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THE WHITE HOUSE

WASHINGTON

August 6, 1975

MEMORANDUM FOR: DICK CHENEY ✓
JERRY JONES
BOB GOLDWYN
BOB HARTMANN

FROM: RON NESSEN *RHN*

Attached find a memo prepared by Jim Shuman of the Press Office staff pointing up a common criticism of the President which has appeared in a number of first anniversary assessments, and suggesting a possible course of action to meet this criticism.

May I have your comments or reaction to this memo? If I can get your comments back by mid-day Friday, Jim would have a chance to further develop his ideas while the President is in Vail.



THE WHITE HOUSE

WASHINGTON

August 6, 1975

MEMORANDUM FOR: RON NESSEN

FROM: JIM SHUMAN

SUBJECT: VISION AND THE NEW POLITICS:
 PROPOSAL FOR A PRESIDENTIAL THEME

Does the Ford Administration have a vision to carry the country through the 1980's and into the next 100 years? Or is it to be little more than a nuts and bolts caretaker of the machinery of government?

These questions, which strike at the heart of what could become a major campaign issue, began to surface in the nation's press even before the President announced he would be a candidate.

Dennis Farney, writing in the Wall Street Journal several weeks before the President's formal announcement, asked: "Does Mr. Ford have a problem of substance.....Does he know what he wants to accomplish through the Presidency?"

"American political campaigns typically hold out alternative visions of the future." Farney wrote, "Does Gerald Ford have such a vision?"

Since then, there has been a steady, if still subdued, drum-beat of similar criticism.

"His style may be likeable, but what of substance?" The Milwaukee Journal asked in an editorial on July 10th.

"There's a nothingness there (at the White House)," Peter Lisagor said on Washington Week in Review, July 18th, "There are no programs on the drawing board; there are no policies developing or emerging or evolving, so far as we can see."

The President, Time Magazine noted in a favorable cover story on Gerald Ford's first year in office, "has not provided anything resembling a blueprint for the nation."

Newsweek, in a similar article, said President Ford "has yet to demonstrate any larger capacity for leadership -- for defining goals and mobilizing the energies of a nation behind them."



"The country," Joseph Kraft wrote in a column on July 22nd, "wants more than Mr. Nice Guy."

David Broder, writing in the Washington Post, this morning, noted that "Mr. Ford has not yet attempted to give the nation a picture of where he is leading it."

And James Reston in the New York Times this morning described the President as "A happy and appreciative man with a kind of thumby practical wisdom, [who] does not really grapple with the perplexing problems of the insurgent hum of the age."

These conceptions can, of course, change. Gerald Ford is more than Mr. Nice Guy. He does have a philosophy and it is, I suspect, more in tune with the feelings of most Americans than many political writers know.

But as this Administration enters its second year and gears up for the 1976 election, I think we should begin to put that philosophy into words and into a context that is relevant to what Reston calls "the insurgent hum of the age."

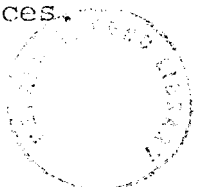
In the editorial in which it asked about Presidential substance, the Milwaukee Journal said that President Ford had indicated that "in his campaign he will stress traditional Republican notions -- opposition to big spending, opposition to big government, opposition to regulation of business. While these themes have some merit, they have been associated in the past with largely negative, uninspired thinking. They have too often served as excuses for neglect of major social needs. To be a worthy Presidential claimant, Ford will have to do more than pour his old wine into a few new bottles."

What type of new wine does the United States need as we celebrate our 200th Anniversary?

Pollster Louis Harris defined the political climate clearly in a speech at the Conference of Mayors in Boston.

"It is time for quite a radical rethinking in American politics," Harris said. "The old left-right division of 30 or 40 years ago is totally out-of-date. The old nostrum of a federal take-over of business appeals to no more than 11 percent. The even older nostrum of leaving the economy to the free market leaves over eight in every ten cold and unimpressed."

"The dominant mood of this public: they want men of hope, and genuine humanity, with compassion for the less privileged, but with a realism about the tough problems modern society faces."



"Underneath they have a deep yearning for new politicians, for non-organizational men who speak the language and give voice to the people. They are willing to listen carefully for quiet voices, if they are genuine voices. For make no mistake about it, the voices from the top today are by and large not the voices from below.

"The kind of leadership they would abide would be willing to ask for stringent sacrifice in energy and food when the world's supply says there is not enough to go around; the conservative who has the courage to speak with compassion about the fact that one in six Americans of a different color skin are not equal in fact; the liberal who has the courage to talk about the fact that trade unions, unwilling to join in equality of sacrifice in a crisis, can sink the modern city without a trace. Leadership, in short, that has the courage to cut through the usual political cant and say how rotten the old pork barrel politics really is."

"Above all, people want leaders who have the courage to welcome the governed into the political process. 'Open Up' is the lesson of Watergate and the past few years. People do not want to be treated like 12- year-olds.

"We find the common community of interest underneath was never greater. The trouble with the leadership in all fields is that it has spent 20 years clawing its way to the top, only to find that when it once attains that upmost rung, it is 20 years out of date. In a chorus, people are saying we must learn not to attack each other, but instead to attack our common problems. And people want to find all that and get going on it now.... now before it is too late."

I would explain what has happened more dramatically.

In the past few years, the United States has undergone a major shift in values. It is, in effect, a silent revolution. It is a revolution which is consonant with basic Republican philosophy but which neither Republicans nor Democrats have yet seemed aware of.

It should be recognized politically, not just for the benefit of the politicians who sense it (and a few such as Governor Brown of California and Governor Dukakis of Massachusetts seem to), but to rebuild and strengthen the United States and to restore a needed and missing sense of personal competency, a sense that we, the people of the United States, can solve our problems.



Among the characteristics of this silent revolution are a desire for greater individual self-sufficiency, for greater individual self-determination (the right to make the important decisions about one's own life), and at the same time a greater sense of interdependence and personal responsibility.

It is what I would christen "Responsible Individualism."

One of the most momentous aspects of the silent revolution to "Responsible Individualism" is the strong reversal of the two-hundred year-long trend toward big and centralized government.

Although it is spurred by the inability of centralized government to efficiently deliver services or to respond to the needs of people at a local level, it is not negative. Nor, as much of national political rhetoric still seems to be, is it phrased in negative terms. It does not want to ignore problems, only to shift them to the level where they can be most effectively solved.

To supporters of the New Federalist concept articulated during the Nixon Administration, this shift may seem like confirmation of their ideas. But our response is too often seen as one that is negative. It is against "Big Government" but it seems to offer little to replace it.

There are, however, scores if not hundreds of examples.

The Center for Policy Process, a Washington-based national research center, recently noted some of them in each of the five major areas where this shift toward decentralization is taking place.

