

The original documents are located in Box 133, folder “Rustand, Warren (1)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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September 27, 1974

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
**SUBJECT: Request of Frank Bannister, Sports Director
of National Black Network, to see the President**

My recommendation is that we decline very graciously.



September 27, 1974

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
SUBJECT: Request of Frank Bannister, Sports Director
of National Black Network, to see the President

My recommendation is that we decline very graciously.



THE WHITE HOUSE
WASHINGTON

Date: September 26, 1974

MEMORANDUM FOR: STAN SCOTT
CAPTAIN JAMES LOVELL
✓ RON NESSEN

FROM: WARREN RUSTAND
~~XXXXXXXXXX~~

RE: A letter dated September 20, 1974 to the President from Frank Bannister, Sports Director of the National Black Network, requesting a meeting with the President to discuss the future of Black Colleges.

The attached is being sent to you for your advice and recommendation.

Would you advise as soon as possible.

Thank you.

COMMENTS:

I think we have to decline very, very graciously, with some warm words for his efforts to televise black college athletics.

R.A.N.



National Black Network
1350 Avenue of the Americas
New York, New York 10019

Telephone
(212) 586-0610

September 20, 1974

President of the United States
Gerald R. Ford
The White House
Pennsylvania House
Washington, D. C.

Dear Mr. President:

As a fellow athlete from a by gone era, I'd like to take this opportunity to wish you every success in the great task of Team Captain that has been thrust upon you. I'd like to go a step further on this point and add vigorous applause to the heretofore ignored principles of team spirit and cooperation that you have brought to our National Government.

For years now, these principles which you obviously adhere to---have worked well for the highly competitive arena of professional sports. Why not give them a try in the political arena?

I agree with you that the best way to make decisions toward an effective game plan aimed at dealing with the problems that confront our Nation is to get meaningful input from as many members of the team as possible. This is extremely important in these times of confusion and anxiety.

It is my opinion, to a very large extent, that the future of Black Colleges lies in building strong and viable competitive athletic programs. These programs can provide revenue for the larger academic institutions to overcome chronic financial problems which threaten their very existence.

The game plan that I have charted for pursuing this comparatively minor objective includes developing expansion media outlets for competitive athletic programs within the nations Black College community. Last month I met with the Presidents of twenty-six (26) Black Colleges. In that highly constructive meeting, we discussed plans for televising a series of Black College football games over the National Black Network.

September 20, 1974

The first in this series will be the classic Morgan-Grambling game that will be held in the Nation's Capital on Sept. 28th. I hope that you will attend. I know your busy schedule may not permit you to attend, but if you can, it would be most meaningful to Black people all over America.

I also know you are pretty good on the golf course. I follow your game. Maybe one day I can better my golf game by playing with you.

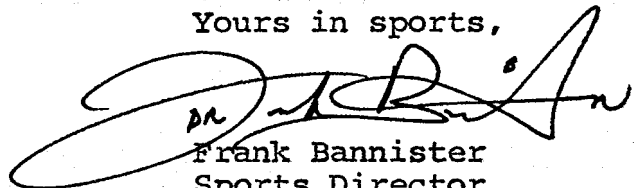
I don't want you to think the only reason I want to talk with you is because I am Black. I am an American man who is a good sportscaster, an educator and a devoted husband, who just happens to be Black and knows the problems of Black people from all walks of life.

My main concern is to do something to help the Black Colleges produce better citizens who can support themselves and make outstanding contributions to America.

It is therefore, with extreme hope in the future of Black Americans under your new Administration that I welcome the opportunity to speak with you on the future survival of Black College Athletic programs. If at all possible I would like to sit and talk with you for about ten to fifteen minutes on September 26th or 27th.

Hoping to hear from you soon.

Yours in sports,

A handwritten signature in dark ink, appearing to read 'Frank Bannister', with a large, stylized flourish extending from the end of the name.

Frank Bannister
Sports Director
National Black Network

FB:ger

Frank T. Bannister, Jr.

PERSONAL DATA:

Born: December 17, 1932

Citizenship: U.S.

Marital Status: married (Virginia Holman)

Residence: 5-12 Elizabeth St.
Fair Lawn, New Jersey 07410

Telephone: (201) 797-7019

EDUCATION:

B.S.: 1954, Tuskegee Institute
Tuskegee, Alabama

Major: Ind. Education
Minor: Physical Education & Vocational
Guidance

M.A.: 1969 William Paterson College
Wayne, New Jersey

Major: Administration & Supervision

Ed.D: 1972 University of Massachusetts
Amherst, Massachusetts

Dissertation: Student Teaching in
Urban Schools

POSITIONS HELD

U.S. Military Service (Honorable Discharge) 1954-56
Played Professional Baseball, Salem Pirates 1957
Teacher, Math and Drafting, West Kentucky Vocational School,
Kentucky, 1957
Played Professional Baseball, Summer, Brockport, Ill., 1957
Coached Basketball and Soccer, Junior High, 1958-59
Played Semi-professional Baseball, 1959
Owned Construction Company, 1959-60
Probation Officer, Essex County, New Jersey 1960-61
Played Professional Baseball, Catcher, New York Mets, 1962
Junior High School Teacher & Coach, Englewood, New Jersey,
1962-63-64
Director, Summer Rem. Enrichment (Center) Paterson, New Jersey,
1965-66-67
Board Advisor and Supervisor, American Youth Games, 1968-70
Dean of Students (Boys)-Eastside High School, Paterson, New
Jersey, 1969-Present
Lecturer, Brooklyn Career Opportunity Program, New York, 1971-7
Full Time Doctoral Student, University of Massachusetts, 1970-7
Director, Teacher Training Program, Boston Public School, 1971-
Instructor, University of Massachusetts, Urban Education Center
1971-72
Lecturer, Kentucky Public Schools, Louisville, Kentucky, 1972
Staff Member, Urban Education Center, University of Massachuset
1971-72
Lecturer, Kentucky Public Schools, Louisville, Kentucky, 1972
Sports Director, Mutual Black Network Sports, 1972-74
First Black Sportscaster with a nation-wide sports show, four
shows daily, coast to coast and the American Overseas Armed
Forces

ATHLETIC BACKGROUND:

4 years High School Baseball, All County, 2 yrs.
4 years High School Football, All County, 2 yrs.
4 years College Baseball, All Conference Catcher, 2 yrs.
All American Team, 1 year, Jr. Yr.
All College Team, 1 yr., 1953 Catcher
3 years College Football Half Back off & def.
2 years on College Swimming Team
2 years Military Football, Half Back All U.S.A.R. 1 yr.
2 years Military Baseball, Catcher All U.S.A.R. 2 yrs.
1 year Military Golf team
3 years Minor League Baseball, Pittsburgh Pirates
Form System
1 year Major League Baseball, New York Mets, 1962
8 years Coaching High School and Jr. High School Sports.

