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WILLIAM GREENER, JR., PAPERS, 1975-1976

Collection Type

Personal Papers

Extent

7 linear feet (ca. 14,000 pages)

Record Type

Textual

Access

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Processed by

William H. McNitt, April 2001

Biography

William Isaac Greener, Jr.

Feb. 18, 1925 - Born in Memphis, TN

1943-1945 - 1st Lieutenant, U.S. Army Air Corps

1947 - B.S., University of Missouri

1951-1970 - United States Air Force - served in various public affairs positions, ending up as a Lieutenant Colonel and Deputy Chief of the Public Affairs Division

1967 - M.S., Boston University

1970-1972 - Assistant to the Commissioner for Public Affairs, Internal Revenue Service (also served as Deputy Special Assistant to the Secretary for Public Affairs, Department of the Treasury from May to July 1972)

Aug.-Nov. 1971 and 1972-1973 - Assistant Director for Congressional and Public Affairs, Cost of Living Council

1973-1975 - Assistant to the Secretary for Public Affairs, Department of Housing and Urban Development

Feb.-April 1975 - Assistant to the Director for Public Affairs, Office of Management and Budget

April-Dec. 1975 - Deputy Press Secretary to the President

Dec. 1975-July 1976 - Assistant Secretary for Public Affairs, Department of Defense

Aug.-Nov. 1976 - Director of Communications, President Ford Committee

Scope and Content Note

William Greener had a long career in public affairs positions with the United States Air Force until 1970. After that he handled media relations for civilian agencies, including the Internal Revenue Service, Department of the Treasury, Cost of Living Council, Department of Housing and Urban Development, and Office of Management and Budget.

In April 1975, Greener joined the White House staff as Deputy Press Secretary. In this position, he handled tasks assigned to him by Press Secretary Ron Nessen, represented Nessen at meetings, and substituted for Nessen as needed in such roles as conducting press briefings. He traveled frequently with the President on both domestic and foreign trips, often handling the details of liaison with the news media while Nessen was busy acting as a spokesman for the President.

Soon after White House Chief of Staff Donald Rumsfeld left the White House to become Secretary of Defense, he asked Greener to join his staff. President Ford nominated Greener as Assistant Secretary of Defense for Public Affairs in December 1975 and the Senate quickly confirmed this nomination. Greener acted as chief spokesman for the Department of Defense and also planned Secretary Rumsfeld's contacts with the press.

In July 1976, President Ford asked Greener to join his presidential campaign committee. As Director of Communications for the President Ford Committee during the Republican Convention and the fall campaign against Jimmy Carter, Greener supervised the work of the press secretary and the campaign advocates office. The latter office provided briefing materials and campaign updates to advocates (First Family, Cabinet, Republican officials) who were campaigning on behalf of President Ford.

The Greener Papers document all three of his Ford administration positions. A small subject file, a correspondence file, and a large file on presidential trips concern his work as Deputy White House Press Secretary. Included are copies of transcripts for Greener's press briefings and documents on special projects that he handled. The file on presidential trips is large and very detailed, but mostly duplicative of material appearing in the Nessen Papers and other Library collections.

Materials on Greener's brief service as spokesman for the Department of Defense include press briefing transcripts, notes on public affairs staff meetings, materials on DOD public information policies, and press releases and news coverage on Secretary Rumsfeld's statements during his trip to Europe and Africa in June 1976. Much of the material on Greener's work with the campaign committee consists of briefing papers and talking points on campaign issues, updates on campaign developments, candidate quotebooks, and schedules for the candidates and for campaign advocates.

Related Materials (April 2001)

Closely related collections concerning White House relations with the news media include the Ron Nessen Files and Papers and the working files of various members of the Press Office staff. The President Ford Committee Records contain the files of PFC Press Secretary Pete Teeley and other PFC officials with whom Greener worked.

Last Modified Date

2025-03-06

White House Subject File, April-December 1975.

(Box 1, 0.3 linear feet)

Memoranda, notes, press releases, press briefing transcripts, schedules, and reports. In addition to the work of the White House Press Office, the series concerns the May 7, 1975 Cabinet Meeting, the Rockefeller Commission report on the CIA, and a report on President Ford's first year in office.

Arranged alphabetically by subject and chronologically thereunder.

