable Milton R. Young
May 13, 1975
Page 2

White House the problem as stated above, and ask that in scheduling further such news conferences or speeches, that the White House consider using 8:00 p.m. or 9:00 p.m. Eastern time as its base. Three-quarters of the broadcasting outlets in this country would be and are affected by such scheduling.

Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mel J. Kampmann". The signature is fluid and cursive, with the first name "Mel" being more prominent.

Mel J. Kampmann
General Manager

MJK/mb

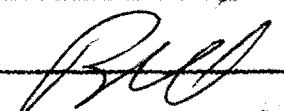
THE WHITE HOUSE
WASHINGTON

TO: RON NESSEN

FOR YOUR INFORMATION ✓

FOR APPROPRIATE HANDLING

PER YOUR REQUEST


WILLIAM T. KENDALL

Ford makes big drive for Illinois vote

IS PRESIDENT FORD trying for a knockout in Illinois?

The feeling is growing in political circles that the sudden heavy emphasis on campaigning in this state signals an all-out effort to crush the presidential ambitions of former California Gov. Ronald Reagan in the March 16 Illinois primary.

The president's two-day visit here this weekend, although billed as "non-political", will highlight a big parade of top Ford administration figures to Illinois in advance of election day.

Among those slated to appear are Treasury Secretary William Simon, Carla Hills, secretary of Housing and Urban Development; Agriculture Secretary Earl A. Butz; James T. Lynn, director of the Office of Management and Budget.

In addition, Rogers C. B. Morton, former cabinet officer and congressman and now Ford's political liaison between the White House and his campaign, will make three appearances in Illinois in the five days preceding the balloting.

The president's son, Jack, has been booming about on the Illinois campaign trail and there have been some hints that Mrs. Ford will also turn up on the pre-primary scene.

The Reagan people would like to suggest that the sudden flurry of activity on behalf of Mr. Ford reflects a fear of his supporters that the president could be "in trouble" in Illinois and that a rescue expedition is in order.

BUT MOST OF THE political information reaching Springfield from throughout the state is that the Reagan effort has been unable to sustain its early momentum and that the tide is running clearly and strongly toward Ford.

The president's January State of the Union speech appears to have been well received by most traditional GCH pri-



**Ken
Watson**

mary voters and Illinois supporters have been buoyed by his victory in New Hampshire.

There is admittedly still some concern about Ford's standing with Illinois farmers, who are unhappy about the Ford administration's 1975 embargo on grain sales to the Soviet Union.

Some polls have shown Ford running behind Reagan among Illinois farmers. An Agriculture Town Meeting to be held by Ford Friday in Springfield will attempt to deal with this problem.

But the "farm vote", sizable as it still may be, is not as important in Illinois as in the past and Ford seems to be in good shape with other groups of voters in Illinois.

Unemployment is high in Illinois. In January, the latest month for which statistics are available, it rose from 9 to 9.4 per cent, while declining nationally from 6.3 per cent to 7.8 per cent.

But unemployment is discounted as a major factor in the Republican primary since it is generally assumed in politics that the unemployed usually vote Democratic anyway, if they vote at all.

WHERE FORD DOES appear to be strong is with the traditional middle-class Republican voter who has a good job and is living well despite the inroads of inflation and the lingering business recession. These voters are encouraged by the brightening signs in the economy and inclined to stick with Ford.

Reagan's support remains limited to the conservative wing of the Illinois Republican party, whose numerical strength is often overestimated. Reagan support in this state appears to be intense, but not widespread.

How big a victory would Ford need in Illinois to shatter the Reagan candidacy, once and for all?

Ford's Illinois campaign manager, former Gov. Richard B. Ogilvie, has made predictions of an 80 per cent popular vote for the president. This would indeed be a landslide but most professional politicians, including some working for Ford, believe Ogilvie is far too optimistic.

To many a 60 per cent vote for Ford would constitute a major victory. The Reagan people have been talking of a 40 per cent "target" in Illinois, but Reagan would probably have to do much better than that if he is to continue as a serious challenger to replace Ford as the presidential nominee.

THE POPULAR VOTE, although often derided as a "beauty contest", is what's important in Illinois. It would be a big surprise if Ford did not win an overwhelming majority of the National Convention delegates. Most of his delegate candidates have strong party organization support and are, in general, better known than their Reagan opponents.

What makes the Illinois primary of such great national significance is that this state is—as U. S. Sen. Charles H. Percy frequently points out—a microcosm of the United States. No other state, in which primaries will have been held previous to ours, can match Illinois in its diversity. We are truly a miniature United States in all aspects, economical, geographical, racial, ethnic and social.

We will also be the first Midwest state to hold a presidential primary in 1976. If Ford wins big here he can probably forget about Reagan. For Reagan it may be do or die.

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We will also be the first Midwest state to hold a presidential primary in 1976.

If Ford wins big here he can probably forget about Reagan. For Reagan it may be do or die.

*2/4
Pis record
Bill
Kandall
Joe*

TO:

RON

FROM:

BILL KENDALL

I have another confirmation on the Reagan-Schweiker story. This one from Hugh Scott's office.