

The original documents are located in Box 126, folder “Calkins, John” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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Jack Calkins to
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THE WHITE HOUSE
WASHINGTON

February 24, 1975

MEMORANDUM TO: Ron Nessen

FROM: Jack Calkins *JC*

I received a telephone call at 5:00 p.m. today from Lee Mandel of Palm Beach County, Florida. He has a taped interview show titled, CAMERA TWELVE on WPEC, the ABC affiliate in West Palm Beach. CAMERA TWELVE is shown each Sunday between MEET THE PRESS and ISSUES AND ANSWERS. His call came to me because he is a member of the Executive Committee of the Palm Beach County Republican organization and must have mentioned that fact to one of the switchboard operators who put the call through to our office. However, his request actually falls in your bailiwick.

Mandel inquired if there was any way he could have 15 minutes with the President to do a tape interview for use on next Sunday's CAMERA TWELVE show. Says he has been checked and cleared before by the Secret Service because he did a 20 minute interview with President-elect Nixon on January 1, 1969 at the Rosebowl Game.

I explained that the President's schedule was extremely tight and virtually locked in at this point but told him I would relay the facts and his request to your office for a telephone response to him. His number at the station is 305-848-7211 and his home is 305-844-0120.

Incidentally, he claims that parts of several of his interviews are picked up and used on the full net, most recently on AM AMERICA.

I would appreciate it if someone could call him.
Thanks.



THE WHITE HOUSE
WASHINGTON
March 26, 1975

Ron Nessen
President has
seen - in your
hands now!

MEMORANDUM TO: ROBERT T. HARTMANN *RTH*
FROM: JACK CALKINS *JC*

Today I had lunch with Bob Walters, whom I had known when he was a political writer for the Evening Star. He is now on the payroll of PARADE, though he is permitted to free lance for Harper's, New York Times Magazine, and National Journal. Walters said that the PARADE editors are anxious to do a cover with President Ford, but that they need something inside the mag to justify the cover. Five weeks ago, they had inquired about an Easter message, and Walters had contacted Ron Nessen about it but was told that the Speechwriting Staff was all tied up doing the work for the Florida trip and that the deadline could probably not be met, so they gave up the idea of a Ford cover for Easter.

This got me thinking, and I had this brilliant idea -- Why not use PARADE for a policy declaration of some sort just as the President would in a speech to an important or widespread audience? In other words, why manufacture a story reason or use a holiday message when the vehicle could be used to drive home his message on something of substance like energy, tax policy, foreign affairs, consumer legislation, etc? PARADE has a circulation of 20 million and, though lightweight in its editorial content, it certainly reaches Middle America.

I suggest this subject be discussed at one of our Staff Meetings with Paul, either before or after you mention it to the President as you see fit.

Walters assured me that he could guarantee security on the statement even though they have a five-week lead time. Walters can be reached at 833-8000 - Office, or 547-7148 - Home.



THE WHITE HOUSE

WASHINGTON

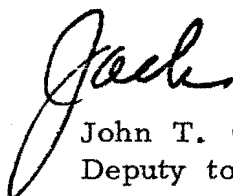
April 8, 1975

Dear Bob:

Thank you for your letter (which was dated March 24 though we did not have lunch until March 26). The idea of presenting a substantive Presidential message was received with some interest here, and Bob Hartmann then relayed my memo on the subject to Ron Nessen, who has jurisdiction over such matters. I have not had a chance to discuss it with Ron, but I would suggest that you do so and see if a "hard" pronouncement can be generated. I certainly agree that 20 million issues with multiple readership is a persuasive vehicle.

Trust I'll see you again before long.

Sincerely,



John T. Calkins
Deputy to Counsellor Hartmann

Mr. Robert Walters
Associate Editor
Parade Publications, Inc.
331 Maryland Avenue, N. E.
Washington, D. C. 20002

bc: Ron Nessen ✓



PARADE

ROBERT WALTERS
ASSOCIATE EDITOR

*Jack - then
has turned over
to Messer
action
1/16/75*

Parade Publications, Inc.

331 Maryland Avenue, N.E.

Washington, D.C. 20002

OFFICE: (202) 547-7148

HOME: (202) 833-8000

March 24, 1975

Mr. John T. Calkins
The White House
Washington, D.C.

Dear Jack:

During our lunch last week, I'm quite certain I detected a noticeable twinkling in your eyes when we discussed the possibility of a Parade cover photograph of President Ford in conjunction with a story in the magazine.

