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THE WHITE HOUSE

WASHINGTON

January 4, 1974 [1975]

MEMORANDUM FOR:

THE PRESIDENT

FROM:

WILLIAM SEIDMAN |S|  
FRANK ZARB |S|  
RON NESSEN |S|

The considerable and generally accurate leaks about the contents of your planned economic and energy programs are damaging the planned impact of your proposals. We feel that you should reevaluate your plans to announce the economic and energy proposals in the State of the Union speech and consider making at least some announcement before then in order to prevent a complete loss of impact.

There are several reasons we think the leaks are damaging:

1. They give your opponents an opportunity to attack your proposals during the next 2 1/2 weeks while you cannot answer.
2. By having all the proposals out in the newspapers ahead of time, the reaction to the State of the Union may be, "there is nothing new in that".
3. Senators Jackson and Proxmire are likely to begin hearings before the State of the Union speech on these matters and by the time you make your speech you will appear to be merely reacting.
4. There is a great deal of anticipation being built up on this speech. People are looking not just for specific details but for signs of decisive and knowledgeable leadership which will determine to a large extent the country's estimation of you as President. A strong implication of you as a leader in firm command of the economy and the energy field may be lost if you don't speak out before the details of your programs are completely leaked.

Therefore, we suggest you consider the following options:

1. Make a speech or use your news conference Tuesday to announce as many of the economic and energy proposals as you have decided on by then.
2. Make a major television speech announcing your energy program only. Frank Zarb favors this and says the complete energy package will be ready to go Thursday, January 9 or Friday, January 10.
3. Go ahead and announce the energy and economic proposals in the State of the Union as planned. We do not favor this.

Assistant Secretary Enders says that Dr. Kissinger also favors announcing the energy and economic proposals at the earliest possible date.

We would welcome an opportunity to discuss this with you.



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Therefore, we suggest you consider the following options:

1. <sup>Announce</sup> To request a series of specific actions in the various fields before the Congress returns such as the excise tax on crude oil and the tax cut.
2. Indicate to the public the kinds of options you are considering.
3. Make a major television speech announcing your energy program next week. Frank Zarb favors this and says the completed energy package will be ready to go Friday, January 10.
4. Use your news conference Tuesday to indicate the specific legislation you will request on energy and economy and devote the State of the Union speech to a high-level philosophical statement of your goals for the next two years or 6 years.
5. Allow your spokesmen to, on-the-record, carry out any or all of the above options.

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We would welcome an opportunity to discuss this with you.

① Energy speech next week + #1  
 ② announce options before Congress  
 ③ 1/20 all



*Bill*

THE WHITE HOUSE  
WASHINGTON

January 5, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: RON NESSEN *RHN*

SUBJECT: SOME THOUGHTS BY DAVE BRODER ON YOUR STATE OF THE UNION MESSAGE AND SUBSEQUENT PRESENTATION OF YOUR PROGRAMS

Find attached the Dave Broder column from today's Washington Post. As you know, Dave Broder is a thoughtful, incisive and analytical writer. Many of the ideas he presents in this column are excellent and we here at the White House should consider them seriously in planning your activities of the next several weeks.

I believe your State of the Union speech is not just another speech. Based on comments from the press, the public and the business community, I have the strong impression that this speech will determine the Nation's view of you as leader and President for the balance of this term. Therefore, it is important, I believe, that the tone and substance of this speech be very carefully considered. If this speech strikes the right tone by demonstrating your strong leadership in the fields of economy and energy, and if it lays out the facts of the seriousness of the present situation to the American people, you should be able to unite the country and the Congress behind your program and get your public approval rating moving upward again.

As part of the preparation for the speech and subsequent activities in support of your program, we should weigh some of Broder's ideas seriously.

Attachment

CC: Don Rumsfeld  
Jack Marsh  
Bob Hartmann  
Paul Theis  
Jerry Warren  
William Simon

William Seidman  
Alan Greenspan  
Frank Zarb  
Rogers C. B. Morton



*David S. Broder*

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**'A Dialogue  
With  
The People'**

*(File)*


THE WHITE HOUSE  
WASHINGTON

January 7, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: WILLIAM SEIDMAN  
FRANK ZARB  
~~RON NESSEN~~

FROM:

JERRY H. JONES 

Your memorandum to the President of January 4 on leaks has been reviewed and the following notations were made next to each option:

1. No.
2. Ok.
3. The following was crossed out -- "energy and ..."

Please follow-up with the appropriate action.

Thank you.

cc: Don Rumsfeld

THE WHITE HOUSE

WASHINGTON

January 4, 1975

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FRANK ZARB  
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We would welcome an opportunity to discuss this with you.



January 20, 1975

**Mr. President:**

**Here are Q's and A's from Jack Marsh  
on domestic issues other than economy  
and energy.**

**Ron Nessen  
5:00 pm**





January 20, 1975

Mr. President:

Here are **the Q's and A's** on the economic and energy front, checked by the appropriate people, for inclusion **in your news conference briefing book.**

Ron Nessen  
4:00 pm



January 20, 1975

Mr. President:

Here are **your Q's and A's on foreign affairs**  
provided by the National Security Council.

Q's and A's on **energy, the economy, and**  
**other domestic matters will be brought in to you**  
**shortly.**

Ron Nessen  
3:00 p.m.



January 21, 1975

**MR. PRESIDENT:**

Here is the late material from Frank Zarb for your news conference preparation. It consists of:

1. A specific and detailed explanation of the bureaucratic nightmare which would be caused by gasoline rationing.
2. A dollar-by-dollar refutation of Senator Jackson's charge that the average family would have to pay \$810 a year more for fuel under your plan.
3. A proposed answer to the charge that the Northeast and other regions would suffer inequitably.
4. A proposed answer to the Jackson-Kennedy attempt to block your imposition of higher tariffs on oil imports.

Ron Nessen  
10:55 am



January 21, 1975

**Mr. President:**

**Here is the transcript of your  
press conference.**

**The overwhelming opinion of reporters  
and staff members I talked to is that your  
press conference was a forceful, positive  
performance.**

**Ron Nessen**



THE WHITE HOUSE  
WASHINGTON

February 1, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: RON NESSEN

Here are Q&A's on economics, energy and general domestic matters in preparation for your news conference Tuesday in Atlanta.

