

PRESIDENT FORD COMMITTEE RECORDS. PRESS OFFICE FILES, 1975-76

Collection Type

Personal Papers

Extent

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Record Type

Textual

Scope and Content Note

Press Secretary Peter Kaye formed the PFC's small in-house Press Office in October, 1975. Kaye directed the organization's radio, television, and news activities through the primary campaign, reporting to the PFC Chairman. He resigned in July, 1976, when the Press Office was subsumed under a larger Communications Division, headed by newly-appointed Deputy Chairman for Communications William I. Greener, Jr. Thereafter, Deputy Director Ron Weber directed campaign press operations, including audio feed banks, newsletters, and field press operations. During the general election campaign, Peter Teeley served as Press Secretary in an enlarged Press Office with responsibility for drafting and distributing PFC press releases, fielding campaign-related press inquiries, and directing audio operations. (See Attachment A).

The division of responsibilities between the PFC's press operation and the White House Press office headed by Ron Nessen was unclear and periodically strained during the campaign. The PFC staff was to respond only to those queries related to the campaign organization and activities, directing more substantive questions to the President's own White House press operation. While this is not clearly

documented in the PFC Press Office File, evidence is scattered in portions of the Ron Nessen Papers.

The Press Office collection incompletely documents the Office's significant role in the campaign as the organization's liaison to the media. The Press Secretaries' series contain little substantial or original material related to their activities. Peter Kaye's role in formulating and implementing an overall news strategy, his attendance at PFC sessions with White House officials and sometimes President Ford, and his frequent communications with White House Press Secretary Ron Nessen are not evidenced. Also lacking is documentation of Kaye's press plan presented at the PFC's November 1975 Finance Committee meeting and establishment of an advocates program using high administration officials as campaign surrogates. Additionally, the collection does not include material reflecting the work of several key staff members, such as Deputy Director Ron Weber.

The collection's major research value lies in campaign information in Press Office publications and the reference files in the Kaye, Teeley, and Clippings series. Press releases and in-house newsletters disseminated to the press, advocates and organization members nationwide are amassed in the Kaye and Teeley series and provide an excellent source of information on PFC activities and appointments. The Kaye and Clippings series provide abundant background material in folders related to Ford, Reagan and the state primaries.

Interesting final reports on aspects of the PFC's press operations prepared after the November election are found in Teeley's "Recommendations and 'Lessons Learned' for Future Republican Campaigns Book." Additionally, small amounts of valuable material are found in Teeley and Rosenker folders concerning an office controversy over a centrally or regionally organized audio program, and Rosenker's analysis of the 1972 CREEP audio program.

Interoffice memoranda filed in the Kaye, Teeley and Rosenker series partially document the Office's management of incoming media requests. Kaye passed requests for presidential appearances, with his recommendations, to Ron Nessen for response. The PFC Press Office provided the media with pre-recorded video and audio messages from the President, First Family, Advocates and PFC

officials. Particularly well documented here are radio actualities, recorded excerpts from campaign speeches made nationwide, which Rosenker transmitted by Watts line to radio stations for free broadcast. While records were kept of the numerous messages sent, the texts are not included and there is no method of determining whether stations actually broadcast the messages.

Related Materials (as of 1991):

Related PFC press operation material may be found in the files of the Chairman's Office, the Office of Administration, and Campaign '76 Communications, Inc. Material related to Kaye's interaction with the White House is available in the files and papers of White House Press Secretary Ron Nessen, and the files of Counsellor to the President for Political Affairs Rogers Morton, Special Counsel David Gergen (including Kaye's state media files), and Directors of Press Advance Eric Rosenberger and Douglass Blaser. In addition, White House Central Files Name File includes files for many of the PFC Press Office staff.

Last Modified Date

2024-05-17

Press Office: Peter Kaye Files, 1975-76.

(Boxes G1-G7, 2.8 linear feet)

Correspondence, memoranda, printed matter, lists, statements, speeches, reports and working papers. The bulk of the material relates to the Office's collection and production of printed campaign news. Included are Kaye press releases and issues of PFC newsletters. Correspondence, memoranda, speeches, clippings, articles and state and local newsletters provide background material on candidates, PFC staff and political activities early in the campaign. Also included are background papers, copy carbons, proofs and layout sheets for the February and March 1976 issues of "The Inside News," prepared by editor G. M. Prather.

