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THE WHITE HOUSE

WASHINGTON

December 6, 1974

MEMORANDUM FOR: MAJOR BOB BARRETT  
FROM: TERRY O'DONNELL <sup>TOD</sup>

While the President is in Vail, please make arrangements for receipt of the following in a timely fashion:

News Summary  
Daily Intelligence Brief  
New York Times  
Washington Post  
Grand Rapids Press  
St. Louis Post Dispatch  
Christian Science Monitor  
Chicago Tribune  
U.S. News Magazine  
Newsweek Magazine  
Time Magazine

cc: Mr. Cheney  
Dr. Hoopes  
Mr. Nessen ✓

March 6, 1975

**MEMORANDUM FOR: TERRY O'DONNELL**

**FROM: RON NESSEN**

**Robert Redford, the movie actor, and three other people working on the film, "All the President's Men", will be attending the President's news conference tonight.**

**I have invited them to a very simple cocktail party in my office beginning at 6:30 p.m. Susan Ford has expressed an interest in meeting Redford, and will be at the party.**

**If the President has a few minutes between 6:30 and the start of the news conference, he might want to drop into my office for this little party. Or if it's more convenient, I could bring Redford into his office for a few moments.**

**RN/CG/cg**



March 8, 1975

Terry --

I received a telephone call from Mrs. Robert Walker-Davis of Fort Pierce, Florida, who wanted conveyed to the President:

**Jack Brennan**, member of the Michigan football team on which the President played, died this morning.

Brennan was Vice President of the Alumni Club, and she said the President knew him quite well.

She had no details of the funeral, but I did get the address of Mr. Brennan's widow:

Mrs. Jack Brennan  
2105 Hills Court  
Fort Pierce, Florida

If you need any additional information, Mrs. Walker-Davis' telephone number is: 305-461-9141 .

Conale Gerrard



March 20, 1975

**MEMORANDUM FOR:           TERRY O'DONNELL**  
**FROM:                       RON NESSEN**

**As you recall, the President agreed to sign a letter for John Hersey to obtain the President's school records.**

**Now, Marvin Arrowsmith, the Washington Bureau Chief of the Associated Press, is requesting a similar letter from the President authorizing the AP to see the President's school records for a story.**

**I have drafted another authorizing letter and, if you think it is appropriate, would you have the President sign it and return it to me?**

**Thank you.**

**RN:jg**



THE ASSOCIATED PRESS

2021 K STREET N. W.

ROOM 606

WASHINGTON, D. C. 20006

March 13, 1975

Mr. Ronald Nessen  
Press Secretary  
The White House  
Washington, D.C.

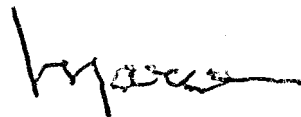
Dear Ron:

Following up on the discussions which I understand our White House staff has had with you, this is a request for your assistance in obtaining the elementary, high school, college and law school grades of President Ford.

We would like to treat the subject more fully than it has been to this point and any help you can provide will be much appreciated.

At the same time, it would be helpful, though not essential, if we were able to illustrate the story with photos of actual grade cards and other grade records.

Sincerely,



March 20, 1975

**TO WHOM IT MAY CONCERN:**

**This note will authorize you to release to a representative of the Associated Press copies of my school grade records for elementary school, high school, college and law school.**

**I have no objections to a representative of the Associated Press seeing and making notes from these records.**

**I also have no objection to a representative of the Associated Press making photocopies of these records for publication.**





THE WHITE HOUSE

WASHINGTON

March 27, 1975

MEMORANDUM FOR: MR. WARREN RUSTAND

FROM: TERRY O'DONNELL **TOD**

SUBJECT: West Point Commence-  
ment Exercises

During the Cancer Courage Award presentation yesterday, the President came close to committing that he would attend the 1975 West Point commencement exercises in June.

Cadet Johnson, the Courage Award recipient, brought up the subject, and the President, while not making a firm commitment, said that his attendance looked very, very good. The Press heard these comments.

cc: Mr. Cheney  
Dr. Connor  
Mr. Cavaney  
Mr. Nessen



*R. Nessen*

THE WHITE HOUSE  
WASHINGTON

April 19, 1975

MEMORANDUM FOR: MR. ROBERT T. HARTMANN  
FROM: TERRY O'DONNELL *TD*  
SUBJECT: GOP Northwest States' Meeting

The President completed the telephone call recommended in the attached proposal today and spoke to the attendees over an amplification system for approximately ten minutes beginning at 1:10 p. m.

He covered the following items:

- ... Congratulated them on their joint effort, wished them success, and told them he supported the principle of their meeting and their cooperation.
- ... Told them the economy is on the upswing and would continue to improve.
- ... Told them we are going to solve our energy problems.
- ... Said we have had some setbacks internationally but our basic strengths and resolve have not been shaken.
- ... Told them about the success of the Bicentennial kick-off in New England.

cc: Mr. Rumsfeld  
Mr. Calkins  
Mrs. Anderson  
Mr. Nessen



THE WHITE HOUSE

WASHINGTON

RECOMMENDED TELEPHONE CALL

TO: Meeting of the Republican State Central Committees of Washington and Oregon, and the Executive Board of the Alaska Central Committee meeting in Portland, Oregon, Saturday, April 19

Telephone Number: (503) 288-1926

DATE: Saturday, April 19, 1975 -- approx. 12:30 p.m. EDT

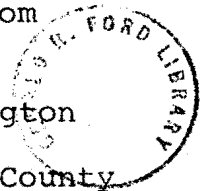
RECOMMENDED BY: Robert T. Hartmann, John T. Calkins, Gwen Anderson

PURPOSE: To open the meeting of the Republican State Central Committees of Washington and Oregon and the Executive Board of the Alaska Republican State Central Committee meeting in Portland, Oregon, Saturday, April 19.

BACKGROUND: This is the first regional Republican Central Committee meeting to be held in the Northwest. Included in the meeting are the State Central Committees of Washington and Oregon and the Executive Board of the Alaska Central Committee. Dignitaries attending the meeting will include:

- Daniel J. Evans, Governor of Washington
- Mark A. Hatfield, U. S. Senator from Oregon  
Senator Hatfield will not be in the room when the President calls
- Ted Stevens, U. S. Senator from Alaska

Bruce Chapman, Secretary of State of Washington  
Slade Gorton, State Attorney of Washington  
John D. Spellman, County Executive of King County (Seattle) (Population of King County is 1,150,000.) The State Chairman would like you to say "Hello" to Mr. Spellman because he is a comer in politics. There are approximately 40 large counties in the United States with County Executives. Mr. Spellman was Chairman last year of the National Association of County Executives. He is going to run for Governor.

