

The original documents are located in Box 18, folder “President - Briefing Papers by Ron Nessen (2)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Ron Nessen donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

THE WHITE HOUSE

WASHINGTON

MEETING WITH OFFICIALS OF
THE ASSOCIATION OF AMERICAN EDITORIAL CARTOONISTS

Friday, March 7, 1975
12:45 p.m. (10 minutes)
The Oval Office

From: Ron Nessen

RHN

I. PURPOSE

To accept a book of several dozen editorial cartoons of the President and an honorary membership in the Association of American Editorial Cartoonists.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: You addressed the Association last year in Boston when you were Vice President. The Association has been assembling a large bound volume of original sketches of editorial cartoons to present to you.

B. Participants:

Art Wood, President, AAEC (U.S. Independent Telephone Asso.)
Draper Hill, Vice President, AAEC (The Commercial Appeal)
Robert LaPalme, Vice President, AAEC (Pavilion of Humor)
Vic Runtz, Vice President, AAEC (Bangor Daily News)
Jack Jurden, Secretary-Treas., AAEC (Evening Journal, Wilm., Del.)
Ed Fisher, Director, AAEC (Omaha World Herald)
Jerry Robinson, Director, AAEC (Chicago Tribune Syndicate)
Gene Payne, Past President, AAEC (WSOC-TV, Charlotte, N.C.)
Art Poinier, Past President, AAEC (Detroit News)
Frank Williams (Detroit Free Press)
Charles Brooks, Past President, AAEC (Editor, Nat'l Cartoon Annual)



Milt Morris, Past President, AAEC (Associated Press)
Gib Crockett (Washington Star-News)
John Stampone, Past President, AAEC (Army Times)
Jim Berry (Newspaper Enterprise Syndicate)
Gene Basset (Scripps-Howard)

C. Press Plan: White House Photographer.

THE WHITE HOUSE

WASHINGTON

INTERVIEW BY FORTUNE MAGAZINE

Tuesday, March 11, 1975

5:00 p.m. (30 minutes)

The Oval Office

From: Ron Nessen

RHN

I. PURPOSE

To be interviewed by Fortune Magazine for its special April issue on "The American System."

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: Fortune Magazine is planning a special issue dealing with a single subject, The American System. The interviewers will want to know your views on such matters as how is the American political system working; is the American economic system working, and if not, why; and what is the mood of the American public and how does it compare with the public mood during various periods in American history.

B. Participants:

Robert Lubar, Managing Editor

Headly Donovan, Editor-in-Chief, Time Inc.

Daniel Seligman, Executive Editor

William Bowen, Assistant Managing Editor

James Reichley, Member of the Board of Editors

C. Press Plan: White House Photographer.

THE WHITE HOUSE

WASHINGTON

INTERVIEW BY LOS ANGELES TIMES

Friday, March 21, 1975
2:00 p.m. (30 minutes)
The Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by the Los Angeles Times. The interview will be published on the West Coast shortly before you arrive there for your Palm Springs trip and other activities in that area.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: The Los Angeles Times is one of the many papers which has had a longstanding request to interview you and you have indicated that you would like to do it at this time.

B. Participants:

Jack Nelson, Washington Bureau Chief
Robert Donovan, Associate Editor and former Bureau Chief
Dennis Britton, Assistant Bureau Chief and News Editor
Rudy Abramson, White House correspondent
Paul Steiger, economic writer
gc

Bob Hartmann

C. Press Plan: Jim Pickerell, Los Angeles Times photographer, and White House photographer.

THE WHITE HOUSE
WASHINGTON

INTERVIEW BY HEARST NEWSPAPERS

Monday, March 24, 1975
4:00 p.m. (30 minutes)
The Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by Hearst Newspapers, which is one of the many newspapers that has had a longstanding request to interview you and you have indicated that you would like to do it at this time.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: For this interview, the Hearst Newspapers are sending four of their very top editorial officials. I believe you know most of them personally.

B. Participants:

Bill Theis, Washington Bureau Chief
William Randolph Hearst, Jr., Editor-in-Chief
Bob Considine, columnist
Joseph Kingsbury Smith, European Correspondent

C. Press Plan: White House photographer, and Hearst will provide their own photographer.

THE WHITE HOUSE

WASHINGTON

THE AMERICAN SOCIETY OF
NEWSPAPER EDITORS ANNUAL CONVENTION
LUNCHEON

Shoreham Hotel
Wednesday - April 16, 1975

Departure: 12:30 P.M.

From: Terry O'Donnell **TOD**

BACKGROUND

The American Society of Newspaper Editors is a national group comprised of 800 editors of the leading daily newspapers.

The program for the convention this year is divided between public affairs topics and shop sessions. Several members of the Administration are participating. Wednesday morning Frank Zarb will join a panel discussion entitled "Managing Our Planet: the Crisis of Resources." There are two panels of interest on Thursday morning: "The Men Who Would Be President" consisting of Senator Henry M. Jackson, Representative Morris K. Udall, and Senator Lloyd Bentsen; and a discussion of the Bicentennial, including Daniel P. Moynihan, among others. Secretary of State Henry Kissinger will address the Thursday luncheon. The speaker for the Friday luncheon will be Sheik Ahmed Zaki Yamani, Minister of Petroleum and Mineral Resources, Saudi Arabia. The convention closes Friday evening at a banquet where Chief Justice Warren Burger will be the keynote speaker.

The attendance for the convention this year is anticipated to be in the neighborhood of 900 people, including spouses. Given the national scope of the representatives of ASNE, there will probably be good national coverage. The group will attend a White House Reception this afternoon.

You will attend the luncheon, deliver remarks, then take questions from the following panel of six editors seated directly in front of the head table:

Scotty Reston, New York Times
Clayton Kirkpatrick, Chicago Tribune
Ron Funk, Santa Monica Outlook

Ed Miller, Allentown, Penn. Newspapers
Norman Isaacs, Wilmington Delaware News Journal
Ed Cony, Wall Street Journal

The officers of ASNE are:

President, Howard H. "Tim" Hays, Press-Enterprise of
Riverside, California
Vice President (also President-Elect for the next term)
Warren Phillips, President of Dow Jones & Company,
Inc., Wall Street Journal
Secretary George Chaplin, Honolulu Advertiser
Treasurer, Eugene Patterson, St. Petersburg Times
Program Chairman, John Hughes, Christian Science Monitor

Head table diagram attached at TAB A.

SEQUENCE:

12:30 p.m. You board motorcade on South Grounds and depart
en route Shoreham Hotel.

12:45 p.m. Arrive Shoreham Hotel where you will be met by
Howard "Tim" Hays, President, ASNE, and
John Hughes, Program Chairman.

PRESS POOL COVERAGE

12:46 p.m. Escorted by Howard Hays and John Hughes, you
proceed to off-stage announcement area and pause
for announcement, then proceed to the head table
and be seated, 2nd seat stage right between Howard
Hays and George Chaplin, ASNE Secretary, Honolulu
Advertiser.

OPEN PRESS COVERAGE

ATTENDANCE: 900

NOTE: Following the luncheon, Mr. Hays
will introduce the head table and then
introduce you.



3.

1:25 p.m. PRESIDENTIAL REMARKS.

FULL PRESS COVERAGE

1:30 p.m. You conclude your remarks by advising that you will
now take questions from the group of six editors
seated directly in front of the head table.

FULL PRESS COVERAGE

2:02 p.m. One of the six editors will end Question and Answer
session by saying, "Thank you, Mr. President."

2:03 p.m. Escorted by Howard "Tim" Hays, you depart head
table en route motorcade for boarding.

2:05 p.m. Board motorcade and depart Shoreham Hotel en route
South Grounds.

2:20 p.m. Arrive South Grounds.