Present Positions

Sports Director, National Black Network

(2) 5 minute sports shows M-S 7:30 AM - 4:30 PM

Sports Edition, Encore Magazine-weekly

Sports writer, Jet Magazine-weekly

30 Min. sports TV show-Sundays

Sportscaster NBC, TV

Dean of students, Paterson Public Schools, Paterson, N.J.

Books

"Student teaching in Urban Schools" 1971

"I couldn't make the Mets but the Mets Made Me"

Articles (selected)

"I knew Jackie" Encore Magazine, January Issue 1973

Racism in Pro-Sports 1972

Films

New Teachers in Urban Schools, 1972

The Urban Teacher 1971

Paraprofessionals in Our Urban Schools, 1971

October 1, 1974

MEMORANDUM FOR: WARREN RUSTAND
FROM: RONALD NESSEN
**SUBJECT: Headliner Award Dinner of Greater
Los Angeles Press Club**

The consensus of me and my staff is that the President's time
could be used to better advantage.

They should be turned down very nicely.



THE WHITE HOUSE
WASHINGTON

Date: September 25, 1974

MEMORANDUM FOR: ~~ROBERT HARTMANN~~
RONALD NESSEN

FROM: WARREN RUSTAND
~~DAVID PARKER~~

RE: Invitation to the President to address
Headliner Award Dinner of Greater Los
Angeles Press Club.

The attached is being sent to you for your advice and
recommendation.

Would you advise as soon as possible.

Thank you.

COMMENTS:



THE WHITE HOUSE

WASHINGTON

September 24, 1974

Mr. Rustand --

Mr. Haig Keropian, President of the Greater Los Angeles Press Club, was transferred to you from Jack Hushen's office.

Mr. Keropian said they wanted to invite the President to speak at their Headliner Award Dinner on Nov. 21 but Hushen told them this coincided with Japan trip -- Mr. Keropian asked then if they could move it up or back and Hushen told him to contact you - i.e. if they did this, any chance the President could be with them?

Mary Rawlins

213/786-7111 (Mr, Keropian's offices as Associate Editor of the Valley News - if he is not there leave word with Miss Bryan, his secretary)

*Staff to Ron Keropian
R. Hartman
WR*



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RONALD NESSEN

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*Staff to Rep. Keropian
R. Hartman
WR*



THE WHITE HOUSE

WASHINGTON

October 3, 1974

MEMORANDUM FOR:

✓ ~~RON~~ NESSEN
GENERAL LAWSON
RICHARD KEISER

FROM:

WARREN RUSTAND *WR*

SUBJECT:

Coordination of Presidential Travel

This is to advise that the White House Advance Office will serve as a focal point and a center of coordination for all Presidential travel outside the White House.

We look forward to a continued strong relationship in the areas of communication and cooperation.

October 3, 1974

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
SUBJECT: Editorial Conference for the American
Business Press - Oct. 24

I'm against it. It isn't worth his time.



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

October 2, 1974

MEMORANDUM FOR: → RON NESSEN
BILL SEIDMAN

FROM: WARREN RUSTAND

SUBJECT: Proposal for Presidential Dropby
at White House-sponsored Washington
Editorial Conference for the American
Business Press on Oct. 24

I would appreciate your comments and recommendation on the
attached Schedule Proposal for the President.

*I'm against it.
Nat worth his time.
RHN*

SCHEDULE PROPOSAL
DATE: October 2, 1974
FROM: James R. Holland
VIA: Warren Rustand

MEETING: Drop-by White House sponsored Washington Editorial Conference for the American Business Press. There will be five Administration spokesmen, speaking forty-five minutes each between 9:30-11:45 and 2:00-3:30. The beginning or end of the morning or afternoon session would be perfect timing.

DATE: Thursday, October 24, 1974

PURPOSE: To personally state his concern over the economic situation of the country to members of the American Business Press and to ask their help in fighting inflation.

FORMAT: Old Executive Office Building, Room 450; attending will be approximately 125 members of the American Business Press; a drop-by of five minutes to speak briefly to this group.

SPEECH MATERIAL: The theme of the conference this year is inflation. The President may want to say something about the White House Conference on Inflation, that he is hopeful it produced results that will bring inflation under control, that he realizes the importance of this group in informing the public about what the Administration is doing and what they can do. This will be keyed to the President's speech on inflation later this month.


PRESS COVERAGE: The ABP may have a photographer there for their purposes. A White House photo pool should cover the drop-by.

RECOMMEND: James R. Holland. This group is one which publishes magazines that reach every sector of the business community and the Presidential drop-by would receive wide coverage in their magazines.

PREVIOUS PARTICIPATION: President Ford has not met with this group before, but past Presidents have. See attached background sheet.

_____ APPROVE

_____ DISAPPROVE



ABP

Briefing Sheet for: ABP EDITORIAL CONFERENCE
October 24, 1974

"ABP" is the American Business Press, the association of publishers of specialized business magazines. The association includes about 100 member companies who publish about 500 business magazines. The audience, therefore, is editors and publishers of these periodicals. The President of the association is Charles S. Mill.

A "specialized business magazine" is one which serves an industry or function, such as the aviation industry, or the petroleum industry or the function of design. It is NOT a "general business magazine" such as Fortune or Wall Street Journal. Company members include McGraw-Hill, Chilton Company, Penton Company, etc., and typical magazines are Oil & Gas Journal, Aviation Week, Progressive Grocer, etc.

Through the editorial columns, the business press keeps the business and industrial leaders, scientists, and professional men of America informed about developments affecting their fields and futures. This Editorial Conference highlights one of the most important functions of a business publication--its service as a chief channel of communications between business and government.

Business publications deal in fact, not opinion.