Because of that apparent interest, I wanted to follow up with this note so you'll have something on your desk to remind you of the idea and to briefly outline what's involved in the project.

Here's a brief rundown: Parade would like a brief statement (300-1,000 words, although those limits are quite flexible) in the President's name which would be tied in to a color cover. A variety of photographs, provided by Dave Kennerly's office, already are in the magazine's files in New York.

✓ As for the subject matter of the President's statement, we'd like something relatively "hard," perhaps announcing a new initiative in consumer affairs, housing, labor, economics, the environment or some other field of general interest.

The benefits of this project, from the White House point of view are several-fold. First, you get virtually complete control of the end product because the statement would be run intact and in toto, in contrast with a typical newspaper or television story which would involve only selective excerpts.

The one item we'd like to keep open for possible negotiation involves the subject matter of the statement, to the extent that we'd like the strongest possible story--one which would be noticed and quoted elsewhere. In other words, if we were offered a statement of marginal substance or one which rehashed a position made public earlier, we'd like to reserve the right to ask for something fresher and/or stronger.



Mr. John T. Calkins

-2-

March 24, 1975

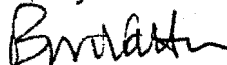
Another benefit to the White House is the size of Parade's audience. We're talking about 20 million copies printed and distributed in more than 100 cities throughout the country, with each copy read by 2-4 people per household. A very solid case can be made that the President reaches a bigger audience in Parade than he would in a prime time speech on a television network.

There is a five-week lead time to meet production requirements. In this connection, you mentioned the possibility of a "leak" during that period, but I can assure you that Parade, in its own self-interest, would maintain maximum security to prevent the story from falling into the hands of a competing news medium. Notwithstanding occasional White House "leaks," your office has a pretty good track record on keeping secrets, so I assume there's no problem in that regard.

That's it. All you have to do is come up with a good idea for the statement, get a draft from the speechwriting people and clear it with the President. I'd argue that it's virtually a no-lose proposition, with the benefits involving exposure for the President's position on some issue--not to mention his smiling face on the magazine cover--in front of 50 million or more people some Sunday later this year.

Finally, regardless of whether we can pull off this project, I'd like to keep in touch between now and the end of the 1976 campaign in the hope that we can work together on some political stories during the next 18 months. Let me know any time you have an idea.

Best,



Bob Walters



May 6, 1975

MEMORANDUM FOR:

BOB HARTMANN
JACK CALKINS ✓
JACK MARSH
JIM CONNOR

FROM:

RON NESSEN

Congressman William Cohen of Maine (who apparently considers me his White House contact since I met him at a party one night), phoned today to request help with a Maine Republican fund-raising dinner on June 22.

The Maine GOP Chairman, Jack Linell, is staging the dinner to pay off a \$30,000 debt from the last election and to raise money for the next election. Congressman Cohen and Linell would like the President to come as the star attraction because they believe he would attract more people and more money could be raised. If the President could not make it, Linell plans to invite Reagan and this is what worries Cohen.

Cohen says he is "alarmed" by the growing Reagan support in Maine and he feels that a Reagan appearance at this dinner would further advance Reagan's popularity in Maine. So Cohen hopes the President will make every effort to attend this dinner.

Among others who have recently volunteered concern to me about the growing Reagan organization and support are: Congressman Pate McCloskey, Bob Finch and Herb Klein.

RN/pp



THE WHITE HOUSE

WASHINGTON

May 24, 1975

MEMORANDUM FOR:

BOB HARTMANN
JACK CALKINS ✓ *file*
JACK MARSH
JIM CONNOR

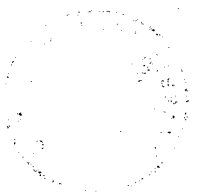
FROM:

RON NESSEN *RH*

On May 6 I passed on to you a conversation I had with Congressman William Cohen of Maine concerning his interest in having the President come to a fund-raising dinner in Maine to off-set what he believes is the growing Reagan strength there.

Attached find a new letter from Cohen along with a David Broder column he attached.

