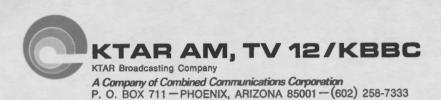
## The original documents are located in Box 5, folder "Correspondence - Congratulatory Letters: C" of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Digitized from Box 5 of the Ron Nessen Papers at the Gerald R. Ford Presidential Library





CFP 23 1974

September 21, 1974

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

Dear Ron:

In your 118,000 miles with President Ford while he was Vice President, I was one of the many faces you met in the newsrooms of NBC affiliate stations. My name may be mixed in the clouds of travel, but my congratulations to you on your new position are sent with warmest personal regards.

Enclosed is a clipping from the Phoenix Gazette to add to your collection.

This is a very exciting time for you and your family. I know how proud you must feel.

Please be certain that the good wishes are not just from your fellow network reporters, but extend down through the affiliate stations.

Continued success.

Best regards,

John Culea Reporter Bear Cheist

Thank you for your letter of September 25.

It hardly seems like years ago that we were together at Stan Pottinger's. . . where does time go? We've certainly covered a lot of territory since the days at Alexander R. Shepard school.

I am, of course, delighted that President Ford has selected me as his Press Secretary, and I'm looking forward to the challenges ahead. If the going gets rough, it's good to know I've get a fan in Buly!

All best wishes.

Almoorely,

Ron Nessen Press Secretary to the President

Mr. Christopher B. Costanso American Embassy APO New York 99794

RN/RH/mw





# EMBASSY OF THE UNITED STATES OF AMERICA Rome, Italy

September 25, 1974

Ronald Nessen, Esq. The White House Washington, D.C.

Dear Ron:

I was delighted to read that the President has named you his Press Secretary. I'm sure he couldn't have made a better choice.

We've been seeing you in print and on TV more and more since we spent that pleasant evening together at Stan Pottinger's a couple of years ago talking about the old days at Alexander R. Shepherd school.

Now that you have the toughest job in America I assume we'll see you more in the media during the next few months than in the past several years.

Best regards.

Sincerely

Christopher D. Costanzo Second Secretary of Embassy Dear Mr. and Mrs. Grystal:

Thank you for your thoughtful note and the Soy Sauce! It certainly is appropriate for our family as Cindy seems to have a weakness for it in all the cooking. Fortunately, I like it too, and we both send our thanks for this thoughtful gift.

After knowing Toby and Les those years, it is hard to believe I have not had the pleasure of meeting Les's parents. I look forward to an opportunity to meet you both and extend my thanks and appreciation to you personally. Until then, I do appreciate having your good wishes and your kind gift.

With best wishes to you and to Toby and Lee,

Sincerely,

Ren Nessen Press Secretary . to the President

Mr. and Mrs. J.S. Crystal 3736 East 3rd Duluth, Minnesota 55804

RN/RH/mw



. Dear Tw + Mrs neven By this note Mrs Co Haland I went to introluce auxelus and extend to you hast wishes in your new part with the President Les and I were in the Car coming from Ster Stadeum when the news brake Hwas very yestern A see the Me was feronelly involved & understand the Kessens and Je luptels hora a pleasant relationship. Hew when when We bear news from the While bang do regarted by Ron nessen we feel We personally know you. Junda seperal mail (VPS.) we have dent a puckage to going token from the Sex Je Criptals to express our friendslip. Was brighted write Mrs Ford regarden her recent aperation and the tope of cheering her up:

Homos gone thru the same arless about Byears ago. Thes fine now and enjoying life to its fullest. We hope the someth again an best wisks and haple you enjoy and gift, Rechaps someday we may meet each others Junerely The So Criptals Mr. and Mrs. J. Grystal

U J (88)

Dear Tom:

Many thanks for the note and the good wiches.

I look forward to a visit with you and a longer conversation in Japan as time permits. Meantime, I know the thoughts are there, and I am grateful.

