

**The original documents are located in Box 130, folder “Jones, Jerry (5)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

September 8, 1975

MEMORANDUM FOR:

✓ JERRY JONES

FROM:

RON NESSEN *RHN*

SUBJECT:

Presidential farewell visit  
with Carroll Kilpatrick,  
The Washington Post

I recommend very strongly that the President find 15 minutes sometime this week to bid a personal farewell to Carroll Kilpatrick who is retiring on Friday after 24 years with the Washington Post. He has spent the last 14 years covering the White House for the Post.

I recommend that the President see Carroll briefly either:

1. In the Oval Office on Wednesday or
2. during the flight home from New Hampshire on Thursday. This will be his final trip for the Post and we can arrange to have him on the Air Force One pool (of course, if the President flies to New Hampshire by Jetstar, that would rule this out).

Here is a little background on Carroll: He is 62 years old. He graduated from the University of Alabama in 1935. His first job was with the Birmingham News and as I said, he has been with the Post for 24 years, the last 14 years as a White House correspondent. He has covered every President since FDR and has been at the White House since John Kennedy was President.

Carroll is married to Frances Kilpatrick. They have two sons, one a reporter in Birmingham, Alabama, and the other a doctor in North Carolina.

Carroll will continue to contribute occasional pieces to the Post but not on any particular schedule or deadline.

As you may know, and I'm sure the President knows, Carroll is considered as one of the finest gentlemen in the White House Press Corp.



**September 9, 1975**

**MEMORANDUM FOR: JERRY JONES**  
**FROM: RON NESSEN**  
**SUBJECT: PRESS PLANE INTERCHANGE WITH AIR  
FORCE ONE**

In the past, it has generally been standard practice to have an interchange for the press plane with Air Force One. This means that the press plane takes off after Air Force One and lands in advance of Air Force One at the subsequent stop. This interchange adds approximately 20 minutes to the flying time of Air Force One.

In the last few months on some flights no time has been allowed for this and the concept of interchange with the press plane has been lost. Over the past few weeks, the press has missed the arrival of the President at some airports and has come very close to missing motorcades on occasion.

I would appreciate it if, when you schedule events, you would have your office include an interchange of the press plane with Air Force One. If this is a problem, let's discuss it.

cc: Red Cavaney  
Eric Rosenberger  
Ray Zook

RN/jb



THE WHITE HOUSE  
WASHINGTON

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cc: Red Cavaney  
Eric Rosenberger  
Ray Zook  
Warren Rustand  
Bill Gulley ✓  
Tuck Reynolds

MEMORANDUM FOR: JERRY JONES  
FROM: BILL GULLEY *BJ*

September 17, 1975

Interchanges have never been standard practice. Had we used them on our most recent trip, the additional cost would have been \$3,676 for additional flight time, chargeable to either the Committee, or the Government.

THE WHITE HOUSE

WASHINGTON

September 19, 1975

MEMORANDUM FOR:

JERRY JONES✓

FROM:

RON NESSEN

I received a call from Lowell Thomas, the radio newscaster, requesting an opportunity to talk with the President. Thomas says this is not an interview and whatever comes out of the meeting he does not intend to use on the air. Rather, Thomas wants an opportunity to share with the President what he says is his special expertise on the Middle East gained from many personal visits to that area and personal friendships with the leaders, going all the way back to the period of Lawrence of Arabia.

Apparently Dr. Kissinger takes Thomas' knowledge seriously enough to have lunch with him one day next week to hear his views and recommendations on the Middle East.

Is a meeting with Thomas something the President would want to do? I have no recommendation one way or another. I suspect that at least part of Thomas' motive is to be able to say that he has met with this President, as he has with every President for God only knows how many decades.

cc: Don Rumsfeld

THE WHITE HOUSE  
WASHINGTON

September 24, 1975

NOTE FOR: GENERAL SCOWCROFT  
DICK CHENEY  
JERRY JONES ✓

FROM: RON NESSEN R-ND

May I have your views please on this  
proposal.

Attachment

September 15, 1975

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

Dear Ron:

I write to enlarge upon the matter we discussed last week, our request that the President participate in an NBC News Special Report devoted to a study of American Foreign Policy scheduled for the entire prime time evening of Tuesday, January 6, 1976. The documentary will address itself to the changing world in which we as a nation live today and the policies which our government must formulate to meet these changes. It will be divided into three principle segments, as I told you. First we will take a careful look at the post-war years of containment and cold war with its easily identifiable antagonists and traditional geographical areas of power. Secondly, we will look at the world which is now emerging, in which the antagonisms are becoming blurred, in which some of the old centers of power no longer are such and most importantly, perhaps, the rise of new centers of power based on new sources of power.