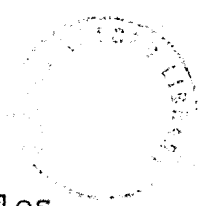


BACKGROUND:  
(continued)

David Green, Chairman of the State Central  
Committee of Oregon  
Jack Coghill, Chairman of the State Central  
Committee of Alaska and Alaska National  
Committeeman  
Ross Davis, Chairman of the State Central  
Committee of Washington  
Mrs. John (Edith) Holm, Alaska National  
Committeewoman  
Mrs. Collis (Dorothea) Moore, Oregon National  
Committeewoman  
George (Bun) Stadelman, Oregon National  
Committeeman  
Naida Pithoud, Washington National  
Committeewoman  
Ken Nuckolls, Washington National Committeeman

TOPICS OF DISCUSSION:

1. An historic occasion of the first regional  
Central Committee meeting ever held in  
the Northwest.
2. These three states (Washington, Oregon,  
Alaska) have a community of interest  
which is:
  - A. Ecology safeguards
  - B. Transportation and development of  
Alaska's rich energy resources
  - C. Economic prosperity
  - D. International relations with the  
Pacific Rim countries
3. Party building activities
  - A. Building upon shared community of  
interest
  - B. Taking action together
  - C. A coalition for cooperation
4. The Northwest Compact
  - A. Reaffirms Republican principles
  - B. Takes action to show solidarity  
within the Party
  - C. Takes action to prove cooperation  
within the region



Date of submission: April 17, 1975

Action \_\_\_\_\_

THE WHITE HOUSE

WASHINGTON

May 9, 1975

MEMORANDUM FOR: MR. DICK CHENEY

FROM: TERRY O'DONNELL **TOD**

SUBJECT: Camp David

The President asked to have the Soviet movie on the Vladivostok Summit (a gift from the General Secretary) sent to Camp David so that he and Mrs. Ford can see it this weekend.

Arrangements have been made through the Military Aide's Office to have it on hand at the Camp.

The President confirmed that he will be departing for Camp David immediately after the OAS reception Saturday evening, May 10. The best estimate for a helicopter departure from the South Lawn is 8:30 p.m.

cc: Dr. Connor  
Dr. Hoopes  
Mr. Jones  
Dr. Lukash  
Mr. Nessen  
Mr. Nicholson  
Miss Porter  
Mr. Scouten  
Mrs. Weidenfeld  
W-16  
WHCA  
Military Aide

May 14, 1975

MEMORANDUM FOR: TERRY O'DONNELL

FROM: RON NESSEN

Arthur Burns just phoned me. He told the President that he was meeting today with New York union leaders on the subject of New York City financial troubles.

Actually the meeting is with the New York State Congressional Delegation (41 members) and he wanted the President to know of this and to ask that the President relay to him anything he should say to the delegation.

Dr. Burns' meeting is at 4:30 p.m.

RN/cg



June 30, 1975

MEMORANDUM FOR: TERRY O'DONNELLY ✓

FROM: RON NESSEN

Thanks for your recent notes informing me of late additions to the President's schedule. This is extremely helpful and useful to my credibility since it prevents me from appearing not to know about people the President sees when I'm asked about it at briefings.

Please keep up this procedure.

RN/cg



MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

July 9, 1975

MEMORANDUM FOR: MR. RON NESSEN  
FROM: TERRY O'DONNELL <sup>TOD</sup>  
SUBJECT: Liberty

Ron, in case you get any questions concerning Liberty's mating, the following are the arrangements:

On Friday, July 11, Liberty will fly to Medford, Oregon, via San Francisco where she will be mated with Misty Sun Gold Ladd, a champion 10-year-old Golden Retriever. Probable return date: Friday July 18.

Accompanying Liberty to Medford will be William Brockett, a military man (E-6) with the White House Communications Agency. Bill has amateur status with the American Kennel Club, and has been working with Retrievers for four or five years. He has been helping train Liberty since October on a volunteer basis on his own time and without pay.

Brockett and Liberty will travel to the West Coast by commercial aircraft. Brockett will be on leave status. The President will personally pay for all expenses involved in this trip. There will be no TDY, travel vouchers or any other expenses charged to the Government.

Misty Sun Gold Ladd is the American Kennel Club's all-time high point Golden Retriever for "Retriever Field Trials." He has sired 400 pups. The owners are Jay and Valerie Walker of Medford, Oregon.

Ron, I am not sure how you want to handle this or whether you want to announce it at all, but the above information should help if press questions develop.

CC: Mr. Cheney  
Mr. Jones  
✓ Mr. Greener  
Capt. Kollmorgen  
Mrs. Downton  
Mrs. Weidenfeld



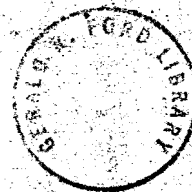


THE WHITE HOUSE  
WASHINGTON

NOTE FOR: Terry O'D.  
FROM : RON NESSEN

The President  
might want to  
see this.

RHN



A106

D A

WALK 7-18

WASHINGTON (UPI) — PRESIDENT FORD WENT OUT INTO THE MIDDAY SUN TO PAY A SURPRISE VISIT TO AN ESTIMATED 3,000 TOURISTS WAITING TO TOUR THE WHITE HOUSE.

FORD LEFT THE AIR CONDITIONED WHITE HOUSE AND WALKED INTO THE 85 DEGREE HEAT AT THE WHITE HOUSE EAST GATE WHERE A LINE OF TOURISTS, WAITING TO SEE THE EXECUTIVE MANSION, WERE LINED UP.

FORD, WEARING A JACKET AND TIE, BEGAN MOVING DOWN THE LINE, USING BOTH HANDS TO GREET THE DELIGHTED TOURISTS.

FOR 11 MINUTES IT WAS "HI, MR. PRESIDENT," "OH, MR. PRESIDENT" "V FOR VICTORY, MR. PRESIDENT" FROM THE TOURISTS.

FORD, OBVIOUSLY ENJOYING HIS UNANNOUNCED AND RARE FORAY INTO THE CROWD OF WASHINGTON SUMMER TOURISTS, GREETED EACH HAND THAT EMERGED FROM A CROWD ESTIMATED BY WHITE HOUSE OFFICIALS AT 3,000.

FORD GREETED FOLKS FROM CALIFORNIA, MICHIGAN, MAINE, AUSTRALIA, INDIA AND OTHER SPOTS. HE HAD AVERTED TIME CONSUMING AUTOGRAPH-GIVING BY SMILING AND SAYING, "AN AUTOGRAPH? SEND THE PAPER TO ME."

A TEENAGE BOY CALLED OUT TO FORD TO "GET THE PRICE OF GAS DOWN." FORD REPLIED WITH A SMILE, "WE'LL TRY."

FORD'S AIDE, TERRY O'DONNELL, QUIETLY SUGGESTED FORD SHED HIS JACKET BECAUSE OF THE HEAT. "GOOD IDEA," SAID THE PRESIDENT, REMOVING AND HANDING HIS JACKET TO O'DONNELL.

FORD: "WELCOME, HOW IS IT?"

TOURIST WOMAN: "HOT, MR. PRESIDENT."

FORD: "YES, IT IS."

FORD WIPED HIS FOREHEAD WITH A HANDKERCHIEF.

FORD TOLD NEWSMEN HE WOULD LIKE TO COME OUT MORE OFTEN AND GREET THE TUESDAY THROUGH FRIDAY CROWDS AT THE WHITE HOUSE. WHY ASKED A NEWSMAN

"IT'S VERY PLEASANT," FORD REPLIED.

UPI 07-18 11:46 AED



THE PRESIDENT HAS SEEN...

THE WHITE HOUSE

WASHINGTON

July 16, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. DONALD RUMSFELD  
FROM: TERRY O'DONNELL  
VIA: JERRY JONES  
SUBJECT: Network News

The President seldom has time to watch the network news. He generally leaves the office after 7:30 p. m.

If the President was interested, we could put together an eight to twelve minute video clip that could be played while the President is in the private office having lunch. This video clip would contain all news stories concerning the President and the Administration and the other stories that are of particular interest to him. It would include the coverage of all Presidential events and trips.