On Monday, you will receive additional Q&A's on foreign policy and the budget.

If you wish to pursue economic and energy policy in more detail, you have received a separate notebook on these matters.

February 3, 1975

Mr. President:

Here is the remainder of the material in preparation for your news conference in Atlanta. It covers foreign relations, budget-economy-energy, and CIA-FBI.

Ron Sassen



Mr. President:

I thought you would like to know that Maggie Hunter is in Georgetown University Hospital.

She had a mastectomy this afternoon, but I have been unable to determine her condition since the first condition report is not issued until 24 hours after the operation.

You might want to call her over the weekend from Camp David. Her phone number is: 625-5513.

Ron Nessen  
Feb 7, 1975 - 6:15 pm



February 11, 1975

**MEMORANDUM FOR THE PRESIDENT**

**FROM:           RON NESSEN**  
**SUBJECT:        Highway Funds (release)**

**Total impounded (deferred) 11.1**

**Release, up to 2 billion**

**Federal-State Matching Requirements**

**Interstate       90-10**  
**Non-interstate  70-30**

**Potential Jobs Created by release of funds:**

**Direct           56,000**  
**Indirect         70,000**  
**Total:           126,000 approximately**

**Effect on Budget Deficit (approximately)**

**1975            \$50 million**  
**1976            \$1 billion**  
**1977            Balance**

**Highway funds first impounded by LBJ in 1966**





February 18, 1975

**MEMORANDUM FOR THE PRESIDENT**

**FROM:           RON NESSEN**

**For your amusement and possible use, here is the material you requested on Hubert Humphrey's recent statements concerning the urgency of the tax cut.**

**The first page is the Congressional Record transcript of Humphrey's TV answer to your State of the Union speech. Humphrey said Congress "can and must" approve a tax cut in 30 days. The date he said that was January 22.**

**The second page contains excerpts from Humphrey's appearance on Meet the Press 25 days later. He says Congress must pass a tax cut within 30 days!**

**I am sending a copy to Rumsfeld, Marsh, and Hartmann.**

**RN/CG/**



to our economy and prosperity to our people.

I outlined specific steps to deal with high interest rates, inflation, the housing depression, and, most importantly, unemployment.

Mr. President, Congress must take the lead, in cooperation with the President, in forging a national economic policy that will break the back of recession and put America back to work.

I ask unanimous consent that the text of my response to President Ford be printed in the RECORD.

There being no objection, the material was ordered to be printed in the RECORD, as follows:

REMARKS BY SENATOR HUBERT H. HUMPHREY,  
RESPONSE TO PRESIDENT'S ENERGY, ECONOMIC  
MESSAGE, JANUARY 22, 1975, BROADCAST ON  
CBS-TV

Good evening.

If it were possible for you to talk with me tonight, I think I know what you'd probably say.

"No more speeches, Mr. Humphrey. In the past months all we've heard are words. What we want is some action."

Well if that's your message to me, I hear you loud and clear.

Both Congress and the President have wasted valuable time in getting our economy soundly on the road to recovery. There's no sense denying it. And it's futile arguing over who's more to blame.

We can't change the past. But if you can stand one more speech, I believe you'll be surprised to learn what Congress is planning for the immediate future . . . the decisive action that is long overdue.

I can report broad agreement among Congress and the President as to the need for an individual and corporate tax cut—to stimulate purchasing power, to accelerate business investment, to lower unemployment, to restore economic growth. Moreover, this tax cut can be a reality within four to six weeks.

Until the President's remarks last week, our country was like a seriously ill person whose doctors in the Executive Branch and Congress could agree on neither the diagnosis of the illness nor the proper treatment. President Ford initially proposed a curious remedy—his five-percent surtax. A tax increase in the midst of recession would have bled the country of its economic strength, weakening the patient still further.

Fortunately, Congress rejected this remedy. But while the doctors were arguing over the cure, the patient's health deteriorated rapidly.

At last, the doctors agreed on the source of the disease—the most serious recession since World War II—and at least part of the proper treatment—a large dose of economic penicillin in the form of tax cuts to bring the patient back to full health and normal activity.

The first action of this Congress must be a tax reduction for individuals and business. This can and must be done in the next 30 days.

We have now only to decide on the size and frequency of the tax cut and—most importantly—who gets the benefits.

Under the President's tax cut plan, a family of four with an income of \$10,000 a year would receive only \$100. Under a bill I have introduced the same family of four would receive a tax cut of \$300.

President Ford's tax cut puts 43 percent of the benefits into the hands of the richest 17 percent of the population. This is not only unfair, it is bad economics because it will not stimulate the economy. Congress will not accept the President's plan.

I recommend an overall tax cut of about \$20 billion. While some people may consider

this too much, they should recall that in 1964 the Congress cut taxes by about \$12 billion—when the economy was smaller and the recession less severe. In today's economy, that would be equal to a tax cut of about \$28 billion.

If economic penicillin is needed to combat the recession, then we should prescribe a dose large enough to help the patient. And we cannot afford to wait until May and September to get extra money into your pocketbook, as the President advocates. Instead, Congress should provide a reduction of withholding rates, retroactive to January 1, 1975, to increase your take-home pay and to keep it coming on a weekly basis.

The tax cut I have proposed would reduce taxes by 61 percent for those earning under \$5,000, by 32 percent for families with incomes ranging from \$5,000 to \$10,000, by 21 percent for those earning from \$10,000 to \$15,000, and by 16 percent for taxpayers with \$15,000 to \$20,000 incomes.

In addition to these individual tax cuts, business and farms need an increased investment tax credit—to provide new buildings, new machinery and equipment, and most importantly, new jobs. On this issue the President and the majority of Democrats stand together.

Next, the Congress should turn its attention to tax reform to provide greater fairness in our tax structure. By this, I mean phasing out the oil depletion allowance, strengthening the minimum tax to ensure that the rich pay their share, and eliminating foreign tax preferences that send jobs and capital abroad. And there are many more.

