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THE WHITE HOUSE  
WASHINGTON

TO:                     Ron Nessen                    

FROM: PAUL THEIS

F41.

Dave



DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

OFFICE OF THE SECRETARY

WASHINGTON, D.C. 20201

"Trends and Practices in Government  
Public Relations"

Seminar by New York University and  
Public Relations Society of America  
10 a.m., November 20, 1974  
Room 1202, Dirksen Senate Office Building  
Washington, D. C.

LEWIS M. HELM  
Assistant Secretary  
for Public Affairs  
Department of Health, Education, and Welfare

The greatest problem we share today is public skepticism, skepticism which has mushroomed to a point where many feel that it threatens our government.

Pollster Lou Harris called it the "crisis of confidence." He reported that the American people have lost confidence in virtually every one of our institutions. Recently, a majority voiced a "great deal" of confidence only for trash collectors and the people in charge of medicine.

I would add an observation: We cannot solve our nation's problems without first addressing this gnawing doubt. How can we rally against international crises, recession and inflation without restoring faith in government?

The major lesson to be learned from recent events is that the American people demand candor. President Ford was welcomed to office because he is candid. And one of his first pledges was to make government "open."

Achieving openness, I fear, will be no easy task. Too many in government feel openness means taking a reporter to lunch...or leaking position papers you disagree with. The problem is far more basic.

Public doubt in the government's candor is well founded. And I'm talking about misrepresentations coming from deep within the Federal structure, not just the deceptions of Watergate.

We can restore confidence only by earning it...by opening up the file drawers, by discussing the bad news along with the good, by admitting when we've goofed, by making public officials accessible.

In an effort to carry out this philosophy--"To Go Public"--our HEW Secretary, Caspar Weinberger, has taken unique steps:

First, he has made the Department's top officials far more accessible to the media by removing a tremendous layer of public affairs "spokesmen." We reduced HEW's public affairs apparatus from 1300 to 250 and my immediate staff from 72 to 29. At the same time we make the program head--not just his press assistant--available to answer questions.

Second, we are taking government to the people through media and public briefings across the country. I call your attention to our "Media Seminar Report," and "Title IX Report" in your kits. HEW's top officials are available to discuss current issues and to answer questions.

Third, all public affairs contracts, publications, audio-visuals and personnel changes come through my office from our agencies for concurrence. This permits coordination. It also helps to eliminate puffery, marginal and duplicative material.

Fourth, our public affairs specialists now administer the Freedom of Information Act. HEW, alone among government agencies, has followed Congressional wishes by placing FOI under Public Affairs.

Fifth, our public affairs office has become an integral part of the Department's planning process with input on issues before decisions are made. We're in on the take-off as well as the crash landings.

Details of these activities are contained in your kits in my August 13 memo to Secretary Weinberger entitled "HEW and Open Government."

I feel particularly proud of these successes. HEW is the government's largest department with 10 agencies, 135,000 employees, and a \$110 billion a year budget. Our components include such well-known organizations as Social Security Administration, Food and Drug Administration, National Institutes of Health, and Office of Education.

Each of these has its own public affairs offices reporting to the agency head. My office, in turn, coordinates their activities and reviews their products. Total expenditure for public affairs products was \$150 million last year. If I recall, that exceeds the entire USIA budget and is many times larger than the Rolls Royce of public relations firms, Hill and Knowlton. 3

While these steps have been important for government public affairs as a profession, they have been vigorously opposed by many capable agency heads who feel they should retain total responsibility for all functions within their organizations.

This is understandable. However, I firmly believe that control of public affairs unilaterally by government program managers has helped to nurture the "crisis of confidence" Lou Harris documented. Despite the best of intentions by program heads, it has led to an erosion of openness. Here are some of the reasons:

The estimated half-billion dollars in government expenditures for publications, films, television and outside contracts normally come from money appropriated for program activities. The funds are controlled by program directors and spent for public affairs products almost totally at their discretion. Public affairs professionals generally are merely the mechanics who implement decisions. With the exception of HEW, under Secretary Weinberger, there is seldom an accounting as to whether funds were spent to help taxpayers--or just to talk about helping them.

Such latitude, combined with a human desire to build empires, all too often leads the program head to develop public affairs material which promotes expansion of his program. It discourages a candid discussion of the program's shortcomings. Therefore, as far as the public hears, all programs are good and should be expanded.

Hence, there is a proliferation of puffery, or unneeded, unused and unprofessional public affairs outpourings.

In the name of informing the public, this half-billion dollar barrage smothers openness and crushes credibility by its own weight.

It's a rare public servant, indeed, who will do battle with the agency head about self-promoting material. After all, public affairs officers also must report to agency heads on such vital matters as promotions and new assignments.

Most program managers prefer to use public information specialists as a screen for press queries. This denies the reporter direct contact with the person responsible for administering a program. No matter how capable an information specialist may be, he lacks the detailed knowledge his boss has. The result all too often is an inaccurate or detail-free article. But the program manager's low profile is maintained and if a goof is made, he is innocent.

•Billions of dollars annually are granted to research groups, universities and other outside agencies to analyze programs, organizations and issues. Most grants have stipulations to make public their findings. Again, after many man-years of work, few researchers will admit other than success. This admission of success, accurate or inaccurate, is ballyhooed with every available means to a decreasingly credulous public.