To quote from a report the Center developed in cooperation with the Urban Research Corporation, of Chicago:

"(1) Increasing community and neighborhood influence and control. In the history of neighborhood control, the first actions were based on criticisms of the system brought by community members seeking to make schools and police more accountable to local concerns. In the next stage, the cycle has moved toward more integration of civil activities leading to the development of 'neighborhood multi-service centers' which exist in some form in almost every city of over 75,000 population. The basic service elements are information and referral, health, employment, welfare, housing and youth programs. The newest development has turned from integration of present services to community goal setting. This is occurring in about 250 cities and towns including Memphis, Cleveland Heights, Iowa City, Santa Barbara, Seattle, Tulsa, Greensboro, New Orleans, Dayton, and Rochester, N.Y."



(2) "More power is being assumed by the state. The states of the union are taking charge in areas once considered the preserve of the federal government. Federal agencies continue proliferating regulations and promulgating codes, but the once one-way flow has ceased; significant decision-making authority is being lodged in state capitals."

(3) "Revenue sharing. The strong decentralizing impact of federal revenue sharing is being felt at all levels of government; states are now beginning to return tax money to cities and cities to neighborhoods. Once highly criticized, revenue sharing is now receiving greater praise."

(4) "A growing diversity in approach among governmental jurisdictions. This new geographic pluralism is following the pattern of increasing diversity that we saw in the counter-culture individualism and the ethnic diversity of the sixties (from 'Black is beautiful' to the use of bi-lingual and poly-cultural textbooks in schools). We are just beginning to recognize the extent of a jurisdictional diversity in approaches to problem solving--wide variations in the way towns, cities and states are approaching issues. The old notion that there was a 'one best solution' to social problems to be imposed everywhere is fading."

(5) "The tired axiom about the 'economies of scale' is being challenged and supplanted by criteria for appropriately scaled activities which are effective economically and socially. In both the public sector, and the private sector, we are scaling down our activities in the name of economy: we have neighborhood councils and neighborhood courts emerging; small towns are regaining popularity; transit systems are being installed with mini-buses and jitneys; custodial institutions (jails and mental institutions) are being decentralized; and families are decreasing in size. The question is, what is the most appropriate scale (level of government) for each particular social goal."

This trend is not confined to government. It is showing up in attempts to improve factories and offices, educational institutions, and social service organizations. To me, this is the politics of the 1970's and most likely into the next century: Can this desire for responsible individualism, with its recognition of diversity and interdependence, be accommodated by our existing institutions.



I think it can. And I think this Administration not only should play a major role in creating the society these values call for, but that this Administration is the logical one to do so.

On July 4th, when President Ford spoke at Fort McHenry, he said that the next 100 years of the American experience should be ones in which we worked toward individual freedom.

I think we should begin, preferably as soon as Labor Day, to begin to articulate how that freedom is to be achieved. We should define it as "Responsible Individualism" or whatever, phrase catches popular fancy and notes that individualism must recognize interdependence. (And does not use the word "new". People are tired and distrustful of that type of rhetoric and promise.)

I would propose a program of several stages.

Stage I: Recognition and Learning-- This stage would have the President acknowledging, probably in a speech, that much has changed in the United States during the past decade. He would then set out to learn about it, through on-site tours, meetings, conferences; posturing himself as a leader concerned about his people and desirous of finding out how they are positively and successfully attacking problems -- and virtually all of our national problems fit under the overall schematology of "Responsible Individualism." There are many successful examples of such new approaches. Presidential recognition would doubtless spur others. In addition, in a period in which people are distrustful of politicians and feel their views are not heard, the posture of a President acknowledging the competence and wisdom of the American people would be, at least, reassuring. This stage would last perhaps three to four months, say up until the end of 1975.

Stage II: Reflective. This period would also last three to four months while programs were developed. During it the President would continue to make speeches and do other Presidential-type activities. There would be no public announcements of new policies, but the President in Bicentennial speeches could articulate the basic premises of "Responsible Individualism."

Stage III: Implementation. This would coincide with the election campaign, it would follow the traditional political pattern of a campaign, but would be well in tune with what the voters were thinking, and it would be offering fresh solutions.



All of this, of course, needs more thought than I have been able to give it in this memo. My intention here is merely to open an area for further discussion and exploration. It is one I see as having minimal risk and maximum gain.

-END-



August 7, 1975

MEMORANDUM FOR: DICK CHENEY
FROM: RON NESSEN *RHN*
SUBJECT: News summary transmission during August

The attached memo from Jim Shuman explains our requirements for the news summary transmission through NSC while the President is out of Washington during August.

It will take your approval to NSC before we leave to make sure it is done.

Approved _____

Disapproved _____



THE WHITE HOUSE

WASHINGTON

August 5, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

JIM SHUMAN

SUBJECT:

NEWS SUMMARY TRANSMISSION DURING AUGUST

During the President's trip to Vail and other cities outside Washington during August, I propose to reduce the daily news summary to approximately 20 pages, which will be ready for DEXing at about 11:00 p.m. each day.

In addition, I will prepare a three to four page summary each morning of the major morning newspapers. This additional summary, which will not be distributed to regular news summary subscribers, will be ready before noon each day.

If this procedure meets with your approval, we will need authorization for the NSC Staff to transmit from the Situation Room.

*Procedure OK. You
Should get proper clearance
of NSC transmission*

RAH



THE WHITE HOUSE

WASHINGTON

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LBC

Disapproved



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THE WHITE HOUSE

WASHINGTON

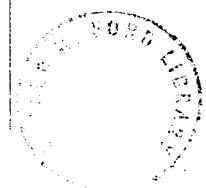
August 16, 1975

MEMO TO DICK CHENEY

FROM: RON NESSEN

BAU

Here is a story the President might want to see.



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D A

DETROIT 8-16

EDITORS: THE COURT HAS ORDERED A STRICT 6 P.M. EDT EMBARGO ON THE FOLLOWING.

ADV FOR 6 P.M. EDT

BY CHRIS W. MEAD

DETROIT (UPI) -- A FEDERAL JUDGE SATURDAY RULED OUT MASSIVE CITYWIDE BUSING TO INTEGRATE DETROIT SCHOOLS, THE NATIONS FIFTH LARGEST SYSTEM.

IN AN HISTORIC 124-PAGE DECISION ON THE FIVE-YEAR-OLD CASE, U.S. DISTRICT JUDGE ROBERT E. DEMASCIO DIRECTED THE DETROIT BOARD OF EDUCATION TO DRAW UP A DESEGREGATION PLAN FOR THE CITY'S 326 SCHOOLS USING BUSING ONLY AS A LAST RESORT TO ELIMINATE THE REMAINING "WHITE IDENTIFIABLE" SCHOOLS.

THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE, THE PLAINTIFF IN THE CASE, IMMEDIATELY DENOUNCED THE RULING.

JOSEPH MADISON, EXECUTIVE DIRECTOR OF THE DETROIT BRANCH OF THE NAACP, SAID THE RULING WAS VIRTUALLY CERTAIN TO BE APPEALED.

"I DON'T SEE HOW IN HELL YOU CAN TALK ABOUT DESEGREGATING WHITE SCHOOLS AND NOT DESEGREGATING BLACK SCHOOLS," MADISON SAID. "IT'S NOT A ONE-WAY PROCESS."