This might provide a good midday break for the President and he might enjoy this opportunity to catch up on how the networks are actually handling the news that he is most concerned with.

I wonder if you would discuss this idea with the President and see if he is interested.

LET'S TRY IT *GR7*

NOT NECESSARY \_\_\_\_\_

*Strongly recommend*

*J*



THE WHITE HOUSE  
WASHINGTON

September 3, 1975

MEMORANDUM FOR: MR. JERRY JONES

FROM: TERRY O'DONNELL <sup>TOD</sup>

SUBJECT: Travel Schedule

Two or three items appeared in today's news summary that were critical of the amount of Presidential travel. The thrust was that the President is traveling around the country, talking about the problems rather than staying back in Washington and doing something about them.

One of the best positions to counter these arguments, and Ron Nessen can help out here, is to repeat the President's genuine feeling about travel - that is, travel helps the President understand the issues, understand the people's concerns, and consequently helps in the solving of the problems. In all fairness, the President is simply not subject to criticism for lack of work here at the White House. His days are documented to be longer and more intense in terms of appointments than the great majority of Presidents. If we can repeat again and again that the trips are extremely helpful to the President in his understanding of the nation's problems and the structuring of solutions, I think we can come out on top of this criticism.

cc: Ron Nessen ✓



COMMENT

Ford Trips: Diversionary  
(Editorial Condensed from the Chicago Sun-Times)

If a nationwide presidential primary were held today, Gerald Ford would decisively beat his most likely Republican opponent, Ronald Reagan, the Harris Poll reports. Somebody should tell the President. He doesn't seem to know.

Ford left Washington August 10 and spent 15 days on the hustings. He visited six states this time, and plans to visit three more early next month. During each of his stops, Ford discussed some of the problems facing the country -- and him.

He discussed (at length) energy, the economy, the Middle East, Soviet-American trade, strategic arms, and federal regulatory agencies. But talking about problems is one thing; dealing with them, another.

On Sunday, federal controls on domestic oil prices expire unless the President signs a bill passed by Congress which extends price controls for six months. Ford says he will veto the measure, thus making likely sharp increases in the cost of almost every economic activity.

The President himself is unlikely to share with other Americans the pinch they will feel from higher fuel prices.

Either the taxpayers -- or the RNC -- will pick up the tab for his jet fuel, unlike the fares air passengers, and the gasoline prices motorists will have to pay for a change of scene.

The President's obvious warmth for people and the disappearance from his Presidency of the fortress mentality that characterized his predecessor is most welcome. But Ford surely knows that rhetoric is no substitute for resolution. If he doesn't, he should learn the lesson quickly. (8/27/75)



Washington Star, 9/2/75



THE WHITE HOUSE

WASHINGTON

September 26, 1975

MEMORANDUM FOR: MR. RON NESSEN

FROM: TERRY O'DONNELLI *TD*

SUBJECT: Maggie Hunter's Party  
on October 18, 1975

Ron, concerning your memorandum on Maggie Hunter's party for the reporters and staff who traveled with the President as Vice President, Don Rumsfeld advises that the President would prefer to put the decision off.

Would you please bring this matter up closer to the date?

Thank you.

cc: Mr. Jones  
Mr. Rustand



THE WHITE HOUSE

WASHINGTON

October 16, 1975

MEMORANDUM FOR: THE RECORD

FROM: TERRY O'DONNELL<sup>100</sup>

SUBJECT: The President's Call to  
James Salamites

The President called James Salamites at 3:51 p.m. and spoke for approximately two minutes.

When the operator reached Salamites, he informed her that local affiliate television and radio officials were with him in anticipation of the call and hoped to record it. Was there any objection?

I immediately called Ron Nessen and together we advised the President of this development. The President indicated that he had no objection and felt we should go ahead with the call rather than postponing it. Basically the President followed the talking points in the attached memorandum.

The President expressed his happiness that neither Salamites nor the other passengers were injured. Salamites asked how the President was doing. The President responded that the accident gave him quite a jolt but he received no bruises or harm and that his "old bones" were still intact. The President commented that he had seen both Jim and his mother on television and thought they had both handled themselves quite well and he commended them on their strength and attitude. The President wished Salamites the best of luck.

cc: ~~Mr.~~ Rumsfeld  
Mr. Nessen  
Mr. Greener



THE WHITE HOUSE

WASHINGTON

TELEPHONE CALL RECOMMENDATION

TO: JAMES SALAMITES  
562 Gracey Avenue  
Meriden, Connecticut

RECOMMENDED DON RUMSFELD  
BY:

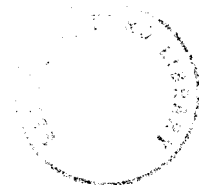
PURPOSE To express concern for the physical well-being of Salamites and the other passengers and to commend Salamites on how he has handled himself since the collision.

BACKGROUND: James Salamites, a 19-year-old roofing and sheetmetal worker from Meriden, Connecticut, was the driver of the 1967 Buick that collided with your limousine in Hartford, Connecticut, Tuesday evening.

Other passengers in the Salamites car were Edith McBride, Gary Unghire and Joe Macri, all of Meriden.

Salamites reportedly has stated that he had a green light and didn't see the Presidential limousine approaching until it was too late. The Hartford Police Department has accepted responsibility for the collision.

The attached newspaper articles provide some additional background material.



TALKING POINTS:

The accident Tuesday night was a very unique and unfortunate occurrence. I was thankful to hear that no one in your car was hurt. Is everyone allright?

I have been told how well you have handled yourself under a great deal of pressure since the accident. Keeping yourself together under pressure is a character trait that I very much admire and I want to commend you for that. Your deportment reflects very favorably on your parents and your upbringing.

Please tell the other passengers of my call and my concern for their well-being. I hope that the disruption this event has caused you and your family will end quickly.



THE WHITE HOUSE  
WASHINGTON

October 24, 1975

MEMORANDUM FOR: MR. JERRY JONES  
FROM: TERRY O'DONNELL  
SUBJECT: New Hampshire Strategy

Jerry, per your request, the following summarizes in writing the points I brought up in this morning's meeting.



Terry O'Connell  
5 Nov 1975

NEW HAMPSHIRE STRATEGY

The February 24 Primary in New Hampshire is the first great test for Reagan. Taken in conjunction with the Florida Primary, it represents a "do-or-die" effort on Reagan's part. If he doesn't win or show well, he's finished. If he does win or show well, he still has an extremely tough fight on his hands, but at least he's on his way with the all important momentum in his favor.

The question arises as to what the President should do in New Hampshire between now and the primary to insure the best possible showing on February 24. Should he go up to New Hampshire several times and slosh around in the cold and the snow with Reagan and an undetermined number of Democrats or should he remain in Washington focusing on the people's business, and commit the funds otherwise required for travel to run a first-rate organizational and media campaign in the State. I strongly favor the latter for the following reasons:

1. The President has made two highly successful trips to New Hampshire this year, one in April and one in September. In terms of crowds and enthusiasm, they cannot be surpassed in the winter months.
  - He has motorcaded through Manchester and Concord with large and enthusiastic crowds;
  - He has addressed in excess of 10,000 citizens in Concord from the steps of the State Capitol;
  - He has met with the Governor and Legislative leaders;
  - He has addressed a Joint Session of the Legislature;
  - He has met with State-wide media representatives;
  - He has addressed a White House Conference;
  - He has motorcaded across Southern New Hampshire (the area of greatest population concentration) making stops in approximately 20 towns and was seen by 110,000 people, approximately 1/7 of the State's population.