Attachment



WILLIAM S. COHEN

2D DISTRICT, MAINE

412 CANNON HOUSE OFFICE BUILDING

WASHINGTON, D.C. 20515

(202) 225-6306

COMMITTEES:

JUDICIARY

SMALL BUSINESS

Congress of the United States
House of Representatives

Washington, D.C. 20515

DISTRICT OFFICES:

FEDERAL BUILDING

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(207) 942-3271 EXT. 417

139 LISBON STREET

LEWISTON, MAINE 04240

(207) 784-6969

523 MAIN STREET

PRESQUE ISLE, MAINE 04769

(207) 764-3266

May 22, 1975

Mr. Ron Nessen
Press Secretary to the President
White House
Washington, D.C. 20500

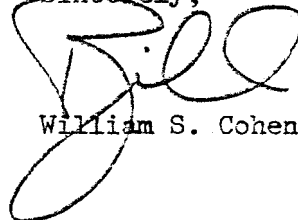
Dear Ron:

In line with the discussion we had the other day about the need for the President to visit Maine, I am enclosing a copy of David Broder's recent column in which our Republican Chairman, John R. Linnell, accurately portrays the political situation in my State.

I hope you will find the article valuable in making the case for a Maine trip by the President.

With best regards, I am

Sincerely,



William S. Cohen, M.C.

WSCdp
Enclosure

The Inside Struggle

MAY 15 1975 PPH

Maine Chairman Expressed GOP Fears

By David S. Broder

AUGUSTA, Maine — The nature of the struggle now beginning inside the Republican party came into sharp focus with President Ford's designation of Dean Burch as the head of his informal 1976 campaign committee.

Burch, an able and hard-working Arizona lawyer, was the chairman of the Federal Communications Commission before moving to the White House as political counselor in the waning days of the Nixon administration.

IT WAS HIS misfortune to be the last of many political guerrillas used by Mr. Nixon in his desperate struggle to avoid removal. A combative partisan who does not hold back from any fight, Burch assailed the President's enemies in language he would probably just as soon forget today.

When he left the White House to resume his practice of law, as soon after Mr. Ford's succession as he could gracefully arrange, there seemed little reason to suppose he would soon be rehabilitated as the organizer of the Ford-for-President drive. His recall to political service obviously does not reflect any strong desire on the part of the new President to relive the Republican traumas of 1974. Mr. Ford needs to reawaken the memories of Watergate about as much as he needs another war or another 100,000 auto layoffs.

What makes it worthwhile for him to incur the cost of bringing back Burch is the Arizonan's other identity as political protege of Barry Goldwater.

GOLDWATER BROUGHT BURCH to Washington as a staff assistant and made him Republican national chairman after the senator's victory over Nelson Rockefeller at the 1964 convention. When Goldwater lost in a landslide to Lyndon Johnson, it was Burch's head that the temporarily resurgent Republican progressive claimed as their forfeit.

By putting Dean Burch even temporarily in charge of his election bid, Mr. Ford is trying to shore up his sagging right flank by cementing his political al-

liance with Goldwater, the symbol of Republican conservatives. It is as clear a sign of his fear of Ronald Reagan's impending challenge as he can give — and the one that is badly overdue.

A coast-to-coast swing during the past five weeks left this reporter convinced that the President is going to need all the help he can get to defeat Reagan, who, as Burch said the other day, seems "very bullish" about his chances if he chooses to make the race. The backing of Goldwater, Burch and others of their tribe will help. But it may not be enough to dissuade the former California governor from making his challenge.



EVEN IN ARIZONA, one can find without difficulty high level Republicans who threaten to rebel if Goldwater tries to whip them into line for Mr. Ford over Reagan. In state after state, GOP loyalists have been questioning the delay in launching a Ford counter-strategy to what seemed to them obvious as a Reagan move to snatch away the nomination.

Indeed, only four hours before Mr. Ford's press conference announcement of the Burch move, the Republican state chairman of Maine, John R. Linnell, put on the record the fears that had been voiced more privately by his GOP counterparts from California east in the past few weeks.

"If Ford doesn't get out and get going and get organized at the grass roots level," Linnell said, "it will be 1964 all over again. It's hard to think a sitting President could be denied renomination — even one who got there the way Ford did — but 1976 is the year it could happen. The conservatives are getting militant again — and they're getting organized.

"FORD DOESN'T COMMAND a lot of

loyalty in Maine," said Linnell, who is an ally of Rep. William Cohen (R-Maine) and far from conservative in his own ideology. "There's some affection for him, but he hasn't had an easy time of it, and there are many people disturbed by the policies he's adopted."

"Reagan, on the other hand, has that charisma with Republicans," Linnell said, repeating a line one often hears from GOP officials. "He brings them up out of their seats."