HISTORY OF ABP WASHINGTON EDITORIAL CONFERENCES

When Herbert Hoover was Secretary of Commerce, he had a keen understanding of the role of the business press of America as the "voice of Washington to business and the voice of business in Washington." He set up regular meetings with business publication representatives. When he became President, Mr. Hoover continued these annual meetings and expanded them to all departments of government.

President Roosevelt continued these meetings and when World War II came, he mobilized the business press as a powerful arm in educating business and industry. These Annual Washington Conferences continued to be held through President Eisenhower's administration.

Although there was a lapse of such meetings in the 1960's, the idea was revived in the early 1970's by the Commerce Department -- with other cabinet officers participating -- and in 1973 a conference was held under White House sponsorship.

Enclosed is a copy of the program for the 1973 Conference and a copy of the transcript which resulted.

October 8, 1974

MEMORANDUM FOR:

**DON RUMSFELD
BOB HARTMANN
WARREN RUSTAND ✓**

FROM:

RON NESSEN

I was requested to find out if there would be any major conflict if the President made a televised speech from Kansas City Tuesday, October 15, at 10 o'clock Eastern time.

There would be a conflict -- the third game of the world series begins at 8:15 Eastern time that night, and probably would not be over by 10 p.m.

If you do want to make a televised speech that night, I suggest that it could be done at 7:30 Eastern time (6:30 Kansas City time). We could have an unusually large audience which would be waiting for the baseball game to start. The TV networks would almost be obligated to fill out the remainder of the time after the speech with commentary until the start of the game at 8:15 p.m.

RN/cg



October 13, 1974

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
SUBJECT: Walter Cronkite - Camp David interview

The President has agreed in principle to an interview and other filming with Walter Cronkite at Camp David, October 26 or 27. I checked and found there are no technical or security problems.

A total of no more than four hours would be required. That would consist of about an hour's filming of the President and Cronkite walking around Camp David and talking about personal things, and then perhaps a private lunch while the TV crews set up their 1/2 hour formal interview outdoors. It would be near the Aspin Lodge and pond if the weather permits, or inside Laurel Lodge if the weather is bad.

I think Cronkite will ask mostly personal questions the President can answer from his own knowledge. I think perhaps the President does need an hour or so preparation time, though, because Cronkite probably will ask some questions on matters of substance.

I'm checking, but I believe CBS plans to air this as a one-hour special on either Tuesday, October 29, or Wednesday, November 2. I have not told CBS that this is a firm commitment, and I'll wait final go-ahead from you.



'RN/cg

October 24, 1974

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
SUBJECT: Dick Cavett

We considered allowing Dick Cavett to interview the President at Camp David this Saturday when Cronkite backed out. However we agreed to Harry Reasoner of ABC instead.

Because the Reasoner interview will be an exclusive for ABC, I think we will have to wait awhile and let the other networks do something with the President before we get around to Cavett.



October 24, 1974

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FROM: RON NESSEN
SUBJECT: Dick Cavett

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Because the Reasoner interview will be an exclusive for ABC, I think we will have to wait awhile and let the other networks do something with the President before we get around to Cavett.



THE WHITE HOUSE
WASHINGTON

Date: October 28, 1974

MEMORANDUM FOR: ✓RON NESSEN
BILL TIMMONS

FROM: WARREN RUSTAND
~~DAVID PARKER~~

RE: Annual Congressional Breakfast of
National Religious Broadcasters

The attached is being sent to you for your advice and
recommendation.

Would you advise as soon as possible.

Thank you.

COMMENTS:

October 17, 1974

Mr. Gerald R. Ford
President of the United States
The White House
Washington, D. C. 20500

ACTION
T/D
SCHEDULE ED.
DATE RECEIVED

OCT 21 1974

MESSAGE
SPEAKERS BUREAU
OTHER

APPOINTMENT OFFICE

Dear Jerry:

I would like to cordially invite you to speak at our 32nd Annual Congressional Breakfast Tuesday morning, January 28, 1975 in the International Ballroom of the Washington Hilton Hotel at 8 a.m.

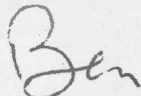
For a number of years we have been particularly grateful for your presence and participation at our Congressional Breakfast including last year, so I do not need to describe the nature of the event or those who will be in attendance. We anticipate 1500 delegates in the field of religious broadcasting to attend.

The members of National Religious Broadcasters who have the ears, eyes, and, more importantly, the hearts of millions of Americans through their religious broadcasting ministries are in solid support of your leadership at the White House. I know you can count on their continued support and prayers.

You have many demands upon your time. We would understand if at the last moment something would prevent your being with us. If this should happen, we could easily substitute at the last moment.

With warm personal regards, I am

Cordially yours,



Ben Armstrong

BA:rm



October 19, 1974

Dear Congressman:

Max Friedersdorf has brought to the President's attention your letter of October 9 about the National Prayer Breakfast at the Washington Hilton Hotel on the morning of January 30.

This date has been noted on the President's calendar and he plans to attend this annual event. I am sure we will be in further contact with you and Congressman Quie closer to the date.

With best wishes.

Sincerely,

Warren S. Eastland
Appointments Secretary
to the President

The Honorable John Dellenback
House of Representatives
Washington, D. C. 20515

cc: Helen Donaldson with incoming for follow-up
cc: Max Friedersdorf and John Nidecker - fyl
Route thru Max Friedersdorf before dispatch



THE WHITE HOUSE

WASHINGTON

November 5, 1974

MEMORANDUM FOR: STAN SCOTT

COPY TO: WARREN RUSTAND

FROM: RON NESSEN *RHN*

SUBJECT: National Newspaper Publishers Association

I have received your schedule proposal for events connected with the National Newspaper Publishers Association in January.


I agree with your proposal for a Presidential speech and for a briefing by Cabinet members and Administration officials. I disagree with the Presidential reception in the Cabinet Room with members of the Executive Committee. I think the President can greet and chat with the Executive Committee briefly before or after his proposed speech at the Mayflower.

Please keep me advised on the progress of this, as I think it shapes up as a worthy effort.

THE WHITE HOUSE

WASHINGTON

November 1, 1974

MEMORANDUM FOR: RON NESSEN
FROM: STAN SCOTT 
SUBJECT: Black Media

The attached schedule proposals have been submitted in an effort to establish rapport and demonstrate sensitivity toward the black-oriented media of the nation.