In sum, he has had a great deal of exposure throughout the State. It doesn't seem that any more personal exposure is necessary.



2. Bob Teeter has done a persuasive study based on polls on previous elections showing that the people of New Hampshire have their minds made up two months before an election and that campaigning during these last months does not change the opinions of the electorate. In other words, the people of New Hampshire are a bit cynical about their primary. They have seen the stumpers come and go and all that last minute frenzy doesn't make any difference.
  
3. The risk far exceeds the potential gain. While, despite what Teeter says, we might make some impact by additional personal appearances, the gains would be minimal. The risks, however, are great:
  - We give up the "cat seat", the Oval Office and appear to be just another "candidate" desperately trying to persuade local voters;
  - It plays to the general and often repeated theme that we have been travelling too much -- not minding the store, etc.
  - We look like we are panicking and over-reacting to the Reagan threat;
  - We run the risk of being trapped in town meetings, etc., by Lyn Nofziger's planted questions, tricks, etc. The media always likes to have film and comparisons for the "upset in the making" theme, clearly one of their favorite stories.
  - We run the other risks inherent in travel; slips, falls, accidents, etc. which surely hurt us.
  - We play to Reagan's strong suit. Reagan is a great actor! His theatrics on the "stump" are superb. Just as we decided not to generate undue interest in him by going to the Wyman rally in New Hampshire, so also should we avoid campaigning in his fashion - he's the challenger and is expected to ring door bells in the snow. The President is not.
  - If Reagan shows strong on February 24, it looks all the worse if the President has personally spent several days away from the Nation's business trekking around in New Hampshire's snow.



## RECOMMENDATIONS

Let's make, at most, one visit to New Hampshire to a good bipartisan forum where the President can speak as President, not candidate. While there, let's consider one political event, perhaps a meeting with our campaign staff and volunteers. This should occur in February after the SOTU, Budget and Economic Messages.

In Washington, maintain the posture of keeping busy working on the people's business - no non-essential trips out of Washington. Concentrate on State of the Union, Budget and Economic reports. Continue to make national news from the White House.

Money saved by not travelling should be spent in New Hampshire in basic organizational efforts (get-out-the-vote telephone banks, etc) and TV/radio spots. There should be no doubt that we are organized and want the people's help and vote. Organizational efforts will make the difference in New Hampshire as seen in the great job Labor did for Durkin.

Our answer to inevitable questions about why the President isn't spending more time in New Hampshire could go something like this:

- . We have had two great visits to New Hampshire. We've been warmly received by huge crowds, had an opportunity to discuss the issues, etc. and we feel the people of New Hampshire have had a good opportunity to get to know the President. We believe the people will vote on the President's record and on the issues, not on who stumps around in the mud the most.
- . The President's been working on the State of the Union and domestic/international matters affecting all Americans. The press of Presidential business has been heavy.
- . The President must be President of all the people first and candidate second.



Schedule a few good surrogates into New Hampshire - Secretary Morton, Secretary Butz, Tom Kleppe and perhaps some respected Conservative Members of the House and the Senate who are with us. They should talk about the President's leadership qualities - "don't confuse friendliness, decency, and good temper with a lack of determination, leadership, ability, skill, strength!" etc.

Buy two half-hour blocks of prime TV time throughout New Hampshire and Mass. for a one-half hour Presidential speech on his plans for America, the economy, national defense etc. (could be taped in advance) - also perhaps a documentary on what a great job he has done as President.

Insure that top flight issue papers are made available to the media and people of New Hampshire on the President's statements and positions on several key issues. Concentrate on our strengths -

- . Improving economy;
- . Increasing respect, confidence and decency in the Presidency after the depths of Watergate;
- . Coolness under pressure - the Mayaguez incident;
- . Increasing number of jobs;
- . Open Presidency;
- . Fine relationship with world leaders, etc.

IN SUMMARY, what I am saying is - let's not blow it by flying around with our shirt-tail out and play into Nofziger's game plan. Let the President be President throughout January and February. If we feel it is absolutely necessary, let's make one trip to New Hampshire. A dynamite State of the Union Address could lock it up for us.

TIME MAGAZINE ARTICLE

November 3, 1975

"Coming on Like a Cocktail Cowboy"

The attached TIME Magazine article is clearly a hatchet job indicative of the increasing inclination of the press to write critical, snide, and "catty" pieces about the President and the First Family. It is interesting to note that TIME Magazine placed the article right after a long report on Birch Bayh and his "mother-and-apple-pie" candidacy announcement in a barnyard in Indiana.

The type of journalism that produces articles like "Cocktail Cowboy" is, at best, an annoyance, particularly in light of the fact that it protrudes into private matters of personal taste and preference. At worst, when taken collectively, articles like this can represent a significant political liability. The image created, as exemplified by the lousy Reeves articles and book, is that of a President who is not "Presidential", not serious enough about the job, and therefore not a good leader. The logic is absurd, of course, but the impact cannot be ignored.

The increase in these types of articles is easily explained when one considers that we are entering the heat of the political season when the President's every action and appearance is subject to intense and critical scrutiny. The forecast is that it is going to get hotter as election year goes on.

It's a fact that the President takes his responsibilities as seriously as one could imagine. Internally, we could care less that the President wears some casual clothes while relaxing. Those who don't know him, however, if fed a steady diet of this trite journalism, begin to get the wrong impression about his Presidential posture, his seriousness, and his judgment. There are two possible approaches:

1. Ignore these articles as intrusions of privacy that have no real impact or consequence. This would probably be a mistake. Journalism of this nature does have an impact - a big impact - because it is one of the key ways Americans get to know the President.
2. Become more "press conscious" thereby denying the media opportunities to prepare such shabby pieces. This approach is admittedly a little self-defensive in that it realizes that the press will probably do a





"number" on us every chance they get. Based on this approach, the President should:

- Not appear in public in informal or "chic" dress except for golf, et cetera. Most people equate the Presidency with the business of government and the business suit seems to fit best.
- Not drink when the press is around. The entire cocktail aura is still a political negative.
- Not kid around too much in public, particularly when the reels are rolling. The public thinks the burdens of the Presidency are crushing, and frankly the President sometimes makes it look too easy.

These are clearly restraints on the President's personal freedom. However, politically, they are probably necessary election year guidelines. It is simply a matter of "playing the odds."

November 4, 1975

MEMORANDUM FOR: MR. JERRY JONES  
FROM: TERRY O'DONNELL  
SUBJECT: New York Overkill

Now that the President has formally delivered his detailed position regarding New York City, it would probably be best to be cautious in future public utterances regarding the situation lest New York become an "underdog."

The President's speech to the Press Club was excellent, well-received around the country, and absolutely right in tone and substance. New York City is "down" a bit and rightly so as a result of that speech. Per our discussion the other day, it might be best not to "kick" them while they are down. The public sentiment is clearly with us and I would hate to see Mayor Beame and the others successful in reversing the sentiment as a result of our harsh language and "bully" appearance. The Mayor doesn't deserve any sympathy for being an "underdog" in a battle against the Federal Government and we should be careful not to aid him in achieving that posture.

The best stance might be, in future speeches, to reiterate our position clearly and unemotionally and with some compassion as the President did in the Florida interview. In the long run, it will be to our best interests now that the President has expressed himself clearly on the issue, to let things cool off a bit and avoid the temptation to "hammer away."