•Attorneys in most departments administer the Freedom of Information Act. Their legal training calls for them to tell program heads whether a document must be released or whether a case could be made for not releasing the document. Hence, if the document is embarrassing to the agency, doubt generally is decided in favor of non-release. Program managers in this way still have prime control over openness even with the FOI Act.

•Congress often mandates a government agency to "educate" the public about issues. For example, millions of dollars are spent by the government annually to change social attitudes about racial prejudice, smoking and drug use, as examples. This puts the prestige of the Federal government behind an effort to make people react in certain ways to issues they may disagree with, or issues on which the government's position might change. Again, the program manager with a congressional mandate is at the controls of a powerful propaganda effort.

The head of public affairs is far outranked by agency heads at all Departments but HEW, HUD, State and Defense where there are Assistant Secretaries for Public Affairs. This stacks the odds even more heavily in favor of the program managers when it comes to the question of openness and public affairs strategy.

Agency heads, program managers, generally are dedicated and capable persons. This especially is true now at HEW. My comments in no way are aimed at discrediting them or doubting their motives. The comments are passed to you because I believe them to be valid and, to date, remained unsaid. Further, I join President Ford in his sincere desire to restore faith in our government.

Think about these issues and consider what you as public affairs experts can do to open government. Take steps now in your daily efforts. But to solve the problem of openness in government, I fear we must look more deeply than the Freedom of Information and government news releases.

We must reassess the structure, itself.

###

November 5, 1974

MEMORANDUM FOR: PAUL THEIS  
FROM: RON NESSEN  
SUBJECT: Staff Coordination of  
Informational Materials  
from Paul Miltich.

I met with Don Rumsfeld and Dick Cheney yesterday to work out procedures to ensure that information distributed by Paul Miltich's office is consistent with the President's policies.

In the future you will receive from Paul drafts of information which he sends out to editors across the Nation. The purpose of this is so that this information can be reviewed throughout your system of coordination as appropriate with the Domestic Council, NSC, and economic adviser. Drafts will also be sent to the Office of the Counsel to the President, Don Rumsfeld and Dick Cheney, and myself.

I would appreciate your assistance in getting expeditious approval of this information since often times it is only effective if it is distributed publicly on a time-urgent basis. At the same time I fully realize the necessity for all informational materials distributed publicly by my office, Bill Baroody's office and of course the President's speeches, to track consistently with the Administration's policies.

cc: Dick Cheney

LT/pp



CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO: THE PRESIDENT  
VIA: ROBERT HARTMANN  
FROM: PAUL THEIS  
SUBJECT: Christmas Ball for Members of  
Congress

Date and Place of Presidential Use: White House - December 17, 1974  
(9:00 p. m.)

Speechwriter: Robert Orben

Edited by: Theis

Basic research/speech material supplied by: Robert Orben

Cleared by (please initial):

Operations (Rumsfeld) FYI

Jack Marsh FYI

Congressional (Timmons) \_\_\_\_\_

Economic Policy Board (Seidman) \_\_\_\_\_

Domestic Council (Cole) \_\_\_\_\_

N. S. C. (Scowcroft) \_\_\_\_\_

O. M. B. (Ash) \_\_\_\_\_

Press (Nessen) FYI

Research (Brown)

\_\_\_\_\_

REMARKS FOR THE CHRISTMAS BALL

Welcome, welcome, welcome to the White House Christmas Ball! This has been a long and difficult year for us all so let's make tonight a time to relax and enjoy. You know, our Founding Fathers only promised us the pursuit of happiness. The catching up with it is something we have to do for ourselves.

So Betty and I want you all to see the decorations -- eat, drink, sing, dance and have fun. Make all the noise you want. I happen to know the people who live upstairs. They won't complain.

In particular, Betty and I are very pleased to have with us Michael Carney and his orchestra. Mr. Carney's very danceable music has added a happy note to many festive occasions and we are delighted to have their talent with us tonight. Would you join with me in expressing our appreciation.

I guess it is inevitable at this time of the year to look back and assess what has happened. For me, 1974 will obviously be one of the most memorable years of my life.

In fact, in some ways that big Michigan Christmas Tree in the Blue Room and I have a lot in common. Both the tree and I never expected to be in the White House. . . . We both came in green. . . . We both were put on a pedestal. . . . And then, a little while later -- we both got trimmed. . . .

But unlike that Christmas Tree, I'll still be here in January -- and I'm looking forward to working with the new Congress, individually and collectively, to insure the continued growth and well-being of our Nation.

I would also take this opportunity to thank the members of the Senate, and, I hope shortly, the members of the House for giving me the most needed Christmas present I could ask for -- the confirmation of Vice President-Designate Nelson Rockefeller. I thank you -- Rocky thanks you -- and from the bottom of his heart, Carl Albert thanks you too!

A noted American author, Hamilton Wright Mabie, once wrote:

"Blessed is the season that engages the whole world in a conspiracy of love." That season is now upon us -- and the love of God and the love of mankind, is perhaps the ultimate expression of what we sometimes call bipartisanship. "Peace on Earth, Good Will to all Men" is also a mandate.

And so, in this spirit, let me close with a wish for the New Year:

May we plan and strive and achieve together -- as Republicans and Democrats sometimes -- but as Americans always. And finally -- a more personal wish: May your happiness be as long as some of our speeches and your troubles as short as some of my trousers! A Merry Christmas and a Happy New Year to you all!