With all best wishes,

Sincerely,

Ron Nessen Press Secretary to the President

Mr. Themas Corpora National Broadcasting Go. Hews, Tokyo Sanko Dailchi Building 6 Nishikabo-Sakuragawa-Cho Shiba, Minato-Ku, Tokyo Japan

RN/RH/mw



### NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC. THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020

THOMAS CORPORA
BUREAU MANAGER
NBC NEWS, TOKYO

SANKO DAIICHI BLDG. 8 NISHIKUBO-SAKURAGAWA-CHO SHIBA, MINATO-KU, TOKYO, JAPAN TEL. 591-5501~2

Sept. 26, 1974

Mr. Ron Nessen
Presidential Press Secretary
The White House
Washington, D.C.
U.S.A.

Dear Ron,

I know you're very busy, and I expect to see you soon, if briefly, when President Ford visits Japan, so I'll say no more now than hearty congratulations and best wishes in your new job, a job I'm certain you'll excell in.

Warm Regards,

9/2

Dear Chucks

Thank you for your belated congratulations. Now that I have been on the job for a while I think what I really need is belated condolences.

The job is very simple...I'm working four time as hard for half the pay but, seriously, the long hours and headaches are compensated for by the very interesting nature of what I am doing. Things really look different from this side.

I knew you had left NBC but I didn't realise that you were out at the University of New Mexico. The next time the President comes out that way, maybe we will have a chance to get together.

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. Charles Coates
Department of Journalism
The University of New Mexico
Albuquerque, New Mexico 87131

RN:jg

THE UNIVERSITY OF NEW MEXICO ALBUQUERQUE, NEW MEXICO ARRIVATION DEPARTMENT OF JOURNALISM

Mr. Ron Nessen The White House Washington, D.C.

Dear Ron,

Have you gotten used to that address yet?

By this time, you may feel thatall you've ever done is be a Presidential press secretary. Regardless, please accept my belated congratulations on your appointment.

I know you have the ability to handle the assignment excellently. May the gods cooperate in the effort—the country needs a success.

For myself, it has been  $2\frac{1}{2}$  years since I left NBC. Sometimes I miss it badly and sometimes I don't miss it at all-which is about what I expected.

Regards

Charles Coates

# AFTER FIVE DAYS RETURN TO THE UNIVERSITY OF NEW MEXICO DEPARTMENT OF JOURNALISM ALBUQUERQUE, NEW MEXICO

C. K. Coates



Mr. Ron Nessen The White House Washington, D.C. Dear Alast

It was good to hear from you, and to catch up on your career over the last several years. It seems like a long time since our time spent in Hong Kong.

I do appreciate your congratulations and the very kind words. One of the alcost things about this job so far has been hearing from old friends such as you. I thought immediately of my strongest memory -- your refusal to go to the race track that Saturday with all those Chinace!

Thanks for the brief background material on the current state of Asian thinking. Please feel free to drop me a note anytime with your thoughts on that and any other matters. They are worthwhile and very welcome here.

Cindy joins me in sending best wishes,

Steeerely,

Ren Nessea Press Secretary to the President

Mr. Alan Gastro 22 Kennedy Road Flat 6B Hong Kong

RN/CG/eg

R. FORD

October 28, 1974

### My dear Ron!

It's been a long while since the good old NBC days in Hong Kong and the Cultural Revolution rampagings of 1967-68 in and around these parts. I had heard intermittently through the years that you had advanced from one success to another, and indeed, you fully deserve every one of them. But I never thought you'd make it to the White House! In fact, when your name began cropping up in the cables I had thought it must be another Ronald Nessen. Then on my color t.v. set one evening there was the Ron Nessen unmistakably, though partly hidden behind that growth. My belated congratulations; and may you make the success of this very important job you nowhold.

I be returned to newswork since leaving NBC in 1969 writing mostly on the China scene. But now I am editor of a regional "quality" business magazine. It's very boring work but it pays quite well. In the past few years I have been travelling twice a year around the Far East and interesting happenings are developing.

Asians out here these parts still don't know what to make of your present boss. The general drift, especially among Asian regimes endemically used to the Uncle Sam handouts year through the year ad infinitum; they are now not too sure that Mr Ford and his administration are going to be anything quite as generous as former White House tenants had been. I say all to the good. It's time we Asians learn how to tie our own shoe lace and to live within not only our own means, by our own life styles too.