People have a right to expect that the tax laws will be fair.

Prompt action on a tax cut is only the first step on the Congressional agenda. Six and one-half million persons are presently out of work and that number will surely increase. One thing is certain: a tax cut is of little direct help to a person without a job.

In Congress, Democrats and Republicans alike, are committed to putting more people to work, to getting them off unemployment lines and into jobs where they can support their families and pay their share of taxes.

What America needs are jobs, not "Win" buttons. What Americans want is work, not welfare.

On its own initiative, Congress passed an expanded public service employment program providing 300,000 jobs in hospitals, schools, day-care centers, and other public facilities. Since this program was passed in December, half a million more people have become unemployed.

This simply means that more must be done. Democrats propose that Congress immediately authorize an additional 500,000 public service jobs. And an additional 250,000 jobs for each one-half percentage point rise in the unemployment rate.

Yes, I know that this will cost money, but it costs more to have people unemployed. When you're working, you're producing—you're both a consumer and a taxpayer—you're self-sufficient.

Unemployment is not only the loss of a job and income; it is being told you are not needed. This violates the promise of America.

The President has said that he will veto any new federal spending. He proposed that those on social security shall not receive more than a five percent increase in benefits, even though the cost of living has increased by 12 percent. Those on fixed incomes—the elderly, the blind, and the disabled—have suffered the most from inflation. To deny them an increase in benefits equal to the rise in the cost of living is wrong and unacceptable. The Congress will not permit it.

There is no sense punishing people who rely on a small social security check, or raising the price of food stamps for people who are already struggling to feed their families. Congress is no less concerned than the

President over the growth in federal spending and in controlling a large and wasteful bureaucracy. Last year, for example, we cut the President's budget requests by \$5 billion.

There is one basic reason for the record-breaking deficits that have accumulated since 1969.

On two occasions, in 1969-70 and 1973-74, former President Nixon attempted to control inflation by slowing down economic growth. During these deliberately-engineered recessions, as production declined, incomes also went down, profits fell, people lost their jobs and, as a result, federal tax receipts dropped sharply. Unemployed workers and businessmen and farmers operating at a loss don't pay taxes.

In these recession years, the federal deficit grew by leaps and bounds. In just this year and the next we can expect a federal deficit of \$80 billion. This is frightening.

The way to end these deficits is to get the economy moving—to get people back to work and business to invest. And we can do this with a prompt tax cut, sensible federal spending, and ample credit with lower interest rates.

These are among the major items on the Congressional economic agenda. They will offer each of you a greater measure of security as America begins the long period of economic recovery. But lasting economic health is impossible unless wise actions are taken in several additional areas.

First, let me discuss money and credit. Tight money and high interest rates have not halted inflation. They have added to it. That's obvious to everyone. But they have choked off economic growth, brought homebuilding to a virtual halt, increased bankruptcies among businessmen and farmers, and created havoc in our capital markets.

Yet in his remarks last week, President Ford was totally silent on the money and credit policies that will make economic recovery possible. I propose that the President convene an emergency conference on monetary policy, attended by the Federal Reserve Board and representatives of business, labor, banking, farming, and the investment community.

This conference should be convened for the express purpose of arriving at monetary policies that are fully consistent with the goal of economic recovery. Unless this is done, the desired economic effect of the tax cut and other economic recovery measures will be largely wasted.

I further propose that the President use the Credit Control Act of 1969 to channel credit into sectors of the economy now starved for funds, primarily housing, state and local government, small businesses, and agriculture.

Now let me say a word about housing. There is no way out of a national recession while housing is in a depression. Today hundreds of thousands of skilled construction workers are out of their jobs and thousands of contractors are without work.

Yet America needs homes and many of our cities need massive reconstruction.

As early as 1949, Congress established a national goal of a decent home and a suitable living environment for every American family. To achieve these goals and rescue the housing industry, strong action is necessary.

First, Mr. President, release the funds that the Congress has provided for housing.

Second, Congress should consider establishing a National Housing Bank with sufficient funds to provide interest subsidies and other financing for low- and middle-income taxpayers.

Third, the President should use the authority he now has under public law to allocate credit for housing.

Economic recovery also depends on a sound national energy policy that can be supported by every American. This will re-

HUBERT H. HUMPHREY "MEET-~~THE~~ PRESS" February 17, 1975

HUMPHREY: "Unless we take some very concrete and effective action, and very quickly, within the next 60 to 90 days, I think we would be approaching what you would call the dimensions of a depression."

\* \* \*

SPIVAK: "When will Congress do something (about tax cuts)?"

HUMPHREY: "Within the next 30 days"

**February 24, 1975**

**MEMORANDUM TO THE PRESIDENT**

**FROM:           RON NESSEN**

**On Monday, February 24, you submitted amendments to the 1975 Budget totalling \$388.5 million including an additional \$274.5 million in economic aid to Israel. Other amounts in the Budget requests are: \$25 million in economic assistance to Portugal, \$40 million for famine or disaster relief, \$40 million for resettlement of Jewish or other refugees from the Soviet Union, and \$9 million for American schools and hospitals abroad.**

**All of these requests have been authorized by the Congress.**

**Because of the submission of these requests at a time you are urging fiscal restraint, the attached Questions and Answers are provided.**





March 4, 1975

MEMORANDUM FOR THE PRESIDENT

FROM: RON NESSEN

Attached are the letters, editorials, and columns which have resulted from your recent travels around the country to explain the economic and energy programs.

TAB A	Highlights
TAB B	Letters, editorials and columns from the Atlanta trip
TAB C	Letters, editorials and columns from the Houston trip
TAB D	Letters, editorials and columns from the Florida trip

RN/cg

cc: Don Rumsfeld



A

"I think everyone came away impressed with the President's forthrightness, sincerity, and determination to do something about our energy and economics crisis. It is quite refreshing to see an administration so open and so anxious to listen to the views of a cross section of Americans."

Letter to President from J. Carrol Dadisman  
Executive Editor and Vice President  
Columbus Ledger-Enquirer

"I am convinced that your extraordinary efforts to communicate to the news media in this kind of forum will be productive and fruitful, and I would hope that your office would continue to use this vehicle in your future endeavors."