#

Charles S. Rowe *

Editor-Fredricksberg Virginia Free Lance-Star

William H. Hornby*

Denver Post

Daryle Feldmeir*

Chicago Daily News

Wilbur (Bill) Elston *

Detroit News

Charles Bennett*

Daily Oklahoman, Oklahoma City Times

James G. Bellows*

Washington Star

John Hughes (ASNE Program Chairman)

The Christian Science Monitor

PODIUM

Howard H Hays (ASNE Pres.)

Riverside California Press-Enterprise

PRESIDENT FORD

George Chaplin (ASNE SECRETARY)

Honolulu Advertiser

John O. Emmerich*

Greenwood Mississippi Commonwealth

Meg Greenfield*

Washington Post

David Laverthol*

Newsday

Richard Snayser*

Oakridge Tennessee

HEAD TABLE

AMERICAN SOCIETY OF
NEWSPAPER EDITORS

APRIL 16, 1975



*CANDIDATE FOR ELECTION
TO ASNE BOARD

4/11/75
6:00 pm

PROPOSED SCHEDULE

THE PRESIDENT AND MRS. FORD'S ATTENDANCE
AT THE WHITE HOUSE NEWS PHOTOGRAPHERS
ASSOCIATION ANNUAL DINNER

Sheraton Park Hotel

Wednesday, April 16, 1975

Attire: Black Tie and Long Dress

9:00 pm The President and Mrs. Ford board motorcade
on South Grounds.

MOTORCADE DEPARTS South Grounds en route
Sheraton Park Hotel.

[Driving time: 10 minutes]

9:10 pm MOTORCADE ARRIVES Sheraton Park Hotel.

The President and Mrs. Ford will be met by:
Mr. Bernard Boston, President, White House
News Photographers Association
Miss Melba Moore, Vocalist
Mr. Buddy Hackett, Comedian

PRESS POOL COVERAGE

NOTE: Buddy Hackett will present
the President with a pair of ski boots.

9:15 pm Announcement.

9:15 pm The President and Mrs. Ford, escorted by Mr.
Boston, proceed to platform. Mrs. Ford is seated.

OPEN PRESS COVERAGE
ATTENDANCE: 900

NOTE: The President will remain
standing at the podium to assist in
the award ceremony.



9:18 pm Mr. Maurice Johnson, Dinner Chairman,
announces first award winner.

9:30 pm Introduction of the President by Mr. Boston.

9:31 pm Presidential remarks.

FULL PRESS COVERAGE

9:40 pm Remarks conclude.

9:41 pm Mr. Boston thanks the President and Mrs.
Ford for attending.

NOTE: Mr. Boston will present the
President with a leather photograph
album containing the five winning
Presidential photographs.

9:43 pm The President and Mrs. Ford depart podium en route
motorcade for boarding.

9:45 pm MOTORCADE DEPARTS Sheraton Park Hotel
en route South Grounds.

[Driving time: 10 minutes]

9:55 pm MOTORCADE ARRIVES South Grounds.



April 8, 1975

MEMORANDUM FOR:

JIM CONNOR
WARREN RUSTAND

FROM:

RON NESSEN


The American Society of Newspaper Editors, where the President is scheduled to make a speech on April 16, has proposed a format for the President's appearance.

They would like the President to speak briefly and then participate in a "meet the press" question and answer session. The panel of questioners would consist of six or eight of the leading newspaper editors in the country. They would pose questions from themselves and others sent up in writing by members of the audience. This question and answer session would last about 30 minutes.

They need a definite yes or no on this format some time this week.

RN:jg

bcc: Jerry Warren



April 12, 1975

MEMORANDUM FOR: RED CAVENEY

FROM: Connie Gerrard

The following people will be members of the panel that questions the President at the ASNE luncheon:

Scotly Roston

New York Times

Clayton Kirkpatrick

Chicago Tribune

ED CONY

WSJ

Ron Funk

Santa Monica Outlook

Ed Miller

Allentown, Pennsylvania newspapers

Norman Isaacs

Wilmington, Delaware News Journal



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 16, 1975

MEMORANDUM FOR THE WHITE HOUSE STAFF

FROM:

JERRY JONES

The audio only portion of the President's questions and answers at the American Society of Newspaper Editors will be on Channel 6 at 1:25 p.m., today.



MEMO

To Nessen FY)

March 28, 1975

TO PAUL THEIS, from Fred Bird

RE: President's speech to American Society of Newspaper Editors,
~~Act~~ March 16.

1. I believe this could be turned into a major event, and we would have the full cooperation of John Hughes, editor of the Christian Science Monitor, who is program chairman.

2. He states, and I agree, that this is an excellent group before which to make some news on the major problem areas--economy, the Mideast, and energy.

3. I believe we could get live air time if he has something to say.

4. I would suggest 15 minutes of speaking time, then a press conference type of format in which he answers questions from a representative panel picked by Hughes & Co. Members of ASNE are almost universally former top reporters who rose to editorships and think like working newsmen. (Hughes got a Pulitzer in Nam.) This format could run 15 mins. or 30 as desired. It could even go as far as 45, Hughes believes.

5. Since we would ask for diversity on the panel, we would avoid the kind of questioning he gets from the Washington press corps, and get a far more favorable group, in my judgment.

6. Being human, the ASNE people would be flattered to have this opportunity to question a man they pretty uniformly like, even if they oppose some of his policies and proposals.

7. Being a frugal guy, I would hate to waste this opportunity.

FB

April 16, 1975

Questions Most Likely To Be Asked

1. Farm Bill

Do you plan to veto the Farm Bill approved by the Senate and House Conferees?

2. Railroad Strike

Do you plan to intervene to block the Railroad strike?

3. Sec. Kissinger

There have been a number of stories lately regarding Henry Kissinger's position in the Administration. Some stories said that other Presidential advisors were resisting his influence on your foreign policy speech, and other stories said he was about to be relieved of his job on the National Security Council. One newspaper today calls for his resignation. Exactly what is Secretary Kissinger's status?

One of the charges against Secretary Kissinger is that he and Former President Nixon gave secret commitments to the South Vietnamese to come to their aid militarily if North Vietnam violated the Paris Accords. Were such secret commitments given?

4. Vietnam funds requests

What is your reaction to the Senate Foreign Relations Committee compromise bill on your Vietnam requests?

Would you accept this bill as the final American effort for South Vietnam/

In addition to this so-called "contingency fund" do you still expect Congress to approve military aid?

Have you given orders to Ambassador Graham Martin to evacuate the Americans faster?

What happens if Congress approves the use of American military forces only for the evacuation of Americans? Does this mean you would leave behind the thousands of Vietnamese who have staked their lives on America? Under what authority did you use American military forces to evacuate Cambodians from Phnom Penh?

5. Detente - Southeast Asia

If detente has any meaning at all, why are you not using the supposedly closer relations with the Soviet Union and China to help bring an end to the fighting in Vietnam? (Scotty Reston wrote a column along these lines this morning, and as a panel member he may ask you this question today.)

6. Taiwan

Why didn't you mention Taiwan in your Foreign Policy speech to Congress? Why was Vice President Rockefeller so tepid in his support of Taiwan during his trip to the Chiang funeral? What exactly is the status of American treaties and obligations to Taiwan?

7. Spending Ceilings

Will you accept the Congressional Budget Committee spending ceilings which are 10-12 billion dollars higher than the \$60 billion deficit that you said was the firm line?

8. Energy Bill and Energy

The 60 days you gave Congress to approve an energy bill expires in just two weeks. Do you plan to impose another dollar on the Oil Import tariff May 1?

Do you plan to decontrol the price of oil on May 1?

The Producer-Consumer oil talks in Paris seem to have collapsed. Where do we go next in trying to present a united front to the producers?

9. CIA - Kennedy Assassination

Can you elaborate on your remarks in San Diego that the Rockefeller Commission or the Church Committee investigating the CIA would look into the John Kennedy assassination? Would that mean that you think the CIA was involved in the assassination?