Box 1 - White House Subject File

Status	Title
OPEN	Cabinet Meeting, May 7, 1975 - Greener Notes
OPEN	Camp David Meeting on Press Office Improvements, October 18, 1975
OPEN	CIA Report (Rockefeller Commission Report), June 1975 (1)-(2)
OPEN	Greener - Congratulatory Letters, April 1975
OPEN	Greener - Miscellaneous
OPEN	Greener - Schedules, April-September 1975
OPEN	Greener - Notes, April-July 1975
OPEN	Greener - Press Briefings: Notes for, July-December 1975
OPEN	Greener - Press Briefings: Transcripts, July-November 1975 (1)-(2)
OPEN	Mayaguez Incident - Chronology, May 1975
OPEN	President Ford's First Year - Report, August 1975
OPEN	Presidential Interviews and Meetings with the Media, September 1975
OPEN	White House Correspondents Call List, April 1975
OPEN	White House Fact Sheets

Status	Title
OPEN	White House Press Releases Concerning the Appointments of William Saxbe as Attorney General and Leon Jaworski as Special Prosecutors, November 1, 1973

White House Correspondence File, April-December 1975.

(Boxes 1-2, 0.3 linear feet)

Correspondence and memoranda that concern the operation of the White House Press Office, relations with news media representatives, and personal matters.

Arranged chronologically.

Box 1 (Continued) - White House Correspondence File

Status	Title
OPEN	Correspondence, April-July 1975

Box 2 - White House Correspondence File

Status	Title
OPEN	Correspondence, August-December 1975
OPEN	Presidential Trips File
OPEN	April 18, 1975 - New Hampshire and Massachusetts (1)-(2)
OPEN	April 23, 1975 - New Orleans, LA (1)-(3)
OPEN	April 25, 1975 - Yale University, New Haven, CT
OPEN	May 3, 1975 - Norfolk, VA (USS Nimitz Commissioning Ceremony)

Presidential Trips File, April-December 1975.

(Boxes 2-11, 3.7 linear feet)

Schedules, memoranda, background information, reports by advancement, media pool reports, press releases, news summaries, press briefing transcripts, and press wire reports. The materials concern interactions with members of the news media during the planning and execution of domestic and foreign trips by the President. Foreign trips include President Ford's two trips to Europe during the summer of 1975, the economic summit in Rambouillet, France, and his trip to the Far East (China, Indonesia, and the Philippines) 1975.

Arranged chronologically by the date of the trip.

Box 2 (Continued) - Presidential Trips File

Status	Title
OPEN	Correspondence, August-December 1975

Box 3 - Presidential Trips File

Status	Title
OPEN	April 18, 1975 - New Hampshire and Massachusetts (1)-(2)
OPEN	April 23, 1975 - New Orleans, LA (1)-(3)
OPEN	April 25, 1975 - Yale University, New Haven, CT
OPEN	May 3, 1975 - Norfolk, VA (USS Nimitz Commissioning Ceremony)

Box 4 - Presidential Trips File

Status	Title
OPEN	May 28, 1975 - June 4, 1975 - Europe: Press Notes (6)-(8)
OPEN	May 28, 1975 - June 4, 1975 - Europe: Press Wires
OPEN	May 28, 1975 - June 4, 1975 - Europe: Salzburg Press Kit
OPEN	May 28, 1975 - June 4, 1975 - Europe: Schedules (1)-(2)
OPEN	June 4, 1975 - Fort Benning, GA
OPEN	July 3, 1975 - Cleveland and Cincinnati, OH (1)-(3)
OPEN	July 11-13, 1975 - Illinois and Michigan (1)-(3)

Box 5 - Presidential Trips File

Status	Title
OPEN	July 26, 1975 - August 4, 1975 - Europe: Foreign Media Reaction
OPEN	July 26, 1975 - August 4, 1975 - Europe: General (1)-(5)
OPEN	July 26, 1975 - August 4, 1975 - Europe: News Summaries (1)-(2)
OPEN	July 26, 1975 - August 4, 1975 - Europe: Pocket Schedule (1)-(2)
OPEN	July 26, 1975 - August 4, 1975 - Europe: Press Notes, Vol. 1 (1)-(4)

Box 6 - Presidential Trips File

Status	Title
OPEN	July 26, 1975 - August 4, 1975 - Europe: Press Notes, Vol. 2 (1)-(4)
OPEN	August 10, 1975 - Fort Chaffee and Fort Smith, AR
OPEN	August 10-23, 1975 - Vail, CO (1)-(5)
OPEN	August 18-19, 1975 - Colorado, Iowa, Minnesota, and Illinois (1)-(3)