The Chinese have still not decided what to think about Mr. Ford. Like other Asians, seems to growincrasingly aware that Mr. F is somewhat more inclined to put gentle brakes on further developing of Sing-American ties in favor of reassuring such and your old friends as Chiang Kai-shek and other "anti-communist leaguers." But then the Chinese, in their dealings with the West, never place their reliance at all on individuals. They keep their eye on your policies and are v. sensitive the first sign of drift and change, whichever the direction. As for Nixonand Watergate, China really and sincerely is astonished (as I am somewhat too, and also many Asian leaders I had spoken to privately) at the enormous waste of time on what is really quite trivial compared to the massively proliferating problems of international intea-relations and their problems. And they wouldn't be hinese if they don't feel a bit sorry for the mess Nixon has found himself in -- even out of office. After all, the man did initiate the cutting of the ice between Peking and Washington which opened up a lot of possibilities, even if much of these options have still to be taken up. I hope we are wrong about Ford growing coolness towards this part of the world, and the need for future Sino-American cooperation; for there is really very little. comparatively, outstanding between the two in history. But now I'm rambling...

This note is meant for warm congratulations to you and good wishes from a former friend in HK who had thought highly of you and remember you as a gentle and unfailingly courteous person. For a foreign newspaperment that is quite a descriptive complimentary description, I assure you. My rememberance also to your wife whom I remember well too.

Sincerely,

Alan Castro

FROM: Alan Castro 22 Kennedy Road Flat 6B Hong Kong.



### PERSONAL

Mr. RONALD NESSEN
Presidential Press Secretary
The White House
WASHINGTON , D.C.

3 - Ph 28 00T 1974

The United States of America



Dear Goorget

My, I'm mighty glad to have your congratulations?

Warmost regards,

Stacoroly,

Ren Nessen Press Secretary to the President

Mr. George A. Grump 1600 Keswick Drive Morfelk, Virginia 23518

RN/CM/mw



### GEORGE A. CRUMP 1600 KESWICK DRIVE NORFOLK, VIRGINIA 23518

October 14, 1974

My, how the mighty have risen: Warmest congratulations.

Kindest regards,

GEORGE A. CRUMI

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

### October 18, 1974

Dear Marchat

Many thanks for your letter and the good wishes on my appointment (oven if they are belated!).

I'm delighted that Precident Ford selected me for these responsibilities. Despite the vast difference in feeding out of the Briefing Room rather than Burbank, I kind of like it back here on this side of the restrum!

Bost wishes to you and Paul and Resanno,

Sincerely,

Ron Nossen Proce Secretary to the Procident

Me. Marcha Gennelly National Breadcasting Co. News 3000 West Alameda Avenue Burbank, California 91523

RN/RH/saw



# NBC NIGHTLY NEWS

From the desk of

Marsha Connelly

Dear Ron:

Although this is somewhat late, does this mean you're not going to feed from Burbank anymore?

(I hope not!)

Seriously, I couldn't be more happy for you and just wanted to tell you.

Hope all is well.

My very best.

As always,

P.S. Paul and Roxanne send their regards.

Dear John:

Many thanks for your note and the congratulations on my appointment.

I certainly do recall our meetings when on beard press charters, and I'm delighted to have your effer to help. I'm glad to know we can call on you should the need arise.

With best wishes,

Macorely,

Ren Nessen Press Secretary to the President

Mr. John J. Corris Director, Public Relations Trans World Airlines, Inc. 1000 Sixteenth Street, M. W. Washington, D. C. 20036

bec w/ incoming: Ray Zook FYI

RN/RH/mw



### TRANS WORLD AIRLINES, Inc.

1000 SIXTEENTH STREET, N.W. WASHINGTON, D. C., U. S. A. 20036

September 30, 1974

Dear Ron:

You may recall our meetings aboard several press charters during the Johnson days and I just wanted to drop a note of congratulations on your appointment.