It is evident that much of the misinformation, apprehension and frustration existing among the nation's 25 million blacks is directly attributable to poor communications. We need to focus on bridging this gap to enable the President and his Administration and programs to be understood and supported during this peak period of unemployment and inflation which weighs particularly heavy on this segment of the population.

The National Newspaper Publishers Association is the only major media group that has not been invited to the White House during the past five years.

Attachments

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: November 1, 1974

FROM: Stanley S. Scott

VIA: Warren Rustand

SPEECH:

A major address to reemphasize human rights and civil rights for all Americans before the mid-winter workshop of the National Newspaper Publishers Association, representing a majority of the 200 black-oriented newspapers in the nation.

DATE:

January 22, 23 or 24, Mayflower Hotel, Washington, D.C.

PURPOSE:

To demonstrate Presidential interest and concern for the nation's 25 million black citizens.

To generate a feeling of mutual respect between the black press and the Administration.

To gain much needed support of the black community for the Administration.

FORMAT:

To deliver a major address.

SPEECH MATERIAL:

Major points to be drafted by Stan Scott, to include a commitment to: (1) support human and civil rights for all Americans (2) to focus on peculiar problems faced by minorities and the poor.

PRESS COVERAGE:

White House Press Corps, and White House photographer will take pictures of the event. John Calhoun will disseminate photos and coverage to the black press.

- 2 -

Press Office announcement prior to
event and transcript following event.

STAFF:

Ron Nessen, Robert Hartmann, John Marsh,
Donald Rumsfeld, Stan Scott, John Calhoun

BACKGROUND:

The black publishers will be meeting
in Washington, D. C. on January 22-24.
Former RNC Chairman George Bush
addressed this group last spring in Miami.

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: November 1, 1974

FROM: Stanley S. Scott

VIA: Warren Rustand

DROP BY:

Briefing to be conducted by cabinet members and top level Administration officials for the editors and publishers of the National Newspaper Publishers Association, representing a majority of the black-owned newspapers in the nation.

DATE:

January 22, 23 or 24.

PURPOSE:

To demonstrate Presidential interest and concern for the nation's 25 million black citizens.

To generate a feeling of mutual respect between the black press and the Administration.

To gain much needed support of the black community for the Administration.

FORMAT:

Room 450 EOB Conference Room

SPEECH MATERIAL:

Major points to be drafted by Stan Scott, to include a commitment to: (1) support human and civil rights for all Americans (2) to focus on peculiar problems faced by minorities and the poor.

PRESS COVERAGE:

White House Press Corps, and White House photographer will take pictures of the event. John Calhoun will disseminate photos and coverage to the black press.

Press Office announcement prior to event
and transcript following event.

STAFF:

Ron Nessen, Robert Hartmann, John Marsh,
Donald Rumsfeld, Stan Scott, John Calhoun

BACKGROUND:

Briefing would be conducted by a number
of Cabinet officials and Presidential aides
who will focus on the problems of greatest
interest to the black community: high
unemployment, crime, social programs,
U. S. relations with Africa, and business
development.

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

Date: November 1, 1974

FROM: Stanley S. Scott

VIA: Warren Rustand

MEETING:

With 18-20 members of the Executive Committee of the National Newspaper Publishers Association, representing a majority of the 200 black-owned newspapers in America.

DATE:

January 22, 23 or 24.

PURPOSE:

To demonstrate Presidential interest and concern for the nation's 25 million black citizens.

To generate a feeling of mutual respect between the black press and the Administration.

To gain much needed support of the black community for the Administration.

FORMAT:

Cabinet Room
Participants list to follow.

SPEECH MATERIAL:

Informal remarks, reemphasizing open door policy, commitment to focus on peculiar problems faced by minorities and the poor, and interest in the black community.

PRESS COVERAGE:

White House photographer will take photograph of President greeting the attendees. John Calhoun will disseminate photos and coverage of the event to the black press.

Press Office summary to be issued
following statement by Dr. Carlton Goodlett,
Publisher's president.

STAFF:

Ron Nessen, Robert Hartmann, John Marsh,
Stan Scott, John Calhoun

BACKGROUND:

The black publishers will be meeting in
Washington, D. C. from January 22-24.

November 7, 1974

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

I notice that you had responded on behalf of the President to the White House Photographers Association invitation. I know you have a lot of other requests to handle, and since we have an office here to handle correspondence, you can refer letters from press and press organizations to us to handle.

Thanks, Warren.

RN/cg



THE WHITE HOUSE

WASHINGTON

November 15, 1974

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

In response to your recent request for suggested Presidential phone calls, I think this is a good one from Paul Miltich.

Attachment: Suggestion that President call George Storer, founder of Storer Broadcasting

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

November 14, 1974

MEMORANDUM FOR:

RON NESSEN

FROM:

PAUL A. MILLTICH *Pam*

SUBJECT:

Presidential Telephone Call

I recommend the President call George B. Storer, Sr., the founder of Storer Broadcasting Company of Miami Beach, Florida. Mr. Storer recently celebrated his 75th birthday (November 10, 1974).

BACKGROUND:

Mr. Storer now is in semi-retirement. His third son, Paul, directs most of the company's operations. Mr. Storer spends much of his time at the Storer Ranch at Saratoga, Wyoming.

TALKING POINTS:

The President should extend belated birthday greetings to Mr. Storer. He might mention that he understands Mr. Storer founded the nation's first independent group broadcasting chain. He might add that this is not surprising for a "young man" who built a ham radio set at the age of 12.

December 4, 1974

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

RON NESSEN

SUBJECT:

Presidential attendance at
the Radio and Television
Correspondent's Association
Annual Dinner - 3/13/75

I don't have a very strong recommendation regarding the attached invitation, although I suppose he should do it. Remember, if he goes to this one, he is almost obligated to go to the dinners of the White House Correspondent's Association and the White House Photographer's Association. Perhaps a way to do it would be for the President to go only to the after dinner entertainment and speeches. The last time a President attended one of these dinners was in 1971.

Attachment



RN/pp

December 5, 1974

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

RON NESSEN

SUBJECT:

White House Correspondents'
Association Annual Dinner
May 3, 1975.