Arranged alphabetically by subject.

Box G1 - Press Office: Peter Kaye Files

Status	Title
OPEN	Advocates Program
OPEN	Callaway, Bo - Schedule, 01/1976

Status	Title
OPEN	"Delegate Special" - Newsletters
OPEN	Ford Administration Issues (1)-(2)
OPEN	Hot Clippings (1)- (3)
OPEN	Important Dates for the 1976 Primaries
OPEN	"Inside News" - Newsletters
OPEN	"Inside News" 02/1976 - Background Material: Clippings
OPEN	"Inside News" 02/1976 - Background Material: General
OPEN	"Inside News" 02/1976 - Background Material: PFC Press Releases
OPEN	"Inside News" 02/1976 - Background Material: Publication Format

Box G2 - Press Office: Peter Kaye Files

Status	Title
OPEN	"Inside News" 02/1976 - Background Material: States-Related
OPEN	"Inside News" 02/1976 - Copy Carbons (1)-(2)
OPEN	"Inside News" 02/1976 - Customer Proofs
OPEN	"Inside News" 02/1976 - Galley Proofs (1)-(2)
OPEN	"Inside News" 02/1976 - Photographs
OPEN	"Inside News" 02/1976 - Printing (1)-(2)
OPEN	"Inside News" 02/1976 - Working Papers
OPEN	"Inside News" 03/1976 - Background Material: Clippings

Box G3 - Press Office: Peter Kaye Files

Status	Title
OPEN	"Inside News" 03/1976 - Background Material: General
OPEN	"Inside News" 03/1976 - Background Material: PFC Press Releases
OPEN	"Inside News" 03/1976 - Background Material: States-Related
OPEN	"Inside News" 03/1976 - Copy Carbons (1)-(2)
OPEN	"Inside News" 03/1976 - Customer Proofs

Status	Title
OPEN	"Inside News" 03/1976 - Editor's Copy (1)-(2)
OPEN	"Inside News" 03/1976 - Headlines, Galley Proofs and Layout Sheets
OPEN	"Inside News" 03/1976 - Working Papers
OPEN	Media Buying - New Hampshire and Florida
OPEN	Media - Notes
OPEN	New Kwong Tai Press, 03/1976

Box G4 - Press Office: Peter Kaye Files

Status	Title
OPEN	PFC Finance Committee Meeting Book (1)-(2)
OPEN	PFC Press Releases (1)-(3)
OPEN	PFC Staff - Biographies
OPEN	PFC Staff - Convention Attendance
OPEN	Political Reports and Polls (1)-(3)
OPEN	Press Office - Newsletter Responsibility
OPEN	Press Releases - Special
OPEN	Reagan, Ronald, 10/1975- 12/1975 (1)-(2)

Box G5 - Press Office: Peter Kaye Files

Status	Title
OPEN	Reagan, Ronald, 10/1975- 12/1975 (3)-(4)
OPEN	Reagan, Ronald, 1/1976- 2/1976 (1)-(2)
OPEN	Reagan's Welfare Reform - Press Release
OPEN	Speeches and Statements (1)-(3)
OPEN	State of the Union (1)-(2)
OPEN	States - California (1)-(2)

Box G6 - Press Office: Peter Kaye Files

Status	Title
OPEN	States - Lists
OPEN	States - Pennsylvania
OPEN	States - Rhode Island
OPEN	States - South Dakota

Status	Title
OPEN	States - Tennessee
OPEN	States - Texas (1)-(3)
OPEN	States - Texas: Clippings
OPEN	States - Texas: G.M. Prather's File
OPEN	States - Texas: G.M. Prather's Clippings File

Box G7 - Press Office: Peter Kaye Files

Status	Title
OPEN	States - Texas: G.M. Prather's Press Release File (1)- (2)
OPEN	States - Texas: PFC Press Releases
OPEN	States - Utah
OPEN	States - Vermont
OPEN	States - Virginia
OPEN	States - Washington
OPEN	States - West Virginia
OPEN	States - Wisconsin
OPEN	States - Wyoming
OPEN	Supreme Court Decision on Federal Election Campaign Laws
OPEN	Transcripts (1)-(3)
OPEN	UPI Wires
OPEN	White House Scheduling

Press Office: Peter Teeley Files, 1976.