Needless to note that if we at TWA can be of any help, please let us know.

Sincerely,

John J. Corris

Director, Public Relations

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

JJC/mk

October 3, 1974

### Dear Elliott:

I was certainly pleased to hear from you and have your good wishes as I begin this new assignment. I'm looking forward to the challenges ahead, and I appreciate your confidence and support.

I'm grateful for your kind offer, and perhaps we can get together when next I'm out your way. In the meantime, my best to both you and Elaine.

Sincerely,

Ron Nessen Press Secretary to the President

Mr. Elliott M. Caplow 4404 Van Alden Avenue Tarzana, California 91356

RN/CM/mw

( TORD

Mr. Ronald Nessen Press Secretary White House Washington, D.C.

Dear Ron:

I must say, Ron, Elaine and I are very much impressed. If you will recall, we met at the swimming pool in Mauna Kea when you were covering Vice President Gerry Ford's travels. At that time, I must admit that I was even then fascinated by your overall grasp of what was occurring in the political scene. Without question, you called every shot. As Elaine mentioned to you at the time, the wonderful thing about your work is that you are living and working with those who make history.

In any event, we would like to offer you the heartiest of congratulations on your new appointment. In the very short time in which we got to know you, we could tell that great things were in store. You are quite obviously commencing to prove that point.

Once again, good luck in a very difficult new position; and if you ever have time when on the West Coast, the offer still stands for drinks and a dinner.

Sincerely

Elliott M. Caplow

4404 Van Alden Avenue Tarzana, California 91356 Dear Mrs. Contes:

I can't tell you how pleased I am to hear from you and have your good wishes as I begin my new assignment. I'll certainly relate your kind thoughts to my mother as I know she'll be interested.

Many thanks for your prayers and good wishes for Mrs. Ford's recovery. You have the President's gratitude as well as my own.

With boot wishes,

Sincerely,

Ron Messen Frees Segretary to the President

Mrs. J. A. Contes 3945 Connecticut Avenue, M.W. Washington, D.C. 20008

RN/RH/SP





My Dear Ron you always new what you wanted to do. When a lad at 909 Songfellow, Sincere Congratulations, Hope you mon is well. If you Dad was here the best of wishes too, He would be so frowd. Not just today, or tomorrow, Lay my might and but always just for you / Morning Prayers for trom Jean Coates Mrs ford. Best of everything to your and One of your neighbors across the Hall from 909 Songfeller St M.W. your family Jean Coates

### October 3, 1974

Bear Jest

Many thanks for your note and the congratulations on my new appointment.

I'm delighted with the prospect of new challenges, new people and hard work ahead. Your note adds to my confidence that I've made the right decisionin coming on board here, and I appreciate the moral support?

Was that Fereign Service Journal place 14 years ago? Please don't remind me?

All best wishes,

Ancerely,

Ron Messen Press Secretary to the President

Mr. Joseph E. Grewley 2030 North Adams Street Azlington, Virginia

RN/RH/mw





# JOSEPH E. CROWLEY SPECIAL ASSISTANT TO CONGRESSMAN HOWARD W. ROBISON

Deptember 20, 1974 SEP 23 1974 Den Lon, Constatulations / Afour appointment freigs talent, bucedity of wesd, and literacy of expression to a place where they have been needed for a long time April teajectory has always given me a good deal of personal quotification: I recall being stuck, some 14 years ago, by side of writing in the Foreigh Lewis Cordeal salutes, as ever

Siverely, Joe Crowley

### October 3, 1974

Dear Mr. Christie:

Thank you for your letter and the good wishes for my new position as Press Secretary to President Ford.

Last Thursday under some pretty complicated questioning about the economy, I pointed out that I am not an economic expert — "I can't balance my own checkbook!" The fine services and patient assistance from Riggs has certainly made life a little easier, and I am glad to know I can count on you in the future.

With best wishes,

Sincerely.