Letter to the President from Edward V. Cheviot  
Vice President and General Manager  
KMOL-TV, San Antonio

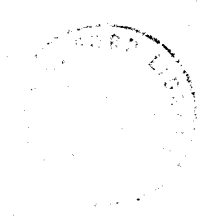
"I think the President's candor, his emphasis on the big issues, his flexibility, and his essential modesty will go far toward restoring his public support.

"Incidentally, at no time did he behave like a man running for re-election. On the contrary, he seemed absorbed in issues far more important than the next election--which might be the smartest re-election strategy he could adopt."

Column by Edward H. Harte  
Editor and Publisher  
Corpus Christi Caller, 2/12/75

"I was impressed with President Ford's forthrightness and low-keyed excellence in presenting his ideas to the folks at the Houston breakfast meeting. I told him there and then I was for him 1000%--and I meant it."

Letter to Gerald Warren from  
Pat Taggart, Publisher  
Waco News-Tribune



"The Times commends President Ford for personally taking his energy program to the people, hearing their suggestions and responding to their criticisms. He, apparently, was pleased by the Houston reaction, describing it as 'excellent and wholesome.'

"And we are in full agreement that the time for action is now."

Editorial, Shreveport Times, 2/12/75

"This information will be valuable background for editorial and news purposes."

Letter to Ron Nessen from Lee Anderson  
Editor  
Chattanooga News-Free Press

"President Ford ate breakfast Tuesday with 60 of the South's top news executives and offered what was later depicted as a confident, self-assured presentation of his economic and energy proposals.

"Most of the newspaper, television and radio executives who attended the 90-minute session with Ford declined to discuss the meeting with waiting reporters. But the handful who did were virtually unanimous in saying they were impressed with the President, and, to varying degrees, supportive of his proposals."

Atlanta Journal news story, 2/4/75

The President's talk after the breakfast "was a pitch for his program and an explanation of why gas rationing wouldn't work and why we had to make ourselves independent in energy. It was interesting.

"It was pleasant. He impressed the audience with his sincerity and knowledge of these subjects, with the gravity of the current crisis and the need to get behind Gerald R. Ford and help solve it.

"He came here for this last reason I suppose and he made progress. If he came to reassure us that the presidency is in sound hands once more and that the President regards himself as something less than imperial and at the outside first among equals he also made progress and should continue meeting his constituency in this fashion."

Column by Jack Spalding  
Editor  
The Atlanta Journal, 2/6/75



"What emerged once again in the Atlanta meeting, however, is that President Ford indeed has a specific package of economic and energy proposals; the Democratic leaders in Congress do not. . . . The Congress has a responsibility to act promptly on President Ford's proposals. It is not a time for politics as usual, and most Americans understand that. President Ford has offered leadership in a difficult time. His energy and economic proposals will be debated fully, as they should be, but it is vital that the Congress move either to adopt the President's package or come forward with an equally comprehensive set of energy and economic recommendations."

Editorial, Atlanta Constitution, 2/5/75

"The President impressed us as being sincere and firm about the energy program he has sent to Congress. He admits he is willing to compromise to some extent with Congress but 'we will not fiddle while energy burns.' We support that program and believe the majority of the American people will support it."

Editorial, Atlanta World, 2/6/75

"The truth remains, of course, that the President has something, a recession-inflation-energy program that is cohesive and comprehensive, if not totally acceptable in its present form. The disunited Democrats scramble around with sundry ideas--including conservation, allocation, gasoline rationing, gasoline price increases, continue regulation of natural gas prices, repeal of percentage depletion, reduction of foreign tax credits for oilmen, extension of price controls with allocation rules, ad infinitum. . . ."

Editorial, Columbia Record, 2/24/75

"President Ford was every bit the salesman, the guy with a program he believes in so strongly he apparently does not intend to yield to his opposition.

"He talked as if he knew everyone in the room personally. It came freely. There were no notes. He knew his figures, his dates and his subjects. . .

"His breakfast with the news executives hit some high spots in the nation's need to gain, through conservation and expanded domestic production of gas, oil, and coal, independence in the energy field."

Column by Sam Wood, Editor  
Austin American Statesman, 2/12/75

"The President, who talked and fielded questions immediately after the breakfast did a good sales job. . .

"You may not agree with the President's program (and I admit to serious reservations as to its inflationary effect on the economy), but you must admit to his argument that at least he HAS a program, while Congress has dilly-dallied on the matter. He's willing to compromise, and, as he told us in Houston, he is realist enough not to expect to get everything he asks."

Columns by Robert W. (Pete) Lee  
Vice President and Editor  
El Paso Herald Post, 2/13 and 2/14/75

"The Ford Administration has at least come up with an economic game plan. . . which is more than Congress has done. We think the President's plan should be given a chance to work, without being altered into an unrecognizable form which will give the critics a chance to say 'I told you so'."

Editorial, WRCB-TV  
Chattanooga, Tennessee, 2/10/75

"It has been a pleasure to have had the President here. He certainly has left us with some better understanding of him and his programs. And we trust that he has found something worthwhile here which he cannot find in Washington--a better reading of the country."

Editorial, Houston Chronicle, 2/11/75  
(Reprinted in part in The New Orleans Times-Picayune, 2/25/75)

"News executives attending the 'backgrounder' breakfast had kind words about the President's frankness and informality."

News story, Dallas Morning News, 2/12/75

"Part of the President's pitch to the public is his claim that Congress will neither back his plan of action nor produce a plan of its own. On Tuesday his claim sounded very convincing."

Editorial, The Dallas Morning News, 2/13/75

"The President impressed those with whom he conferred in Houston with his earnestness.

"His was a somber attitude which left no doubt of his understanding of the critical nature of the problem and that it is one which must be solved. He reinforced that impression with the fact of his comprehensive energy program when Congress has none. . .

"The President has laid down a challenge to Congress which it cannot ignore. The American people should demand of its Congress that it start prompt action on a bipartisan program with the President to solve our critical energy emergency."