Box 7 - Presidential Trips File

Status	Title
OPEN	August 18-19, 1975 - Colorado, Iowa, Minnesota, and Illinois (4)
OPEN	August 24-25, 1975 - Montana, Illinois, and Wisconsin (1)-(2)
OPEN	August 30, 1975 - Maine and Rhode Island (1)-(3)
OPEN	September 4-5, 1975 - Washington, Oregon, and California (1)-(3)
OPEN	September 11, 1975 - New Hampshire (1)-(3)

Box 8 - Presidential Trips File

Status	Title
OPEN	September 12-13, 1975 - Missouri, Kansas, and Texas (1)-(3)
OPEN	September 19-22, 1975 - Oklahoma and California (1)-(4)
OPEN	September 30, 1975 - October 1, 1975 - Illinois and Nebraska (1)-(3)
OPEN	October 4, 1975 - West Virginia and New Jersey

Box 9 - Presidential Trips File

Status	Title
OPEN	October 7, 1975 - Knoxville, TN
OPEN	October 14, 1975 - Hartford, CT (1)-(2)
OPEN	October 30-31, 1975 - St. Louis, MO (Jim Lynn Trip)
OPEN	November 1, 1975 - Jacksonville, FL (1)-(2)
OPEN	November 7, 1975 - Massachusetts (1)-(4)
OPEN	November 11, 1975 - Charleston, WV (1)-(2)

Status	Title
OPEN	November 14, 1975 - North Carolina and Georgia (1)-(2)

Box 10 - Presidential Trips File

Status	Title
OPEN	November 14-17, 1975 - France: Pocket Schedule
OPEN	November 14-17, 1975 - France: Press Notes (1)-(6)
OPEN	November 29, 1975 - December 8, 1975 - Far East: China
OPEN	November 29, 1975 - December 8, 1975 - Far East: China - Photographs (Transferred to the audiovisual collection)
OPEN	November 29, 1975 - December 8, 1975 - Far East: China - Publications
OPEN	November 29, 1975 - December 8, 1975 - Far East: Foreign Media Reaction
OPEN	November 29, 1975 - December 8, 1975 - Far East: Greener Notebook
OPEN	November 29, 1975 - December 8, 1975 - Far East: Hawaii
OPEN	November 29, 1975 - December 8, 1975 - Far East: Indonesia

Box 11 - Presidential Trips File

Status	Title
OPEN	November 29, 1975 - December 8, 1975 - Far East: News Summaries (1)-(2)
OPEN	November 29, 1975 - December 8, 1975 - Far East: Pocket Schedule (1)-(2)
OPEN	November 29, 1975 - December 8, 1975 - Far East: Press Notes, Vol. 1 (1)-(4)
OPEN	November 29, 1975 - December 8, 1975 - Far East: Press Notes, Vol. 2 (1)-(2)
OPEN	Binder Used by Greener to Carry Trip Materials, 1975

Department of Defense Subject File, December 1975-July 1976.

(Boxes 11-12, 0.5 linear feet)

Memoranda, correspondence, meeting notes, press briefing transcripts, and press

wires. The materials concern Greener's work as Assistant Secretary of Defense for Public Affairs. One major topic is Secretary of Defense Donald Rumsfeld's trip to Portugal, Belgium, Kenya, and Zaire in June 1976.

Arranged alphabetically by subject.

Box 11 (Continued) - Department of Defense Subject File

Status	Title
OPEN	Binder Used by Greener to Carry Documents, 1976
OPEN	Defense Budget, February-April 1976
OPEN	Department of Defense - Public Information Policy, January 1976
OPEN	Greener, William - Nomination as Assistant Secretary of Defense, December 1975
OPEN	Greener, William - Notes to Public Affairs Staff, January-February 1976
OPEN	Greener, William - Resignation from the Department of Defense, July 1976
OPEN	Office of Information for the Armed Services - Transfer, February 1976

Box 12 - Department of Defense Subject File

Status	Title
OPEN	Press Briefing Transcripts, January-June 1976
OPEN	Press Guidance
OPEN	Public Affairs Staff - Meeting Notes, January-July 1976 (1)-(2)
OPEN	Rumsfeld, Donald - General
OPEN	Rumsfeld, Donald - Photographs of Swearing-In Ceremony as Secretary of Defense, November 1975 (Transferred to the audiovisual collection)
OPEN	Rumsfeld, Donald - Plan for Scheduling Events and Trips, 1976
OPEN	Rumsfeld, Donald - Trip to Europe and Africa, June 8-19, 1976: Belgium