THE WHITE HOUSE  
WASHINGTON

January 7, 1976

MEMORANDUM FOR: MR. JERRY JONES  
FROM: TERRY O'DONNELLI <sup>100</sup>  
SUBJECT: Presidential Question  
and Answer Sessions

RECOMMENDATION

The President should pause prior to answering each question to determine if there are any issues, explicit or implied, in the question that he can exploit in a general or broad-scale way prior to giving the specific answer called for.

BACKGROUND

The questions asked by the regional editors and publishers in St. Louis on Monday, were for the most part, narrow and specific. The President did a beautiful job of answering these questions. He showed an excellent grasp of details and quoted from memory many figures and statistics to support his positions. By and large, he answered the particular question asked without expanding to give them an overview or background on the topic raised. There is no doubt that his answers were highly responsive to the editors and publishers. The problem is this: He did not exploit the situation by giving them a little background, a little broad-scale philosophy and perhaps a little "propaganda" before giving them the answer they wanted.

For instance, when he was asked about the effect of Angola on detente, the focus of his response was on the confrontation in Angola only, rather than first reiterating his concept and objective of detente and perhaps mentioning briefly the alternative of returning to a cold war posture, then narrowing in on the specific issue at hand.



The President might have said, "Before we answer that specific question, let's take a look at the policy of detente in a broad sense and let me lay out for you our objectives and the alternatives." This would result in an effective and very reasoned pitch for detente which I have heard him make many times in the past. Then, with that as background, he could have answered the specific question on Angola. This would serve several purposes. It would give the editors the President's global view and basic objectives to write about. It would show that he clearly understands the big picture and has an overview and a policy that he can apply to the specific confrontation. It would give him a chance to reach thousands of readers with a particular message that otherwise would not be included in the reporting of the interview.

I think the President could use these Q and A sessions to publicize many favorable statements and broad points of view in many areas, rather than simply answering narrow and often times uninteresting questions. I think he can often times make an interesting and highly reportable answer out of a lousy question.

THE WHITE HOUSE

WASHINGTON

January 8, 1976

MEMORANDUM FOR:

TERRY O'DONNELL

FROM:

RON NESSEN

The President has asked me to undertake a chore which I would appreciate your help on.

Jack Anderson wants to write a column containing a selection of homey, flattering anecdotes about the President's unpublicized graciousness and kindness.

For example, the phone call to Fran Tarkenton expressing condolences on the death of Fran's father or the President turning to General George Brown during Don Rumsfeld's swearing-in urging that someone help the Coast Guard member of the Honor Guard who had fainted.

I would be grateful if you could supply me over the next few days with a handful of anecdotes, previously unpublicized, which illustrate this side of the President.



*RH*  
*Law*

THE WHITE HOUSE  
WASHINGTON

January 16, 1976

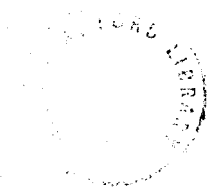
MEMORANDUM FOR: DR. JAMES CONNOR  
FROM: TERRY O'DONNELL *TOD*  
SUBJECT: Reston Editorial, New York  
Times, January 16, 1976

Jim, in today's editorial in the New York Times, James Reston described the President's Cabinet this way: "A divided and inexperienced Cabinet that seldom meets."

Whether or not the Cabinet is divided or inexperienced is open for discussion. These are subjective areas.

The number of Cabinet meetings, however, is on the record. As indicated by the attached list, the President has met with the Cabinet 18 times in 1975. That is an average of once every three weeks. It seems to me Reston is simply factually wrong.

- cc: Mr. Carlson  
Mr. Cheney  
Mr. Jones  
Mr. Nessen ✓



CABINET MEETINGS 1975

January 8

January 29

February 21

March 12

March 26

April 16

April 29

May 7--aboard the Sequoia

June 4

June 25

July 16

August 8

August 27

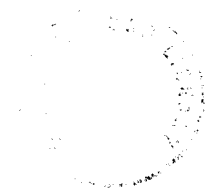
September 17

October 6--prior to tax cut speech

October 8

November 6--Cabinet dinner at the White House

December 10



January 29, 1976

MEMORANDUM FOR:

DICK CHENEY  
JERRY JONES  
JIM CAVANAUGH  
DAVE GERGEN  
TERRY O'DONNELL ✓

FROM:

RON NISSEN

The attached may be useful to you over the next few weeks.

RN/pp



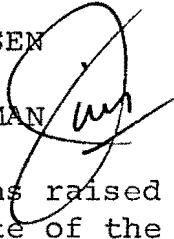


THE WHITE HOUSE

WASHINGTON

January 28, 1976

MEMORANDUM FOR:                   RON NESSEN

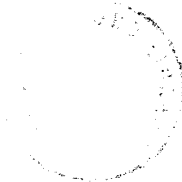
FROM:                               JIM SHUMAN 

SUBJECT:                            Questions raised by critics of  
the State of the Union and Budget  
Messages.

Following are questions, which we should be prepared to answer, raised by critics of the State of the Union and Budget Messages:

- . How can the President justify increasing the defense budget when he is cutting back on social programs?
- . The President's State of the Union Message did not offer meaningful solutions to the problem of unemployment -- at least in the short-run. Why does he not believe the problem should be attacked on two fronts: the long-term front of creating strong, private sector jobs, and also the short-term of creating immediate relief either through extended unemployment benefits or public service jobs -- to get unemployment figures down to reasonable numbers.
- . Why is the President willing to accept an unemployment rate averaging more than seven percent during the coming year?
- . The State of the Union Message made no mention of the worsening conditions of American cities, of the environment, of race relations, of diminishing natural resources.

- . Many critics said the budget ceiling is unrealistic, that even if no new programs are added, the budget will grow by \$20 billion next year and that even if strenuous economies are achieved and costly programs, such as Medicare and Medicaid are overhauled, the budget cannot be reduced to anything like the President's figure.
- . Why has the President proposed a hike in social security taxes, which most economists feel hurts the low income wage earner the most, rather than meet part of the Social Security System's unfunded liabilities out of general revenues?
- . Figures on growth of government are erroneous. They fail to take into account the parallel growth of the private sector. Similarly, projections that government will, in 30 years, consume half the GNP are based on faulty projections.
- . How can the President say he is asking Congress for a \$10 billion tax cut, when he also is asking for a hike in Social Security tax rates and when this hike will leave a cut of only \$4.9 billion, even if the general tax cut is approved?
- . The President has urged creation of investment capital in an effort to produce permanent, meaningful jobs. What assurance does he have that money invested now in plants and equipment will produce long-term jobs rather than merely replace workers with more machines?
- . Some of those who have looked at the President's plan to protect 25 million Medicare patients against catastrophic illness have estimated it could cost twice the \$538 million stated in your budget. Why did he come in with a lower estimate?



- . The President said in his State of the Union Message that welfare programs "cannot be reformed overnight." But most people agree reform is urgently needed. Would he propose reform if he was elected in November? And will it be along the lines of the Nixon Administration floor under family income, as former HEW Secretary Weinberger suggested shortly before he left office?
- . At least one critic of the State of the Union Message noted that it failed to touch on some of the broader questions facing Americans. For example, it did not raise questions on the significance of human life in a modern society and the relationship of each individual to the nation, to the family and to the community.
- . The proposals for future federal spending in the budget seem to benefit the rich and the poor but to hurt the near-poor, those who are working but earning incomes just above the poverty line. Doesn't the President feel that withdrawing this group's eligibility for federal programs might not only pose a hardship on them but also lessen their incentive to work because they might be better off on welfare?
- . The President's vision of American's future still seems vague and slightly negative. He is against Big Government and bigness in general, but he hasn't chosen to define new relationships of the people to these big institutions to spell out specifically how he would attack the bigness. What is his program in this area?
- . And, finally, it was a political speech, aimed at heading off Ronald Reagan.