April 1, 1975

MEMO FOR RON NESSEN

From Fred Bird *7*

Re ASNE date April 16.

I talked with John Hughes of the Monitor--program chairman for the meeting--as you requested, making these points:

1. To consider a panel of 8 to 10 maximum, balanced as to ideology, geography and size, to question the President.

2. Consideration of taking every third or fourth question from questions submitted in advance from the floor--selection left to panel moderator.

3. Consideration of billing this as a "dialogue with the President."

4. Planning to seek national TV coverage, probably one-half hour.

5. Finally, I asked him to be in touch with you after he's had a chance to talk with his people. While pointing out we didn't want any kind of stacked panel, I did say you wanted some final say-so about the panel, if that's the way we go.

cc Warren Rustand
cc Jerry Warren
cc Paul Theis

Hughes fones: (Bus. 617-262-2300
Res. 617-259-0486)

AMERICAN SOCIETY OF NEWSPAPER EDITORS



Christian Science Monitor
Boston, Mass. 02115

JOHN HUGHES
Program Chairman

HOWARD H. (TIM) HAYS
RIVERSIDE PRESS-ENTERPRISE
PRESIDENT
WARREN H. PHILLIPS
THE WALL STREET JOURNAL
VICE PRESIDENT
GEORGE CHAPLIN
HONOLULU ADVERTISER
SECRETARY
EUGENE PATTERSON
ST. PETERSBURG TIMES
TREASURER

April 1, 1975

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

Dear Ron:

Further to our conversation last evening, ASNE proposes that a panel of six questioners be drawn from the following ASNE members: James Reston, Clayton Kirkpatrick, Barry Bingham, Jr., Norman Isaacs, plus Ed Miller (Allentown, PA), Harold Martin (Montgomery, AL), Ron Funk (Santa Monica, CA), John Finnegan (St. Paul, MN).

All are active newspaper editors, and this mix contains the same diversity of ideology, geography and newspaper size as exists in the ASNE's membership.

For the luncheon Wednesday, April 16, it is my understanding that you would recommend to the President that he take questions from the six editors for about 30 minutes. The President might, or might not, have some up-front remarks lasting between 5 and 10 minutes.

The luncheon will take place in the Regency Ballroom of the Shoreham Hotel, and is scheduled from 12:45 p.m. to 2 p.m.

Mr. Howard H. (Tim) Hays, of the Riverside Press-Enterprise, is the current President of ASNE and would preside at the luncheon meeting and moderate where necessary.

Once we have your agreement to this format, we will approach the prospective panelists. I look forward to hearing from you as soon as possible.

Sincerely,

John Hughes
EDITOR
THE CHRISTIAN SCIENCE MONITOR

JH:bnh

cc - Mr. Giancarlo
Mr. Hays

THE BOARD OF DIRECTORS CONSISTS OF THE OFFICERS AND THE FOLLOWING:

JAMES G. BELLWS LOS ANGELES TIMES	CHARLES L. BENNETT OKLAHOMAN & TIMES	ROBERT CHANDLER BEND (ORE.) BULLETIN	ROBERT P. CLARK COURIER-JOURNAL & LOUISVILLE TIMES	JAMES A. CLENDINEN TAMPA TRIBUNE	DERICK DANIELS KNIGHT NEWSPAPERS
ARTHUR C. DECK SALT LAKE TRIBUNE	WILBUR ELSTON DETROIT NEWS	JOHN HUGHES CHRISTIAN SCIENCE MONITOR	CHARLES S. ROWE FREDERICKSBURG (VA.) FREE LANCE-STAR	JOHN SENGSTACKE CHICAGO DEFENDER	THOMAS WINSHIP BOSTON GLOBE

John Hughes--Christian Science Monitor
Home phone number 617-259-0486

Questioners for ~~Paul~~

NO

ASNE in D.C.

Scott Reston-NEW YORK TIMES

Clayton

~~Clayton~~ Kirkpatrick-CHICAGO TRIBUNE

* Ed Cony-WALL STREET JOURNAL

Ron Funk-SANTA MONICA OUTLOOK

* Ed Miller-Allentown, Pa. Newspapers (owns them all I guess)

Norman Isaacs-WILMINGTON DELWARE NEWS JOURNAL -

retired

* Corporate officers + spec. eds.

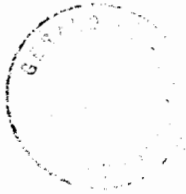


sent to Mary Fisher

THE WHITE HOUSE

WASHINGTON

LIVE TELEVISION INTERVIEW WITH
WALTER CRONKITE, ERIC SEVEREID AND BOB SCHIEFFER
CBS NEWS



Monday, April 21, 1975
The Blue Room
10:00-11:00 p.m.

From: Bob Mead *[Signature]*

PURPOSE

To televise a one-hour interview with Walter Cronkite, Eric Severeid and Bob Schieffer on a full range of subjects.

BACKGROUND

This interview will be carried live at 10:00 p.m. EDT on the CBS television network. (The exception will be on the West Coast, where the interview will be videotaped and played back on a three-hour delayed basis (10:00 p.m. PDT). No restrictive ground rules on subject matter have been laid out. The interview will be conducted on the same basis as was the NBC interview with John Chancellor and Tom Brokaw from the Residence in January.

SCHEDULE OF EVENTS

Early evening	Private time for preparation.
9:25 p.m.	Proceed from Residence to Blue Room.
9:30 p.m.	Meet with Mr. Cronkite for brief discussion, and set mood of the conversation.
10:00 p.m.	Telecast begins.
10:59 p.m.	Telecase concludes.
11:00 p.m.	A brief still photo session will follow.

THE WHITE HOUSE
WASHINGTON
MEETING WITH JAMES SHUMAN

Tuesday, April 21, 1975
The Oval Office
5:45 p.m.

From: Ron Nessen

I. PURPOSE

To discuss the new format for your Daily News Summary and an additional weekly analysis of national trends which we propose to begin soon.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

James Shuman, formerly of the UPI and Reader's Digest, has recently taken over as Editor of the Daily News Summary. He has made a number of changes in the format to make the summary more useful and readable.

B. Participants

James Shuman
Ron Nessen

C. Press Coverage

White House photo only

III. TALKING POINTS

Shuman will ask your opinion of the Daily News Summary and what additional changes you would like, to make it more useful to you. He also will ask your views on a proposal to put out a separate summary about once every two weeks on magazine articles and books.

He also will want to know your opinion of a proposed weekly analysis of trends, political developments, and public opinion, which could be used by you, your speech writers, scheduling office, political office, and press office as a kind of early warning system to spot developments which the White House should think about, take action on, or react to.

THE WHITE HOUSE
WASHINGTON
DROP BY RECEPTION FOR MICHIGAN ASSOCIATION
OF BROADCASTERS

Thursday, May 8, 1975

Tayloe House

6:30 pm

From: Ron Nessen *RHN*

I. PURPOSE

To greet briefly members of the Michigan Association of Broadcasters attending a reception hosted by Ron Nessen.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

A. Background

The Michigan Association of Broadcasters are in Washington to attend the annual dinner with the Michigan Congressional delegation. They requested a meeting with the President which we were unable to fulfill due to the President's busy schedule. In lieu of this, Ron Nessen is hosting a reception to give the President the opportunity to say hello to them. The group was also given a special tour of the White House this morning.

B. Participants:

List attached

C. Press Plan:

A press pool will accompany you to Taylor House and go into the reception with you.

A member of the White House photo office will take pictures for the White House record.

WHITE HOUSE STAFF RECEPTION - TAYLOR HOUSE

MICHIGAN ASSOCIATION OF BROADCASTERS

Thursday, May 8, 1975 - 6:00 - 8:00 P.M.