WITHOUT SETTING A SPECIFIC TIMETABLE FOR IMPLEMENTATION, DEMASCIO ORDERED THE SCHOOL BOARD TO DRAW UP A PLAN UNDER WHICH NO SCHOOL WOULD HAVE FEWER THAN 30 PER CENT BLACK STUDENTS.

HE ALSO UPHELD AN EARLIER RULING ORDERING THE CITY TO PURCHASE 150 BUSES FOR USE IN THE FINAL DESEGREGATION PLAN. BUT HE MADE IT CLEAR IN HIS DECISION THAT BUSING WAS TO BE USED ONLY AFTER ALL OTHER REMEDIES HAD BEEN EXHAUSTED.

THE DETROIT SCHOOL SYSTEM HAS 257,300 STUDENTS OF WHICH 71.5 PER CENT ARE BLACK AND ONLY 26.4 PER CENT WHITE, EVEN THOUGH THE CITY'S POPULATION IS ABOUT 50 PER CENT BLACK. URBAN SCHOOL EXPERTS SAY THE DETROIT SYSTEM WILL BE VIRTUALLY ALL BLACK BY 1992 IF THE WHITE EXODUS TO THE SUBURBS CONTINUES.

DEMASCIO REJECTED OUTRIGHT A DESEGREGATION PLAN DRAWN UP BY THE NAACP WHICH WOULD HAVE BUSED MORE THAN 71,000 STUDENTS FROM ALL SCHOOLS TO ACHIEVE A RACIAL BALANCE IN EACH SCHOOL, VARYING NO MORE THAN 15 PER CENT FROM THE DISTRICTS OVERALL RACIAL MAKEUP.

HE ALSO REJECTED MAJOR PORTIONS OF A COMPETING PLAN DEvised BY THE SCHOOL BOARD THAT WOULD HAVE BUSED 51,000 STUDENTS FROM ALL BUT 95 OF THE CITY'S SCHOOLS.

BOTH PLANS, THE JUDGE SAID, WERE TOO RIGID AND TOO COSTLY WITHOUT GUARANTEEING QUALITY EDUCATION FOR EITHER WHITE OR BLACK CHILDREN.

DEMASCIO SAID MASSIVE BUSING "WOULD BRING CHAOS AND FINANCIAL DESTRUCTION TO THE SCHOOL SYSTEM" AND WOULD HASTEN THE FLIGHT OF WHITES AND MIDDLE CLASS BLACKS TO THE SUBURBS.

UPI 08-16 02:19 PED



August 20, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN

Connie Gerrard will be going home to Wyoming after this stay in Vail, to help her parents celebrate their 50th wedding anniversary.

I have attached a draft letter from the President to Connie's parents congratulating them on their anniversary. I think the President definitely should send this letter.

RN/cg



THE WHITE HOUSE

WASHINGTON

August 23, 1975

Dear Mr. and Mrs. Gerrard:

On your Fiftieth wedding anniversary on September 9, Mrs. Ford joins me in sending our warm congratulations and best wishes for many more years of happiness together.

You must be very proud of your daughter, Connie, who is one of the most valuable members of my Press Office staff at the White House.

Sincerely,

Mr. and Mrs. Daniel Gerrard
443 Sixth Street
Evanston, Wyoming 82930



August 20, 1975

MEMORANDUM FOR: DICK CHENEY

FROM: RON NESSEN

Do you think the President should make some reference to Mrs. Ford's recent television interview in his forthcoming speeches to the Baptists in St. Louis, or to the Republican women in Dallas?

Maybe a really sensational joke on the matter would be the best way to handle it.

RN/cg



August 21, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN

When we return from Vail, I think we need to give some serious attention to the problem of the FCC's Rule 315, The Equal Time provision.

As you recall, Doug Cater brought up this matter with the President the other night, and is sending to me some material he has on the subject. Also I have received a letter from Dean Burch expressing his feeling that the matter needs to be resolved.

Because of Rule 315, as you know, the three commercial networks declined to accept the invitation to do a televised year-end interview with the President. And because of Rule 315 CBS has at least threatened not to cover Presidential news conferences live any more. (We have scheduled no televised news conferences in order to avoid a show-down on this matter).

I'm not enough of an expert on this subject to suggest any possible resolution. But I do think it's something we need to deal with soon, or most television coverage of the President over the next 14 months or so could be severely limited.



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August 22, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN

Doug Cater phoned yesterday from the Aspen Institute. He said that all the Institute members who visited with the President were very impressed by the evening.

Cater's purpose for calling was to report that he is contacting private foundations now about the idea he mentioned to the President the other night of having a private study made of the potential and the problems of technological advancements in communication. As you recall, the President indicated he felt this should not be a government commission study, but that he would indicate his support if a private foundation study was organized.

Cater wanted to make two specific points:

1. McGeorge Bundy is going to phone Don Rumsfeld to confirm that the President will informally welcome such a private commission study, and Cater wanted to make sure that Don knew about the conversation.
2. Doug said that President Johnson had informally indicated several people he wanted to have on the old Killian Commission, and Doug wondered whether President Ford wants to privately indicate any members he wants on this new study on communications.

RN/cg



August 26, 1975

MEMORANDUM FOR: DICK CHENEY
FROM: RON NESSEN

Three related matters:

- (1) Attached is a story about Jack Ford's interview with Andy Warhol, including his comments about the White House hampering his sex life.**
- (2) Tom Decair reports that some reporter (he doesn't know who) is digging around trying to do a story on Jack Ford's alleged marijuana smoking habits.**
- (3) I would like to urge one more time that the President consider making a public comment on Mrs. Ford's recent interviews when he speaks to the National Federation of Republican Women in Dallas on September 13. Everyone I talk to who has been out and around the country says Mrs. Ford's interviews are a major topic of public conversation and considerable criticism.**

In the Dallas speech I believe the President should first bring up the subject with a light or humorous remark. Then I believe he should deal with it briefly, but seriously, restating his affection and respect for Mrs. Ford, his life-long policy of encouraging his wife and children to speak their minds, the closeness of his family, their strong religious faith and sense of morality, and his belief that one reason his family is so close is that he and Mrs. Ford have always tried to understand the problems faced by their children at every stage of growing up.

I think it is important that the President not take back or disavow anything Mrs. Ford said. This would merely lose whatever favorable reaction was gained by her honest remarks. I also believe the President should avoid repeating his comment in the Milwaukee television interview, "What Mrs. Ford meant to say . . ." I believe that the President really intended to suggest in the Milwaukee interview that the press accounts



of Mrs. Ford's interviews had not accurately reported the full context of her remarks, and he should be more precise if that is what he intended to indicate.

In summary, I believe it is a mistake to continue to shrug off the public controversy over Mrs. Ford's remarks as harmless and without political effect, and I believe that the most appropriate and effective place for the President to speak out is in the speech to the Republican Women in Dallas.