Ron Nessen
Press Secretary
to the President

Mr. John M. Christie Chairman of the Board The Riggs National Bank Washington, D.C. 20013

RN RH SP



## The Riggs National Bank

WASHINGTON, D. C. 20013

JOHN M. CHRISTIE
CHAIRMAN OF THE BOARD

September 26, 1974

Dear Mr. Nessen:

We were delighted to read about your appointment as Press Secretary to President Ford and wish to extend heartiest congratulations and all best wishes for the future.

We value highly your account relationship with us and offer our assistance at any time we can be helpful in your banking needs.

Best regards.

Mristy Misty

Chairman of the Board

Mr. Ronald H. Nessen The White House Washington, D. C. 20500 Dear Bill:

Many thanks for your letter and your good wishes.

I know I'm going to miss the days - and the people - at NBG, but I don't really feel like I've left the industry. . . just switched sides of the pedium. I'm confident that the many fine experiences and training from NBG will help me to assist my colleagues and the public in getting the news. Heaven knows, I know how hard that can be -- in Washington or Hong Kong!

With best wiches,

Sincerely,

Ron Nesson Press Secretary to the President

Mr. William T. Corrigan General Manager, Operations National Breadcasting Co. News 30 Reckefeller Plaza New York, New York 19020

RN/RH/mw



## NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020, CIRCLE 7-8300

WILLIAM T. CORRIGAN General Manager Operations September 23, 1974

Dear Ron,

Congratulations!

I remember going to lunch with you and Bill Monroe when he was trying to decide if you should be hired. If we had known you were the flighty type and not likely to stay on, it is doubtful that we would have hired you.

Seriously, I am selfishly sorry you have left for we have lost a good, solid reporter. I am also very happy for you and delighted that one of ours should be the first from the industry selected for this job.

You have my best wishes for success in this important and challenging post -- it surely beats hell out of Hong Kong.

Sincerely,

34

Mr. Ron Nessen The White House Washington, D. C.



Dear Dr. Chafets:

Many thanks for your letter and the kind words.

I am glad to know you "enjoyed my questioning."
I must admit, it's rather difficult getting used
to being questioned rather than being the questioner!

Although I hope I won't be needing any personal assistance from your office, I'm glad I can count on you should the need arise! Seriously, though, I do approciate having your good wishes and confidence.

Warm regards,

Sincerely,

Ron Nessen Press Secretary to the President

Morrie E. Chafets, M.D., Director National Institute on Alcohol Abuse & Alcoholism Dept. of Health, Education and Welfare Rockville, Maryland 20852

RN/RH/mw





# DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE PUBLIC HEALTH SERVICE ALCOHOL DRUG ARUSE AND MENTAL HEALTH ADMINISTRATION

ALCOHOL, DRUG ABUSE, AND MENTAL HEALTH ADMINISTRATION ROCKVILLE, MARYLAND 20852

NATIONAL INSTITUTE ON ALCOHOL ABUSE AND ALCOHOLISM

Mr. Ron Nessen White House Correspondent NBC 4001 Nebraska Avenue, N.W. Washington, D.C. 20016

Dear Ron:

I am delighted that President Ford has chosen you to represent him to the media.

I think it is a superb choice because I have always enjoyed the incisive questioning you have asked me when we have been at press conferences or done interviews together. Since I know Bill Lukash who is his personal physician, and now the President has chosen a press representative who I respect mightily, I am optimistic about the future of viability and expression.

If I can be of any help, please do not hesitate to let me know.

You have my best wishes.

Sincerely,

Morris E. Chafetz, M.D.

Director

Dear Lou:

Many thanks for your telegram and the good wishes on my appointment as Press Secretary to President Ford.

I wouldn't exactly say that covering a war is easier - they did use real guns out there! But I will remember to keep my head down.

All best wishes,

Sincerely,

Ron Nesson Pross Secretary to the President

Mr. Les Cielli American Breadcasting Co. News Paris, France

RN/RH/mw



Ron --

Can you give us addresses on these

people? Thanks!

LOU CIOFFI ABC News

Paris, France.