<u>NAME</u>	<u>STATION</u>	<u>CITY</u>
Mr. & Mrs. Kenneth MacDonald	WSAM	Saginaw
Mr. & Mrs. John Anderson	WCCW	Traverse City
Mr. & Mrs. Richard DeAngelis	WNEM-TV	Saginaw
Mr. & Mrs. E.L. "Red" Byrd	WILS	Lansing
Mr. & Mrs. Monroe MacPherson	WION - Ionia & WYON	Grand Rapids
Mr. & Mrs. William James	WJR	Detroit
Mr. & Mrs. Merrill Walker	WOAP	Owosso
Mr. & Mrs. Harold Sundberg	WUHQ-TV	Battle Creek
Mr. & Mrs. Lee Hanson		Detroit
Mr. & Mrs. Gene Ellerman	WWTV	Cadillac
Roxanne Morrill		Cadillac
Raymond Plank	WKLA	Ludington
Michael Lareau	WOOD	Grand Rapids
John Dille, II	WCUZ	Grand Rapids
Carl Lee	WKZO	Kalamazoo
Tony Gaston	WKZO	Kalamazoo
Gordon Anderson	WKZO	Kalamazoo
Peter Kizer	WWJ	Detroit
Ben DeGroot	WWJ	Detroit
Frank Sisson	WWJ-TV	Detroit
John DeGroot	WWRM	Gaylord
Edwin Huse	WKHM	Jackson
John White, II	WBRN	Big Rapids

<u>NAME</u>	<u>STATION</u>	<u>CITY</u>
Stephen Trivers	WQLR	Kalamazoo
Robert Liggett	WFMK	East Lansing
Eugene Cowan	ABC, Inc.	Washington
Mr. & Mrs. Harold Niven	National Association of Broadcasters	Washington
Mr. & Mrs. William Carlisle	" "	"
Mr. & Mrs. Spencer Denison	" "	"
Donald Zeifang	" "	"
Emily Galloway		"
Thomas J. Cleary	Executive Director Mich. Association of Broadcasters	Lansing
Ruth Ann Purtill	Staff Mich. Association of Broadcasters	Lansing

WHITE HOUSE STAFF INVITEES

Mr. and Mrs. Don Rumsfeld
Mr. and Mrs. Phil Buchen
Mr. and Mrs. Bob Hartmann
Mr. and Mrs. Jack Marsh
Mr. and Mrs. Bill Seidman

Mr. and Mrs. Bill Greener
Mr. and Mrs. Jack Hushen
Mr. and Mrs. Jerry Warren
Mr. and Mrs. Larry Speaks
Mr. and Mrs. Bill Roberts
Mr. and Mrs. Tom DeCair
Ms. Margita White and Mr. White

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH MALCOLM FORBES, SR. AND MALCOLM FORBES, JR.

Friday, May 9, 1975

The Oval Office

5:00 p.m.

From: Ron Nessen *RHN*

I. PURPOSE

To be interviewed by Malcolm Forbes, publisher and editor-in-chief of Forbes Magazine and his son, Malcolm Forbes, Jr. Malcolm Forbes, Sr. has had a long-standing request to meet with you. He writes a regular column for businessmen called "Fact and Comment." Mr. Forbes requested the interview with you in connection with this column.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

Mr. Forbes has had a long-standing request to meet with you. We originally tried to schedule the meeting in January, but because of the State of the Union and other messages to Congress, it couldn't be worked out. Mr. Forbes went on a trans-Atlantic balloon trip in January that he thought might be of some interest to you.

FORBES MAGAZINE and Mr. Forbes' column are quite influential among business leaders.

B. Participants:

Malcolm Forbes, Sr. - Publisher and Editor-in-Chief
Malcolm Forbes, Jr. - Staff Writer (and son of Malcolm Forbes)
Alderson stenotypist (they will be recording the interview for us --
Mr. Forbes will be using a tape recorder)

C. Press Plan:

White House Photographer



PRESENTATION OF BICENTENNIAL ISSUE OF TIME MAGAZINE

Monday, May 12, 1975
12:30 pm (10 minutes)
Oval Office

From: Ron Nessen

I. PURPOSE

To accept a special first run copy of the Bicentennial issue of TIME Magazine from TIME's Publisher, Ralph P. Davidson.

II. BACKGROUND, PARTICIPANTS, AND PRESS PLAN

A. Background

TIME Magazine is issuing a special Bicentennial issue which will report the news of the week of July 4, 1776, as if it were being published at that time.

This represents TIME's major contribution to the Bicentennial celebration, which they feel will make an important contribution toward helping Americans achieve a better understanding of their heritage. The work for this issue has been going on since last summer.

B. Participants

Ralph P. Davidson
Lane Fortenberry
Dean Fishher
Ron Nessen

Publisher, TIME Magazine
Assistant Publisher, TIME Magazine
TIME White House Correspondent

C. Press Plan

TIME may bring their own photographer to shoot the event. David Kennerly will record it for the White House photo records.



THE WHITE HOUSE
WASHINGTON

May 9, 1975

MEMORANDUM FOR:

MR. RON NESSEN

FROM:

f WARREN RUSTAND *WR*

SUBJECT:

Approved Presidential Activity

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

Meeting: Presentation of a special Bicentennial issue of TIME which will report the news of the week of July 4, 1776, by Ralph P. Davidson, Publisher.

Date: *Monday* ~~Friday May 9,~~ *May 12* 1975 Time: 12:30 p.m. Duration: 10 minutes

Location: The Oval Office

Press Coverage: White House Photographer

Purpose:

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



THE WHITE HOUSE

WASHINGTON

INTERVIEW BY THE NEW YORK DAILY NEWS

Wednesday, May 14, 1975

2:05 p.m. (30 minutes)

The Oval Office

From: Ron Nessen *RN*

I. PURPOSE

To be interviewed by the New York Daily News, one of the many newspapers that has had a long-standing request to interview you.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: The Washington Bureau of the New York Daily News is requesting that three of their people be granted an interview with you. The News has a circulation of 2 million -- the largest in the country -- and additionally their copy is carried to about 50 other newspapers by the Knight-Daily News Supplemental News Service.

You have given interviews to most of the major newspapers, as well as the news magazines, wire services and networks and the New York Daily News is the next logical candidate for an interview.

B. Participants: Charles (Jerry) Greene, columnist (was former Washington Bureau Chief and is retiring soon)
Jim Wieghart, Washington Bureau Chief
Paul Healy, White House Correspondent

Paul DeMaria - Photographer
Alderson stenotypist (to record the interview)

C. Press Plan: A White House Photographer will be present.

THE WHITE HOUSE

WASHINGTON

INTERVIEW BY TIME MAGAZINE

Friday, May 16, 1975
1:15 p.m. (15 minutes)
The Oval Office

From: Ron Nessen *RAN*

I. PURPOSE

To discuss on a background basis with Hugh Sidey of TIME magazine some of your reflections on the handling of the MAYAGUEZ incident.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background: Hugh Sidey has requested 15 minutes of your time to obtain your impressions of this past week for use in his column next Monday. This would be similar to his off-the-record conversation with you last summer for a column in which he explained sympathetically your motives for pardoning former President Nixon.

Hugh is especially interested in the question of how you weighed "caution" against "courage" in reaching your decision.

B. Participants: Hugh Sidey - Washington Bureau Chief, TIME magazine
Ron Nessen

C. Press Plan: No announcement. White House Photographer present.

III. TALKING POINTS

Jim Connor suggests that you spend a brief time with him, Don Rumsfeld and myself discussing some ideas that you might wish to get across to Sidey.



THE WHITE HOUSE
WASHINGTON

May 22, 1975

TELEVISION INTERVIEW WITH FOREIGN CORRESPONDENTS
FOR THE BRITISH BROADCASTING CORPORATION

Friday, May 23, 1975
Diplomatic Reception Room
11:00 a.m. - 11:50 a.m.

From: Bob Mead

PURPOSE:

As a prelude to your upcoming European trip, you have agreed to a televised interview with senior European correspondents, who have covered the Washington diplomatic scene for many years, on a full range of subjects.