August 26, 1975

MEMORANDUM FOR DICK CHENEY ✓

THROUGH: JIM CONNOR

FROM: RON NESSEN

SUBJECT: Press Advanceman David Wendell

Per our conversation following the Europe trip, I have authorized Eric Rosenberger to hire a new Press Advanceman. David Wendell has done advance work for Red Caveney, is familiar with the operation and has worked with Eric Rosenberger as a press advanceman on the President's most recent domestic trip through Montana, Illinois and Wisconsin.

David Wendell assumed his responsibilities effective August 20, 1975, and I would like his pay to reflect this action. David will be leaving Washington to advance several domestic trips on Wednesday, August 27, therefore, it will be most helpful to expedite all necessary paper work to bring him on the White House rolls today.

When all the personnel actions are completed within the Press Office, our staff level will be down to 38, which leaves one open slot allotted to the Press Office staff. We may decide in the future to use this slot to hire an additional advanceman.

RHN:jc



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D R

JACK 8-27

PICTURE

NIGHT LD

NEW YORK (UPI)--JACK FORD, THE PRESIDENT'S SON, SAYS THAT RESIDING AT THE WHITE HOUSE CRAMPS HIS ROMANTIC AND SOCIAL LIFE.

"YOU DEVELOP SO MUCH SUSPICION IT PROBABLY INTERFERES WITH DEVELOPING NORMAL RELATIONSHIPS WITH THOSE PEOPLE WHO ARE SINCERE," HE SAID IN A RECENT INTERVIEW WITH ANDY WARHOL AND BIANCA JAGGER, WIFE OF SINGER MICK JAGGER.

FORD, 23, OFFERED HIS IMPRESSIONS OF LIFE AT THE EXECUTIVE MANSION IN A RECENT ISSUE OF THE MAGAZINE "ANDY WARHOL'S INTERVIEW."

"PEOPLE ASSUME THAT WHEN YOU'RE IN A POSITION LIKE THIS YOU HAVE AUTOMATIC ACCESS TO ANY WOMAN IN THE WORLD. ACTUALLY, IT'S VERY STIFLING." HE SAID THAT EVERYBODY HE INVITES TO THE WHITE HOUSE ARE INTIMIDATED BY THE BEVV OF SECRET SERVICE AGENTS, AND HE ADDED: "I WOULD TRADE SPOTS WITH ANYONE HERE FOR A PENNY, A MATCH."

YOUNG FORD DOESN'T EVEN FEEL COMFORTABLE IN THE FAMILY QUARTERS. "YOU PAUSE BEFORE YOU GO AROUND A CORNER OR WALK OUT OF YOUR ROOM BECAUSE YOU NEVER KNOW WHEN YOU'RE GOING TO BE WALKING AROUND IN YOUR BOXER SHORTS AND THERE'S 15 PEOPLE GETTING THE SPECIAL UPSTAIRS TOUR."

DURING HIS TALKS WITH WARHOL AND MS. JAGGER, FORD PAID A VISIT TO A NEW YORK DISCOTHEQUE.

"THE THING THAT WAS PARTICULARLY AMUSING TO ME WAS THAT I WAS DANCING WITH BIANCA AND A FELLOW CAME UP AND TAPPED ME ON THE SHOULDER AND SAID, 'MAY I DANCE?' AND I THOUGHT HE WANTED TO DANCE WITH BIANCA," FORD SAID. "HE WANTED TO DANCE WITH ME."

UPI 08-27 01:45 PED



THE WHITE HOUSE
WASHINGTON

August 30, 1975

MEMORANDUM FOR:

DICK CHENEY ✓

FROM:

RON NESSEN RHN

We are going to be flooded during the campaign period with requests from various publications for signed statements by the President and answers from the President to lists of questions. Often in these requests there is a blackmail threat, that is, the publication threatens to run white space if the President refuses to answer.

Margita White, who has had experience with these requests for candidates' views in previous campaigns, has prepared a recommended procedure for answering, which I am attaching.

May I have your views and suggestions.

Thanks.

Attachment



THE WHITE HOUSE

WASHINGTON

August 25, 1975

MEMORANDUM FOR: RON NESSEN

FROM: MARGITA WHITE *mau*

SUBJECT: Article Requests

As you requested, I will hereby outline my suggestions for handling what will be a growing flood of requests for Presidential statements, written interviews and responses to questionnaires from newspapers and magazines. Most of these will be directed to the President as a candidate for the Presidency with identical requests going to other Presidential candidates.

You will recall that I included some comments on these in the memorandum I worked on at Camp David.

Types of Requests

We can expect the following kinds of requests, directed both to the President Ford Committee and to the White House:

1. Written or telephoned requests from major dailies and national magazines for written interviews. Questions are submitted in writing for answers in writing.
2. Requests from specialized magazines (Farm Journal, Dental Economics, Pharmacy Times, etc.) for a statement from the President or answers to specific questions of interest to the magazine's constituency.
3. Requests for Presidential by-lined articles from both major publications and specialized ones.
4. Requests from all types of publications for a statement from the President along the lines of "Why Should You Be Elected?"



General Philosophy for Handling

Based on my experience in handling these in two previous Presidential campaigns (one when the candidate was an incumbent and one where he was not), I recommend agreement to the following general approach to the handling of such requests:

- Because candidate Gerald Ford is President, we need to be very selective in responding to any such requests under the President's by-line.
- We should be as responsive to all legitimate requests as possible, using the by-lines of appropriate Presidential spokesmen when the subject matter involves their areas of responsibility.
- Procedures must be established to ensure, when Presidential spokesmen (Cabinet members or others) respond to requests, that the campaign committee does not deal directly with the departments or agencies, and especially the career civil service.
- Regardless of the by-line, responses from within the government should emphasize the President's non-campaign posture, stress substance and avoid political rhetoric.
- There must be central coordination of all requests, logs maintained and a system of follow-up to ensure responsiveness to deadlines.

_____ Approve _____ Disapprove

Comment _____

Specific Recommendations

Coordination

If there is agreement to the above, I recommend that the Office of Communications be designated the coordinating office within the White House for all requests and the contact with a designated individual on the President Ford Committee press staff. I would want Margaret Earl to handle this responsibility under my supervision.

_____ Approve _____ Disapprove



Presidential Responses

Requests from major dailies or national magazines for Presidential statements, by-lined articles or answers to written questions will be considered under the general guidelines and procedures which apply to all other non-campaign related requests for the same. Such requests, forwarded by the Committee or sent directly to the White House, will be reviewed by me. Any that I judge to merit consideration for the President's reply will be submitted through you to Paul Theis' editorial office for preparation.

_____ Approve _____ Disapprove

Requests for Handling by Spokesmen

Most requests from other publications which have specialized constituencies (farmers, nurses, doctors, educators) will be forwarded under a memorandum signed by me to the appropriate Cabinet or Agency appointee for answers on behalf of the President. This will be coordinated closely with the top public affairs officer of the respective department or agency. Responses will be forwarded directly to the requestor by the department or through me but should not be sent out by the campaign committee.