Our third segment will devote itself to the formulation of policy. How does the United States meet the challenge of such change? How do we determine our national interest? What forces in our country, both in and out of government, determine this national interest and how it is best served? What implements are brought to bear to create this policy? These are the questions to which this most important section of the program will devote itself. It is in this segment that we see President Ford's principal role. It will be a deep and fundamental look at these questions, and, obviously, his role in fundamental formulation of policy is paramount

You will recall that some years ago Fred Freed produced a three-hour prime time documentary on this subject. We expect this program to be just as thoughtful a look as Fred provided then. You expressed concern that we would film or tape an interview with the President in which his words would be used out of context in a way that could give them meanings different from those he intended. Please be assured that all of the care and integrity which I know you appreciate that NBC News always devotes to such programming will be exercised in the manner in which the President's words are used. There will be no distortion, no excisions that shift his meaning in any way. Exactly what the President means to say will be said on the air.


John Chancellor, who will anchor the documentary, I think would be the appropriate person to interview the President. Obviously we are prepared to do this at his convenience of time and place. Obviously, also, we will not require so much of his time as though he were sitting for a one-hour continuing conversation.

Joan Konner, whom I do not think you have met, is producer of this roughly one hour of the program. She has worked for us for many years in New York. I would suggest as a possible next step that she and I, or just she, call upon you at your office for further discussion.

I know you and President Ford will give this your most careful consideration. I hope your response will be favorable. We are endeavoring to provide our nighttime television audience an understanding of the great forces at work in the world today and the thoughtful and serious efforts being made by our government to meet them most satisfactorily. The President's participation will go a long way toward providing that understanding and assurance.

Thank you both for your consideration.

Sincerely,





October 4, 1975

**MEMORANDUM FOR JERRY JONES**

**FROM:       RON NESSEN**

**This letter addressed to the President was sent to me. I think it is more appropriate that you decide how it should be handled.**

**By way of background, Sipple is the ex-Marine who hit Sara Jane Moore's arm just as she fired at the President in San Francisco. The President wrote Sipple a thank-you letter. Sipple has been identified in some newspapers as an activist in the homosexual movement.**

**RN/cg**



JOHN ESHLEMAN WAHL

ATTORNEY AT LAW

1255 POST STREET, SUITE 1128  
SAN FRANCISCO, CALIFORNIA 94109

415 - 771-5950

September 30, 1975

PERSONAL

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

Dear Mr. Nessen:

With regard to our telephone conversation of Saturday, September 27th, I have enclosed Mr. Oliver Sipple's personal letter to the President. I would appreciate it if you would see that the President gets it.

Thank you for your consideration and assistance.

Sincerely,

  
JOHN ESHLEMAN WAHL

JEW/md

Enclosure

Mr. Oliver W. Sipple  
334 Leavenworth Street, Apt. 41  
San Francisco, California 94102

September 30, 1975

The President  
The White House  
Washington, D.C.

Dear Mr. President,

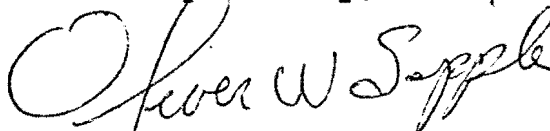
Thank you for taking the time to write to me. In view of some of the events since the unfortunate attempt on your life on Monday, September 22, I really appreciate your publicly thanking me.

As you probably know, there have been a number of stories concerning my personal sexual orientation in the news media. These stories have caused great anguish to my parents, and to the rest of my family I am sure. My mother hung up on me when I first called her after these stories began to be published.

I know that you are concerned with very many matters which are too important and pressing for you to be concerned with the details of my private life. However, the unexpected and glaring publicity which has been given to my private life has very seriously disrupted my family relationships. Mr. President, it is a very hard thing to have your mother, and family, not want to have any contact with you. (Before she hung up on me, when I first called her after these stories began to be published, my mother told me that she could not go out her front door, or even go to church, because of these stories.)

I know that your schedule is heavily occupied, but I respectfully request that you take the time to see my family or at least call my family. The telephone number is (313) 849-0680. I love my family, and I do not want to be separated from their love and companionship. Your help will be gratefully appreciated.