# # #

CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO: THE PRESIDENT  
VIA: ROBERT HARTMANN  
FROM: PAUL THEIS *MT*  
SUBJECT: Remarks for Press Corps  
Christmas Party

Date and Place of Presidential Use: Thursday, December 19, 1974

7:00 p.m., East Room

Speechwriter: Orben

Edited by: Theis

Basic research/speech material supplied by: Speechwriter

Cleared by (please initial):

- ( ) Operations (Rumsfeld) \_\_\_\_\_
- ( ) Jack Marsh \_\_\_\_\_
- ( ) Congressional (Timmons) \_\_\_\_\_
- ( ) Economic Policy Board (Seidman) \_\_\_\_\_
- ( ) Domestic Council (Cole) \_\_\_\_\_
- ( ) N. S. C. (Scowcroft) \_\_\_\_\_
- ( ) O. M. B. (Ash) \_\_\_\_\_
- (X) Press (Nessen) *RHN* \_\_\_\_\_
- ( ) Research (Waldron) \_\_\_\_\_
- ( ) \_\_\_\_\_

REMARKS FOR PRESS CORPS CHRISTMAS PARTY -- DECEMBER 19, 1974

Let me bid you a warm welcome to this Christmas Party for the members of the White House Press Corps. I wish I could meet with you more often on an informal basis like this -- but I know that day to day you're in good hands with the shy but lovable Ron Nessen. . . . Star of television, press conferences, news briefings, and Doonesbury.

A few months ago you may remember that I described Ron Nessen as being a model press secretary. Unfortunately, Helen Thomas looked up the word MODEL in the dictionary. It said: A small imitation of the real thing.

No, I'm only joking. I have the highest regard and admiration and respect for Ron Nessen. I have to say that. If I don't, you know Ron. He'll start the next press conference without me!

I hope you will all have a wonderful time tonight. I want you to relax. Dance to the delightful music of Michael Carney and his orchestra. Mr. Carney did a superb job of playing at the Christmas Ball for the Congress on Tuesday and I'd like you to join with me in showing our appreciation of his fine music tonight.

I might also point out, there will be a delicious buffet awaiting you in the State Dining Room. And please research to your heart's content the liquid refreshments now being served. The good news is: We've been trying to find a new format for our press conferences. The bad news is: Tonight won't be it!

This has been a rather historic evening. We have just come back from the Capitol and you've heard that expression: A piece of the Rock?

Well as of an hour ago, the Executive Branch has all of the Rock!

Nelson Rockefeller has now been officially sworn in as the 41st Vice President of the United States.

I sincerely hope you will give Vice President Rockefeller the same good will, sensitivity and fairness you have always extended to me.

When I first became President, I promised you an Open Administration.

This meant open doors -- open access. Occasionally it has also meant some open mouths!

But it has always meant open trust and open lines of communication.

And this is the way it will continue. The only snow job you will ever get from this Administration is my annual trip to Vail.

Have a happy holiday and I'll be looking forward to seeing many of you in Colorado next week. Meanwhile -- please enjoy tonight!

# # #

December 19, 1974

MEMORANDUM FOR:

PAUL THEIS

FROM:

RON NESSEN

SUBJECT:

Attached letter from  
Norris McDowell, Managing  
Editor, Michigan Natural  
Resources.

Do you think that you might be able to come up with a few nice sentiments that could be included in Norris McDowell's article to be published in the March-April Michigan Natural Resources magazine? Let me know what you think about this.

Thanks.

PP



THE WHITE HOUSE  
WASHINGTON

1/4/75

**TO:** Ron Nessen

**FROM: PAUL THEIS** *PT*

Although I know you get copies of Presidential veto and signing statements, I want to "flag" you on the one attached... which lends itself to side-bar treatment by the media. Caution: make sure it is cleared all around before you release it, however. Although we have signed off on it, the copy still has to go through the system.

file

I have today vetoed H. R. 11897, a bill which would name the United States Courthouse and Federal Office Building in Grand Rapids, Michigan, the "President Gerald R. Ford Federal Office Building."

Although I appreciate the honor expressed by the Congress in enacting this legislation, I intend to continue the policy of past Administrations that the executive branch not endorse the naming of Federal office buildings. Generally, the executive branch has deferred to the desires of the Congress on such matters.

Although several Federal office buildings have been named for incumbent members of the Congress, I know of none that have been named for a President while still in office. I consider it improper for me as an incumbent President to approve legislation which places my name on a Federal building. This is a precedent I do not wish to establish.

In general, I feel this way: office buildings which house the functions of Government should not be used as monuments to Federal officials, but rather as workshops for the people's business.

In particular, I would hope our Presidents will be remembered for their labors in building better Government rather than for their efforts in constructing public works projects to themselves.

THE WHITE HOUSE

WASHINGTON

January 10, 1975

MEMORANDUM FOR:

PAUL THEIS

FROM:

RON NESSEN

Because of the press of other business I have not been able to read the State of the Union speech and message thoroughly and make detailed suggestions.

Based on a cursory reading it seems to me that the initial portions of the speech and message in which the President sets the mood are somewhat repetitive and uninspiring. Then, the detailed portion of the proposals seem somewhat jumbled and unorganized.