Editorial, Dallas Times Herald, 2/13/75

"President Ford's visit to Houston can be scored as a skillful exercise in public relations and political strategy to bring pressure on Congress to act on the energy crisis--even if it does not adopt his own controversial program, . .

"The most distinct impression this editor brought away from the Houston activities was that he has made his pitch and now stands ready to compromise."

Column, Ed N. Wishcamper, Editor  
Abilene Reporter News, 2/12/75

"The momentum, then, is with President Ford. His visit here, as elsewhere, has left an impression that this Chief Executive, blessedly, is a straightforward and honest man who may not have all the answers but is seeking them doggedly. Given a basis, a starting point, he can and will compromise with the Congress on the best course to pursue in a time that is increasingly perilous. And short."

Editorial, "The Visitor Has His Itinerary--Where Is Congress Headed?", The Miami Herald, 2/27/75

". . . President Ford talked at length over the breakfast with 36 heads of regional newspapers, newspaper chains and broadcasting companies. Many of the media heads later said they were impressed with his grasp of the energy and economic problems and his eagerness to hear all views. One can easily imagine these news executives going to lunch back home and bragging to their colleagues, 'and when I told the President'. . .

Column "When Jerry Ford Seeks A Better Idea,  
He Listens," Paul Healy, New York Daily News,  
2/28/75

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 3, 1975

MEMORANDUM FOR:           RON NESSEN

FROM:                        MARGITA E. WHITE *mau*

SUBJECT:                    Reaction to the President's Breakfast  
Meetings with Media Executives

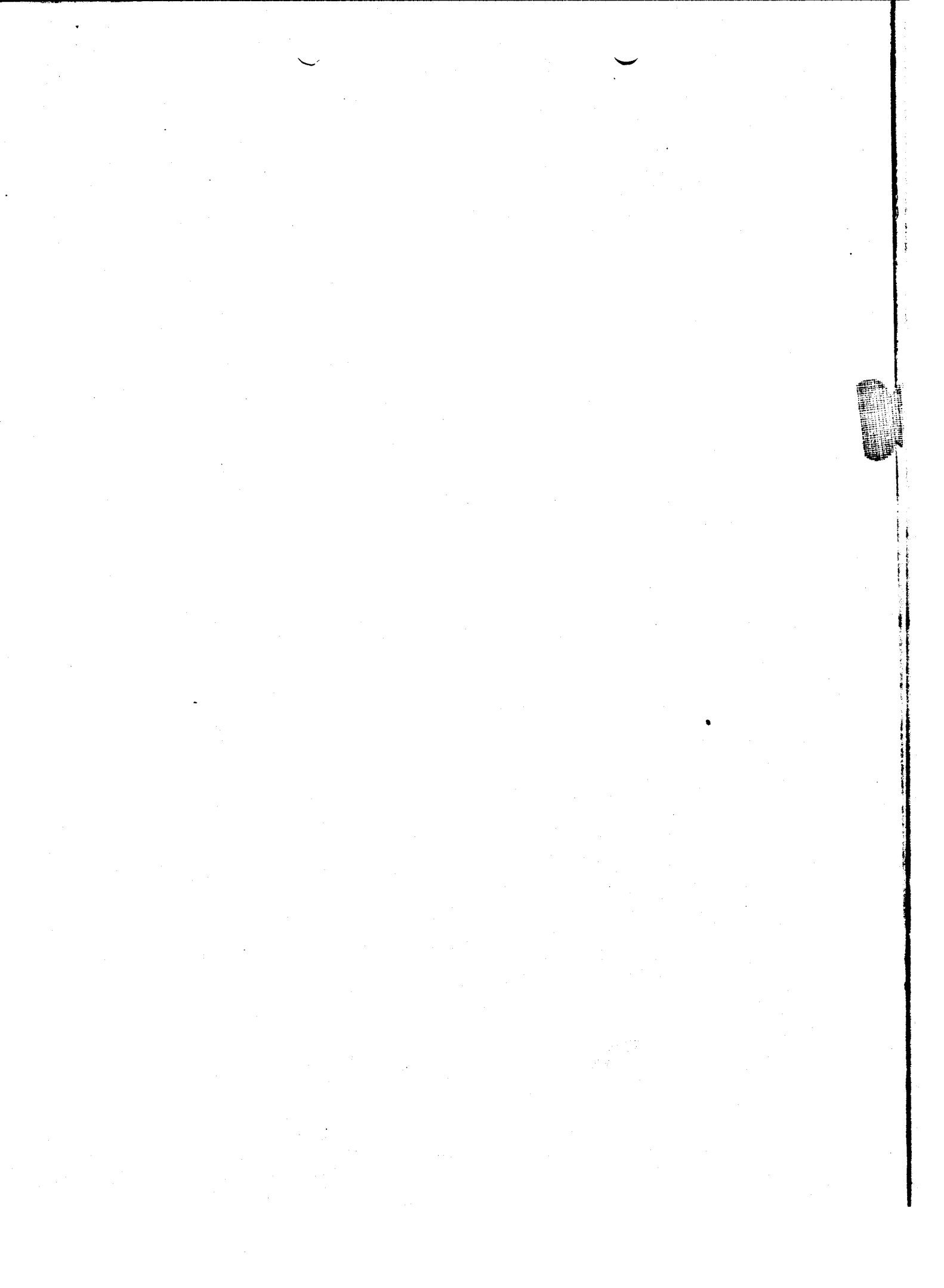
The reaction of media executives who attended the President's breakfast meetings in Atlanta, Houston, and Hollywood, Florida, has been uniformly positive and their follow-up editorials and columns reflect an increased understanding of and support for the President's economic and energy programs.

Stories, columns, and letters about the breakfast sessions refer repeatedly to the President's forthrightness, sincerity, candor, informality, in-depth knowledge, concern with the gravity of the problems facing the nation, and determination to solve them.

The editorials highlight the fact that the President has a comprehensive and cohesive program and urge Congress to either come up with one of their own or adopt the President's.

Attached is a compilation of the reaction we have obtained to date.

Tab A includes excerpts from the letters and clips resulting from Atlanta (Tab B), Houston (Tab C), and Florida (Tab D).