_____ Approve _____ Disapprove

The Office of Public Liaison will have an interest in these specialized requests. I think it will be essential to coordinate through our office referrals of any requests received directly by Bill Baroody's office. Likewise, I believe we should establish a system of consultation with the appropriate expert on Baroody's staff on many of these requests to determine (1) whether a Presidential statement should be recommended; (2) whether an existing statement by the President should be used instead of a by-lined article by a spokesman; or (3) whose by-line should be used for a particular constituency.

_____ Approve _____ Disapprove



Requests for Handling Directly by the President Ford Committee

Requests from party publications should be handled directly by the Committee and requests for political statements would probably be issued under Bo Calloway's by-line.

As the election gets closer, there will be a number of requests for various length general "Why Should You Be Elected" statements. Many of these come from company publications, high school newspapers, and smaller newspapers. To handle these, the editorial office in 1972 prepared three sets of Presidential statements (1 page, 2 pages and 3 pages long) for use by the Committee in response to such requests. They clearly are not exclusive statements but are most useful in handling such requests. I recommend that a similar approach be used when these requests come in during the general campaign.

_____ Approve _____ Disapprove

Requests to be Turned Down

Although I have recommended we be as responsive as possible, there are some requests that cannot be fulfilled. There will be considered decisions to decline invitations from major publications which may not accept substitutes. But the biggest headaches are requests such as that you forwarded to me (Tab A). For now, I recommend that such requests be answered by this office through letters from me explaining that the pressures on the President's time are such that it is not possible for him to personally respond to each of the questions and enclosing existing statements by the President on some of the issues raised. Eventually, these should be handled by the election committee which should have available general fact sheets or brochures on general issues such as education, agriculture and so forth.

_____ Approve _____ Disapprove



These are my recommendations. In reviewing them, you might find it helpful to scan a list of some of the requests which came to the White House in 1972 which also shows how they were handled (Tab B).

Once we are agreed on a system, I think it would be useful to ensure coordination by mentioning this in a senior staff meeting.



A



THE WHITE HOUSE

WASHINGTON

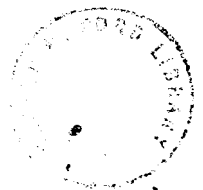
July 18, 1975

MEMORANDUM FOR: MARGITA WHITE

FROM: RON NESSEN *RAN*

This is the first of what I suspect will be an increasing flood of form questionnaires to candidates which we will receive.

Will you think about and recommend to me a proper procedure for answering such questionnaires if you think they should be answered at all?



EMPAC!

Ethnic Millions Political Action Committee

hael Novak, Executive Director

Candidates for the Presidency of the U. S., 1976

PAC respectfully submits these questions to every declared candidate for the presidency. The replies will be published in our bi-monthly newsletter, NEW AMERICA, which reaches 3,000 organizers and leaders of white ethnic groups in every state, with special concentration in the states from Massachusetts to Minnesota and Missouri, including New York, New Jersey, Pennsylvania, Ohio, Illinois and Michigan.

What is your fundamental approach to uniting white ethnics and blacks, rather than dividing them?

What is your position on "red-lining"? On other bank policies that affect integration city neighborhoods?

What is your position on the dramatic under-representation of white ethnics on university faculties, in scholarship funds, in appointive offices, on the boards of directors of corporations, on boards of regents, and in other positions of civic influence?

Do you support statistical reporting that shows every ethnic group, rather than simply "blacks" and "women"?

What will you do about the 21% of construction workers and 13% of all blue-collar workers who are unemployed (July)?

What is your position on busing in Northern cities, with their specific class and ethnic story?

What is your position on job seniority?

What is your position on that part of the Helsinki accords that will legitimize and solidify the grip of the Soviet Union on her colonies in Eastern Europe, and on the freedom to travel and communicate on the part of her own citizens?

Will you appoint white ethnics to the Supreme Court?

What are your plans to reward integration, rather than, de facto, to punish it as at present?

What do you plan to do to make jobs and neighborhood improvement more available for disempowering blacks, so as to relieve the pressure of violence on neighboring areas?

What is your program to halt the terrorizing of workingclass black and white neighborhoods by amateur and professional criminals?

What special program have you to improve education in white ethnic schools?

- . What special program have you for those in whose cultural heritage it is an obligation children to help care for their own ageing citizens?
- . At what level do you support the revision of curriculum materials, through H. E. W., that the history, culture, languages, and needs of all ethnic groups are included in "mainstream" and special courses?
- . What special child-care programs have you for white ethnic women, a majority of whom work outside the home, but prefer neighborhood friends or relatives, rather than child-care professionals, to watch their children?



B



MANAGE MAGAZINE	Secretary Peterson statement on the free enterprise system
EBONY	Presidential reply turned down
MONEY MAKING MAGAZINE	Presidential reply turned down; no substitutions
MOTOR TREND MAGAZINE	Secretary Volpe reply to questions
CAR AND DRIVER MAGAZINE	Volpe reply to questions
WISCONSIN JOURNAL OF EDUCATION	Commissioner Marland reply to questions
EDUCATION AND TRAINING MARKET REPORT	Dr. Worthington, Office of Education, statement
ELECTRONIC DESIGN	Asst. Sec. Gibson, Commerce, reply to questions
AMERICAN PSYCHOLOGICAL ASSOCIATION NEWSLETTER	Sec. Richardson reply on child welfare
AMERICAN INSTITUTE OF NUTRITION NOTES	Sec. Richardson statement
RURAL ELECTRIC NEWS SERVICE	Sec. Butz reply to questions
NATIONAL STUDENT NURSES ASSOCIATION	Sec. Richardson statement on national health insurance
NEW YORK STATE UNIVERSITY "INSIDE EDUCATION"	Commissioner Marland reply to questions
NATIONAL SERVICE SECRETARIAT NEWSLETTER	Blatchford statement
PASSENGER TRAIN JOURNAL	Sec. Volpe reply to questions
MICHIGAN EDUCATION ASSN. TEACHER'S VOICE	Commissioner Marland reply to questions



DAIRY NEWS	Previous statements by the President
NATIONAL TRUST FOR HISTORIC PRESERVATION	Previous statements by the President
MILLIONAIRE MAGAZINE	State of the Union Address
SLIGER PUBLICATIONS	President's statement on busing
TRAILER LIFE PUBLICATIONS	Sec. Morton replies to questions
MIZRACHI-HAPOEL HAMIZRACHI	State of the Union Address
EXCEPTIONAL PARENT	Sec. Richardson reply
St. Xavier High School	Presidential Statement on Importance of Voting
SAN FRANCISCO EXAMINER	Presidential reply turned down; no substitutions
NEAR EAST REPORT	*Presidential reply (via NSC)
CONTACTS	Re-Election Committee Dale reply
SOUTHEAST FARM WEEKLY AND LIVESTOCK WEEKLY	Secretary Butz statement
LIFE MAGAZINE	Presidential reply turned down; no substitutions
PARENTS MAGAZINE	*Presidential reply
AOPA PILOT	Secretary Volpe replies to questions
BUSINESS AND SOCIETY REVIEW	Presidential reply turned down
HAASBACHAR	Plain letter on President's policy re Soviet Jews