(Boxes G8-G12, 1.7 linear feet)

Correspondence, memoranda, printed matter, notes, reports, question and answer briefing sheets, schedules and lists. The material documents aspects of the Office's operations and provides a record of its printed material. Included is an extensive series of reports prepared after the November election on Press Office programs, reports on the PFC's audio program and budget, staff lists and biographies, briefing material prepared for James Baker, and a complete set of press releases prepared under Teeley's direction.

Arranged alphabetically by subject.

Box G8 - Press Office: Peter Teeley Files

Status	Title
OPEN	Advocates
OPEN	Auto Dealers
OPEN	Briefing Book (1)-(2)
OPEN	Daily Talking Points and Newsletter Book (1)-(8)
OPEN	Endorsements
OPEN	Foreign Press

Box G9 - Press Office: Peter Teeley Files

Status	Title
OPEN	HEW Survey - "Major Issues for American College Students" (1)-(2)
OPEN	Media Requests (1)-(2)
OPEN	Memoranda - Teeley
OPEN	Milliken Meeting
OPEN	Press Recommendations and "Lessons Learned" for Future Republican Campaigns Book - Carter Reception
OPEN	Press Recommendations and "Lessons Learned" for Future Republican Campaigns Book - Election Night
OPEN	Press Recommendations and "Lessons Learned" for Future Republican Campaigns Book - Expenditures (1)-(2)
OPEN	Press Recommendations and "Lessons Learned" for Future Republican Campaigns Book - Overview of Press Operations and Rosters
OPEN	Press Recommendations and "Lessons Learned" for Future Republican Campaigns Book - Press Office Administration (1)-(2) (press kit)

Box G10 - Press Office: Peter Teeley Files

Status	Title
OPEN	Press Release Log Book (1)-(4)
OPEN	Press Release Supplement Book - People for Ford: State Chairmen

Status	Title
OPEN	Press Release Supplement Book - People for Ford: Physicians
OPEN	Press Release Supplement Book - People for Ford: Attorneys
OPEN	Press Release Supplement Book - People for Ford: Youth
OPEN	Press Release Supplement Book - People for Ford: Democrats
OPEN	Press Release Supplement Book - People for Ford: Realtors
OPEN	Regional Operations
OPEN	Schedules Book - Chairman, Deputy Chairman and Dole (1)- (2)

Box G11 - Press Office: Peter Teeley Files

Status	Title
OPEN	Schedules Book - Senator Dole (1)-(3)
OPEN	Schedules Book -Jimmy♦Carter
OPEN	Schedules Book - Walter Mondale
OPEN	Schedules Book - Other (1)-(2)
OPEN	Telephone Messages (1)-(3)

Box G12 - Press Office: Peter Teeley Files

Status	Title
OPEN	Telephone Messages (4)-(5)
OPEN	Unions

Press Office: Mark Rosenker Files, 1976.

(Boxes G12-G15, 1.3 linear feet)

Correspondence, memoranda, reports, drafts, copy, notes, lists, printed matter, logs and invoices. The material relates to Press and Communications Office policy and broadcast operations, especially the radio actuality program which Bill Hart and Rosenker operated throughout 1976. Included are advisory and policy memoranda, drafts of media messages, budgets, and daily and weekly activity reports.

Arranged alphabetically by subject.

Box G12 (Continued) - Press Office: Mark Rosenker Files

Status	Title
OPEN	Audio Feed Logs (1)- (9)

Box G13 - Press Office: Mark Rosenker Files

Status	Title
OPEN	Audio Section - Costs
OPEN	Background Material
OPEN	Communication Division Memoranda - Weber
OPEN	Correspondence - Rosenker
OPEN	Drafts - Print Media
OPEN	Drafts and Copy - Broadcast Media
OPEN	Equipment
OPEN	Job Applicants
OPEN	Media Lists
OPEN	Media Rental, Production and Distribution
OPEN	Media Requests
OPEN	Money Commitments
OPEN	Network Services
OPEN	PFC Campaign Letter
OPEN	PFC Fact Sheets
OPEN	PFC Memoranda

Box G14 - Press Office: Mark Rosenker Files

Status	Title
OPEN	PFC Press Releases
OPEN	PFC Publications ("President Ford News" 04/1976)
OPEN	PFC Staff Rosters
OPEN	Press Office Memoranda - Hart
OPEN	Press Office Memoranda - Kaye/Teeley
OPEN	Press Office Memoranda - Prather
OPEN	Press Office Memoranda - Rosenker