J. Carrol Dadisman  
Executive Editor and Vice President  
The Ledger-Enquirer  
P.O. Box 711  
Columbus, Ga. 31902

February 5, 1975

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

FEB 28 1975

Dear Ron:

Thank you again for the invitation to breakfast with the President yesterday morning.

It is a distinct honor, of course, to be in the President's company, particularly at so limited a gathering. We especially appreciate his conveying to us personally his ideas about how to deal with the great problems that confront all of us at this time.

I think everyone came away impressed with the President's forthrightness, sincerity, and determination to do something about our energy and economics crisis. It is quite refreshing to see an administration so open and so anxious to listen to the views of a cross section of Americans.

It was a pleasure to meet you and the other White House officials present. We hope you will come back to Georgia again.

Best wishes,



J. Carrol Dadisman

RECEIVED  
FEB 17 1975  
GENERAL FILES

CHATTANOOGA NEWS-FREE PRESS

February 5, 1975

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

Dear Mr. Nessen:

Thank you very much for the invitation to meet the President at breakfast in Atlanta Tuesday, February 4, and attend the afternoon press conference.

It was a pleasure to be your guest and to have the benefit of hearing Mr. Ford express in detail and personally his views relating to the problems of our nation today and efforts to solve them.

This information will be valuable background for editorial and news purposes.

My thanks for fine hospitality on an important occasion.

Sincerely,



Lee Anderson  
Editor

LA:fr



WRCB-TV 3 <sup>NB</sup>

RUST CRAFT BROADCASTING OF TENNESSEE, INC.  
900 WHITEHALL ROAD, CHATTANOOGA, TENN. 37405  
AREA CODE 615 267-5412



Presented by George A. Stevens, General Manager.  
February 10, 1975

While Congress has had a grand time lately criticizing President Ford's economic and energy proposals and suggesting alternatives of their own, they don't seem to be concerned enough to cancel their usual February recess to stay in Washington and work on the serious problems facing this country. The House is already in recess and the Senate is about to be. And some members of the Senate, our own two senators among them, are getting a head start on the recess. Senator Bill Brock is home in Chattanooga while his Finance Committee was struggling to find enough members to do business. And Senator Howard Baker is off in California campaigning for the Republican presidential nomination. Meanwhile, the President's economic proposals are getting more criticism than they probably deserve. The problem with economics is that there are as many economic theories as there are economists, which makes it difficult to pick out which programs will work and which will not. The Ford administration has at least come up with an economic game plan...which is more than Congress has done. We think the President's plan should be given a chance to work, without being altered into an unrecognizable form which will give the critic a chance to say "I told you so." I'm George Stevens, General Manager of WRCB-TV.



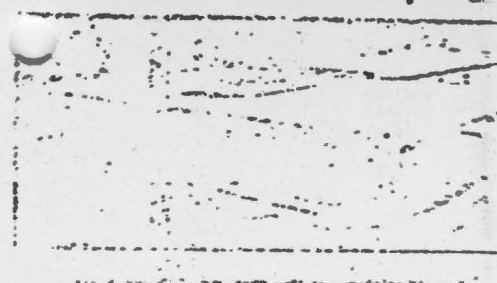
West's Fulton South Cobb  
today today

and

NEIGHBOR NEWSPAPERS

530 FAIRGROUND STREET P.O. BOX 419 MARIETTA, GA.

404/428-9411



STEPHEN L. McMULLAN  
Editor

5 February 1975

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

Dear Mr. Nessen:

I want to personally thank you and the White House Staff for the invitation to the Tuesday morning breakfast with President Ford during his recent Atlanta visit.

It is indeed a pleasure to cover a Presidential visit, but the singular opportunity afforded editors, publishers and broadcast executives to meet with the President during the Tuesday morning breakfast was a great personal thrill to me.

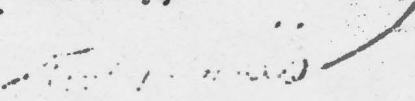
I can speak only for myself, but I want you to know that I was very favorably impressed by Mr. Ford's presentation, his knowledge of our economic and energy problems, and his proposed solutions.

In addition, President Ford impressed me as a sincere and forthright man making an honest effort to move our nation forward.

You and your staff have created a mutually beneficial working relationship with the press, something we can all appreciate in light of the events of the recent past.

My very sincere thanks to you and President Ford for the consideration extended to me during your recent Atlanta visit.

Sincerely,

  
Steve McMullan



# Bahakel Broadcasting

P O BOX 1000  
CHARLOTTE NORTH CAROLINA

~~CONFIDENTIAL~~

February 21, 1975

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

Dear Mr. Nessen:

Please excuse the delay, but I had intended to write to you earlier to express my appreciation for your kind invitation to attend the breakfast meeting with President Ford in Atlanta on February 4th. If you would, please convey to the President my gratitude for the opportunity to hear first hand some of his thinking concerning the serious problems facing the nation.


In my brief chat with the President following the breakfast, I found him to be an affable and personable gentleman.

My best wishes to you and the President as you pursue your goals in meeting the needs of our nation in these difficult times.

Kindest regards.