BACKGROUND:

The interview will be fed to London via satellite, "live on tape," and broadcast on the B. B. C. at 6:00 PM London time the same day, May 23. It will also be seen either simultaneously or on a delayed basis throughout Europe. No restrictive ground rules on subject matter have been laid out. The interview will be conducted in much the same manner as a "Meet the Press" program. Moderator, Robert (Robin) MacNeil will open and close the fifty-minute program and will also ask questions.

PARTICIPANTS:

Robert (Robin) MacNeil - British Broadcasting Corporation
Henry Brandon - London Sunday Times
Adalbert deSegonzac - France Soir
Jan Reifenberg - Frankfurter Allgemeine Zeitung
Marino deMedici - Il Tempo

SCHEDULE OF EVENTS:

10:45 A. M.	Proceed from Oval Office to Diplomatic Reception Room.
10:47 A. M.	Meet with correspondents for brief discussion, and set mood for interview.

11:00 A. M.

Interview begins.

11:50 A. M.

Interview concludes.

A brief still photo session will follow.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH ROLAND EVANS AND ROBERT NOVAK

Tuesday, May 27, 1975

11:00 am (30 minutes)

Oval Office

From: Ron Nessen

I. PURPOSE

To be interviewed by Roland Evans and Robert Novak, authors of a widely-printed newspaper column, and friends of yours from throughout your career.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Evans and Novak have had a long-standing request to interview you. They point out that they saw you frequently when you were House Minority Leader and Vice President, and they would like to keep up this relationship.

You have expressed an interest in being interviewed by columnists now that you have already been interviewed by the major TV networks, wire services, newspapers, and magazines. The Evans and Novak interview would be the first in what is anticipated to be a series of meetings with columnists over the next few months.

A transcript will be made of the interview.

B. Participants

Roland Evans
Robert Novak
Ron Nessen
Bob Hartmann



C. Press Plan

A White House photographer will take pictures for the White House records.

III. TALKING POINTS

Questions from Evans and Novak are expected to focus on three areas: politics, relations with Congress, and your European trip, including the meeting with Sadat. I believe you are well prepared in all of these areas.

If there are any last minute developments likely to come up, I will call these to your attention on Wednesday morning.



THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH
THREE SCRIPPS-HOWARD TV STATIONS

Thursday, May 13, 1976

11:00-11:30 a.m.

The Oval Office

From: Ron Nessen

RHN

I. PURPOSE

To videotape three separate 10-minute interviews with anchormen from three Scripps-Howard Broadcasting television stations.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

The three television stations participating are:

WEWS-TV - Cleveland, Ohio

WMC-TV - Memphis, Tennessee

WCPO-TV - Cincinnati, Ohio

The interview will consist of three separate segments of 10 minutes each. Each reporter will take his turn sitting beside your desk, interviewing you. The interviews will be broadcast on Thursday's or Friday's newscasts at 6:00 p.m. and 11:00 p.m. in the three cities, in two important primary States.

B. Participants

-- Al Shottelkotte - Vice President for News, Scripps-Howard Broadcasting, and Director of News and Special Events for WCPO-TV in Cincinnati. Mr. Shottelkotte, 49, anchors the 6:00 p.m. and 11:00 p.m. daily newscasts. He is a native of Cincinnati.

- David Patterson - Co-anchorman for the 6:00 p.m. and 11:00 p.m. newscasts at WEWS-TV in Cleveland. Patterson, 36, has been the urban and governmental affairs reporter since 1970 for WEWS. He began his broadcasting career in Tennessee in 1963 covering numerous assignments including the assassination of Rev. Martin Luther King, Jr.
- Clyde Lee - Anchorman for the 5:00 p.m. and 10:00 p.m. newscasts at WNC-TV in Memphis. He joined WNC-TV in 1974. He is 26 years old.
- Ron Nessen
- Bob Mead

C. Press Plan

An official White House transcript will be made available to the White House Press Corps later. A White House photographer will be present. Photos will be autographed and sent to the participants as mementos of the occasion.

III. TALKING POINTS

Special guidance on Tennessee and Ohio issues will be provided before this interview.

June 6, 1975

INTERVIEW BY PIERRE SALINGER

Monday, June 9, 1975
10:30 a.m. (30 minutes)
The Oval Office

From: Ron Nessen

I. PURPOSE

To provide an opportunity for Pierre Salinger to interview the President for L'Espresso, primarily on the European trip.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background:

Pierre Salinger, former Press Secretary to President Kennedy, and now foreign correspondent for L'Espresso of Paris, has been interested for some time in doing an interview with the President for his newspapers largely European audience. Pierre is well known to the President and a number of others in the White House and has a good understanding of the foreign policy problems facing the President, and so the President agreed to do this interview after his return from Europe.

B. Participants:

Pierre Salinger, L'Espresso
Ron Nessen
Donald Rumsfeld
Alderson

C. Press Plan:

No announcement. White House and L'Espresso photographers present.



III. TALKING POINTS:

Pierre will want to know mostly about the European trip and U.S. relations with France. You will have a briefing book on your desk for the Monday night news conference and this will contain information from the NSC which will also be helpful in preparing for the interview with Pierre.



June 13, 1975

MEETING WITH JAMES F. CHAMBERS

Friday, June 13, 1975

2:30 pm (30 minutes)

Oval Office

From: Ron Nessen

I. PURPOSE

To have a conversation and be interviewed by James F. Chambers, Chairman of the Board and Chief Executive Officer of the Dallas Times Herald, and a Director and member of the Executive Committee of the Los Angeles Times.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Bill Clements, Deputy Secretary of Defense, urged in the attached letter to Don Rumsfeld that the President spend some time with Chambers. Clements said that such a meeting would assure strong support for the President now and in 1976 by the Dallas Times Herald, an extremely influential newspaper in the Southwest.

B. Participants

The President
James Chambers
Ron Nessen
Bob Hartmann

C. Press Plan

No announcement of the meeting. White House photograph to be autographed and sent to Chambers.

III. TALKING POINTS

No special preparation is needed for this meeting. I anticipate that it will be more in the nature of a courtesy call and conversation than a hard news interview. Whatever questions Chambers asks almost certainly will relate to politics, and possibly energy and the economy.



THE WHITE HOUSE

WASHINGTON

GREETING MR. AND MRS. ERIC ROSENBERGER

Friday, June 27, 1975

12:30 pm (3 min.)

Oval Office

From: Ron Nessen

I. PURPOSE

To greet Mr. and Mrs. Eric Rosenberger, both members of the White House staff, and congratulate them on their recent marriage.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Eric and Teresa Rosenberger were married on June 7 in Rocky Mount, North Carolina. Mr. Rosenberger is a Staff Assistant in the Press Office, whose primary responsibility is advance arrangements for the Press Office staff and White House press corps on all the President's trips and activities outside the White House. He has been at the White House since late 1973.

Teresa Rhodes Rosenberger is a researcher in the editorial office, and checks facts, figures, and quotes for accuracy and completeness that appear in Presidential speeches, messages, proclamations, and statements. She has been at the White House since 1972.

Both will continue in their positions at the White House.

B. Participants:

The President
Eric Rosenberger
Teresa Rhodes Rosenberger
Ron Nessen

C. Press Plan:

A White House photographer will take a picture of the event.

III. TALKING POINTS

You should congratulate Eric and Teresa on their marriage, and thank them for their work on the White House staff. You may want to present the couple with a Presidential ashtray.

THE WHITE HOUSE

WASHINGTON

June 20, 1975

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

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

Meeting: With Mr. and Mrs. Eric Rosenberger

Date: Friday, June 27, 1975 Time: 12:30 p.m. Duration: 3 minutes

Location: The Oval Office

Press Coverage: White House Photographer

Purpose: Greet and be photographed with Rosenbergers on return from their honeymoon.