March 2, 1976

MEMORANDUM FOR:

MR. JERRY JONES

FROM:

TERRY O'DONNELL

Jerry, Bill Nicholson pointed out that if we get our speech to the Associated General Contractors 57th Annual Convention released for the Press early on Tuesday, March 9, it will play down Florida on election day. That is a good idea and I think we should definitely press to have the speech ready for an early morning release.

cc: Mr. Nessen ✓



May 17, 1976

MEMORANDUM FOR:

TERRY O'DONNELL

FROM:

RON NESSEN

I have heard second-hand that Jerry Bechtel, formerly of the White House Secret Service detail and now the head of the Secret Service Office in Kansas City, is very disappointed that the President did not stop and talk to him at all during the recent trip to the Truman Library.

I'm sure that this was an oversight on the President's part, since he knows Jerry Bechtel very well.

I suggest that you draft a very short note from the President to Bechtel saying he was sorry that he didn't have more time to talk to Bechtel during the trip to the Truman Library, and looks forward to seeing him during the Republican Convention in Kansas City this August.

*6/10/76  
talked to Jerry  
Mr. Admitt Ron  
and Jerry decided  
no letter should go.  
ned*

RN/jb



THE WHITE HOUSE

WASHINGTON

May 17, 1976

MEMORANDUM FOR: MR. RON NESSEN

FROM: TERRY O'DONNELL

SUBJECT: Anecdotes for Jack Anderson

1. When the President visited Grand Rapids Saturday evening and Sunday, May 15 and 16, he stayed in a residential neighborhood in the home of an old friend. Neighbors put up the staff members. Sunday morning he asked me who I was staying with and I told him I was staying with Mr. Fred Vogt. I added that Mr. Vogt could not come to greet the President as the other neighborhood members had because of physical ailments has him confined to his house. The President commented that he knew Fred quite well, that he must be getting on in years, but that he would like to personally say hello since he was unable to greet the President with the others. I said fine, and led the President across the yard and through a path that led to Fred Vogt's backyard. The President of the United States knocked at the screen door and shouted through the kitchen, "Fred, are you there?" The President walked through the kitchen and into the den where Mr. Vogt, who must be in his seventies, was seated. Fred was surprised by this spontaneous visit, but the President put him at ease and sat down to chat for a few minutes.
- I was a little amazed by the entire incident. It was touching to me to see the President knocking on the back door and shouting through the kitchen as a neighbor might do anywhere else throughout the United States.



2. At an airport on a recent stop, we were leaving late in the evening. The departure was closed and the President got out of the limousine and shook hands with a few of the policemen who were standing next to his car. Then, preparing to ascend the ramp, he took a last look behind him, and about fifty yards back along-side the terminal, he spotted a girl in a wheelchair with a single escort.

Although he was tired from a long day of campaigning and we were running late on the schedule, he turned around and proceeded to walk all the way across the ramp to her location to shake her hand and wish her well.

3. In Omaha, Nebraska, after another long day of campaigning, the President was preparing for his last event. He jested, "Don't you have two or three things more we can do after this speech?" I responded, "Well, I don't <sup>think</sup> so, Sir. I think we've done everything we can do. However, there is a community party in a farmhouse in Arlington, Nebraska, about 45 minutes by car, and they have invited you to come out and congratulate the honored guest -- Hans Jorgenson, a farmer who came from Denmark and became a citizen fifty years ago." Following the speech, and much to my surprise, the President said, "Let's call that Jorgenson get-together." The President spoke for about 5 minutes with the residents of that rural farm community who were all gathered together in a farm house to honor Jorgenson.

4. In North Carolina, the President's helicopter departed late in the afternoon bound for a location in the Smoky Mountains in North Carolina's western sector. After trying for half an hour to find a break in the dense fog, the pilot advised us that he must return to the airport -- there was no hope in flying to our destination. The President asked what the situation was at the destination. He was told that several thousand people had gathered on the mountain top field to greet the President. Several of us pointed out that it would require an hour and a half or a two-hour drive along small mountain roads through narrow passes to reach the site and suggested that we may want to cancel the event because of the weather and proceed by motorcade directly to the last



stop of the day. The President's reply was quite straightforward - "When I say I am going to do something, I am going to do it. P-E-R-I-O-D. - Those people are counting on us and we are not going to let them down." So, we drove for an hour and a half up through the mountains to meet with a small crowd, and motorcaded another hour and a half to our final event in the State.

5. A Staff Member discussing the loss in the North Carolina primary with the President commented that it was a disappointment but certainly we would bounce back in Wisconsin. The President agreed about Wisconsin but added, "We will continue to do what is right for America and her people regardless of short-term political ramifications -- you know, in the long run, there is no question about it -- that's the only way to go."



## PRESIDENT FOUL

1. IN ROMBOULIETTE (SP?) - President Foul asked about how his accommodations compared to those given the other visiting heads of state. When advised that his were considerably more comfortable he said "Well I shouldn't have anyone in for talks or a drink."
2. ROMBOULIETTE. The President being spare and being so active as he is had little to do in the grand old chateau in which we were housed. At 11:30 pm one night he asked if it was possible to go for a walk in the little town. We did so and were having a quiet, pleasant walk when two carloads of French agents arrived - obviously ~~of~~ quite interested. Rather than continuing the walk the President said, I think we're causing some people difficulty. Will go back to the chateau.

3. The morning after the New Hampshire primary - I went upstairs to tell him about some pictures which would be taken en route to Oval Office. Congratulated him on his victory. He said, "Thanks. Another landslide!"

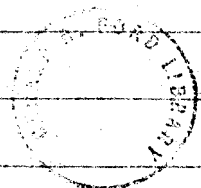
4. After speaking to DAR - President met group of Indian children who were going to sing for the DAR membership. ~~On~~ They all shook his hand. One was blind. The President asked "How will you know what I'm like?" The boy said, "If I can touch your face." The President said "Go ahead." The President was remarkably at ease as the boy's hands moved all over his face singling out every feature. The boy broke into a big grin. When he did so did the President.

5. Back when swimming pool was opened. ~~It~~ there was great interest by the press to see the President take his

first swim. Clearly embarrassed  
at the idea of going out for a  
swim and having all those people  
present, he said, "~~I wish~~ I wish  
I had a big rubber duck to carry.  
It would make everyone realize  
how foolish this is!

6. The military people working for  
him love him. They have  
great freedom in speaking to  
him because of the confidence  
in his steady and appreciative  
treatment. Once in Atlanta  
after a good day of activities,  
the President stood waving  
at the top of the ramp of  
Air Force One a little longer  
than usual. One of the <sup>sergeants in the</sup> crew  
~~members~~ said, "OK that's it!  
Get the hook!" The President  
heard it and got on board  
and said, "OK Private, that's  
enough out of you."