Status	Title
OPEN	Radio Activity - Democrats
OPEN	Radio Activity Reports (1)- (2)
OPEN	Radio Actuality Feed Instructions
OPEN	Radio Actuality Logs - Alabama - Delaware
OPEN	Radio Actuality Logs - Florida - Kentucky
OPEN	Radio Actuality Logs - Louisiana - Michigan
OPEN	Radio Actuality Logs - Minnesota - New Jersey
OPEN	Radio Actuality Logs - New Mexico - Rhode Island

Box G15 - Press Office: Mark Rosenker Files

Status	Title
OPEN	Radio Actuality Logs - South Carolina - Texas
OPEN	Radio Actuality Logs - Special Groups/Regional Networks
OPEN	Radio Actuality Logs - Utah - Wyoming
OPEN	Radio Actuality Program - Primary States
OPEN	Schedules
OPEN	Tele- Color Productions
OPEN	Television Ratings - Convention Film, Acceptance Speech
OPEN	White House Memoranda
OPEN	Young People for Ford

Press Office: Clippings File, 1975-1976.

(Boxes G15-G20, 1.9 linear feet)

Correspondence, memoranda, notes, printed material, and press clippings. The material forms a reference file of campaign information used by the Press Office to create media messages. Newspaper clippings submitted by various PFC staff to Assistant Press Secretary of Operations Ned Greene form the bulk of the file.

Arranged alphabetically by subject.

Box G15 (Continued) - Press Office: Clippings File

Status	Title
OPEN	Bayh, Birch - Campaign Literature
OPEN	Budget Package

Status	Title
OPEN	Callaway, Bo - "Face the Nation" Interview, 12/07/1975
OPEN	Colorado
OPEN	Defense Policy - Press Release
OPEN	Florida - Press Clippings
OPEN	Ford, Betty

Box G16 - Press Office: Clippings File

Status	Title
OPEN	Ford, Gerald - Accomplishments, Issues (1)-(2)
OPEN	Ford, Gerald - Excerpts from St. Petersburg, Fla. Remarks on Senior Citizens
OPEN	Ford, Gerald - Pre- Florida Delegate Vote Counts
OPEN	Ford, Gerald - Veto of Public Works Employment Act
OPEN	Ford, Gerald - Vetoes
OPEN	Ford, Jack
OPEN	Houston Packages
OPEN	Idaho
OPEN	Illinois - Press Clippings (1)-(2)
OPEN	Illinois Package
OPEN	Intelligence Committee Report - Village Voice
OPEN	International Bribe Inquiry
OPEN	Kissinger, Henry

Box G17 - Press Office: Clippings File

Status	Title
OPEN	Magazine Clippings
OPEN	New Hampshire - Political Ads
OPEN	New Hampshire and Florida (1)-(2)
OPEN	Newspaper Clippings - General (1)-(5)

Box G18 - Press Office: Clippings File

Status	Title
OPEN	Newspaper Clippings - General (6)-(9)
OPEN	Ohio - Press Clippings (1)-(6)

Status	Title
OPEN	Oregon - Press Clippings

Box G19 - Press Office: Clippings File

Status	Title
OPEN	Packages for December 1975 Meetings
OPEN	Physicians for Ford - Florida
OPEN	Polls
OPEN	"President Ford News" 04/1976
OPEN	Reagan - Budget: \$90 Billion Gaffe
OPEN	Reagan - Editorials and Magazine Articles
OPEN	Reagan - ERA/Abortion
OPEN	Reagan - Fiscal Policy
OPEN	Reagan - Grain Sales
OPEN	Reagan - "Let the People Rule" Speech
OPEN	Reagan - New Hampshire/Florida Press Clippings
OPEN	Reagan - Off Shore Oil Drilling
OPEN	Reagan - Packages (1)-(2)
OPEN	Reagan - Reaction to Budget Gaffe
OPEN	Reagan - Television Speech
OPEN	Reagan - Welfare Record

Box G20 - Press Office: Clippings File

Status	Title
OPEN	Reagan/Ford Issues
OPEN	Rockefeller, Nelson
OPEN	Texas - Press Clippings
OPEN	UPI Wire Clips