Respectfully,

  
Oliver W. Sipple

THE WHITE HOUSE  
WASHINGTON

October 7, 1975

MEMORANDUM FOR:

JERRY JONES

FROM:

RON NESSEN

SUBJECT:

Events to explain  
the President's tax  
cut program.

Below is a list of events to explain President Ford's tax cut program which Margita White has arranged so far.

MORNING TELEVISION SHOWS:

CBS Morning News. Simon will appear on Tuesday.

Today. Jim Lynn will appear on either Thursday or Friday.

AM America. Alan Greenspan will appear on Friday.

SUNDAY TELEVISION SHOWS:

Meet the Press. Secretary Henry Kissinger is locked into this.

Issues and Answers. We are negotiating to substitute Moynihan with Simon. This is not firm.

Face the Nation. We are negotiating for Lynn or Seidman or both to appear.

MAILINGS:

A mailing, including the fact sheet and the President's remarks, and the charts is going out today to a full mailing list of 1100.

This mailing list includes television news directors, editors, editorial writers and key weekly newspapers. Mailings of additional material is planned later.

BRIEFINGS AND NEWS CONFERENCES AND INTERVIEWS:

Tuesday, October 7, 1975. We are scheduling a breifing for major columnists to be given by Secretary Simon and Paul O'Neill in the Roosevelt Room from 2:30 - 3:30 p.m.

President Ford will answer questions by local reporters and at the White House Conference in Knoxville.

Wednesday, October 8, 1975. We are scheduling a Simon press conference/briefing for 10:00 or 10:30 a.m. to be held at the Department of Treasury.

At 3:30 we will have a Public Information Officers meeting with department and agency public information officers. Paul O'Neill is to brief them on the President's program so they can use their own agency heads or cabinet member as an advocate of the President's program and to get them out around the country.

Thursday, October 9, 1975. We are working to arrange for a top Administration speaker for the National Conference of Editorial Writers' meeting in Philadelphia.

Thursday OR Friday, October 9 or 10. Sub-Cabinet briefing, by Jim Lynn and Bill Seidman. This briefing is to cover two issues: EIA and the tax cut and to inform them of the President's program so they can in turn go back and act as spokesmen and have their cabinet member or agency head to act as spokesmen.

Friday, October 10, 1975. Secretary Simon and Alan Greenspan and others to attend the Business Council meeting at Hot Springs, West Virginia at the Greenbriar.

The President will have a press conference in Detroit (a regional news conference).

Additional briefings for editorial boards and business publications are to be arranged. Previously scheduled is an all day briefing for the American Business Press on November 5. In addition, we have two previously scheduled briefings by Treasury to members of the American Newspaper Publishers Association (meetings out of Washington) and speeches and interviews around the country by various Administration spokesmen during the next few weeks.

Page 3

Presidential activities include a Wednesday interview with BUSINESS WEEK magazine and on Saturday an interview with the WALL STREET JOURNAL. Planned for early next week ~~is~~ an evening news conference which will be available for television coverage.

THE WHITE HOUSE

WASHINGTON

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*Sent to  
Jerry Jones  
10-14-75*

# NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020 CIRCLE 2000

JULIAN GOODMAN  
Chairman and  
Chief Executive Officer

October 9, 1975

Mr. Ronald H. Nessen  
Press Secretary to the President  
The White House  
Washington, D. C. 20500

Dear Ron:

We had a difficult decision to make last Monday, when we received your request for time on the NBC Television Network at eight o'clock that night for a speech by President Ford on his proposal for tax reductions coupled with budget reductions. Because it's a long time between now and November 2, 1976, and because this subject will doubtless arise many times again, I thought I should give you some of the considerations that lay behind our decision.

First, when President Ford announced his candidacy for the Republican nomination, he became (and we became) subject to the provisions of Section 315 of the Federal Communications Act which says that any "use" a candidate makes of television or radio requires the broadcaster to provide equal opportunity to all other legally qualified candidates for the same office. As you know, the statute was amended in 1959 to exempt bona fide newscasts, regularly scheduled news interviews, certain news documentaries and on-the-spot coverage of a bona fide news event. A recent decision by the FCC indicates that coverage of news conferences and certain types of debates will be considered exempt, as they have not been until now.