Status	Title
OPEN	Rumsfeld, Donald - Trip to Europe and Africa, June 8-19, 1976: General
OPEN	Rumsfeld, Donald - Trip to Europe and Africa, June 8-19, 1976: Kenya (1)-(2)
OPEN	Rumsfeld, Donald - Trip to Europe and Africa, June 8-19, 1976: Portugal
OPEN	Rumsfeld, Donald - Trip to Europe and Africa, June 8-19, 1976: Zaire (1)-(2)

President Ford Committee Subject File, August-November 1976.

(Boxes 13-16, 1.5 linear feet)

Correspondence, memoranda, briefing papers and briefing books, press releases, newspaper clippings, and press wire stories. The materials concern relations with the news media and the work of campaign advocates (First Family, Cabinet, Congressional Republicans, etc.).

Arranged alphabetically by subject.

Box 13 - President Ford Committee Subject File

Status	Title
OPEN	Advocates Briefing Book, September 27, 1976 (1)-(3)
OPEN	Book - "Jimmy Carter's Betrayal of the South" by Jeffrey St. John
OPEN	Campaign Advocate Travel, September 8, 1976
OPEN	Carter, Jimmy - Quotes on Defense and Foreign Affairs (1)-(2)
OPEN	Debate, September 23, 1976 (1)-(2)
OPEN	Debate, October 6, 1976 (1)-(2)
OPEN	Debate, October 22, 1976
OPEN	"Ford's Plan to Beat the Odds" - U.S. News and World Report, August 30, 1976

Box 14 - President Ford Committee Subject File

Status	Title
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OPEN	Greener, William - Correspondence, August-November 1976 (1)-(7)
OPEN	Meeting in Vail, Colorado, August 1976
OPEN	Merlino, F. Joseph - Proposal for Checkmating Carter's "Concrete" Proposal, September 1976
OPEN	Mondale, Walter - Quotebook (1)-(2)
OPEN	National Republican Congressional Committee Speech Kit (1)-(3)

Box 15 - President Ford Committee Subject File

Status	Title
OPEN	Newspaper Clippings and Wire Stories
OPEN	President Ford '76 Factbook, May 21, 1976 (1)-(3)
OPEN	President Ford '76 Factbook, September 8, 1976 (1)-(3)
OPEN	President Ford '76 Factbook, September 8, 1976 - Supplementary Information on Eastern Europe and on Party Platforms, October 1976
OPEN	President Ford Committee - Notebook (Staff Lists, Delegate Counts, Finance Reports, etc.), June 1976 (1)-(4)
OPEN	President Ford Committee - Press Releases
OPEN	President Ford Committee - Staff, June-August 1976
OPEN	President Ford Committee - Volunteer Manual, September 1976 (?)

Box 16 - President Ford Committee Subject File

Status	Title
OPEN	Presidential Trips, September 25, 1976 - Mississippi River Steamboat
OPEN	Presidential Trips, October 9, 1976 - Texas
OPEN	Presidential Trips, October 15-16, 1976 - Illinois Whistlestop Train Trip
OPEN	Presidential Trips, October 21, 1976 - New York City (Alfred E. Smith Dinner)
OPEN	Republican Convention - General (1)-(2)
OPEN	Republican Convention - Press Plan/Media Coverage (1)-(2)

Status	Title
OPEN	Republican Convention - Schedules
OPEN	White House Press Releases, July-November 1976

Campaign Advocates Daily File, September-November 1976.

(Boxes 17-18, 0.7 linear feet)

Schedules (for campaign advocates, President Ford Committee officials, President Ford, Bob Dole, Jimmy Carter, and Walter Mondale), PFC newsletters, issue papers, and talking points. The materials document the work of the PFC Communications Office in keeping campaign advocates briefed on campaign developments and campaign issues.

Arranged chronologically.

Box 17 - Campaign Advocates Daily File

Status	Title
OPEN	Campaign Advocate and Candidate Schedules, Newsletters, and Briefing Papers on Issues, September 11 - October 11, 1976

Box 18 - Campaign Advocates Daily File

Status	Title
OPEN	Campaign Advocate and Candidate Schedules, Newsletters, and Briefing Papers on Issues, October 12 - November 1, 1976