++N F I D++

SEP 25 1974

LONDON SEP 23-43 1630 AJO

TO AMCOCAST NY
FM AMCOCAST PARIS

16223 ARCHER WOULD APPRECIATE YOU RELAY THIS MESSAGE TO RON NESSAN THE WHITE HOUSE, WASH. DC. CONGRATULATIONS SINCERE BEST WISHES FOR SUCCESS IN YOUR NEW JOB. PERSONALLY I THINK ITS EASIER COVERING A WAR. IN ANY EVENT KEEP YOUR HEAD DOWN. KINDEST PERSONAG REGARDS CIOFFOI

++N F | D++

SEP, 23 1974

Dear Major Celeman:

Many thanks for the re-introduction and the good words. I appreciate your support and confidence. I hope that when you're in D.C. for the meeting, you'll give Messen a call.

With best regards,

Sincerely,

Ron Nessen
Press Secretary
to the President

Major J.D. Coloman Information Officer Fort Ord, California 93941

RN/RH/mw



# INFORMATION OFFICE FORT ORD, CALIFORNIA 93941

Mr. Ron Nessen Press Secretary The White House Washington, D.C. 20 Sept

Dear Ron:

Let me re-introduce myself. I'm the 6-6 captain who, along with Chuck Siler, used to do the IO thing for the Air Cav in Vietnam.

Please accept my congratulations on your new job and my welcome to the other side of the street. As one who has trod both sides of the information thoroughfare, I can tell you authoritatively that the going can be rough.

Hanson Baldwin once told me that a government information officer had to serve two masters—his boss and the truth—and that the twoin seldom met. I always felt he was unduly cynical, because an IO can serve the truth and his boss and still survive with honor. Chuck Siler did it with the Cav...I did it there on two tours and, I might add, I'm still doing it.

Your appointment to this vital job had to be one of the most correct appointments this administration has made. It adds stature and breadth to a position that long has had those qualities in short supply. I'm proud to have known you "way back when" and hope to renew our acquaintance in the future.

I'm currently the IO at Fort Ord and I'll be traveling back to DC for the annual meeting of the Assn. of the US Army at the heraton-Park, 13-16 October. I always use these occasions to say hellow to some of the old gamg from the early days in the Nam...like Poos, heehan, Apple, et al. Best Wishes,

J.D. COLEMAN MAJOR, INFANTRY INFORMATION OFFICER Dear Mr. Ches:

Thanks for your thoughtful note. I greatly appreciate your good wishes. They mean a great deal to me and add to my enthusiasm for this new assignment.

With warm regards,

Sincerely,

Ron Messen Press Secretary to the President

Mr. Bertram L. Ches Suite 15, Ryan Building Hibbing, Minnesota 55746

RN:EMO:ki

RN-2



BERTRAM L. CHEZ SUITE 15, RYAN BUILDING HIBBING, MINNESOTA 55746

SEP 23 1974

September 20, 1974

Mr. Ron Nesson White House Press Secretary White House Washington, DC 20000

Dear Mr. Nesson:

It is not likely that you will remember me, however, I had the pleasure of meeting you on the evening prior to my daughter's graduation from Western State College at Gunnison, Colorado the night of May 24, 1974.

My family and I enjoyed your program very much that evening and we were greatly thrilled today to learn that you were appointed the White House Press Secretary. Please accept our sincerest congratulations. We wish you the best of luck in your new capacity.

If you ever wish any feedback from the hinterlands, do not hesitate to contact me.

Yours very truly,

Bertram L. Chez

BLC:mjv

Dens Mr. Clez.

Dear Me. Cormant

Thank you for your letter and your views.

I am serry that you feel I have made a wrong decision in accepting this position. I approciate your concern for my profession, but I want to assure you that I would not have taken on the duties of Press Secretary to President Ford if I did not have faith and confidence in him, and in my shility to assist this Administration.

Sincerely,

Ron Messen
Press Secretary
to the President

Mrs. Merten German 212 S. Meere Avenue Barrington, New Jersey 98007

RN/RH/maw

A. FORD

Mr. Rou Hesson 1600 Penny brania are Washington, D.C.



Thr. R. Newson White House washington, D.C.