Mr. Ronald H. Nessen  
October 9, 1975  
Page Two

Your statement that live broadcast of President Ford's speech constituted on-the-spot coverage of a bona fide news event is at variance with the advice of our counsel who specialize in the interpretation of Section 315. It also is at variance with my own personal experience of thirty years in dealing with appearances such as this and observing FCC and court interpretations of the law.

Although a speech of the President which has been prepared for television and radio broadcast may be important in the general sense, that does not put it, under the law, in the exempt category when the President is a candidate; and the only exceptions the FCC has made in the past thirty years of its administration were on two occasions when the President's speech dealt with international developments affecting national security and were urgent in nature.

The equal time law makes no sense. I have campaigned unavailingly for years to have it eliminated or modified so that broadcasters may make unhampered journalistic judgments and the public may be better informed on the issues.

There is one other factor I should mention, though it has nothing to do with Section 315. It has to do with our own standards of fairness, and particularly in an election year. You probably already know that often when the President goes on television the Democratic leadership in Congress asks -- usually in advance of the speech -- for similar time on the air. In the case of Monday's speech, since you requested the time for a speech on a controversial subject not universally embraced on a bi-partisan basis in Congress, we probably would have offered time on the air to the Democrats, just as we have done in the past for Republicans when a Democrat was in the White House.

Mr. Ronald H. Nessen  
October 9, 1975  
Page Three

There is one more small point which is so close to quibbling that I almost left it out, but I cite it because we have a long road to travel before election. We were called after 2:00 PM on Monday with a request for live coverage of the President's speech at one time only -- 8:00 PM that evening. The man who put the speech on a video roll had to have more notice than we did. You gave us six hours to make a difficult decision, and gave us conditions that made it necessary for our decision to be black or white. We need to work together better than that. We are both after the same objective: an informed public. I hope we can find ways of doing it better.

With best regards.

Sincerely,

  
Julian Goodman

October 10, 1975

MEMORANDUM FOR: DICK CHENEY  
JERRY JONES ✓

FROM: RON NESSEN

Saul Pett of the Associated Press, perhaps the finest feature writer in the country today, has requested to interview Mrs. Ford for an hour. He wants to write a long, detailed profile of Mrs. Ford -- who he likes -- and also to print the transcript of his interview.

By way of background, Pett was given the first exclusive interview with the President after he took office. He was chosen because of his reputation for being able to portray the human quality of his subjects accurately.

Pett says that he is offended by the exploitation of Mrs. Ford's chats on sex, pot, etc. He says he wants to use the interview to make his readers aware of her real personality and views in depth and in perspective. I believe the Pett interview would go a long way toward repairing any damage caused by the sensational handling of Mrs. Ford's previous interviews. I believe that Pett can do this and I recommend the interview.

I am talking to Sheila directly about this, but I believe it will need a nudge from the West Wing, and I'd appreciate your help or advice on how to proceed.

RN/cg



October 15, 1975

**MEMORANDUM FOR JERRY JONES**

**FROM:       RON NESSEN**

**As you requested, here are some of the points the television and news bureau chiefs wish to have called to Dr. Kissinger's attention before he leaves for China to negotiate arrangements for the President's trip:**

- 1.   The television networks would like to locate their broadcast center (studios, editing facilities, transmission facilities) in a downtown location, perhaps in the Cultural Palace next to the Peking Hotel. The broadcast center was located at the airport during the Nixon visit to China, and the networks say this proved to be inconvenient.**

**Since the networks will be using all video tape this time, they will not need space and facilities for film processing, and this is part of their argument for having the broadcast center downtown.**

- 2.   The television networks want microwave facilities (which they will provide) in order to relay their television pictures from downtown Peking to the satellite ground station at the airport.**
- 3.   The television networks would like to broadcast "live" from the Great Wall if the President goes there. This was not done on the Nixon visit because of distance problems.**

**This time the networks would like to set up several microwave relay points in order to relay a live picture from the Wall to the satellite station. Live pictures from the Great Wall also would require having a TV mobile truck at the Wall.**