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

THE WHITE HOUSE

WASHINGTON

MEETING WITH OSCAR BERGER, CARICATURIST

Saturday, June 28, 1975

11:00 am (15 min.)

Oval Office

From: Ron Nessen

I. PURPOSE

To greet caricaturist Oscar Berger, allow him to sketch you, and have a photograph taken with him.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Oscar Berger has sketched from life the last 8 Presidents and has made the sketches into a book, "The Presidents". He would like to sketch you for a new edition of the book, and also to do brief drawings of you for a feature on your first anniversary of your Presidency. (His drawings frequently illustrate pieces in the New York Times and Washington Post.) Mr. Berger will most likely present you with a copy of his book or a drawing.

B. Participants

The President
Oscar Berger

C. Press Plan

White House photographer will photograph the meeting, and a copy of the picture will be sent to Mr. Berger.

III. TALKING POINTS

None required. You might like to compliment Mr. Berger on his work.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH LOU CANNON

Thursday, July 3, 1975

Aboard Air Force One

Andrews AFB - Cincinnati, Ohio

15 minutes

From: Ron Nessen *RNN*

I. PURPOSE

To be interviewed by Lou Cannon of the Washington Post for a book he is writing on the press in Washington.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Cannon is doing this book for the Aspen Institute. He already has interviewed a number of reporters, administration officials, and members of the Congress for the book. The book will be published next year.

Cannon is a responsible and respected reporter who often writes for the Washington Post on press matters, including White House relations with the press. Nothing from this interview will be used in the Post. It is totally for the book.

B. Participants

The President
Lou Cannon
Ron Nessen

C. Press Plan

Kennerly photo. No announcement of interview.

III. TALKING POINTS

Among the subjects Cannon will want to ask you about are: the role of the press in Washington; your personal views of reporters based on your 26 years in Washington; possible improvements you might want to suggest for reporters covering Washington; how well you think the press does its job in Washington; some historical episodes from your personal relations with reporters over the years.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH JOSEPH KRAFT

Monday, July 7, 1975

2:00 pm (30 minutes)

The Oval Office

From: Ron Nessen *RHA*

I. PURPOSE

To be interviewed by the columnist, Joseph Kraft, for an analysis of your first year as President which he is writing for the New York Times Sunday Magazine.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Joseph Kraft is writing a 5,000 word analysis of your first year as President for the New York Times Sunday Magazine, to be published early in August. He already has interviewed most of your senior staff members for this article.

Joseph Kraft does not always support your policies in his columns, but based on private conversations with him, he has a favorable impression of your first year as President and especially the return of integrity and the common touch to the Presidency.

B. Participants

The President
Joseph Kraft
Ron Nessen
Bob Hartmann



C. Press Plan

No announcement of the meeting will be made. A White House photograph will be taken and sent to Kraft as a memento of the meeting.

III. TALKING POINTS

Kraft will want you to retrace some of the major developments in your first year as President, particularly your relations with Congress, what you have done to change the public impression of the Presidency, the Middle East,

Mayaguez, and other foreign developments, and he will want to project ahead and will ask you to put your plans for the future into some kind of philosophical framework.

Kraft also has a special interest in the energy program and has been generally critical of your price mechanism approach. He also is interested in the Elk Hills and Alaska Navy petroleum reserves and supports greatly increased production from these sources.

(Attached are some excerpts from recent Kraft columns on major topics.)

JOSEPH KRAFT

Syndicated Columnist

Joseph Kraft, in various columns, has focused mainly on leadership in the United States and the national mood.

Confidence In Leadership

On June 29, Kraft said President Ford has rightly made the building of confidence a prime objective of his administration. But the "mom's-apple-pie personal morality evinced by the President is not sufficient therapy," he said.

"I think (the President) has made genuine progress in making government more honest and the White House more open. But the national mistrust is deeply rooted... It is naive for anyone to believe a rebirth of faith can be engendered simply by the example."

"The true requirement," Kraft said, "is something Mr. Ford has not begun to do. It is to reform and reorganize the institutions of government to make them responsive to ordinary citizens and indeed to his own proclaimed policies."

On June 27, Kraft summarized the national mood as one in which there is an "anti-leadership atmosphere in the country" in which ambitious and irresponsible individuals find an "unquenchable public thirst" for assaults on what is best and bright about the nation. Kraft concluded:

"The Gerald Fords and Carl Alberts of this world must soldier on -- mere survivors until new issues create a new atmosphere. Hence the leadership gap, which is likely to last a long, long time."

Kraft has reserved his most critical remarks for the question of energy, most recently in Sunday's Post (7/6/75).

Energy

On July 6, Kraft said of the increased gasoline prices:

(2) Joseph Kraft

"On the eve of the major summer holiday... the big (oil) companies suddenly and in general concert raised the price of gasoline.

"The oil companies, in their dumbness," he said, "have acted the way all conspiracy theorists always said they would. They have taken advantage of people at the worst moment. They have reinforced the notion that the energy crisis is simply a gasoline ripoff."

Kraft blames the President and the Congress equally for this development. He said:

"They (the oil companies) see a President who validates the notion that prices should go up. They also see a Congress unable to make up its collective mind. So greed took over."

On June 29, Kraft referred to an energy policy question in the context of measures President Ford might take to inspire confidence in leadership. He observed:

"President Ford...could add millions of barrels of oil a day to the nation's energy flow by opening up the naval petroleum reserves. But the Navy is resisting and nobody has the guts to force the issue.

So...(we) have to take with some salt Mr. Ford's constant bleating about the energy crisis and the do-nothing Congress."

* * * *

THE WHITE HOUSE

WASHINGTON

MEETING WITH GERALD L. WARREN

Monday, July 7, 1975

12:45 pm (20 minutes)

The Oval Office

From: Ron Nessen

I. PURPOSE

To extend best wishes to Jerry Warren, who is leaving his post as Deputy Press Secretary in charge of the Communications Office which deals with out-of-town newspapers and broadcasters, publishers and editors.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Jerry Warren will leave the White House on August 15, after being on the staff for 6-1/2 years. He will take a month's leave as of July 15, so will conclude his actual work at the White House within ten days.

Jerry will become the Editor of the San Diego Union, of which Helen Copley is the Publisher. Prior to coming to the White House, he was Assistant Managing Editor of that newspaper.

The last five minutes of the meeting, Mrs. Warren and the Warren children will be brought in for a photograph.

B. Participants

The President
Gerald Warren
Euphemia (Phemie) Warren
Ben Warren (age 8)
Mia Warren (age 6)



C. Press Plan

No announcement will be made of the meeting. A White House photograph will be taken and given to Jerry.

III. TALKING POINTS

Thank Jerry for his dedicated service on your staff. He has been a great help to Ron Nessen, and has made a valuable contribution through his work with Editors and Publishers.

You will want to wish Jerry the very best as he starts his new career.

THE WHITE HOUSE

WASHINGTON

CONVERSATION WITH HEDLEY DONOVAN

Tuesday, July 15, 1975

9:45 a.m. (30 minutes)

The Oval Office

From: Ron Nessen *RAH*

I. PURPOSE

To have a 30 minute conversation with Hedley Donovan, Editor-in-Chief of Time Magazine.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Hedley Donovan is coming to Washington this week for private meetings with the President, Secretary Kissinger, Secretary Schlesinger, and other high government officials. He wanted to discuss with them the Administration's accomplishments, plans, and goals in both domestic and foreign policy.

Donovan probably will not write a specific article based on his conversation with the President and the others. However, the impression he takes away from these conversations will play a very important role in shaping Time Magazine's view and treatment of the Ford Administration in the months leading up to the election.

This meeting is really a continuation of the series of meetings you have had with editors, publishers, and broadcast officials who do not cover the news day to day, but whose impressions and judgments of you play a large role in how their newspapers and magazines and TV stations present presidential news.