Sincerely,

BAHAKEL BROADCASTING

  
Cy N. Bahakel

CNB/ml1

ATLANTA JOURNAL  
2/4/75

IMPRESSED BY PRESIDENT

# News Officials Meet Ford

By CHARLES HAYSLETT

"He was very forceful and had a rationale for what he is

# THE ATLANTA CONSTITUTION

*For 106 Years the South's Standard Newspaper*

---

*James M. Cox, Chairman 1950-1957—James M. Cox Jr., Chairman 1957-1974*

---

**JACK TARVER, President**



**REG MURPHY, Editor**

**PAGE 4-A, WEDNESDAY, FEBRUARY 5, 1975**

## *Ford vs. Congress*

THE ATLANTA JOURNAL  
2/6/75

The President Visits Atlanta

# The Atlanta Journal

Covers Dixie Like the Dew

Since 1883

---

*James M. Cox, Chairman 1939-1957—James M. Cox Jr., Chairman 1957-1974*

---

Jack Tarver, President

• Jack Spalding, Editor

2-A

FEBRUARY 8, 1975

*A Man of Balance*

# THE ATLANTA CONSTITUTION

For 106 Years the South's Standard Newspaper

---

James M. Cox, Chairman 1950-1957—James M. Cox Jr., Chairman 1957-1974

---

JACK TARVER, President



REG MURPHY, Editor

PAGE 4-A, SATURDAY, FEBRUARY 15, 1975

## A Bad, Bad Bill



# THE ATLANTA CONSTITUTION

*For 106 Years the South's Standard Newspaper*

---

*James M. Cox, Chairman 1950-1957—James M. Cox Jr., Chairman 1957-1974*

---

**JACK TARVER, President**



**REG MURPHY, Editor**

**PAGE 4-A, SATURDAY, FEBRUARY 22, 1975**

**A Good Vote**

**R 3 MURPHY**

Sunday, February 9, 1975

The Atlanta Journal and CONSTITUTION

# The Presidential Race Has Changed

ATLANTA CONSTITUTION  
2/10/75

Pat Furgurson

Ford In

Atlanta

Although  
lately in the  
the full out  
sent to the  
told them t  
part, and it  
And that is  
were saying  
one group

ATLANTA DAILY WORLD

2/6/75

A Significant Conference

ATLANTA DAILY WORLD

Sunday, February 9, 1975

More On Economics, Energy

# The Birmingham News

Clarence B. Hanson, Jr., *Publisher*

Victor H. Hanson, II,  
*Vice President, General Manager*

Vincent Townsend,  
*Vice President, Assistant to Publisher*

John W. Bloomer,  
*Managing Editor*

James R. McAdey, Jr.,  
*Editorial Page Editor*

Victor H. Hanson, *Publisher 1910-1945*

Tuesday February 11, 1975.

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## Schlesinger's Warning

THE BIRMINGHAM NEWS

2/17/75

Any Vanderbergs Left?

THE BIRMINGHAM NEWS

2/20/75

Popular-Unpopular Choice



# The Birmingham News

Clarence B. Hanson, Jr., *Publisher*

Victor H. Hanson, II.,  
*Vice President, General Manager*

Vincent Townsend,  
*Vice President, Assistant to Publisher*

John W. Bloomer,  
*Managing Editor*

James R. McAdory, Jr.,  
*Editorial Page Editor*

Victor H. Hanson, *Publisher 1910-1945*

Thursday February 20, 1975

---

## Impoundment Decision

COLUMBIA RECORD

2/24/75

RECORD'S EDITORIALS

Promises, Promises

# The Augusta Chronicle

The South's Oldest —  
Established 1785

*An Independent Newspaper*



A Prize-Winning  
Newspaper  
**1974**  
Better Newspaper  
Contests

"The history of liberty is a history of limitations of governmental power, not the increase of it. When we resist, therefore, the concentration of power, we are resisting the process of death, because concentration of power is what always precedes the destruction of human liberties."

Woodrow Wilson

---

Page 4-A Thursday, February 6, 1975

---

*Double standard*

# THE COMMERCIAL APPEAL

A Scripps-Howard Newspaper

GORDON HANNA, Editor

Published by The Memphis Publishing Co., 495 Union, Memphis, Tenn. 38101

JOSEPH R. WILLIAMS, Business Manager

Consolidated July 1, 1894

{	The Memphis Commercial.....	Established 1889
	The Appeal.....	Established 1840
	The Avalanche.....	Established 1867

Page 6

Friday, February 14, 1975

---

## The Roads To Prosperity

# Editorial

COPYRIGHT 1975

## PUT POLITICS ASIDE

(Presented by Paul Raymon)

Monday, February 3, 1975

No one can truly assess the results of the President's visit to Atlanta. We doubt that will be possible for weeks or months to come.

But we're confident that we express the sentiments of our State and Region in saying we're glad the President and his top hands are getting out to talk to, and hear from, the people. We're only sorry that this is not a bipartisan visit with leaders of the Democratic Congress coming arm-in-arm with the Republican President.

Arm-in-arm doesn't have to mean total agreement. But it would carry the promise of action before this economic storm builds into even more serious consequences.

Instead of concerned joint action the people are seeing our national government engaged in a war of words on a battleground of party politics.

We're sure Georgians are fed up with this and so is the nation. That's the message that should go out from this Atlanta conference, loud enough to be heard in Washington.

WAGA-TV offers a reasonable opportunity to reply to the views expressed in the editorial to a responsible person or group representing a significant opposing viewpoint, provided a request for reply time is submitted to WAGA-TV within one week of the broadcast.

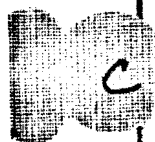
WAGA-TV

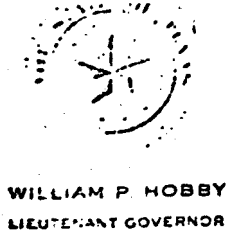
PO BOX 4237 - ATLANTA, GEORGIA 30362

PAUL RAYMON  
Vice Pres & Gen Mgr  
TERRY HOGUE  
Station Mgr  
DALE CLARK  
Dir. Production



11





*Copy* The State of Texas  
Office of the Lieutenant Governor  
Austin

February 13, 1975

The President  
The White House  
Washington, D.C.

Dear Mr. President:

Thank you for the enjoyable and productive breakfast session in Houston. I think it greatly aided the understanding of your positions by all present.

Following up on our discussion of natural gas taxation, I must reiterate my opposition to the \$.37 across-the-board approach. This increased cost would be passed on to all consumers in Texas and elsewhere--through utility rates and through the cost of products derived from natural gas or produced at plants powered by natural gas. Our best estimates are that this excise tax would cost each person in Texas (not households) an additional \$127.56 per year. This is 3.8 times the proposed income tax rebate of \$33.48 per person for 1974, without including the cost of the excise tax on crude oil.