Here is the second of the big three press dinner invitations. As I said with the Radio and Television Correspondent's Association invitation, I guess he should attend but perhaps we only want him to attend the after dinner speeches and entertainment.

Attachment



December 5, 1974

Dear Jim:

The President has recieved your invitation and as you know, he always enjoys the opportunity to get together with members of the Press. May is a little far away to make a definite commitment but I have sent a recommendation to the President's scheduling office that the President attend.

We will be back in touch with more definite word when we get a little closer to the date of the dinner.

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. James Deakin
President, White House
Correspondents' Association
1029 National Press Building
Washington, D.C. 20004

cc: Warren Rustand

RN/pp



THE WHITE HOUSE

WASHINGTON

December 13, 1974

MEMORANDUM FOR:

DONALD RUMSFELD

FROM:

WARREN RUSTAND *WR*

SUBJECT:

Long Range Scheduling Concept

Statement of Purpose:

- * To give citizens the opportunity to know and understand the President as a substantive leader.
- * To travel to the 10 federal regional areas over the next 22 months to highlight national and regional issues.
- * To build interest in the substantive areas by having key Administration personnel brief local participants and groups prior to the President's arrival.
- * To allow the President an opportunity of meeting with a greater cross section of American citizens
- * To deliver a major address stressing an element of the Administration's policy that is pertinent to a geographical area.

Specific Application:

The City:

Atlanta. With a population of approximately 500,000, Atlanta is Georgia's largest city and the 15th largest in the United States. Atlanta symbolizes the New South and is considered one of the most progressive cities in the country.

Specific Application:

Major Issues:

Economy
Energy
Human Rights
Transportation

White House Personnel:

Secretary Simon
Chairman Greenspan
William Seidman
Secretary Morton
Administrator Zarb
Kenneth Cole
Stanley Scott
Secretary Brinegar
William Baroody

Regional Participation:

Governor George Busby
Mayor Maynard Jackson
Officers of the City Council
Prominent businessmen and labor leaders of the region
GOP Leadership
Special Interest Groups of consumers, city planners, economists

Major Event:

Dr. Leon Sullivan has invited the President to make an address during the annual meeting of the Opportunities Industrialization Centers of America in February. The President indicated interest in this invitation to Dr. Sullivan when they met in Philadelphia this summer.

Proposed Scenario

Monday, February 3

5:30 p. m.	Depart South Lawn for Atlanta.
7:15 p. m.	Arrive Atlanta
	Personal and Staff Time
8:30 p. m. (15 min)	Make closing remarks at White House Field Conference on the Economy and Domestic Initiatives. This Field Conference is a preliminary meeting leading up to the President's visit.

OVERNIGHT

Tuesday, February 4

7:30 a. m. (45 min)	Breakfast meeting with Georgia GOP Leadership.
8:15 a. m.	Staff Time
9:30 a. m. (45 min)	Meet with selected members of Atlanta's Business Council to discuss the U. S. economy and the energy situation as it relates to the South and Atlanta. This is an opportunity to recognize the outstanding efforts of the Business Council in promoting a spirit of mutual cooperation and trust between blacks and whites in the city.
10:15 a. m.	Staff Time
Noon (60 min)	Working luncheon with the Governor, Mayors of four or five larger cities, State legislative leaders to receive their input on intergovernmental relations and issues and programs that effect their communities.
1:00	Staff Time
2:30 p. m. (45 min)	Consulting Session with Atlanta Transit Authority (professional planners and citizen advisory groups responsible for input to Atlanta's public transportation system, one of the most innovative in the country) to receive their suggestions and

on highways, public transportation systems,
and energy.

3:15 p. m.

Staff Time - Preparation for Press Conference.

4:30 p. m.

Press Conference*

(30 min)

5:00 p. m.

Personal and Staff Time

7:00 p. m.

Attend Reception prior to OIC Banquet.

(60 min)

8:00 p. m.

Attend Banquet and deliver major address to those involved in the OIC self-help program, including members of the Industrial Advisory Council. OIC helps the poor and underemployed by teaching marketable skills and providing job placement assistance. This would be an excellent platform for a major human rights address, expanding on the President's thoughts brought out in the State of the Union Address.*

(90 min)

9:30 p. m.

Depart Atlanta for Washington.

11:30 p. m.

Arrive South Lawn.

* We would recommend either a press conference or a major address. In Atlanta with a fixed forum, we would favor the major address.

REGIONALIZATION CONCEPT

Federal Regional Council Cities

Suggested Cities within these Regions

Boston

Boston - April 18 Bicentennial event

New York

Albany - to highlight Federal-State
relationships

Philadelphia

Pittsburgh - Energy Trip on Jan. 24

Atlanta

Atlanta - February 3 for OIC banquet

Chicago

Minneapolis
Grand Rapids

Kansas City

St. Louis, Missouri
Omaha

Dallas

Houston - Energy Trip; visit NASA
Albuquerque, New Mexico

Denver

Butte, Montana

San Francisco

Sacramento

Seattle

Spokane - Energy & Environmental Trip
Boise, Idaho

January 7, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN

Thank you for your note about the three Presidential portraits in the works. The only one I knew about was Arnold Newman.

I don't have any objection to any or all of these as long as the President ~~has~~ the time.

RN/cg



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

January 6, 1975

MEMORANDUM FOR: RON NESSEN
FROM: WARREN RUSTAND *WR*
SUBJECT: Presidential Portraits

You should be advised that through three different sources I have been told there will be Presidential portraits made.

1. Jack Marsh advised me that Congressman Tip O'Neill told him that the President agreed to have a portrait made by the famous Boston Photographer, Bradford Bachrach. It is our understanding that this firm has traditionally made portraits of each President since well before the turn of the century. We are encouraged to schedule this during late January.
2. David Kennerly called indicating that Arnold Newman will do a portrait of the President and has blocked two hours over the period of four days for the portrait; also in late January.
3. Mrs. Howe indicated that the individual who did Mrs. Ford's portrait last year will be doing one of the President on his visit from Spain to the United States, sometime during mid and late January. I do not have a great deal of information about this, and I am waiting for additional comments from Mrs. Howe or Mrs. Ford.

I thought you should be advised of this as all of this information should go through your shop so that you can make appropriate recommendations and discuss with the President if you so desire. I look forward to your guidance.