This sounds a little more harsh than I really intended to be, but I am sure that future drafts will improve it greatly.

January 15, 1975

**MEMORANDUM FOR: PAUL THEIS**

**FROM: RON NESSEN**

**Somehow this request from the New York Times for a 250-word statement by the President in response to the question, "What is the necessary initial step for international cooperation in solving global economic problems?" fell through the cracks.**

**This is for publication in the Times International Economic Survey of January 26.**

**The deadline for getting this in has been extended for the President to January 19. Now that the State of the Union is out of the way and we all have a little more time, I think we should do this.**

**Would you mind writing this and clearing it with all the necessary people, and getting it back to me by January 18?**

**Thank you, Paul.**

**RN/cg**



January 8, 1975

Mr. Ronald Nessen  
Press Secretary  
The White House  
1600 Pennsylvania Ave., N.W.  
Washington, D. C. 20500

Dear Mr. Nessen:

The New York Times has had no official response from the White House to an invitation mailed September 13 to President Ford to participate in a worldwide economic commentary by 50 heads of state and government.

The question asked was: What is the necessary initial step for international cooperation in solving global economic problems? I enclose a copy of the letter.

The Times would very much like to have President Ford's views to be published in the International Economic Survey of January 26, along with such prominent leaders as Prime Minister Trudeau, Premier Moro of Italy, the Shah of Iran, Prime Minister Vorster of South Africa and Premier Miki of Japan, among others, who have already sent us their statements.

I might point out that the publication date of this section is after President Ford's scheduled State of the Union address, and therefore, would in no way preempt that. Although our original deadline is past, we could arrange for publication of the President's remarks up to January 19, provided we know the statement will be sent and the precise length of it.

The reason for that particular date is that the mechanical work entailed in printing this section must be finished that day, although the section will not be published--that is distributed in the newspaper--until January 26.

My assistant, Robert E. Bedingfield, who is editing the section, informed me today that he had spoken with Jack Hushen, and that he indicated that there would be no answer to our invitation. I hope this is not the case. May I hear from you? My direct telephone here at the Times is: 212-556-1471.

Sincerely yours,



Thomas E. Mullaney  
Financial and Business News Edi

# The New York Times

TIMES SQUARE NEW YORK N Y 10036

September 13, 1974

The President  
The White House  
Washington, D. C.

Mr. President:

The New York Times wishes to obtain your views on how necessary international cooperation can be initiated for resolving the epidemic of global problems.

These have been mushrooming, interlocking and complicating each other. Those we hear of most often---poverty, inflation, food, population, fuels, trade, commodities, pollution, monetary reform, etc.---clearly have grown beyond solution or even remedy within individual countries.

We see them as "universal" problems, but, even in the countries with great economic knowledge, leaders grope for ways to ease them. It is recognized that there has to be concerted action by all countries merely to begin solutions. But looking outward for some initiative on this score, we see little that is encouraging. Rather, we see more confusion.

Obviously, there can be no Grand Design for resolving the problems cited. This indeed could be the prime work of the next ten generations of humankind.

The question we pose---apart from priorities---is this: How do we get started on the global cooperation that evidently is so essential? This, it might be said, is a rather American question, more simply put as "How do we get things moving?"

The Times feels that the response of world leaders such as yourself could help overcome present inertia. The editors of The Times are therefore asking you and other heads of states and governments to join in what we might call this one-question survey.

This letter is a formal request to you to participate, to send us a summation of your thoughts on the question. It will be made, along with those from other leaders, part of an article which we hope will be the prime feature of The Times' International Economic Survey to be published in January of next year.

We suggest brevity (250 words maximum) in your summation to give it impact. In addition, as you will appreciate, there is a deadline for having comments in hand. For our survey, it is Friday, December 20, 1974.

Thank you for your cooperation. We are confident we can perform an important public service through this endeavor.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Thomas E. Mullaney".

Thomas E. Mullaney  
Financial and Business  
News Editor

THE WHITE HOUSE  
WASHINGTON

1/18/75

**TO:** Ron Nessen

**FROM: PAUL THEIS**

Attached is the proposed Presidential Remarks for use tonight for the Robert A. Georgine Testimonial Dinner (AFL-CIO).

Would you let us have your comments by 3:00 p. m. today.

Thanks.

*Typed by  
phone on the  
1/18/75  
c.g.*

CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO: THE PRESIDENT  
VIA: ROBERT HARTMANN  
FROM: PAUL A. THEIS  
SUBJECT: Remarks for Robert A. Georgine Testimonial  
Dinner -- January 18, 1975

TIME, DATE AND PLACE OF PRESIDENTIAL USE: \_\_\_\_\_

7:30 p.m., Saturday, January 18, 1975, International Ballroom,  
Washington Hilton Hotel  
SPEECHWRITER: Milton Friedman

EDITED BY: Paul Theis

BASIC RESEARCH/SPEECH MATERIAL SUPPLIED BY:

Departments of Labor, Treasury, and HUD; AFL-CIO;  
William Seidman and Don Webster

CLEARED BY (Please initial):