7. On Louisville



THE WHITE HOUSE  
WASHINGTON

5/17

NOTE FOR: Terry O'D  
FROM : RON NESSEN

I think the  
President should  
look this over  
before his Tuesday  
Lille and TV  
interviews. RHN



THE WHITE HOUSE  
WASHINGTON

May 17, 1976

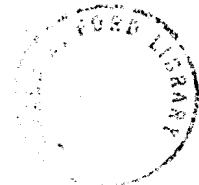
MEMORANDUM FOR THE PRESIDENT

FROM: RON NESSEN *RAN*

Here is a very brief rundown on issues of special interest in Arkansas and Little Rock in preparation for your television interviews with Little Rock stations on Tuesday. The information was supplied by Congressman John Paul Hammerschmidt and Charles Leppert:

1. Appointment of a Federal judge. There are two nominees: Judge Henry Britt, 56 years old, from Hot Springs, Arkansas; and Ed Bethune from Searcy, Arkansas. Britt is an old-line Republican who ran for Governor and has all the credentials. He is a sitting circuit judge and performs well. Bethune is a young, attractive trial lawyer who ran as a Republican for State Attorney General and ran a very good race. Justice favors Bethune, and Hammerschmidt is under the impression that Justice has done the full ABA and FBI checks on Bethune. Britt is thought to have health problems, specifically a cardiac embolism. Britt is also considered to be somewhat controversial in the ABA. He is a strong Ford supporter and has a substantial following in Arkansas. Hammerschmidt considered the Britt support important and suggests that, should this issue arise, the President should respond by stating that he understands both nominees to be undergoing a complete ABA-FBI check.

2. There is an existing vacancy in the U. S. Attorney's Office in Arkansas. A Keith Rutledge from Batesville, Arkansas, is the nominee for the appointment.



3. An individual from Arkansas by the name of Jack Thiele, formerly with the Whirlpool Corporation, is now under consideration for a vacancy on the National Commission for Vocational Education.
4. Hammerschmidt states that the normal national issues are of interest in Arkansas.
5. The announcement of a new VA hospital for Little Rock, Arkansas, just last week was noted to be not of a high priority. It is rumored that Senator McClellan will make an effort to obtain a higher priority for the construction of this new VA hospital.
6. Hammerschmidt states that the price of rice and the selling of the rice crop is an issue of major concern in Arkansas because of the recent rice bill passed by the Congress opening up the planting of rice to all individuals.
7. Forest management presents an issue in Arkansas. It is an issue involving professional management versus management mandated through the legislative process. The people of Arkansas favor professional management.
8. Highways and roads are still of major concern in Arkansas. Arkansas will be one of the first states to complete its interstate system. The major concern is over the Highway 71 corridor, a north-to-south corridor in the western part of the state. Congressman Hammerschmidt has a meeting set up in the state with the Department of Transportation on this highway. Also, the new Federal Aid to Highway bill gives Arkansas one of the three or four railroad relocation demonstration projects at Pine Bluff, Arkansas.
9. Another issue concerns the urban highway density demonstration project in Little Rock, Arkansas. This is a project which connects the port to the airport as an urban extension of the interstate highway system and involves \$60 million.
10. The Arkansas River navigation project, also known as the McClellan - Kerr project, has been a very successful project in terms of tonnage, flood control, recreation, and hydroelectric power. This project is considered way ahead of its projected cost-benefit ratios and is receiving good support in the state.



11. Buffalo National River - a 142 mile long national park. This project is of statewide interest and a court injunction involving this project has recently been lifted. However, the project is out of money and Congressman Hammerschmidt has sought to increase the appropriation authorization through an omnibus national park bill now pending before the House Interior and Insular Affairs Committee.

12. Arkansas is considered a model state in economic development. Under Governor Rockefeller, economic districts were set up and statistics show that this program is working very favorably for the economy of the State of Arkansas.

13. Comments on the Congressional delegation -- Senator McClellan is the President's friend. Senator Bumpers is a bitter opponent of the President at the state level and criticizes the Ford Administration at every opportunity. Rep. Bill Alexander has a primary opponent and has been critical of the Administration at the state level. No comment was offered with regard to Representatives Mills and Thornton.

THE WHITE HOUSE  
WASHINGTON

5/20/76

NOTE FOR: Terry O'Donnell  
FROM : RON NESSEN

I think the  
President should  
see this letter.

R. H. N.





FEDERAL REPRESENTATIVE  
ON THE  
WESTERN INTERSTATE NUCLEAR BOARD

494 ALVARADO  
MONTEREY, CALIFORNIA 93940

May 18, 1976

Mr. Ron Nessen  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C.

Dear Ron:

You may recall that Ed Lowery requested you to have the President write a letter to one Faye Patterson, who is a black security man at the Monterey airport, and the President did so. As a result, Faye Patterson got 191 members of a Concerned Veterans of the Korean War group to change their registration to Republican so that they may vote for the President in our State Primary. This is what Lowery tells me.

Hope to see you on one of your visits to California.

Yours,

  
Jack Westland

JW:gm

THE WHITE HOUSE

WASHINGTON

September 30, 1974

MEMORANDUM FOR: GENERAL RICHARD LAWSON  
FROM: TERRY O'DONNELL ~~TD~~  
SUBJECT: Autograph Cards

Aides accompanying the President on movements should carry a supply of autograph cards to pass out to well-wishers seeking the President's autograph.

The cards are available from Nell Yates in my office or from Marge Wicklein in the Gift Unit.

cc: Amb. Rumsfeld  
✓ Mr. Nessen  
Mr. Rustand  
Mrs. Wicklein



THE WHITE HOUSE

WASHINGTON

November 4, 1974

MEMORANDUM FOR: MR. RON NESSEN

FROM: TERRY O'DONNELLO

SUBJECT: Norman Kempster's Campaign  
Article, Washington Star  
Sunday, November 3, 1974

I don't know if it is worth calling Kempster on this, but his article is factually inaccurate on three counts:

1. He cites the attendance at the Special Events Center at the University of Utah as 8,000.
2. He states that almost half the seats in the arena were empty.
3. He says that the size of the rally was a disappointment to Utah Republicans.

In fact, there were, by the University's count, 10,500 to 11,000 people in the arena which holds 15,600. This is well in excess of two-thirds capacity. GOP Republicans and Garn's campaign staff were, in fact, delighted at the turn-out, as they expected only 6,000. This low expectation was due in part to their decision to televise the event, hoping to reach many more Republicans throughout the area.

While we fought the idea of using such a large hall with live television, all things taken into consideration, it was a good crowd.

If we had used the gym holding 10,000 with a capacity of 10,000, it would have been "an overflow crowd", and this was the desire of the Advance Office. Unfortunately, we were locked into the larger hall.

As far as the President's crowd-drawing record during the trip, you might want to know that the official estimate of the crowd in Grand Junction, Colorado, was 10,400 inside the ball park and in excess of 5,000 outside the park and along the motorcade route. This results in a crowd three times the size of the largest previous gathering in the history of Grand Junction.

cc: Mr. Rumsfeld  
Mr. Rustand  
Mr. Henkel

# Ford Squares Off With Student Veterans on Benefits

By Norman Kempster  
Star News Staff Writer

"NOW WAIT A minute," Grand Junction, Colo., is in a toss-up race with Ford said. "The point is where he campaigned for Rep. Wayne Owens, D-Utah

THE WHITE HOUSE

WASHINGTON

November 6, 1974

MEMORANDUM FOR: MR. WARREN RUSTAND

FROM: TERRY O'DONNELL <sup>TOP</sup>

SUBJECT: Camp David - Weekend  
of November 9-10, 1974

Dick Cheney provided the following information on Camp David this weekend. The President will go up to Camp David Friday night or Saturday morning. Accompanying him will be Mrs. Ford, Susan, Steven, and Susan's friend and Steven's friend.