4. Both the networks and the writers request more mobility and fewer restrictions on their travel within China. They would like to be able to do more stories in more places of their own choosing, rather than being required to go to places pre-selected by the Chinese, as was the case on the Nixon trip.
5. Both the networks and the writers feel strongly that there should be no repetition of restrictions imposed during the Nixon visit which prohibited any communication with the United States other than the filing of stories. The newsmen would like the opportunity to communicate via telex with their New York and Washington offices for instructions, information, etc, and also to receive news from the United States.
6. The television networks want to take in two remote camera trucks. This was done for the Nixon visit, with the trucks being flown in by American Air Force C-141s.
7. The newsmen, and particularly the networks, hope that the Chinese will assign more automobiles for this trip. On the Nixon visit, each network was assigned three automobiles, although the number dwindled as the trip went on. The networks are asking for ten cars each this time, although they probably would settle for three to five cars each.
8. Both the networks and the writers feel strongly that Dr. Kissinger should fight hard for open press coverage for as many events as possible during the President's visit. They complain that during the Nixon visit some events were closed to the press, and that a day later the Chinese distributed their own black and white news film and press releases as the only report on certain events.
9. Obviously all the reporters -- TV and writing -- are strongly opposed to any numerical restrictions on the number of press accompanying the President on his visit.





Unrestricted entry would probably bring about 150-175 newsmen accompanying the President, and about 100 television technicians going into China ahead of time.

One point which needs to be clarified is whether the Chinese will permit third country nationals to enter in the President's press party.





THE WHITE HOUSE  
WASHINGTON

NOTE FOR:

*Serg Jones*

FROM : RON NESSEN

FYI

THE WHITE HOUSE

WASHINGTON

October 16, 1975

MEMORANDUM FOR: GENERAL SCOWCROFT

FROM: RON NESSEN

Here is a letter prepared by the network pool chairmen for television coverage of the President's trip to China. It lists a number of points the networks want Henry to keep in mind when he negotiates with the Chinese on arrangements for the trip.

October 15, 1975

Secretary of State Henry Kissinger  
Washington, D.C.

Dear Mr. Secretary:

The broadcast networks are making plans for television and radio coverage of the President's visit to the People's Republic of China and we thought it would be useful to you and helpful to us if you knew something about those plans.

1. Because we now use small, portable equipment, we do not require any facility such as the airport broadcast center that was made available for the Nixon visit.
2. The networks plan to bring all the equipment necessary for radio and television broadcasting. We will be transmitting for television in color 525 NTSC Standard. We require 60 cycle power and are prepared to bring our own power converters and generators if necessary.
3. We want to make the Palace of Nationalities our broadcasting base in Peking. To do so, we would require approximately the same number of broadcast cabins, work space and tables in the Press Center as were used by the American networks during the Nixon visit. We would require additional work space, perhaps in the basement, that would be adequate to our broadcasting needs.
4. We require at least 50 duplex circuits from the Palace of Nationalities to the existing PRC ground station to handle our voice circuits, long distance telephones and teletype circuits. We would transmit video to the ground stations from this location and want to receive video and audio at this location, of any events we might videotape or transmit live.

more

5. We would like to be able to move our broadcasting base to any other cities where transmissions to an existing ground station are possible. We would require the above mentioned space and circuits at the press centers of those cities.
6. We are not prepared to discuss numbers of people we shall want to send until we learn more about the visit and can discuss in detail our mode of operation, but it is likely that we will want to send more personnel than went for the Nixon visit.
7. We ask that no agreements be made on a government to government basis that would in anyway limit our coverage, the number of people we can send or our ability to function on a technical or journalistic basis.
8. We ask for telephone, telex and teletype communications with the United States effective with the arrival of the first pool contingent.
9. It is our current thinking to rely on local vehicles to transport our remote equipment.
10. We plan to bring no film processing, or film editing or film transmitting equipment as we now cover Presidential trips with small, portable electronic equipment.
11. As in all Presidential trips we ask access to all events that are open to coverage by journalists of the host country.
12. Finally, we ask that our journalists and crews be permitted to cover stories of interest to them that do not pertain to the President or his official party. We would hope that adequate transportation would be available for such purposes.

It is our desire to begin direct talks with representatives of the People's Republic as soon as possible so that we may explain our requirements directly to them in greater detail. We appreciate your assistance in arranging a survey visit to Peking by a contingent of network representatives at the earliest possible date. This visit would be in advance and is in addition to our participation in the traditional White House survey.

Sincerely yours,

*Elliot Bernstein*  
Elliot Bernstein

THE WHITE HOUSE  
WASHINGTON

10/17

NOTE FOR:

Levy Jones

FROM

: RON NESSEN

This looks  
good. The only  
problem is:  
Will the  
President be  
too tired?  
RAH

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 16, 1975

MEMORANDUM FOR:           RON NESSEN

FROM:                    MARGITA E. WHITE *mau*

SUBJECT:                 Florida Media Event

If the President will do a media event in Florida, I recommend the 30 minute interview proposed by WJXT-TV with anchormen from six major Florida cities from 7:30 to 8:00 p.m.