The Maine chairman said that in the past few weeks he had begun to get calls from unfamiliar people, saying they wanted to get active in the GOP and help get Reagan nominated, and asking if there was some volunteer work they could do.

"There's not a lot of noise about," he said, "but there won't be. They'll be quiet and effective, just like they were in 1964. Why wake the sleeping giant?"

A FEW HOURS LATER, Mr. Ford indicated that the giant was at least rubbing his eyes. The Burch group — balanced with some middle-road and progressive Republicans — may help fill the political vacuum that has concerned Ford supporters across the country. But there is little reason to think it will cause Reagan to retreat.

On the contrary, there is every advantage in his keeping the threat of a candidacy alive as leverage on the Ford administration for the coming year. The same sensitivity to the conservative challenge that led to picking Burch could well influence Mr. Ford on other policies and appointments — including those to any vacancies on the Supreme Court.

AND, IF WORSE CAME to worse, it could even cause him to change vice presidents. Nelson Rockefeller's political advisor, Robert Douglass, is on the Burch committee, but Goldwater's man is the chairman. Burch says that when he discussed taking the job with Goldwater, the senator stressed what everyone knows — "It's no secret that it's the vice presidential thing that's got him concerned."

THE WHITE HOUSE
WASHINGTON

November 26, 1975

MEMORANDUM FOR THE PRESIDENT

VIA: ROBERT T. HARTMANN
FROM: JACK CALKINS *jc*
SUBJECT: Presidential Participation in Fundraisers
for the Republican Party

The following is an update of information concerning State Party finances as well as National Party fundraising efforts in which you have participated. Indicated in the attached listing are the financial conditions of State Parties and amounts raised at Republican fundraising events. These figures are approximate. At the request of the State Parties, we do not disclose individual figures. We only disclose accumulated total.

Please disregard earlier memoranda.

cc: Mr. Buchen
Mr. Cheney
Mr. Nessen



	<u>State</u>	<u>Before</u>	<u>Gross</u>	<u>Net</u>
1.	New York February 13, 1975	no financial difficulty	\$ 300,000	\$ 240,000
2.	RNC Senate-House Dinner April 15, 1975		665,000	516,000
3.	Virginia April 26, 1975	\$28,000 debt	32,000	9,000
4.	Ohio July 3, 1975	no debt	110,000	75,000
5.	Iowa August 18, 1975	\$100,000 debt	93,000	75,000
6.	Minnesota August 19, 1975	\$200,000 debt	165,000	158,000*
7.	Maine August 30, 1975	\$30,000 debt	25,000	17,000
8.	Rhode Island August 30, 1975	\$5,000-10,000 debt	120,000	103,000
9.	Washington September 4, 1975	\$60,000 debt	176,000	115,000
10.	Oregon September 4, 1975	debt	100,000	85,000
11.	Missouri September 12, 1975	serious debt	100,000	85,000
12.	Kansas September 12, 1975	\$75,000 good	35,000	25,000
13.	Texas September 13, 1975	\$165,000 debt	123,000	100,000
14.	Oklahoma September 19, 1975	barely in black	11,400	1,000

*Event was not a fundraiser but promoted this amount in contributions and pledges.



	<u>State</u>	<u>Before</u>	<u>Gross</u>	<u>Net</u>
15.	Chicago, Illinois September 30, 1975	\$20,000 debt	\$ 150,000	\$ 120,000
16.	New Jersey October 4, 1975	\$140,000 debt	103,000	83,000
17.	Detroit, Michigan Key Man reception October 10, 1975	\$315,000 debt	350,000 100,000	300,000 100,000*
18.	Connecticut October 14, 1975	\$2,000 good	175,000	130,000
19.	California Los Angeles San Francisco Key Man meetings October 29,30, 1975		300,000 150,000 25,000	250,000 115,000 25,000*
20.	Wisconsin October 30, 1975	175,000 debt	200,000	150,000
21.	Republican Congressional Committee mail solicitation as of November 14, 1975		1,160,000	850,000
22.	Massachusetts November 7, 1975	small debt	90,000	60,000
23.	West Virginia November 11, 1975	\$10,000 good	210,000	180,000
24.	North Carolina November 14, 1975	\$71,000 debt	75,000	60,000
25.	Georgia November 14, 1975	slightly in black	80,000	60,000
		TOTAL	\$ 5,223,000	\$ 4,087,000

*Event was not a fundraiser but promoted this amount in contributions and pledges.