+ Exclusion
Presidential Reply



UNITED SOCIETIES OF ITALIAN
AMERICANS

Mike Balzano handling

BRIDGE

Presidential reply turned down

NATIONAL COOPERATIVE TELEPHONE
ASSOCIATION

Butz statement on REA and
rural Americans

THE CRITOGRAPH OF
Lynchburg College

President's Statement on
Importance of Voting

TEACHERS GUIDE TO
TELEVISION

*Presidential reply

TENANT MAGAZINE

H.U.D. for handling

Paris, Maine High School

Previous statements by
the President

AMERICAN HEREFORD ASSN.
"WINNERS WAY"

President's remarks upon
signing Federal Crop Insurance Act

ADMINISTRATIVE MANAGEMENT

President's Message on
Executive Reorganization

EQUITY MAGAZINE

*Presidential Statement
(via Nancy Hanks)

NATION'S CITIES

*Presidential reply

ARTS MANAGEMENT

Len Garment reply

ICC COOPERATOR

~~Micha reply~~ quoting President and
enclosing previous Presidential
statements

AMERICAN VOCATIONAL ASSOC.

Secretary Richardson statement

CALIFORNIA TEACHERS ASSOC.

Commissioner Marland statement

PSA MAGAZINE

Presidential statement (500 words)

* Exclusive
Presidential
Reply



J.C. PENNEY NEWS

President's Acceptance Speech

NATIONAL ASSOCIATION OF
SOCIAL WORKERS

Sec. Richardson replies to
questions

RIGGS NATIONAL BANK

President's statement on
Importance of Voting

JOURNAL OF HOME BUILDING

Sec. Romney replies to questions

SUNDAY EXPRESS (Canada)

State Department for handling as
appropriate

AMERICAN SOCIETY OF
MECHANICAL ENGINEERS
(combined technical societies)

Dr. David reply to questions

BANKING MAGAZINE

Sec. Shultz statement

AMERICAN JOURNAL OF CIVIL
DEFENSE

Gen. Lincoln statement

PSEA (Education)

Commissioner Marland statement

MACHINE DESIGN

Dr. David reply to questions

ILLINOIS FEDERATION OF
REPUBLICAN WOMEN

Presidential statement (500 words)

Salpointe High School
CRUSADER

Presidential statement (500 words)

Herricks High School
HIGHLANDER
SAGINAW TOWNSHIP TIMES

Presidential statement (500 words)

Presidential statement (250 words)

NATIONAL LEAGUE FOR NURSING

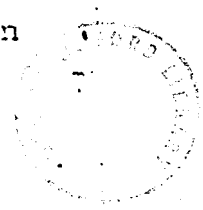
Sec. Richardson statement

THE ADVOCATE (Retail Clerks
International)

Presidential statement (1200 words)

AMERICAN LEAGUE OF WOMEN
VOTERS

Presidential statement on
importance of voting



VETERAN'S NEWS DIGEST

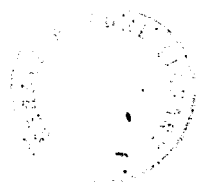
ST. REGIS PAPER CO.

Column "The Earl's Beat"
Madisonville, Kentucky
MESSENGER

Donald Johnson statement

Presidential statement (1200 words)

Presidential statement (1200 words)



THE WHITE HOUSE
WASHINGTON

September 24, 1975

NOTE FOR: GENERAL SCOWCROFT
DICK CHENEY ✓
JERRY JONES

FROM: RON NESSEN *RH*

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,

Don



THE WHITE HOUSE
WASHINGTON

September 26, 1975

MEMORANDUM FOR: RON NESSEN
FROM: DICK CHENEY

P

Ron, you should be aware of the attached concerning Parade Magazine.
Keep it in mind for when we've got something big we want to cover.



THE WHITE HOUSE
WASHINGTON

September 18, 1975

NOTE TO DICK CHENEY

Bob Walters of Parade asked that
I pass on the following to you:

They (he & Lloyd Shearer) stand ready
to run another cover story on the
President whenever we want, but particularly
when we've got something to push. They
are not interested in an exclusive interview
or anything along that line. What they're
thinking about is a cover with copy akin
to "I, Gerald Ford, President, etc.,
announce that...etc." Then an inside story
on the particular issue, whatever it may
be. As you are well aware, Parade affords
broad print coverage, just about every
major metro market in every state, so it's
something we might want to make use of
with the appropriate issue.

Pete



THE WHITE HOUSE

WASHINGTON

September 29, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

RON NESSEN

I forget the exact procedure for putting in names of people who volunteer to work on President Ford's campaign but I am sending this on to you on the assumption that you will get it to the right place.

At a party the other night I received such an offer of help from Jack H. Schwab, a Baltimore clothing manufacturer, 1407 Parker Road, Baltimore, Maryland, 21227. His office phone is: 301-242-8200. His home phone is: 301-486-6875.



THE WHITE HOUSE

WASHINGTON

October 9, 1975

MEMORANDUM FOR: RON NESSEN
FROM: DICK CHENEY

Ron, I haven't done anything to follow up on the attached about Doug Cater.

Why don't you see me on it and we'll figure out what we ought to do.

Attachment



THE WHITE HOUSE

WASHINGTON

August 22, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN *RAN*

Doug Cater phoned yesterday from the Aspen Institute. He said that all the Institute members who visited with the President were very impressed by the evening.

Cater's purpose for calling was to report that he is contacting private foundations now about the idea he mentioned to the President the other night of having a private study made of the potential and the problems of technological advancements in communication. As you recall, the President indicated he felt this should not be a government commission study, but that he would indicate his support if a private foundation study was organized.

Cater wanted to make two specific points:

1. McGeorge Bundy is going to phone Don Rumsfeld to confirm that the President will informally welcome such a private commission study, and Cater wanted to make sure that Don knew about the conversation.
2. Doug said that President Johnson had informally indicated several people he wanted to have on the old Killian Commission, and Doug wondered whether President Ford wants to privately indicate any members he wants on this new study on communications.

*Include Nessen -
go ahead -*



[Handwritten signature]

*Sent to
Dick Cheney
10-14-75*

NATIONAL BROADCASTING COMPANY, INC.

THIRTY ROCKEFELLER PLAZA, NEW YORK, N.Y. 10020, CIRCLE 73300

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 Shella 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

THE WHITE HOUSE

WASHINGTON

October 10, 1975

*Discussed
in person.
with D.C.
28 Oct 1975*

DR

MEMORANDUM FOR: DICK CHENEY
JERRY JONES

FROM: RON NESSEN *RAN*

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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.

Ron
Let's talk
Dick



October 13, 1975

MEMORANDUM FOR:

DICK CHENEY

FROM:

RON NESSEN

I sent to you on August 30, and requested your comments on, a memorandum from Margita White proposing a system for responding to the many requests from various publications which we will receive during the election campaign for Presidential responses to a set of questions or queries for Presidential positions on specific issues.

As Margita mentioned in her original memo, it is standard procedure during an election year for publications to send such questionnaires to candidates and print the responses side by side. If a candidate does not respond, some publications will leave his side of the page blank, so it is important to think about this and establish a procedure now.