B. Participants

The President
Hedley Donovan
Ron Nessen
Don Rumsfeld

C. Press Plan

No announcement of this meeting. A White House photograph will be taken and later autographed and sent to Donovan as a memento of the meeting.

III. TALKING POINTS

Most of the guidance you studied before your Saturday news conference in Chicago is still fresh news for this conversation. No special preparation is needed.

If there is any breaking story overnight which Donovan is likely to ask about, I will brief you right before the meeting.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH JACK ANDERSON

Tuesday, July 15, 1975

4:30 pm (40 minutes)

Map Room

From: Ron Nessen *RHN*

I. PURPOSE

To have a two-part interview with Jack Anderson: (1) a filmed 30-minute conversation during which the President tells what America means to him on the occasion of the Bicentennial; and (2) an additional 10-minute off-camera interview on current events, particularly the Middle East.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

Anderson, through his column, has been conducting a contest for a Bicentennial slogan, which has already drawn 800,000 responses. His idea is being taken up by American Legion posts, the Federation of Womens Clubs, Urban League, Boy and Girl Scouts, etc. The contest will close around the end of the year.

Anderson wants to interview the President about his thoughts on the Bicentennial's real meaning to America. Obviously in the process, Anderson gets a plug for his contest over his radio-TV outlets.

Anderson plans to ask a question about the historic significance of the Map Room, where the interview is taking place.

In addition, Anderson would like to talk to you off camera for about 10 minutes with some regular news questions to use in his column. These questions will focus largely on developments in the Middle East.

B. Participants

The President
Jack Anderson
Ron Nessen
Bob Mead
John Marsh

C. Press Plan

No announcement of the meeting. A White House photograph will be mailed later to Anderson as a memento.

III. TALKING POINTS

Attached at TAB A find brief background on the Map Room, to use in response to one question.

TAB B gives some thoughts which Bob Goldwin has discussed with you on your approach to the meaning of America on the Bicentennial.

Information on the Map Room

The Curator's Office provided the following information on the Map Room:

The Map Room, as it now appears, was designed and furnished during 1970 at the request of the Nixons.

President Nixon named the Room the "Map Room" because it was the name FDR had used during the years of World War II when war maps and charts were kept there.

There is a full series of current maps of the world in the Map Room for the President's use.



July 9, 1975

NOTES FOR CONVERSATION WITH THE PRESIDENT IN
PREPARATION FOR A TAPED INTERVIEW ON THE
BICENTENNIAL WITH JACK ANDERSON, JULY 15

1. What you are doing, Jack, is really impressive. A simple suggestion from you to your readers that people send in slogans or mottoes for the Bicentennial has resulted in more than 750,000 letters, slogans, poems, and songs. It shows what one person can accomplish if he has a good idea.
2. I also understand that voluntary organizations have offered help and prizes, that corporations have donated prizes, that you had to form a non-profit corporation to handle the mail and do the judging, and that it has just grown and grown.
3. I have read some of the slogans readers have sent to you and I'm glad I don't have to make the choice of the best one--the judges will have a tough time picking one. I think some that you have printed are excellent.
4. Reading excerpts from the letters people have sent is inspiring. I really like what they show about the American people--their patriotism, their self-confidence, their optimism despite the rough times now and the bad experiences we have suffered as a nation in the last dozen years. From my travelling around the country and talking to people everywhere, what you have found doesn't surprise me, but it is gratifying and very encouraging.
5. Slogans or mottoes are not always good things. Sometimes they oversimplify and are a substitute for thinking through a complex problem. What I like about the activity you have started is that everyone who sends you a suggested slogan has to spend some time thinking about what the bicentennial means and what is special about America and the fact that we have reached our 200th anniversary.

6. You know, in the Communist countries they publish lists of official slogans on important occasions, sometimes 20 or 30, that are supposed to inspire the people to greater efforts to reach goals for that year. But I can't imagine that the people are really inspired by those official slogans.

It might not be quite accurate to say that "the people" will provide a slogan through your program, but one imaginative person will. And whether it catches on will depend on the people--no doubt about that.

It took a Lincoln to give us phrases like "a new birth of freedom" and "government of the people, by the people, for the people," but they caught on and have endured because the people saw and felt how well those phrases expressed what they thought and believed and were doing.

7. Other speeches were given the day Lincoln gave the Gettysburg Address, but what he said is known and what the others said is forgotten. The people saw the truth and were inspired by the aptness of his words. The people chose, and that settled it.

8. I like the slogans that emphasize the future. We are completing our first two centuries. To me that means we are beginning our third century. The importance of the past is that we learn from it. We mustn't dwell in the past, we must build on it.

9. The great progress we have made in this country has been based on allegiance to our founding principles. The times when we have slipped backwards have been the times when we have lost sight of those principles. Lincoln's hope for "a new birth of freedom" was based on a return to the good old principles of liberty and equality for all.

10. We have one official motto that I like because it cannot be a substitute for thinking--it almost forces you to think: E pluribus unum, one out of many. Originally I think it meant that we were making one nation out of many former colonies, one nation out of many states. It took us about 100 years to do that in a solid way, but I think it is safe to say that the task is before us.

11. Now I think "One out of Many" means that we are striving to become one people out of a great diversity of peoples-- a multiplicity of races, ethnic groups, and religious sects. The great national task we face is to achieve and maintain unity and at the same time to encourage and protect diversity. Unity is easy to achieve by itself, if the rulers are ruthless enough. Diversity is easy, too, by itself--you just let everyone do as he or she pleases. But achieving unity and diversity together is what is difficult. American people are attempting to do that on an unprecedented scale.
12. Because it is so difficult, it is small wonder that sometimes we make mistakes and go too far in one direction or the other. Fifty years ago, speakers used to denounce "hyphenated Americans" and say that people of different ethnic origins had to be American and nothing else. Now we see the possibility that Americans can be good Americans, proud Americans, patriotic and loyal Americans--and something else. The many national origins, religions, and races of the American people, like the many colors in Joseph's coat, help to make our national life rich and beautiful. But diversity is a blessing only so long as our differences don't become divisive only so long as we remain truly "one people," as the Declaration of Independence says.
13. "One out of many" also can mean the unending task of making one nation out of hundreds of millions of individual human beings while protecting and encouraging their individuality. The Declaration speaks of the rights of every single human being and says that governments are established to secure these rights. The American credo begins with the individual person. Our task for the third century is to make sure that individual freedom is enhanced and not overwhelmed by big government, big industry, mass media, mass education, or any other form of the tyranny of bigness.
14. America is big and powerful and we have to stay that way. We are the mainstay of all who strive for the survival of political freedom everywhere in the world. Our job always is to combine national strength and individual freedom. Many other nations have given up on trying to achieve that combination, usually by sacrificing the freedom of the individual. We must never give up on it.

15. We make other sorts of unusual combinations in America. For example, we are celebrating the 200th anniversary of a revolution--which means we are glorifying revolution and stability at the same time. In my opinion, the American Revolution was the best and most successful revolution in history exactly because it led to such stability, without stifling freedom and without a reign of terror.

16. Most revolutions consume their leaders. The leaders of our Revolution were moderate men, not given to excesses, and certainly not bloody-minded. The American Revolution did not consume these leaders. They subsequently became the leaders of the government. Their good character had much to do with shaping the nation.

The American Revolution did not consume its ideals, either, as has happened in many other revolutions since 1776. The ideals of our Revolution became the founding principles of our Government, embodied in the written Constitution.

17. In one sense, the Constitution is only a piece of paper. In a truer sense, it tells how the American people constitute themselves. The Framers tried to make a system of government that fitted the character of the American people. The fact that it has lasted so long, essentially unchanged, attests to how well they did. It still fits us, and it also keeps on shaping us.