January 7, 1974

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

As I mentioned to you on the phone this morning, I would appreciate your scheduling 5 minutes of the President's time for him to give his membership dues check to officials of the National Press Club and to receive his gold membership card. This has been traditional with past Presidents.

The out-going President of the Press Club, Ken Scheibel, would like to schedule this brief ceremony before he leaves office January 18. If that is not possible, we could do it after January 18 and invite both Scheibel and the incoming President, Bill Broom.

RN/cg



January 20, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

The President has agreed to cooperate with a project by the New York Times magazine to have a book-length profile of the President written by the novelist, John Hersey. The project will start about March 1 and will require that Hersey spend considerable time with the President over a period of a week or two.

Before going ahead with the project, we want to give the President and Hersey an opportunity to sit down together in a leisurely way and see if they like each other well enough to proceed. Don Rumsfeld has asked me to ask you to schedule a get-acquainted meeting between Hersey and the President.

Hersey teaches on Tuesday and Thursday, so a Friday would be the best time for him. Perhaps a cocktail with the President after the close of business some Friday in the next couple of weeks would be the best way to do this.

Incidentally, the President knows Hersey from their days together at Yale.

RN/cg



January 21, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

A delegation of three women -- Isabelle Shelton of the Washington Star-News, Ilene Shanahan of the New York Times, and Frances Lowine of the AP -- came in to see me yesterday about the President's possible attendance at the Gridiron dinner.

They complained that the Gridiron Club seems to be reneging on its promise to **take in at least** one woman member. They said that if the Gridiron Club does not **take in** a woman by the time of the March dinner, the President should **not** go. They **are** planning a repetition of last year's anti-Gridiron dinner for the same night **if no** women have been admitted to the Club before then.

My opinion is that we should **indeed reconsider** the President's attendance at the Gridiron Club **dinner if no** women have been admitted by then.



January 21, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

A delegation of three women -- Isabelle Shelton of the Washington Star-News, Ilene Shanahan of the New York Times, and Frances Lewine of the AP -- came in to see me yesterday about the President's possible attendance at the Gridiron dinner.

They complained that the Gridiron Club seems to be reneging on its promise to take in at least one woman member. They said that if the Gridiron Club does not take in a woman by the time of the March dinner, the President should not go. They are planning a repetition of last year's anti-Gridiron dinner for the same night if no women have been admitted to the Club before then.

My opinion is that we should indeed reconsider the President's attendance at the Gridiron Club dinner if no women have been admitted by then.

*ok W. Rustand
1-23-75*



THE WHITE HOUSE
WASHINGTON

Should we just send over

to Rustand's office for nec
act?

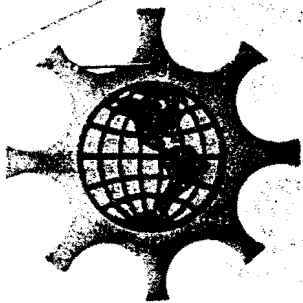
since it's not press

TO RUSTAND

✓ on 1/30 react

OTHER:





INTERNATIONAL PROMOTIONAL CONSULTANTS, INC.

PROMOTIONS

BARTER (DUE BILLS)

T.V. PUBLICITY (PRIZES)

January 24, 1975

Mr. Ron Nessen
Presidential Press Aide
White House
Washington, D.C.

Dear Mr. Nessen:

A few years ago the U.S. Department of the Interior called upon the Carlton McLendon Furniture Company of Montgomery, Alabama, to duplicate the original rocker that President Lincoln sat in when he was assassinated in the Ford Theatre.

Carlton McLendon, after diligent research of the original chair, and careful examination of the Mathew B. Brady photographs taken of the chair at the time of the assassination, created an exact replica of the rocker, which the U.S. Department of the Interior presented to the Ford Theatre during the restoration of the theatre a few years ago.

The President of Carlton McLendon, Mr. Keith Rogers has asked me to write to you, as he would like to present one of the Lincoln Rockers to President Ford.

I am enclosing publicity and a photograph of the rocker. In as much as President Lincoln was the first republican to be elected president, Mr. Rogers felt it would be an appropriate gesture to present a Lincoln Rocker to President Ford.

If the President decides to accept the chair, I would appreciate some word from you as to how we might present the rocker to him.

Sincerely

Alan Hammond/jg

Alan C. Hammond
Director TV Publicity

ACH/jl



TO: W. Rustand
- 1/27/75

THE WHITE HOUSE
WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: George Storer, Chairman of the Executive Committee, Storer Broadcasting Co., Miami, Florida (305 866-0211/864-2035)

DATE: At your convenience.

RECOMMENDED BY: Ron Nessen

PURPOSE: To congratulate Mr. Storer on being named to receive the National Association of Broadcasters 1975 Distinguished Service Award.

BACKGROUND: The NAB has selected George Storer, Chairman of the Executive Committee of Storer Broadcasting Company to receive its 1975 Distinguished Service Award. Mr. Storer has been in commercial broadcasting for 46 years and founded Storer Broadcasting Company. The award is the broadcasting industry's highest honor. The late Jack Benny has been named to receive the other award this year. The presentation will take place at the 53rd NAB convention in Las Vegas in April.

TALKING POINTS:

1. George, let me congratulate you on receiving the National Broadcasters Distinguished Service Award this year. I can think of no other person in the industry who is more deserving than you are.
2. I certainly recognize the tremendous contribution that radio makes not only to government, but to every facet of American life. You can be certain that I recognize the value of radio in communicating the views of the Administration to the public.
3. Over the 46 years you have been in the business,

I know you have witnessed a virtual revolution in communications. I know, too, that you have been a pioneer in this change which has benefited all Americans.

4. We think a lot of your White House correspondent, Faye Wells. She is a good reporter.
5. Again, congratulations. I know the honor you receive at Las Vegas in April will be well deserved.



January 27, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

I received a phone call from Father Gilbert Hartke, the head of the Drama Department at Catholic University and an old friend. He is wondering what happened to a schedule proposal he made a long time ago for the President to briefly greet a group of college drama students who have been putting on plays overseas as part of an exchange program.

Hartke says all the recent Presidents, going back to Truman, have greeted these drama groups and he is wondering whether the President Ford will have the chance anytime soon.