If you still have Margita's memo I would appreciate receiving your suggestions on how to handle this matter.

RN/pp



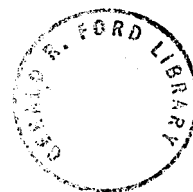
THE WHITE HOUSE
WASHINGTON
October 17, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN *RAN*

You requested about a week ago a proposal for a regular meeting to sharpen the President's Q & A books for news interviews and news conferences.

Attached find a proposal from Jim Shuman. I concur and will be happy to discuss it with you for implementation or modification.



THE WHITE HOUSE

WASHINGTON

October 17, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

JIM SHUMAN

SUBJECT:

President's Q&A Briefing Book

We have now evolved to a point where we can further institutionalize the preparation of the President's Q & A Briefing book.

Here is what I propose:

1. Each week, the process will start when I prepare questions, and, occasionally, guidelines for answers. These will be sent to our usual sources for answers, such as the Domestic Council, FEA, Bill Seidman's office, and so forth. These questions will go out Monday around noon, and answers will be due by 9 a.m. Wednesday, at least until we have enough further experience to know if those are the proper starting times.
2. Sometime each Wednesday we will meet to review and sharpen the answers. Attending this meeting, besides you and me, I would suggest: Dick Cheney, Jim Lynn, Alan Greenspan, Bill Seidman, Jim Cavanaugh, Bob Goldwin, Jack Calkins, Frank Zarb, Gen. Scowcroft, and Phil Buchen or his deputy. This meeting will allow those concerned to coordinate their areas of interest with others, and to sharpen answers, provide anecdotes and so forth.

I will then compile and polish these answers. We should have a briefing book ready for the President each week by Wednesday night or Thursday noon.



THE WHITE HOUSE

WASHINGTON

October 13, 1975

MEMORANDUM FOR: RON NESSEN
FROM: DICK CHENEY

Ron, I think we're making progress on the Q's and A's for the President, but I think we can do some additional things that will help refine the answers to the point where they are sharper.

Why don't you and I talk this week about how we can do that. It seems to me one way, for example, would be to create a regular scheduled time for the group to meet. Perhaps if we met every Monday morning to discuss a broad range of issues rather than waiting until there's a specific press conference coming up, that everyone would be able to save time for it on their schedule, we'd all be able to focus on it and we'd have a continuous process of refining how we say things which might be helpful, both to the President and to you.

Let's talk about who should be in the group, and how we might set something like that up.



THE WHITE HOUSE

WASHINGTON

October 17, 1975

MEMORANDUM FOR DICK CHENEY

FROM: RON NESSEN *RN*

You requested about a week ago a proposal for a regular meeting to sharpen the President's Q & A books for news interviews and news conferences.

Attached find a proposal from Jim Shuman. I concur and will be happy to discuss it with you for implementation or modification.

Rm

add Jerry Jones

otherwise OK

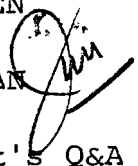
1/17/75



THE WHITE HOUSE

WASHINGTON

October 17, 1975

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FROM: JIM SHUMAN 
SUBJECT: President's Q&A Briefing Book

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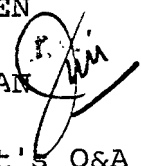
RN/cg



THE WHITE HOUSE

WASHINGTON

October 17, 1975

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SUBJECT: President's Q&A Briefing Book

We have now evolved to a point where we can further institutionalize the preparation of the President's Q & A Briefing book.

Here is what I propose:

1. Each week, the process will start when I prepare questions, and, occasionally, guidelines for answers. These will be sent to our usual sources for answers, such as the Domestic Council, FEA, Bill Seidman's office, and so forth. These questions will go out Monday around noon, and answers will be due by 9 a.m. Wednesday, at least until we have enough further experience to know if those are the proper starting times.
2. Sometime each Wednesday we will meet to review and sharpen the answers. Attending this meeting, besides you and me, I would suggest: Dick Cheney, Jim Lynn, Alan Greenspan, Bill Seidman, Jim Cavanaugh, Bob Goldwin, Jack Calkins, Frank Zarb, Gen. Scowcroft, and Phil Buchen or his deputy. This meeting will allow those concerned to coordinate their areas of interest with others, and to sharpen answers, provide anecdotes and so forth.

I will then compile and polish these answers. We should have a briefing book ready for the President each week by Wednesday night or Thursday noon.



THE WHITE HOUSE
WASHINGTON

10-20-75

NOTE FOR:

Dir. Cenes

FROM

: RON NESSEN

I don't mind
but I may be in
China on the
pre-advance.

RHN



THE WHITE HOUSE

WASHINGTON

October 20, 1975

MEMORANDUM FOR: RON NESSEN
FROM: DICK CHENEY

Ron, we'd like to help the Realtors with their Annual Convention out in San Francisco this year.

The President has gone previously, and had to turn them down this year.

I have been asked to see if you'd have any interest in speaking to a group of 6-7,000 realtors in San Francisco on Tuesday, November 11, in the morning.

It's a good group, strong supporters of the President, and they've asked specifically for you.

Please let me know if you have any interest.



THE WHITE HOUSE
WASHINGTON

10/27

NOTE FOR: Dick Cheney
FROM : RON NESSEN

Any thoughts on
these concerns
expressed by Eric?

R.A.N.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

October 27, 1975

MEMORANDUM FOR RON NESSEN

FROM: ERIC ROSENBERGER *ER*

SUBJECT: Republican National Committee

I have learned from Toby Massey - head of AP Photos in Washington and also Chairman of the National Political Conventions subcommittee of the Press Photographers Gallery - that the current plans for the Convention are in pretty sad shape. He and Bob Goodwin of the Advance Office attended the RNC Committee on Arrangements meeting last week in Kansas City.

From what I can gather, the people who are running the convention have no idea of how to put a convention together. They evidently have done no research on how the last few conventions were run; have done no planning; have no experience; and, have a pretty poor attitude.

The major press problems, which the committee has not yet addressed, are: hotel space; camera platforms; lighting press platforms; film processing and transmission; location of television booths; allocation of sky boxes; traffic flow; parking; transportation; credentials and floor passes; access in and out; and, filing center.

The attached clipping from the October 24 New York Times points out how absurd the situation has become. What really happened is that the Convention Committee didn't lock in all the hotel rooms in Kansas City and CBS booked an entire hotel. The Committee then told CBS that unless they released the rooms they would get no floor passes. CBS then said that they might not cover the Convention - then relented.

We sure don't need this kind of mismanagement!

I know we can't get too involved in the Convention but perhaps a meeting with Mary Louise Smith might be a good idea before the situation gets completely out of hand - which is happening fast.

attachment (1)



Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

THE NEW YORK TIMES

FRIDAY, OCTOBER 24, 1975

**CBS Relents on Rooms
For G.O.P. Convention**

Butterfly
#

Q Is there anything new about a Ford meeting with Asad?

MR. NESSEN: No, there is nothing new on it.