Dear Mr. Therson, If I had a position of great trust in an honorable per fession found not ignore it to alique myself with a sorry, shoddy group as you just

I think it was patriotic but you will never affect the workings at 1600 Pennsylvania Cire. They "waste"
people like you. Jam evry for you that you made the decision you did.

Jucerely, Maria Coman

Dear Alice and Al:

Thanks for your telegram and for your good wishes. This new job is heetic, but fascinating. One of the aicest aspects so far has been hearing from old friends like you. I can't help but wonder what would have happened if I'd taken the Hong Kong assignment.

Nope to see you when we're in Japan in November. Be sure to get in touch with me.

Warm regarde.

Sincerely,

Rea Nessen
Press Secretary
to the President

Mr. and Mrs. Al Chambers National Broadcasting Company New Morcury Building Hong Kong

RN/CG/cg



The White House Washington

1974 SEP 21 AM 9 03

WN5 23 VIA RCA

HONGKONG 2057 SEPT 21, 1974

RON NESSEN

11

13

15

THE WHITEHOUSE

CONGRATULATIONS WE MISS YOU HERE BUT AMERICA NEEDS YOU MORE

SEE YOU IN JAPAN

NEW MERCURY BLOG.

SEP 21 1974

#### September 26, 1974

Dear Joff:

Many thanks for your note. I greatly appreciate your enclosing the "night-lead."

So far, the "trial reconciliation" is working out beautifully, and I'm enjoying my new assignment.

With best regards,

Sincerely.

Ron Nessen Press Secretary to the President

Mr. Jeff Cooper NBC Nightly News 30 Rockefeller Plaza New York, New York 10020

RN/EMO/mw

2. FORD

## NBC NEWS

A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.
THIRTY ROCKEFELLER PLAZA, NEW YORK, N. Y. 10020, CIRCLE 7-8300

September 21, 1974

Dear Ron,

Enclosed is the Associated Press "night-lead" on President Ford announcing your appointment as Presidential Press Secretary. I thought you would like to have it as a momento.

Sincerely,

Jeff Cooper

Jeff Cooper NBC Nightly News News & Features Asst.



r lbyleeevryyr

For d-Press Secretary NL 430, twotakes 610

By FRANCES LEWINE

Associated Press Writer

WASHINGTON AP - Ron Nessen, a White House reporter for NBC, became President Ford's new press secretary Friday. With Ford standing beside him, Nessen said he would never knowingly mislead or lie to the White House press corps.

After being personally introduced in the White House briefing room by the President, Nessen, 40, declared his belief that the first duty of a presidential press secretary is to "get as much news as possible ... to the American people."

Nessen had been on the staff of the National Broadcasting Co. since 1962. He came to the White House as an NBC correspondent when Ford became President in August. He had traveled more than 100,000 miles covering Ford as vice president for the radio-television network. He replaces Jerald terHorst, a veteran Detroit newspaperman, who resigned after Ford's pardon of former President Nixon, saying it was a matter of conscience because he disagreed with the decision. TerHorst also said he felt important information on presidential decisions had been withheld from him.

Taking the press room podium after Ford introduced him, Nessen said he hoped he would be able to earn as much respect from the press as terHorst had during his brief time as press secretary.

"I think it's probably too late to go back to a honeymoon,"
Nessen told the reporters, "but maybe we could have a trial
reconciliation."

Ford said he had the opportunity to get to know Nessen very well during 57 vice presidential trips that Nessen covered. He said he admired his skill and objectivity and "enjoyed his company." Ford also described his new press secretary as having a "superb reputation" and pointed out that Nessen had experience in both electronic media and the writing press. Nessen worked with the United Press International in Washington before joining NBC.

Richard C. Wald, president of NBC News, said in a statement: "NBC is delighted that Ron Nessen has been chosen as the new White House press secretary. In the 12 years he has been with NBC News Ron had proved himself one of our finest journalists ..."

Nessen, in his first pronouncements, said: "I hope the White House press corps is ready for another Ron," a reference to Nixon Press Secretary Ronald L. Ziegler. "I am a Ron, but not a Ziegler, I can tell you that."