RN/cg



January 29, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN

Don Meany, representing the Radio and Television Correspondents Association, called to say that Bob Hope is the entertainment at the March 13 dinner, and they hope that this will be a further encouragement for the President to attend.

RN/cg



THE WHITE HOUSE
WASHINGTON

January 30, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
SUBJECT: Schedule Proposal

Thursday, February 6, Dave Kennerly will be escorting a photographer from U.S. NEWS & WORLD REPORT who will be photographing the President throughout the day for a picture story on a day in the life of the President.

John Mashek, the U.S. NEWS & WORLD REPORT White House correspondent, has requested 10 minutes at the end of the day with the President just to obtain some material for the captions for the pictures.

I would recommend this if the President has the time.

cc: Patty

January 30, 1975

Ren:

FYI, in case Dave hasn't passed the word, we're going to shoot pictures next Thursday (Feb. 6) for our day in the life of President Ford piece.

Marion Trikosko is our photographer and will be riding at Dave's side throughout the day. If the family quarters are off limits, I'd like to use a Kennerly picture of him eating and/or doing exercises. Do you see any problem?

And, at the end of the day, we would use another shot of Dave's in the family quarters at dinner if Marion is restricted from shooting there.

~~Pls remember, too, the 10 minutes or so I'd like to have with the President at the end of the day discussing his work routine and schedule. Assume that will be in the Oval Office (or it could be in a walk on the way over to the family quarters if you prefer.)~~

I know you've turned this project over to Dave. But I thought you'd like these details. And I'd appreciate you keeping me in my mind for that short, wrap-up conversation at the end of the day.

Thanks.



John Mashek
John Mashek
U.S. News & World Report

January 31, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

RON HESSEN

SUBJECT:

Schedule Proposal

As I mentioned to you on the phone, I strongly recommend that the President spend about 45 minutes next Thursday, February 6 doing an interview on his first six months as President with the Chicago Tribune.

The President would be interviewed by the Editor of the Tribune, Clayton Kirkpatrick, (an old friend of the President's); Aldo Beckman, the Tribune's White House correspondent; and two other people from the newspaper. This would be similar to the group interviews the President has had with Time, Newsweek, U.S. News and World Report, and the Washington Post. The transcript and article on the interview would be published in the Chicago Tribune on Sunday, February 9, which is the six month anniversary of the Ford Presidency.

As you know, the Tribune has very large readership and influence in the Middle West. I think he should do this interview.



February 1, 1975

MEMORANDUM FOR:

WARREN MUSTAND

FROM:

RON NESSEN

RE:

Schedule Proposal

Ted Knapp of Scripps Howard has requested an interview with the President on his 6-month anniversary in office. I have already requested a similar interview for the Chicago Tribune and I feel that that is the most important one. However, I notice the President has some free time Friday morning, February 7, and if you can fit Ted Knapp in for 30 minutes I think it would be worthwhile. We have not done anything special until now for Scripps Howard.

E:jg



RE: MARCH 9, 1975

February 5, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: SUSAN PORTER

Per our conversation after my second discussion with Mrs. Ford and the green light to go ahead and accept from you, I spoke with Mrs. Shriver to tell her that the President and Mrs. Ford would be pleased to attend the first part of the benefit evening being planned on behalf of the Special Olympics. This is the hour-long live television show over ABC beginning at 7:30. I told her the President and Mrs. Ford were not planning to attend the premier of "Penny Lady" because of the long time commitment if they did. She thought that was fine and seemed to be pleased that they are planning to attend. You will note that Ron Nessen, Sheila Weidenfeld and Pamela Needham have endorsed their attendance for the live part of the evening. The contact for the Advance Office should be:

General Bob Montague
Director of the Special Olympics
for the Kennedy Foundation
331-1731

I have noted the rescheduling of the Kennerly dinner to March 8th.

Thank you.

c: ✓ Ronald Nessen
Sheila Weidenfeld
Pamela Needham



(Ron,
THANKS FOR YOUR
MEMO ON THIS!
S.)

THE WHITE HOUSE

WASHINGTON

February 6, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

RON NESSEN

Attached please find a proposal that the President speak to a group of 450 students and teachers from Grand Rapids who will be in Washington the week of April 6-12.

These students are coming here as part of a continuing program to bring high school students from all over the country to see how their government works and to talk to their government officials. Full details of the program are included in the attached material.

Les Janka of the National Security Council and others at the White House have contributed time and efforts to this program for several years and many officials throughout the White House and the rest of the government speak to these student groups.

The group from Grand Rapids, I think, would make a good forum for the President and I recommend that he speak to them at some point during the week they are here. I was thinking we might consider suggesting that the President hold a student news conference with this group following the same format as a regular White House news conference.

cc: Jerry Warren - FYI

RN/pp

February 7, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

RON NESSEN

Here is an invitation to the President and Mrs. Ford to attend an NBC party kicking off the Today Show's coverage of the Bicentennial year.

These NBC parties always turn out to be terribly crowded and noisy and drunken, and I recommend strongly against the President's attending.

RN/cg

orig. invitation sent to Rustand



NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.

4001 NEBRASKA AVENUE, N.W., WASHINGTON, D.C. 20016, 202, 302-4000

February 5, 1975

DONALD MEANEY
Vice President

Mr. Ron Nessen
Press Office
The White House
Washington, DC

Dear Ron:

More to our conversation this afternoon about our invitations to the President and Vice President. Why TODAY is being singled out by the network for this attention lies in the fact that the program plans a massive observance of the Bicentennial. Stuart will devote one whole show per week to each of the states, to the District and to the Territories. In many cases they will originate from the state being recognized. For the other states the programs will be fully devoted to each with perhaps at least a remote pick-up from it. The programs will be historic and contemporary. They will stretch over the weeks from July of this year to July of next.

Apart from TODAY, incidentally, we are doing what may become a truly national observance of the Bicentennial date itself. On July 4, 1976, NBC will fill the broadcast day, from early morning until late at night, with appropriate and related material. Much of it will be live coverage of observances around the country, in a sense bringing the nation together on this historic date.

We will be honored if the President and Mrs. Ford, and the Vice President and Mrs. Rockefeller, can be with us on the sixth.