- (X) OPERATIONS (Rumsfeld) \_\_\_\_\_
- (X) CONGRESSIONAL/PUBLIC LIAISON (Marsh) \_\_\_\_\_
- (X) PRESS (Nessen) R.H.N. \_\_\_\_\_
- ( ) LEGAL (Buchen) \_\_\_\_\_
- (X) ECONOMIC POLICY BOARD (Seidman) \_\_\_\_\_
- ( ) OFFICE OF MANAGEMENT AND BUDGET (Lynn) \_\_\_\_\_
- ( ) DOMESTIC COUNCIL (Cole) \_\_\_\_\_
- ( ) NATIONAL SECURITY COUNCIL (Scowcroft) \_\_\_\_\_
- (X) RESEARCH (Waldron) \_\_\_\_\_
- ( ) OTHER \_\_\_\_\_
- ( ) \_\_\_\_\_
- ( ) \_\_\_\_\_

REMARKS FOR ROBERT A. GEORGINE TESTIONAL DINNER --  
JANUARY 18, 1975

I am delighted to join tonight with the officers of 17 international unions representating three and half million workers, with the leaders of industry, with distinguished members of the Congress and with others gathered here tonight to honor Bob Georgine (GEORGE-JEAN).

There is a very encouraging symbolism in the fact that just as labor, industry and government are joined together here tonight <sup>S</sup> to the American people are coming together in a new national direction to take charge of our own fate.

Bob is taking on a great challenge as president of the Building and Construction Trade Department of the AFL-CIO. Construction workers are among those Americans feeling the heaviest impact of inflation, recession and the energy crisis. Bob has an awesome responsibility -- and I wish him well and offer to him every cooperation that the United States Government can accord.

As we move to solve the common problems facing us, let us not get hung up on differences over the program now before the Congress. The problem is too great. Too many Americans are out of work. Let us join together in initiating the process, in starting the momentum, in getting the Congressional subcommittees meeting. We can resolve whatever differences we have as we go.

To put it another way, let us start the train in the right direction and then reconcile concerns over the fare and the speed -- and even over rebates on the tickets. But let's get started.

Tonight, I want to issue a special invitation to George Meany and Bob Georgine and all the great leaders of labor. The White House door is always open to you. I need your help. And I say to the construction and building trades tonight: Let us construct and build a new dialogue for action.

Not only is my door open, my mind is open. Together, let us work while we negotiate and negotiate while we work -- for a new direction for America.

I ask you tonight to join with me in pressing for action to get our economy moving again, to open new construction and new jobs across America.

I ask you to put your efforts and your forces behind the drive for American energy independence. I call on you to volunteer -- as labor has always volunteered in times of national emergency -- to work in every community to install energy-saving home insulation with the materials we will make available free to the poorer Americans.

And I pledge tonight to labor to join with you in building and constructing a relationship based on our mutual communication, conciliation, cooperation and compromise -- as we press ahead together to start the Congressional processes of action.

In that spirit, I congratulate Bob Georgine on his new leadership role.

I understand, incidentally, that Bob plays gin rummy. I won't say how well. Let me put it this way: Bob Georgine has done for gin rummy what the Titanic did for ocean travel.

And so, Bob, to help you with this problem -- I'd like to give you a little gift. A copy of COHEN'S COMPLETE BOOK OF GIN RUMMY.

It should do wonders for your game. The next time you play George Meany or Lane Kirkland, you'll be able to lose much more convincingly.

But whether you win or lose, Bob, you and the other great leaders of labor and all Americans are going to be winners in the struggle over the real problems that face our Nation. For when labor wins, America wins.

And all Americans are in this together. And together we will forge a new direction for America.

I am honored to attend your testimonial, Bob, and to make  
this presentation.

I thank you.

# # #

January 27, 1975

MEMORANDUM FOR: PAUL THEIS  
FROM: RON NESSEN

Here is a letter and speech draft from the President's friend, Reverend Billy Zeoli. Zeoli suggests that these remarks be used by the President at the National Prayer Breakfast, and at the National Religious Broadcasters Prayer Breakfast, if he goes to either or both of these.

Go with God.

cc: Terry O'Donnell  
Bob Hartmann  
WARREN RUSTAND ✓

RN/cg



January 23, 1975

Dear Ron and Warren:

I have thought, prayed and counseled with my closest associates here considering the idea of the President closing the Presidential Prayer Breakfast with an Act of Prayer.

This has never been done by a President. If there ever was a President who was natural at feeling close to God and not being afraid of his beliefs, Mr. Ford is this man. I feel this would come across real, sincere and in such a way that would help our Nation during this time of necessary healing.

In my letter of January 16 to you both, I included two quotations. One to be used at the National Religious Broadcasters Prayer Breakfast and the other to be used at the Presidential Prayer Breakfast. I trust you will be able to use both of these quotations as you see fit.

God's best.

In His love and mind,

Billy Zeoli

Messrs. Ron Nessen and  
Warren Rustand  
The White House  
Washington, D. C.

Dictated to Judy O'Neil over the telephone  
on 1/23/75 by Rev. Zeoli's secretary

Attachment (Suggested Presidential Remarks)

SUGGESTED PRESIDENTIAL REMARKS  
From Billy Zeoli

1/23/75

On this unique occasion, we do not meet as Democrats, nor do we meet as Republicans. We are not here to discuss the business of the Nation. We are here to pray and honor God. In this fellowship, we acknowledge that we are standing in the need of prayer.