Q Ron, will Dick Cheney be the White House liaison with the Election Committee or is somebody else going to take over that part of Rumsfeld's job?

MR. NESSEN: Well, he has been and I don't think we have simply moved that far yet into who is going to be doing that.

Q Who is going to replace Packard with the committee now on fund raising?

MR. NESSEN: Who is going to take Packard's place?

Q Has Packard already left and who is taking his place on fund raising? Surely they won't leave that --

MR. NESSEN: Why don't you ask Peter Kaye. They have their own press secretary over there now.

Q But I am asking you.

MR. NESSEN: But I don't know. Why don't you go to where the information is?

Q It is not Peter Kaye's decision.

MR. NESSEN: Peter Kaye is the press secretary, Helen.

Q I am asking you.

MR. NESSEN: I don't know.

→ Q Ron, going back to Cheney, there have been no questions about him last night or today? Is the man capable of taking over those big shoes of Rumsfeld?

MR. NESSEN: You bet he is, and the President would not have given him the job if he didn't think he was going to do it.

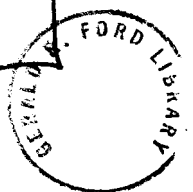
Q Could you have Cheney come out and submit to questions?

MR. NESSEN: He has been, I think you know, the deputy of Don Rumsfeld almost from the beginning, and under the deputy system at the White House he has been completely interchangeable with Don Rumsfeld. They do the same work. They have equal access to the President. They speak with equal authority both in terms of bringing information to the President and taking information out from the President and parceling it out.

MORE

#365

Ron
Thompson
Dick



The President feels that Dick has performed this job brilliantly and the President has every confidence that he is the best qualified person he can find to take this job of coordinating the White House staff activity.

Q Ron, will you bring him out here for questioning?

MR. NESSEN: I will certainly ask him.

The Sadat meeting tomorrow, I understand, has been moved to 4 o'clock in the afternoon.

Q Will we get a communique afterwards?

MR. NESSEN: You will get some information afterwards.

Q Are we going to get Packard's letter of resignation?

MR. NESSEN: Not today.

Q Are we going to ever get it, is the question?

MR. NESSEN: I don't know.

THE PRESS: Thank you, Ron.

END (AT 12:54 P.M. EST)

#365



THE WHITE HOUSE
WASHINGTON
11-13-75

NOTE FOR: *Dir. Cheney*
FROM : RON NESSEN

FXI

RHN



11/7/75
THE NATIONAL OBSERVER DOW JONES & COMPANY, INC.

November 7, 1975

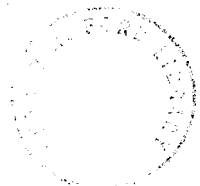
Editors, Writers:

I am sending you our story about a special survey of all 1972 Republican delegates and alternates as to their favorites for nominees as President and Vice President in 1976.

The enclosed news release and galley proofs are for immediate release. Proofs are enclosed so you may write your own story. There is no restriction as to wordage used if The Observer is credited. If you have any questions, please do not hesitate to telephone me here at Observer headquarters in Silver Spring, Md., at 622-2900 ext. 235, or at home at 654-5281.

Sincerely,

Joe Western
Joe Western
Senior Editor



A-04--UNSUB VCI

By James M. Pe
FROM WASHINGTON, D.C.

PRESIDENT FORD does face a serious challenge from Ronald Reagan, a National Observer survey of Republican delegates and alternate delegates to the party's 1972 convention discloses.

And the President

fore we've even made our announcement [of Reagan's candidacy], think what we ought to be able to do when we have a candidate."

Finally, the delegates were asked if they favored the nomination of Nelson Rockefeller as Vice President. Of those replying to that question, 306 said yes and 442 said no. Thus, ~~40.9~~ per cent wanted to keep Rockefeller, ~~59.1~~ per cent wanted to dump

A-65-Observer

and those states that preferred him include such heavyweights as New York, New Jersey, Pennsylvania, Massachusetts, Connecticut, Michigan, Iowa, Minnesota, and Washington.

Rockefeller's popularity, though not as high as Ford's anywhere but in his

Mathias, a Maryland progressive and heretofore more a foot soldier than a field commander, has talked about making just such a fight.

Reagan's Challenge

Unquestionably, pockets of resistance to the right-wing conquest of the national Republican Party remain. The removal of Rockefeller — and what Rockefeller makes of that removal in

	FORD		ROCKEFELLER	
	Yes	No	Yes	No
NEW ENGLAND				
Maine	2	1	1	2
Vermont	3	1	2	2
New Hampshire	7	3	5	5
Massachusetts	14	5	11	7
Rhode Island	2	1	2	0
Connecticut	10	0	9	1
TOTAL	38	11	30	17
MIDDLE ATLANTIC				
New York	23	13	25	10
New Jersey	13	5	13	5
Pennsylvania	23	9	16	15
Delaware	0	1	0	1
Maryland	8	5	5	7
West Virginia	5	3	4	4
TOTAL	72	36	63	42
SOUTH				
Virginia	13	15	11	16
North Carolina	5	7	3	9
South Carolina	3	8	1	10
Georgia	10	7	4	13
Florida	12	10	4	19
Alabama	5	4	3	6
Mississippi	3	10	1	12
Louisiana	6	10	1	14
Arkansas	4	1	2	2
Tennessee	8	8	4	13
Texas	18	8	2	23
TOTAL	87	88	36	137
MIDWEST				
Kentucky	8	12	8	12
Ohio	24	9	18	15
Indiana	10	7	7	9
Illinois	22	8	12	17
Michigan	18	3	12	8
Wisconsin	13	4	6	11
Minnesota	14	0	9	4
Iowa	15	4	10	7
Missouri	9	6	7	9
TOTAL	133	53	89	92
PLAINS				
North Dakota	7	0	2	4
South Dakota	4	2	3	3
Nebraska	5	3	2	4
Kansas	15	2	13	3
Oklahoma	4	8	1	10
TOTAL	35	15	21	24
MOUNTAIN				
Montana	3	3	2	4
Wyoming	5	4	6	2
Colorado	6	3	2	7
New Mexico	3	1	0	3
Arizona	7	5	4	8
Nevada	2	2	1	3
Utah	4	7	1	10
Idaho	6	3	2	7
TOTAL	36	28	18	44
PACIFIC				
California	23	20	8	34
Oregon	9	3	6	5
Washington	13	8	11	10
Alaska	4	2	3	3
Hawaii	3	5	3	4
TOTAL	52	38	31	56
OTHER				
District of Columbia	5	1	3	2
Puerto Rico	1	0	1	0
	2	0	2	0

Note: There were 21 replies that didn't indicate the origin, but were listed in the grand total.

THE NATIONAL OBSERVER DOW JONES & COMPANY, INC.

November 7, 1975

FOR IMMEDIATE RELEASE. If you have any questions, telephone Joe Western, Senior Editor, The National Observer, at 622-2900, ext. 235, or at home 654-5281.

GOP DELEGATE ROLL ESTABLISHES STRONG REAGAN
CHALLENGE TO PRESIDENT FORD'S NOMINATION