Sincerely,

Don

DMeaney

Mr. Ron Nessen
Press Office
The White House
Washington, DC

February 8, 1975

MEMORANDUM FOR WARREN RUSTAND

FROM: RON NESSEN

SUBJECT: Washington-Star-News Interview Request

The Washington Star-News is inaugurating a new Sunday feature which will be a Q&A interview with a prominent figure. They would like to begin it in the issue of Sunday, February 16 with President Ford.

Each published interview will focus on one topic and for the interview with the President, they want to concentrate on politics, including the President's plan to run next year, the future of the Republican Party and similar matters. The interview would be done by Jack Germond, assistant managing editor and political correspondent, and by Norm Kempster, the Star's White House correspondent.

For several reasons I think we should try to give the Star-News 30 to 45 minutes sometime the week of February 10. I see some open time on Friday afternoon, the 14th. It would be good to patch things up with the Star-News after clubbing them for the breaking of the budget embargo. Also, we have already given a similar interview to their chief competitor The Washington Post.

Therefore, I recommend the President do this interview.



Washington Star-News
225 VIRGINIA AVE., S.E., WASHINGTON, D.C. 20061

February 7, 1975

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

Dear Ron:

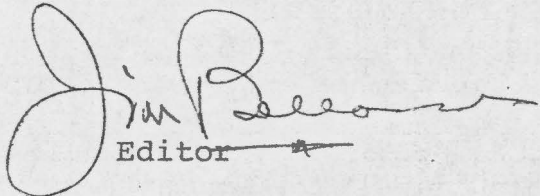
As our White House reporter, Norman Kempster, told you earlier today, the Washington Star-News would like to inaugurate its new Question and Answer interview feature with an interview with President Ford. We plan to begin the Q and A format on Sunday, February 16.

We would prefer to focus the interview on the general topic of politics, including the President's plan to run for a full term next year, the future of the Republican Party and similar matters.

We would propose to tape record the questions and answers. The questioners would be Jack Germond, assistant managing editor and political correspondent, and Kempster.

We would suggest a 30 to 45 minute meeting with the President sometime next week.

Sincerely,


Editor



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 11, 1975

MEMORANDUM FOR: RON NESSEN
FROM: WARREN RUSTAND *WR*
SUBJECT: Ted Knapp of Scripps-Howard

As you know, we had proposed Knapp for last Friday and dropped him for that date.

Will you let me know if you want that resurfaced and when.

No

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

OK
RHN

February 13, 1975

MEMORANDUM FOR:

Norman Ruston
RON NESSEN 2/20/75

FROM:

PAUL A. MILTICH

Pam

SUBJECT:

Presidential Phone Call

BACKGROUND:

Marv Chauvin, program director of WOTV, Grand Rapids, Michigan, Wednesday was elected president of the National Association of Television Program Executives.

SUGGESTED MESSAGE:

It is suggested that the President call Chauvin and congratulate him on the honor which has come to him.

February 14, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

LOUIS THOMPSON

RE:

Request for Presidential Schedule Time

The President has agreed to do a 2-minute filmed opening for a nationwide closed circuit television program on the Bicentennial sponsored by John D. Rockefeller, III.

Paul Theis' office has prepared the introductory remarks. The filming will be done in the Cabinet Room so the CBS crew can set up their equipment. The President will use the teleprompter which he used in the library speech on January 13, and the same people who operated that equipment then will be used for this filming. We have set this up to take a minimum of the President's time. Since he has had experience with the teleprompter and will have had an opportunity to review the remarks beforehand, we would not expect that this will take any more than 10 minutes of the President's time, probably less.

Request a schedule time be set aside Saturday morning. Barry Jugoda, the producer for the program, has been alerted to have his crew here by 8:00 a.m. Saturday.

Thank you for your consideration.



February 15, 1973

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

Here are some thoughts on a number of upcoming schedule items for the President:

1. The West Coast Trip

I'm told the President is tentatively scheduled to visit a nuclear power plant in or near Hanford, Washington. This is the same atomic plant that Former President Nixon visited. Since we have been trying consciously to avoid trips which will invoke comparisons in the press between President Ford and Former President Nixon, I suggest that this visit to the nuclear plant either be canceled or diverted to another plant.

If the trip to the nuclear plant is canceled, I suggest the President stay overnight in San Francisco, have a breakfast with the executives of California newspapers and broadcasting outlets, and then have a regional news conference.

2. The New Hampshire - Boston Trip

We must face the fact that there is probably going to be some pretty active anti-busing picketing when the President appears to make his speech in the church in Boston.

If he holds a regional news conference during this trip, I recommend very strongly that it not be in Boston. If it is in Boston, probably 100% of the questions from the local reporters will be about busing. In fact I recommend that events in Boston be kept to an absolute minimum because of the busing controversy and the picketing and demonstrations which certainly will take place.

3. Gridiron Club Dinner

Now that the Gridiron Club has taken in its first woman, Helen Thomas, I see no public relations problem with the President going if he wants to.



The Gridiron has also invited Mrs. Ford and Susan, and I think it would probably be a good idea for them to go too.

I think it would be a waste of time to give into the Gridiron Club pressure for a private Oval Office meeting at which Gridiron officials would formally present the President with his invitation.

cc: Jim Connor



February 15, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

If I have a correct understanding of the President, he has zero interest in such projects.

My suggestion is that this book be presented to Mrs. Ford.

RN/cg



(v)
MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 14, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

WARREN RUSTAND

WR
x

We would appreciate having your comments and recommendation
on the attached.

Request of Mrs. Caspar Weinberger, Trustee of the Folger
Shakespeare Library for April 23, 1975

We would like to present to the President, for The
White House Library, a deluxe copy of "Shakespeare, A
Documentary Life" by Dr. Samuel Schoenbaun, Professor of
English at Northeastern University and a Trustee of the
Folger. Published by Oxford University Press, April 1975.

Dr. Schoenbaun would make the presentation.

He would be accompanied by:

Dr. O. B. Hardison, Director of the Folger,
and Mrs. Hardison

Mr. and Mrs. Clifford Folger

The Honorable Willard Wirtz, Folger Trustee,
and Mrs. Wirtz

Mrs. Samuel Schoenbaun

The Secretary of Health, Education, and Welfare
and Mrs. Weinberger

A senior editor of Oxford University Press

April 23rd is the day we celebrate Shakespeare's
birthday, and it is the release date of Dr. Schoenbaun's
book.

The book has a retail value of \$200.00.