WJXT is a Post-Newsweek station on Channel 4 (CBS) out of Jacksonville. It has the longest-standing request, going back to September 4, 1974. (See attached file.) Post-Newsweek Vice President Jim Snyder called me about this request last week to point out that WJXT often arranges state-wide interviews such as this and, as I recall, they did a similar interview with Secretary Kissinger, when he was in Florida.

If this is approved, I would like to be able to notify Schellenberg as soon as possible since, as Snyder pointed out, they need time to make arrangements for getting the equipment to Gainesville.

Attachment

October 14, 1975

Dear Mr. Schellenberg:

Thank you for your recent letter and for your offer to make your facilities available at WJXT for a state-wide Presidential Press Conference.

Although a visit to Florida in October by President Ford has not been announced by the White House, we will be happy to give your request every consideration should a trip to Jacksonville or Gainesville be planned.

With best wishes,

Sincerely,

Margita E. White  
Assistant Press Secretary  
to the President

Mr. Robert W. Schellenberg  
Vice President and General Manager  
WJXT  
Box 5270  
Jacksonville, Florida 32287

MEW/RLW/gc

bcc with copy of incoming to: Sandra Wisniewski -- Florida State File  
Randy Woods ✓  
Ron Nessen - FYI



WJXT

4

BROADCAST HOUSE, BOX 5270, JACKSONVILLE, FLORIDA 32207 (904) 399 4000

ROBERT W. SCHELLENBERG  
Vice President and General Manager

September 30, 1975

Dear Ms. White:

This is to confirm conversations you have had with Joe Benton, our reporter in Washington, regarding a live, state-wide news conference we are proposing during President Ford's visit to the University of Florida, October 24.

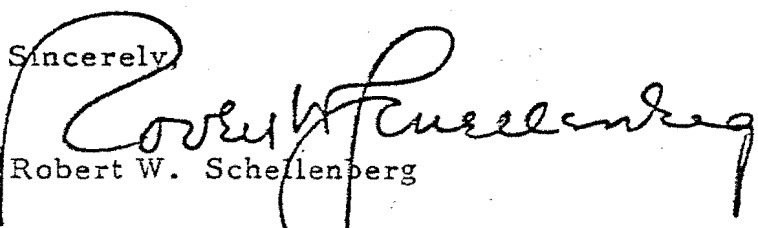
It would be most convenient if he could appear live in our studios at Broadcast House here in Jacksonville, but we are willing to set up facilities at the University in Gainesville, if that would be more acceptable.

We are proposing inviting reporters from the major markets in Florida i. e.: Tampa, Miami, Orlando, Jacksonville, and Tallahassee; to participate in this live broadcast beginning at 7:30 PM until 8.

We recognize the problems in advance confirmation, but would urge you to give us some indication as soon as possible so we might make arrangements, particularly video lines which will be necessary to carry the telecast from Gainesville to Jacksonville in route to Miami and other cities in Florida.

Any questions that you might have regarding the details of the proposed telecast can be directed to me or to the coordinator of the project, Mr. William Grove, Vice President for News and Public Affairs.

Sincerely,

  
Robert W. Schellenberg

Ms. Margita White  
Assistant Press Secretary  
The White House  
Washington, D. C. 20500

THAT'S WHAT  
GOOD FRIENDS  
ARE FOR



WJXT 4

JAN FISHER  
Director  
Public Affairs

September 4, 1974

SEP - 8 1974

President Gerald Ford  
The White House  
Washington, D.C.

T/D	
SCHEDULE NO.	
DATE RECEIVED	SEP 7 1974
IN ROOM	
SPEAKERS BUREAU	
OTHER	<i>in letter</i>
APPOINTMENT OFFICE	

~~Dear Mr. President:~~

I realize that this letter, at the best, has a very slim chance of ever reaching your hands. Even so, I feel a very deep personal commitment to its purpose.

The communication between the White House and the people of this country depends almost entirely on the national news media. Unfortunately that is not always effective or preferable. Reporters representing small town, regional, or state news organizations very rarely have the opportunity to take part in the flow of information from your administration to the people. It's true that we may not have the background to ask in-depth questions about national or international affairs, but we are interested and we do have a real desire to participate. Obviously we can't come to you and you can't come to us on an individual bases, but there is an acceptable alternative. We at WJXT have, in the past, been responsible for organizing press conferences that are broadcast throughout the state.