This Nation was not founded by those who came seeking goals, but by Christian pilgrims seeking a place to live and worship God. The Mayflower compact makes this very plain. The faith of those who came to that cold New England coast was the faith of the puritans. It was the faith of iron, with a backbone of steel and a soul of granite. They were men and women of prayer. They held to a living faith in the living God. It is because they realized that there is a law above the law of man. Indeed, a divine law that those who later framed our Constitution recognized our independence and our dependence upon God.

Our Constitution guarantees to each citizen of this land the precious right to worship God freely. But, freedom of worship means little unless we exercise it.

For well over two hundred winters, the snows have fallen on the bell tower of Independence Hall in Philadelphia. Inscribed upon that bell are words taken from the Bible.

(I believe it is found in Liviticus 25, Verse 10, where it says --  
"Proclaim liberty throughout all the land." Please check this to  
make sure this is correct)

On July 4, 1776, when this Nation declared it's freedom, that bell rang out a chorus of joy which we must not allow to grow sour in 1976. When we pray, we recognize our need of God and we ask his guidance for all our freedom -- from the Ten Commandments, to the Sermon on the Mount, to the Magna Charta, to the Declaration of Independence, to the Emancipation Proclamation, to the Civil Rights Act of 1964. We are seeing that democracy is not so wild a dream, if we live it out day by day, responsible under God, with integrity and truth, with love and honor.

On that dreadful day in Dallas a decade ago when the bright young life of President Kennedy was so swiftly taken from us, he had with him a speech which he was to have given within an hour, and at the close of that address there is a significant citation of Holy Scripture which we do well to heed today: "Except the Lord keep the city, the watchmen waketh but in vain."

Let us indeed seek God's guidance. Let us seek a new birth of freedom, of trust and forgiveness. I think it appropriate at this moment that we pause to ask God's blessing upon our Nation. If football players can show their unity by joining hands, then it might be very appropriate that we join hands to show our united dependence upon God. Please stand, join hands and observe one minute of silence during which time I ask you to silently, quietly pray for your Nation and please, I beg you, pray for me as a President.

(He should motion with his hands for them to stand. He can close by saying the following:)

Thank you Father for listening. In Jesus name, Amen!

February 1, 1975

MEMORANDUM FOR:

PAUL THEIS

FROM:

RON NESSIN

The Newhouse News Service, which represents a number of middle size newspapers throughout the country, is doing a series of articles on "the problems of cynicism, alienation and disenchantment which appears to have become a major issue in the nation." They would like to have the President's views on this subject in writing.

They expect a similar contribution from Mary Louise Smith of the Republican National Committee, Bob Strauss of the Democrat National Committee, Senators Scott and Mansfield, business and labor leaders and others.

I have heard the President speak about this subject both publicly and privately and I am sure you have his thoughts on this matter in your files. Would it be possible to prepare some brief comment on cynicism, alienation and disenchantment in America under the President's name and give it to me in the near future?

KN:jg



February 5, 1975

MEMORANDUM FOR:

PAUL THUIS

FROM:

RON NESSEN

I am strongly against a byline article by the President for an organization run by a private bank. In addition to giving the impression that the President supports or endorses this particular bank and the banking industry in general, a byline article by the President in this kind of publication really cheapens the President's name.



CLEARANCE FORM FOR PRESIDENTIAL SPEECH MATERIAL

TO: THE PRESIDENT  
VIA: ROBERT HARTMANN  
FROM: PAUL A. THEIS  
SUBJECT: Article for use under the President's Byline  
for the First Bank of Arizona

TIME, DATE AND PLACE OF PRESIDENTIAL USE: \_\_\_\_\_

To be published in early February

SPEECHWRITER: Bird

EDITED BY: Theis

BASIC RESEARCH/SPEECH MATERIAL SUPPLIED BY:

Budget and Economic Messages to the Congress

CLEARED BY (Please initial):

(X) OPERATIONS (Rumsfeld) \_\_\_\_\_

(X) CONGRESSIONAL/PUBLIC LIAISON (Marsh) \_\_\_\_\_

(X) PRESS (Nessen) \_\_\_\_\_

( ) LEGAL (Buchen) \_\_\_\_\_

(X) ECONOMIC POLICY BOARD (Seidman) \_\_\_\_\_

( ) OFFICE OF MANAGEMENT AND BUDGET (Lynn) \_\_\_\_\_

( ) DOMESTIC COUNCIL (Cole) \_\_\_\_\_

( ) NATIONAL SECURITY COUNCIL (Scowcroft) \_\_\_\_\_

(X) RESEARCH (Waldron) \_\_\_\_\_

(X) OTHER Paul O'Neill \_\_\_\_\_

(X) Frank Zarb \_\_\_\_\_

( ) \_\_\_\_\_





CHARLES MERRILL DOWDEN  
2312 VILLAGE DRIVE  
LOUISVILLE, KENTUCKY 40205

RE  
1975 JAN 31 PM 2:52 75

The President  
The White House  
Washington, D. C.

My Dear Mr. President:

Some-time ago-I conducted the symposium, "Childhood Heroes of Famous Americans.." It was published serially by Family Weekly and syndicated to 253 newspapers, winning critical acclaim.