Nessen added: "I will never knowingly lie to the White House press corps. I will never knowingly mislead the White House press corps and I think if I ever do you would be justified in questioning my continued usefulness in the job."

He said he does not think that a press secretary always has to agree with a President's decision. He said he felt it was his role to report actions of the President, how and why they were made.

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1835pED (9-20

terHorst had during his brief time as press secretary.

"I think it's probably too late to go back to a honeymoon,"
Nessen told the reporters, "but maybe we could have a trial reconciliation."

For d said he had the opportunity to get to know Messen very well during 57 vice presidential trips that Messen covered. He said he admired his skill and objectivity and "enjoyed his company." For d also described his new press secretary as having a "superb reputation" and pointed out that Messen had experience in both electronic media and the writing press. Messen worked with the United Press International in Washington before joining MBC.

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MORE

1835pED 09-20

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WASHINGTON Ford Press Secretary NL Take 2: made. 190

And he said he thought the press and the presidential spokesman

both have the same aim which is to get as much news as possible on what goes on in this place to the American people."

He said "I've been assured that I will know what is going on" and will be in daily contact with the President.

Nessen described himself as "apolitical," saying he had been covering most of the political campaigns of the last 15 years and had no affiliation with any political party.

Nessen cited two former press secretaries as models that he will try to emulate:

"Bill Moyers for his knowledge and his honesty and the amount of information that he put out.

"Pierre Salinger for the good humor and the good fellowship and the grace that he brought to this job."

Nessen said his salary will be \$42,500 and he hopes to get a leave of absence from NBC. Nessen, a native of Washington, D.C., and his wife Cindy, the former Young Hi Song of Seoul, South Korea, have two children, Edward, 1½, and Caren, 18. The Nessens live in Bethesda, Md., where they recently entertained President Ford at a poolside press party.

1838pED 09-20

## John Chancellor Huntley-Brinkley Report

### Ron -

You know all of this, but I thought you might be interested in the eggs on the beach. We are all delighted with your appointment, and look forward to the sunny uplands of credibility.

In haste,



and the news today is that president ford has a new press secretary, whose name is ron nessen. that's the same ron nessen who worked for nbc news, a colleague of mine for about ten years. before that, he worked for united press international. he's forty years old, and has a lot of experience. he was wounded while working for us in viet nam; and his work as a war correspondent won him a george polk award. he knows washington well, and was one of the soundest reporters on our national staff. he is where he is today because we assigned him to dog the footsteps of gerald ford, when mr. ford became president. he followed him for 118 thousand miles, and that path led to the white house. now, it will lead nessen right into the oval office, at least once a day.

NESSEU'S APPoint MENT necessary follows the brief encounter another good washington company reporter, jerald terhorst, had with the press secretary's job;, that lasted only a month. terhorst quit because he disagreed with mr. ford's decision to pardon mr. nixon, but also because the men around the president weren't telling terhorst what terhorst needed to know to do his job. we should all hope that this won't happen to nessen. for one thing, he's got a bit of a temper; for another thing, he's an honorable man and probably won't put up with it.



their bosses must let them know everything that's going on, whether or not it can be made public. there are legitimate secrets in government, but what some bosses don't understand is that the best way to keep secrets is to let your press officer in on them. robert manning, now the editor of the atlantic monthly, did a superb job for secretary of state dean rusk, when manning served as assistant secretary for public affairs. manning struck a bargain with rusk: rusk told him everything, and manning kept the secrets. in essence, secret this mann meant that if a reporter got wind of a/story and asked manning about it, manning would simply not talk about it. he never told a lie, wittingly or unwittingly, and he never disclosed anything he shouldn't have.

manning says it is easier to keep the necessary secrets if you know what they are, he uses a martha's vineyard analogy: if you know where the gulls' eggs are buried on the beach, you won't drive your jeep over many them, for ron nessen's sake, for the president's sake, and for everybody's sake, let's hope they tell ron where the eggs are buried, he won't have to tell us, but it will keep the administration out of trouble. jc