Mr. President, I realize the complexities of your schedule, however I would like to ~~invite you to participate in one of our Florida News Conferences~~. If the idea appeals to you and you can find the time to come down and talk with us on a more personal level, please ask one of your aides to contact me for more detailed information.

Respectfully yours, I am,

*J. D. Fisher*  
J. D. Fisher

Director of Public Affairs

September 18, 1974

*file - my time*

Dear Mr. Fisher:

Thank you for your recent invitation to President Ford.

Due to the heavy volume of invitations and the demands on President Ford's time, I cannot give you a definite response. However, we shall get back in touch with you shortly after we have had an opportunity to review the President's schedule.

With best wishes,

Sincerely,

John W. Husken  
Deputy Press Secretary  
to the President

Mr. J.D. Fisher  
Director of Public Affairs  
WXTT - TV, Channel 4  
Broadcast House  
Jacksonville, Florida 32207

bcc w/ incoming: Paul Miltich, Warren Rustand, Liz O'Neill

JWH/EMO/mw

THE WHITE HOUSE  
WASHINGTON

10/17

NOTE FOR:

Levy Jones,

FROM

: RON NESSEN

This looks  
like a good  
plan. I'd like  
to have it  
approved.  
R RA

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 16, 1975

MEMORANDUM FOR:           RON NESSEN

FROM:                    MARGITA E. WHITE *new*

SUBJECT:                 Presidential Meeting with Magazine  
Publishers Association Board

The Magazine Publishers Association board meeting is from 3:30 to 5:00 p.m. on November 12 at the Sheraton Carlton. This will be followed by a 6:00 p.m. Congressional reception. Therefore, an early afternoon event is ideal.

Steve Kelly, MPA President, had originally estimated about 50 but expects attendance of up to 75 once it is known the President will be seeing them. These will be the very top magazine executives. I will get a complete list in plenty of time for clearances.

I would recommend the following program, running from 1:00 to 3:00 p.m. in the East Room:

1:00 to 2:00 p.m.	Briefings and Q &A on the economy, the President's Tax and Budget proposal, and energy by Simon (or Lynn, etc.) and Zarb.
2:00 to 2:15 p.m.	Remarks by the President
2:15 to 3:00 p.m.	Reception (coffee and cookies) in the State Dining Room.

The participants can then walk over to their meeting at the Sheraton Carlton.

I believe an early afternoon briefing for this size group would be more practical than trying to tie a program into a luncheon. Moreover, this allows the publishers time to travel to Washington, DC, in the morning.

If you agree with this, I will go ahead and arrange the briefers.

September 18, 1974

*file - my time*

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John W. Hushen  
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Mr. J.D. Fisher  
Director of Public Affairs  
WJXT - TV, Channel 4  
Broadcast House  
Jacksonville, Florida 32207

bcc w/ incoming: Paul Miltich, Warren Rustand, Liz O'Neill ✓

JWH/EMO/mw

UNIT 4

JAN FISHER  
Director  
Public Affairs

*To the President  
for handling*

September 4, 1974

SEP - 9 1974

President Gerald Ford  
The White House  
Washington, D.C.

T/D	
SCHEDULED	
DATE RECEIVED	SEP 7 1974
SPONSORS BUREAU	
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Respectfully yours, I am,

*Jan Fisher*  
J. D. Fisher

Director of Public Affairs

October 22, 1975

MEMORANDUM FOR: JERRY JONES

FROM: RON NESSEN

I had a phone call today from C. L. Sulzberger the long-time chief foreign correspondent for the New York Times.

He says that HAK twice in recent weeks has told him that President Ford would like to have a chance to talk to Sulzberger. In addition, Sulzberger says the President, during a brief chat in Helsinki, invited him to come to the White House for a meeting some time when he is in Washington.

Sulzberger will be in Washington from Monday, October 27 through mid-day Friday, October 31. Obviously, he wants a half-hour interview with the President on foreign policy, which he believes he has been promised by both the President and Kissinger.

What's the answer? I don't think we want to offend the New York Times. On the other hand, the President would need considerable preparation to deal with the questions Sulzberger would ask in a half-hour interview on foreign policy.

I tilt toward a turn-down. It could be put to Sulzberger on the basis that the President was out of the office all this week and has a lot of catching up to do and is travelling two days next week, so just couldn't fit the interview in.