My respondents included our former First Lady, Mrs. Nixon; Dr. Norman Vincent Peale, Dr. Billy Graham, the Rev. Theodore Hesburgh, Astronaut Col. Frank Borman, and Senator Charles H. Percy, among others.

My editors are now interested in a symposium of even greater significance: "Famous Americans Tell How They Keep in Shape--and Why." It will be in the spirit of the concerted effort by the President's Council on Physical Fitness and Sports, HEW, and the media to impress upon millions of Americans the importance of a fitness program.

If you would put the prestige of the Presidency behind this project, it would be a most significant contribution motivating people of all ages to a better, healthier way of life. Your personal interest in physical fitness, and your reputation as perhaps the greatest athlete of all our Presidents, would give added weight to any statement from you.

What we want is your personal concept of physical fitness, and what you are doing about it. Although not essential, it might add a touch of human interest if you could reach back in memory to some incident that led to your own decision to keep in trim. What is your program, and what are the rewards? And what is your message to all Americans?

I am aware that this is an extraordinary request in view of the pressures of your office, but if you will authorize a member of your staff to draft a statement, with your approval and over your signature, its impact would be far-reaching and of immense service to our country.

This project, like the first of the "Famous Americans" series, will be published by Family Weekly and through its syndicate reach approximately 25 million readers.

The President  
Page 2  
January 20, 1975

No hard deadline has been set, but it would be helpful if your contribution could be sent at your earliest convenience.

With every good wish,

Sincerely,

*Charles W. Mitchell*

February 17, 1975

**MEMORANDUM FOR:**

**PAUL MILTICH  
BILL BAROODY  
PAUL THEIS**

**FROM:**

**RON NESSEN**

It seems to me that entirely too many articles for various publications are going out under the President's name. And it is even more troublesome to me that the vast majority of these proposals for signed articles by the President never come through the Press Office for my approval.

Recently, signed articles by the President have either appeared or been prepared for the Water and Sewer Journal, a bank's private house organ, the pulpy Sunday supplement Family Weekly, and many, many others.

I hope we can make it a policy that whenever a request for a signed article by the President comes into the White House, I will get a chance to approve or disapprove it before the actual writing starts.

**cc: Bob Hartmann  
Dick Cheney**

RN:jg



February 17, 1975

MEMORANDUM FOR:

WARREN RUSTAND  
✓ PAUL THEIS

FROM:

RON NESSEN

Frank Stanton, the Chairman of the American Red Cross, has requested that the President film a brief TV commercial for the Red Cross. March is Red Cross Month and Stanton would like the commercial filmed in time to use during the month.

Attached find samples of suggested scripts sent in by Stanton.

I have no strong feeling one way or the other about this proposal, except I can foresee a proliferation of causes wanting the President to do their TV commercial. On the other hand, it is exposure for the President in support of a worthy cause.

ATTACHMENT



PRESIDENT FORD --TV ADDRESS--60 SECOND VERSION

MCU PRES. FORD

My fellow Americans. The voluntary way has always been the American way. We have always believed in neighbor helping neighbor. Today no organization typifies this voluntary spirit better than the American Red Cross.

When disasters occur, the Red Cross...your "Good Neighbor"...furnishes the assistance that helps mend broken lives. When blood is needed, volunteer donations of this precious fluid collected in Red Cross centers are relied on by over half of our medical facilities. Veterans and service personnel turn to the Red Cross for help also.

March is Red Cross Month. Red Cross chapters will be asking you to help with financial contributions and by becoming a volunteer yourself.

I urge you. do so.

Be a Good Neighbor.

Help your Good Neighbor...the American Red Cross.

Thank you.

PRESIDENT FORD--TV ADDRESS--30 SECOND VERSION

MCU PRES. FORD

My fellow Americans.

The voluntary way has always been the American way. And no organization typifies this voluntary spirit better than the American Red Cross. Disaster relief, voluntary blood donations, help to our veterans and service personnel are just three areas where the Red Cross is a dominant factor.

March is Red Cross Month. I urge you, give a little of your time and money.

Be a Good Neighbor.

Help your Good Neighbor...

the American Red Cross.

Thank you.

March 14, 1975

MEMORANDUM FOR: PAUL THEIS

FROM: RON NESSEN

Some time ago I asked you to prepare some Presidential views on alienation in American society requested by Newhouse Newspapers for a series they are doing.

They have asked me whether this is likely to be coming anytime soon. Please advise.

RN/cg



April 9, 1975

MEMORANDUM FOR:

PAUL THEIS

FROM:

RON NESSEN

Sorry for the delay in responding to your request for ideas for Presidential bicentennial speeches but I did not receive your request until after I returned from Palm Springs, which was already past your April 2 deadline. I hope it is not too late.

My view of Presidential bicentennial speeches is that they should look to the future rather than to the past. Of course, the President should note the great progress that America has made in the past 200 years but the thrust of the speeches, I believe, should be his dreams for American progress in the future.

I am sure you realize that being President on the 200th anniversary of America is a unique opportunity for him to say something meaningful and memorable and to give fresh leadership and inspiration.

I realize that these are general thoughts, not very specific, but a lot of the specifics depend on what the President's goals for the future of America are. He should leave himself time to think about his goals for the future and to talk to a wide range of people to give their ideas on where America should go in its next 200 years.