Helen Thomas of UPI will go up Saturday to interview the President at approximately 12:00 noon or 12:30 p.m. By copy of this memorandum, I am asking Ron Nessen to work out a firm appointment time for Helen. Ron will meet with the President for about an hour prior to the interview. We don't expect any other White House staff to go to Camp David. Return is planned around 5:00 p.m. Sunday.

The President's brother, Jim, and his wife, Barbara, plan to drive up to Camp David sometime over the weekend. We will have more details on this later. I don't know whether Nancy Howe or Dave Kennerly will go up this weekend.

cc: Col. Blake  
Mr. Cheney  
Mrs. Howe  
✓ Mr. Nessen  
Mr. Nicholson  
Miss Porter



June 8, 1976

**MEMORANDUM TO:           TERRY O'DONNELL**  
**FROM:                       RON NESSEN**

**In response to the President's inquiry last night, video tape is available of the Face the Nation program and the John Davidson show featuring Steve Ford.**

**These can be played at the President's convenience.**



THE WHITE HOUSE

WASHINGTON

June 11, 1976

MEMORANDUM FOR: MR. ROBERT MEAD

FROM: TERRY O'DONNELL <sup>TOD</sup>

SUBJECT: Audio and Video Tapings

Bob, when the President does an audio or video taping for a major organization and the subject matter is of general interest to the people, suggest that you have a cassette made of the audio portion and forward it to Mark Rosenkerr at the PFC with an embargo date stamped on it.

Many of these tapings are excellent, and, as you know, the PFC does radio actualities whereby they call hundreds of stations in a given region and make available a one-minute clip from the taping.

If you could set up a system whereby Rosenkerr could get these materials with a warning not to release until the date of the event or the day after the event, whichever you think is best, I think it would be extremely beneficial.

cc: Mr. Jones  
Mr. Nicholson  
~~Mr. Nessen~~



THE WHITE HOUSE

WASHINGTON

July 6, 1976

MEMORANDUM FOR: THE RECORD

FROM: TERRY O'DONNELL *TO*

SUBJECT: Presidential Telegrams to  
U.S. Olympic Medal Recipients

A procedure has been established whereby Mike Harrigan, Executive Director of the President's Commission on Olympic Sports, will be responsible for drafting telegrams to United States Medal recipients at the Olympics.

Mike Harrigan's office will be working directly with Jim Nach of Roland Elliott's office to insure that the telegrams are personalized and are sent out in a timely fashion.

John Carlson and Terry O'Donnell should be copied on all outgoing telegrams.

All parties involved have been notified.

cc: Mr. Jones  
Mr. Gergen  
Mr. Chanock  
Mr. Carlson  
Mr. Nessen  
Mr. Speakes  
Mr. Elliott  
Mr. Harrigan





THE WHITE HOUSE  
WASHINGTON

Date 9/18

TO: Row Nessen

FROM: TERRY O'DONNELL

The Democrats are  
renewing their responses  
quite effectively.

Mondale: People Can't Trust Ford

Using increasingly strident language in attacks on President Ford, Sen. Walter F. Mondale is becoming the tough guy of the Democratic ticket.

Mondale said Ford's opening campaign speech was misleading and a deliberately inaccurate description of his record in the White House.

Ford "has a record that belies and puts the falsehood to everything he now says he's for," Mondale said.

The Senator said Ford's speech "undermines any possibility that the American people can trust" statement by Ford and Sen. Bob Dole, and that he was surprised by the "boldness of the misrepresentations contained in that speech."

Despite his claims to the contrary, Mondale said Ford has an "absolutely terrible" record on the economy, health care, housing and education.

Mondale said the only surprise in Ford's speech "is that he thinks the American people would actually be gullible enough to buy statements of this kind in light of the miserable record of his administration and his personal position on those programs."

--AP, UPI, Morning Shows (9/16/76)

Democrats Slash Ford

Vice Presidential candidate Walter Mondale led a Democratic attack against President Ford's record even before the President had finished defending it in the kick-off speech to his campaign.

With four other Democratic Senators limbering up to take a swipe at the President, Mondale told a news conference while Ford was still speaking, "Mr. Ford has a record that belies and puts the falsehood to everything he now says he's for."

Mondale spoke to newsmen in Chicago.

Sen. William Proxmire said, "Today the President has announced with great fanfare that he will reduce FHA (Federal Housing Administration) downpayment requirements for homebuyers by up to 50 percent.



Democratic Reaction to  
President's Speech (continued)

CARTER/MONDALE

"But just last October he raised by tenfold the down payment required by the FHA Home Ownership Assistance Program. And for the last four years, the Nixon-Ford administration has consistently argued that homeowners should be required to make higher downpayments when buying a federally insured house."

Proxmire called the President's plan to help some homeowners with mortgage payments "a pigmy proposal to solve the nation's critical housing problem."

Sen. Alan Cranston said, "If President Ford really wants quality education as he claims, he should stop short-changing essential programs like basic education opportunity grants, stop forcing the local property taxpayer to pick up the costs of education that should be borne by the federal government."

On another topic, Sen. Edward Kennedy said, "So far as his health proposals are concerned, President Ford missed the ball in his kickoff campaign speech.

"The rhetoric belies the reality of the Ford health program and its insensitivity to the basic health needs of the American people.

"On national health insurance, the President takes a negative, do-nothing approach to one of the nation's most serious health problems -- the costly and ineffective system of private insurance."

Kennedy said that Ford "tells only half the story" in his plans to provide protection for the elderly against catastrophic illness.

"To pay for the coverage, all the elderly would be charged more under the Medicare by increasing the present deductibles and coinsurance," he said. "For the best majority of the nation's elderly, the President's program could be better described as the imposition of catastrophic new costs."

Sen. Wendell Ford of Kentucky said Ford's speech "illustrate the kind of nonleadership that has exemplified his two years in office.

"All he did was to list the problems which were with us when he first took office and are still with us today. He has outlined a policy for continuing to let the country drift without direction or executive leadership."

--AP (9/16/76)



October 5, 1976

MEMORANDUM TO:

TERRY O'DONNELL

FROM:

RON NESSEN

Arthur Taylor of CBS has sent the attached video tape, containing highlights of the July 4 bicentennial coverage to the President. I have sent a thank-you to Mr. Taylor on the President's behalf. You probably will want to mention to the President at some point that this tape is available.

Attachment

RN/mcb



THE WHITE HOUSE  
WASHINGTON

12/2/76

NOTE FOR: Terry O'Donnell  
FROM: RON NESSEN

What do you  
think?

RAN

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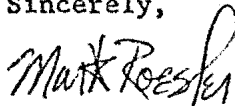
November 29, 1976

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

Dear Mr. Nessen:

I am a Junior at DePauw University and I am working on a documentary for a final project for my broadcasting class. My documentary is entitled "The Scholar Athlete". I can not think of anyone who would be more qualified to comment on this subject than President Ford. I will be talking to about ten former athletes and I would appreciate if the President would grant me a phone interview of about 2-3 minutes. I was actively engaged in the President Ford re-election bid and I will be deeply appreciative to both of you if you can grant me this interview. Thank you very much.

Sincerely,



Mark Roesler



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