October 24, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: RON NESSEN

Attached is a letter I received from John McGoff, the publisher of a chain of newspapers in Michigan who is attempting to buy the Washington Star.

McGoff was invited to the dinner for President Lopez, and he had hoped to talk to the President during the evening but was unable to.

I recommend that McGoff be given an appointment with the President. But, if this appointment is approved, I would indicate to McGoff that it should be more of a general conversation and courtesy call, rather than any special pleading on his part on the Star matter.

Attachment:

Letter from John P. McGoff -- Panax Corporation

RN/jb





# Panax Corporation

OCT 23 1975

JOHN P. MCGOFF  
President

Box 1860, East Lansing, Michigan 48823 517 349-4100

*Sandi  
Winowski*

October 21, 1975

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

Dear Ron:

It was good to see you, even though briefly, on my way  
out of the White House.

As you suggested, I am sending you this note as a  
reminder that I shall be happy to visit with the  
President concerning The Star at any time. My  
schedule is very light after November 1, and I  
would be able to come into Washington any time after  
that date.

Sincerely,

*John*  
John P. McGoff

JPMc/als

**PANAX**  
Corporation

THE WHITE HOUSE

WASHINGTON

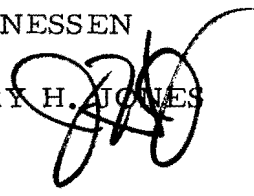
November 18, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

JERRY H. JONES



The President approved a reception and dinner on Thursday, November 20, for 15 senior citizens in the First Floor Family Dining Room. This will be a pre-Thanksgiving dinner and was designed by Mrs. Ford to encourage similar acts on Thanksgiving Day throughout the country. The President asked that you think about how we handle the press on this occasion. Let's discuss it in our morning meeting and you may want to write a memorandum to the President as to the press aspects.

November 19, 1975

EYES ONLY

MEMORANDUM FOR: ✓ RON NESSEN  
JIM SHUMAN

FROM: JERRY M. JONES 

Attached are Dick's thoughts about how to handle press questions regarding the political impact of Presidential policies or asking for the President's evaluation of Reagan's policy suggestions. I think Dick is correct; we should be sure to get a background paper on this subject into the President's briefing book and review the current Q&As to be sure they reflect this philosophy.

THE WHITE HOUSE

WASHINGTON

November 10, 1975

MEMORANDUM FOR: JERRY JONES  
FROM: DICK CHENEY

Jerry, give some thought to the following in terms of updating our Q&A book. It seems to me we've got to find ways to talk about political questions without having the President come across as political or as a candidate.

It seems to me that he's best off if he never talks about politics, and that he never answers questions such as what will be the political or campaign impact of a policy decision.

His posture should be roughly as follows:

That he is the President. He has a responsibility to continue to function as President.

The American people ultimately will judge him upon his success as President and that is as it should be.

If asked what the political impact of a policy decision will be, he should indicate that he does not believe he can consider such a factors in making decisions. As President, he has to do what's best for the country.

In terms of the question of why the President believes he's better qualified than Reagan, I think it should be handled as follows:

I don't believe the American people at this point are worried about the election next year. Most of them are far more concerned about the country and the future of the country.

I would expect that the candidates of both parties, announced and unannounced, will be judged on their records, on their experience, and on the direction in which they intend to take the country.

Those are the factors that I consider in making my decisions and that is the basis upon which I expect to be judged in 1976.

December 31, 1975

MEMORANDUM FOR: DICK CHENEY  
MAX FRIEDERSDORF  
JERRY JONES ✓

FROM: RON NESSEN

SUBJECT: BEST TIME FOR THE STATE OF THE UNION  
SPEECH

On January 19, the date for the State of the Union speech, NBC has a three-hour movie, "The Day of the Jackal," starting at 9 p.m.; ABC has a three-hour movie starting at 8:30 p.m.; and CBS has the very popular "All in the Family" beginning at 9 p.m.

Nevertheless, I still recommend delivering the State of the Union at 9:00 p.m. All three networks indicate informally and off-the-record that they have been planning all along for a 9 p.m. starting time and will adjust their schedules accordingly. One network executive tells me that if we change the time now from 9 p.m., it could produce some news stories about the White House tinkering with the time simply for the sake of television exposure.

The one favor the networks do ask is an official confirmation as soon as possible of the 9 p.m. time

jb