RN:jg



THE WHITE HOUSE

WASHINGTON

March 29, 1975

MEMORANDUM FOR:                   RON NESSEN

VIA:                                 ROBERT T. HARTMANN *RTH*

FROM:                                PAUL A. THEIS *PAT*

SUBJECT:                            Bicentennial Theme for  
                                      Presidential Speeches

As you know, the President will launch the bicentennial celebration on April 18 and 19 with a speech at the Old North Church in Boston and remarks on the "shot heard 'round the world" at Concord, Massachusetts. He requested at a meeting with him today that we obtain the views of a few key advisers such as you on the subject of a theme for these two speeches as well as others he will be making at bicentennial events.

It is hoped that we can set a mood or tone that will put the President's personal seal on the celebration -- continuing throughout this year and 1976. This tone or theme will be even more important as the President outlines his Administration's views next year.

To offer you some idea of themes that might be considered, here are a few possibilities:

- 1) What America Stands For (and by inference the President, of course).
- 2) Unity (a troubled and uncertain Nation must reunite).

- 3) Rekindle confidence and pride in America.
- 4) Let's Get Back to Basics (stressing the old values like personal freedom, individual rights, etc.).
- 5) We, the People, theme -- a very personalized approach to our history and future.

We would like your thoughts on these approaches as well as any others you may suggest as soon as possible to enable us to start working on these speeches. Could you let us have your views by Wednesday, April 2? Many thanks.



April 22, 1975

MEMORANDUM FOR: PAUL THEIS

FROM: RON NESSEN

The attached letter from TV Guide requests the President's response in 100 to 150 words, to the question, "In this, the 200th year of our country's existence, what is the most useful thing television can and should do now and in the next few years?"

It seems to me we could answer this **very** simply by reworking some **of** the words the President had in his speech to the NAB in Las Vegas.

RN/cg



# TV GUIDE

RADNOR, PENNSYLVANIA 19088 /215-688-7400

ALEXANDER H. JOSEPH  
EXECUTIVE EDITOR

April 16, 1975

The President  
The White House  
Washington, D.C. 20500

Dear Mr. President:

Television has been roasted, defended, accused and upheld since its inception.

It has been charged with harming our youth and has been praised as a defender of our Republic. One of the few opinions about television shared by most observers is its tremendous impact on our thinking and its influence in shaping our courses of action.

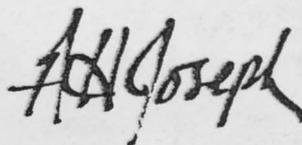
The June 28th issue of TV GUIDE will be devoted to television and its role in the Nation's Bicentennial. On this occasion we are asking you and many other distinguished Americans, representing a wide spectrum of opinion, to share your answer to the following question with our more than 40 million readers.

"In this, the 200th year of our country's existence, what is the most useful thing television can and should do now and in the next few years?"

From the responses we receive, we intend to select those that will give us thoughtful opinions of television's present and future obligations to the Nation. We hope you will participate. We would suggest that you limit your ideas, if possible, to no more than 100-150 words.

Although we realize that this is short notice, we would appreciate having your response by May 8. A copy of the question and a stamped, addressed envelope are enclosed for your convenience.

Sincerely yours,



AHJ:sep

TRIANGLE PUBLICATIONS, INC.



# TV GUIDE

RADNOR, PENNSYLVANIA 19088 /215-688-7400

"In this, the 200th year of our country's existence, what is the most useful thing television can and should do now and in the next few years?"

THE WHITE HOUSE

WASHINGTON

April 28, 1975

MEMORANDUM FOR:           RON NESSEN

FROM:                       PAUL THEIS *PT*

Re Bob Orben's attached memo about speech transcripts, Bob makes a valid point. I know we've discussed this before (and as Bob's memo indicates, he even discussed it with the people who provide the transcripts -- but to no obvious avail).

Let's discuss what can be done about this? Would changing transcription services help? Or what? I'll give you a call within the next couple days to follow up.

Thanks.

Attachment



THE WHITE HOUSE

WASHINGTON

April 25, 1975

MEMO TO: PAUL THEIS

FROM: BOB ORBEN R.O.

SUBJECT: Recording of "Laugh" indications on President's Transcripts.

Paul, as you know, last week I called the transcription service and spoke to Frank Stout about the fact that they were not putting in all of the LAUGHTER indications on the speeches and sometimes putting them in the wrong places. He indicated he would get after this and while there has been some improvement, mistakes continue.

In the Tulane speech that just came in, once again they omitted the LAUGHTER indication after the punchline of the Superdome joke. Now this really isn't a judgemental matter as far as the typist is concerned. This was a huge laugh and very evident. Not including it is just plain carelessness.

I feel very strongly that something has to be done about this. A reporter mentioned the fact to me that he had been at the News Photographers Dinner and later read the transcript and said that his impression was that the President had done better than the transcript indicated. Well, he was there to judge. What about the rest of the press corps who get their total impression from the transcript?

I feel the President is being made to look less effective or even ineffective in situation \ he has done well in --- and this is being done by our own people. These transcripts are reproduced in the weekly copy of Presidential speeches etc. and the bad impression goes on and into the permanent record.

Can't something be done about making our transcription service do this very simple job accurately?

# # #



THE WHITE HOUSE  
WASHINGTON

Jack —

Will you get  
in touch with  
Theris on this  
please.

RAN