18. It is interesting to recall that there was considerable opposition to the Constitution and that some patriotic men--Patrick Henry, for example--were against the new Constitution. There were all sorts of objections, but the most interesting, I think, was the criticism that the Constitution tried to arrange institutions --like separation of powers and checks and balances-- as a substitute for good character. These opponents thought there was no substitute for good character in the people and the officials, and that good character would wither away under the Constitution.

The supporters of the Constitution emphasized that men and women are not angels. They did not ignore the importance of good character, but they thought it was essential to design our insti-

tutions so that they would check each other, provide protection from corruption and abuse of power, and be self-cleansing when necessary.

19. After 200 years, we see that they were both right. We see that our institutions do help to control power and punish abuse. We also see that good character is essential to our national well-being, at every level and in every facet of our lives.

20. The people of the entire world face tremendous challenges in the years ahead. Sometimes there is a tendency to despair. But I am hopeful, and I think the American people have good reason to be hopeful, that the future will be brighter.

We have made mistakes time and again in our history; we have gone down false paths; we have lost our way. We definitely are not angels. But the principles are sound -- the ones the Bicentennial celebrates -- and that is our real source of strength. Our goals are still equality and liberty, and our style is still moderation and hard work. That's why I think there is reason still to be hopeful about the future of decency and peace for America and the world.

THE WHITE HOUSE

WASHINGTON

INTERVIEW WITH COLUMNISTS

Monday, July 21, 1975

11:30 a.m. (60 minutes)

The Oval Office

From: Ron Nessen *RAN*

I. PURPOSE

To be interviewed by three columnists: Godfrey Sperling of the Christian Science Monitor; George Will of the Washington Post Syndicate; and William Anderson of the Chicago Tribune Syndicate.

II. BACKGROUND, PARTICIPANTS, PRESS PLAN

A. Background

This is the second in a series of interviews with columnists. The first one, three weeks ago with David Broder, Carl Rowan, and Marquis Childs, resulted in a number of generally favorable news stories and columns.

The three columnists in today's group -- Sperling, Will and Anderson -- are generally moderate to conservative in their public views, with Will being the most conservative.

In order to allow publication of the interview on an equal basis, the three columnists will observe an embargo, agreeing not to publish their stories until Wednesday morning papers, July 23.

You have indicated your desire to see groups of columnists on a periodic basis since they have largely been passed over in favor of interviews with newspapers, television and magazines. Interviews with columnists allow you to discuss issues in a more thoughtful and thorough way.

Attached is background information on each columnist.

B. Participants

The President
Godfrey Sperling
George Will
William Anderson
Ron Nessen
Don Rumsfeld

C. Press Plan

No announcement. White House photographs will be taken and mailed later to the columnists with the President's autograph as a memento of the visit.

III. TALKING POINTS

You need no special preparation for this interview. The columnists most likely will dwell on politics, the Middle East, a review of your first year in office, and the forthcoming European trip.

GODFREY SPERLING

Christian Science Monitor

Sperling's writing during May and June has focused on the mood of the nation and the state of the President.

U.S. Mood

On June 23, Sperling reported from "Mid-America" that, to his surprise, he found the American people content, generally speaking. He said:

"The recession and inflation have cut deeply. Yet, having said that, one has to report that people, by and large, seem to be doing very well--economically."

However, in this same report, Sperling cautioned:

"(The people) are dissatisfied with government, turned off by politicians, and skeptical about what their leaders may be promising them."

Sperling concluded that the "big issue" in the U.S. today is that there is indeed a new and mighty tide moving against big government, big spending, and the growing tax load. The public wants less of all three, Sperling said. He added, "This is no longer a Republican or conservative issue" but "one that interests most Americans today."

Presidential Goals

On June 9 Sperling reported from an interview with Don Rumsfeld that President Ford knows that Watergate has drained the reservoir of American public trust in government generally and in the presidency in particular. But the President feels that if he can restore this trust, "he will have done much to oil the machinery of the free system in the U.S. ... which will tend to rekindle the fires of freedom everywhere else in the world."

The President & Foreign Policy

On May 30, while traveling with the presidential party in Brussels, Sperling reported that the President's more active role in foreign policy decisions is not anti-Kissinger, according to a senior U.S. official.

(2) Godfrey Sperling

However, Sperling said that according to the President's associates:

"President Ford is definitely moving to make certain that he is perceived as the one who is providing the main U.S. leadership in foreign relations."

The 1976 Campaign

On May 12, Sperling said President Ford may well be the beneficiary of the "fairness" factor in 1976. People will tend to say, "Let's give him a chance to prove himself. He hasn't had time yet," Sperling said. Further, according to Sperling, he may have an improving economy and, without a worsening or continuing recession, "the Democrats may be unable to beat Mr. Ford."

* * * *

GEORGE WILL

Syndicated Columnist

George Will has recently focused on fiscal matters, energy and Democratic presidential politics.

Fiscal Matters

On July 5, in his regular appearance on "Agronsky & Company," Will was supportive of the President's position before the NAACP last week. Will said that while any government can solve unemployment over the short term, the difficulty is in solving it over the long run. That is the truth, Will said, behind Secretary Simon's position that the U.S. must give first priority to getting the economy going again.

With respect to the recent gasoline price hike, Will said he believed it was "justifiable and necessary" and because of it, we may be able to buy gasoline ten years from now. Will further said that he would far more trust the oil companies to set price increases than he would the government.

On June 18, in a column supportive of the Administration, Will commented on the economic state of New York, state and city. New York, Will said, "is a mini-welfare state, a laboratory for liberal assumptions about the proper scope of government." Mayor Beame, he said, was operating on the principle that if one owes the bank \$100 the bank owns you; but if you owe the bank \$1 million, "you own the bank,"

"So Beame treated the crisis as a game of chicken, expecting the federal government to bail out the city... But Beame learned not to play chicken with a fiscal hawk, Treasury Secretary Simon, (who) yawned."

Will concluded that with New York City now in semi-receivership, its hyper-liberalism looks like the crested wave of the past.

Democratic Presidential Politics

On June 6, in an article for the National Review, Will said the first rule for the intelligent observer of presidential politics is to watch the money. Will said that because of the new rules governing money, only a few men will be able to last through the primaries and into the convention.

(2) George Will

At present Will sees only George Wallace, Sen. Henry M. Jackson and possibly Sen. Lloyd Bentsen as having enough money to go all the way.

Of George Wallace, Will said:

"He is so confident that he can raise the \$10 million that the law will let him spend in the pre-convention period, he may be the only candidate to pass up federal matching funds, thereby making an issue of being the only candidate not running at taxpayers' expense."

On June 20, again in the National Review, Will said the second rule for 1976 is that "the Democratic Party has an insoluble problem: The name of the problem is Wallace." Will believes Wallace is a phenomenon very nearly unprecedented in the history of American politics.

"When, in the near future, he formally announces his candidacy, he will become the candidate with the most -- and most avid -- popular support, and also the candidate with the most -- and most determined -- opposition."

George Wallace is, according to Will, the reason why less than a year after a Republican President resigned in disgrace amid loud lamentations about the disintegration of the GOP, "it is the Democratic Party that has a problem that is, as far as anyone can now see, insoluble."

* * * *



BILL ANDERSON

Columnist for the Chicago Tribune

Anderson is originally from Chicago and has been syndicated by the Chicago Tribune for several years, based in Washington.

He is conservative, has often supported Republican programs, but has a firm reputation for staunch independence in his columns.

Anderson spent this past week at Cape Canaveral to comment on the Apollo-Soyuz spaceflight. He observed that many of the old launch pads are now unused and rusting and that a local alligator colony seems to receive more attention from tourists.

Of the winding-down U. S. space flight program, Anderson said:

"As a correspondent in the early days of space flight, we offer the opinion that Tuesday's launch was more like a class reunion than a scientific venture. People kept saying to each other, 'you haven't changed a bit.' But that isn't true. It will never again be the same here."

[7/17/75]

* * * *