Although I agree with the need for stringent conservation, I feel that this tax would serve no other purpose than to feed inflation. Texans already are conserving as much as possible because natural gas prices have jumped enormously over the past 18 months. The State Board of Control, which operates our Capitol complex of offices, is now paying \$1.26/mcf, as compared to the Federal Power Commission's regulated price of \$.50/mcf for interstate sales. Even with the price increases, the Federal Power Commission has estimated that Texas will suffer curtailments of 208 million mcf this winter. These curtailments will slow production of petroleum and petrochemical products and of construction materials, all of which are needed to keep the economy running. Because of the unavailability of fuel, our utilities already are converting to nuclear and coal-powered plants. Three lignite plants are operating now, and three more are planned.

The President

-2-

February 13, 1975

An alternative action that you and Congress might consider is the deferred imposition of an excise tax on natural gas used as a boiler fuel, to become effective some time in the future, such as 1982. This would provide an economic incentive for the utilities and other industries to convert before that time. The economic advantage of conversion would also help these industries to obtain financing of the conversion.

A more important and sounder conservation measure would be to require the extraction of a minimum percentage of the ethane from natural gas, which would ensure the supply of these high-BTU hydrocarbons for those markets dependent on them, including rural homes and schools for heating and cooking; farmers who use these fuels for drying crops; and the petrochemical industries who use these hydrocarbons as the raw material for making rubber, plastics, medicines, and fibers on which our economy is so dependent. The Texas Legislature is considering proposals in these areas at this time, but any action we take on the intrastate market cannot be effective unless similar steps are taken on the interstate market at the same time.

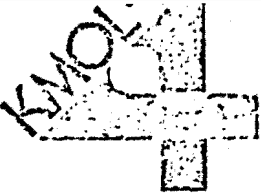
I want to express my appreciation for your willingness to propose action forthrightly for dealing with our energy problems. Of course, decontrol of the price of crude oil, at least from fields using secondary and tertiary recovery methods and preferably from all crude oil, by executive action is the one step that would move us closer to reducing our energy vulnerability than any other action available to you today. Although I disagree with some portions of your program, I am grateful for your leadership in trying to get America moving toward a rational national energy policy.

Sincerely,

WPHobby



1



EDWARD V. CHEVIOT  
VICE PRESIDENT  
AND GENERAL MANAGER

FEB 24 1975

February 20, 1975

Dear Mr. President:

I want to thank you for inviting me to participate in the briefing which you held in Houston for the southwest regional news media executives on February 11th.

I am convinced that your extraordinary efforts to communicate to the news media in this kind of forum will be productive and fruitful, and I would hope that your office would continue to use this vehicle in your future endeavors.

Your candor and your determination to "get the message out" to those of us who can transmit it to millions of Americans is a new approach that will help to enlighten the country as a whole.

Sincerely,



Edward V. Cheviot

The President of the United States  
The White House  
Washington, D. C.

bc: Ron Nesson  
Press Secretary

Waco News-Tribune  
WAGO TIMES-HERALD  
TEXAS

PAT TAGGART  
PUBLISHER

February 27, 1975

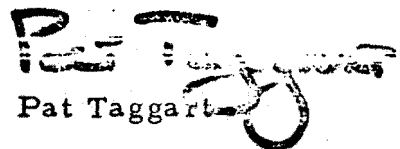
Gerald Warren, Deputy Press Secretary  
THE WHITE HOUSE  
Washington, D. C.

Dear Mr. Warren:

Thank you most kindly for sending me the  
President's energy and economic proposals in documentary  
form.

I was impressed with President Ford's forth-  
rightness and low-keyed excellence in presenting his ideas  
to the folks at the Houston breakfast meeting. I told him  
there and then I was for him 1000% - and I meant it.

Sincerely,

  
Pat Taggart

PT/r

# U The Report Journal

STANLEY R. TINER  
EDITOR

February 20, 1975

Gerald L. Warren,  
Deputy Press Secretary to the President,  
White House,  
Washington, D.C.

Dear Jerry:

Thank you so very much for the information which you sent to me concerning the President's economic and energy programs.

Those documents will be very helpful, as was the breakfast visit with the President in Houston. I think that his method of carrying his fight directly to the people at the grassroots level is very effective.

I am enclosing an editorial from the Journal of February 19 concerning the President's right to make such a grassroots presentation. I thought you might find it of interest.

One request please, Jerry: If you could possibly do so, would you see if you could track down a copy of Alan Greenspan's 30-page treatise on the economy? I should like very much to see it.


Thank you very much for your efforts in advance and for the information I received today.

Sincerely,



Stanley R. Tiner,  
Editor.

SRT/nb

Arkansas  Gazette.

LITTLE ROCK  
ARKANSAS

HUGH B. PATTERSON, JR.  
PRESIDENT AND PUBLISHER

February 24, 1975

Mr. Gerald L. Warren  
Deputy Press Secretary  
to the President  
The White House  
Washington, D. C.

Dear Jerry:

I appreciate your sending the copies of the basic documents relating to the President's economic and energy programs.

I had intended before now to write and express my pleasure at visiting with you in Houston, but I have been extremely busy, and so I will just take this opportunity to say that our visit added considerably to the value of the Houston meeting for me.

Sincerely yours,



Hugh B. Patterson, Jr.

HBP:mmm

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February 24, 1975

Mr. Gerald L. Warren  
Deputy Press Secretary  
to the President  
The White House  
Washington, D.C.

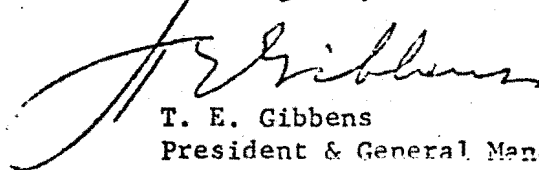
Dear Mr. Warren:

I appreciated the invite to breakfast with President Ford and you and your associates in Houston. We were grateful for the frank comments and honest answers to the various questions.

Thank you also for enclosing the material with your February 13 letter. It has been handed, along with your telephone number, to our News Director for his use.

Thank you again for your cooperation.

Best regards,



T. E. Gibbens  
President & General Manager

TEG/pa

**Comment:**

*Corpus Christi Caller  
2/12/75*

Ford, though no charmer, seems sincere

By EDWARD H. HARTE  
Editor and Publisher

sat down. I was assigned to the  
President's table of 10. There were gold

question, and he did not volunteer the  
quote of the week.

EL PASO HERALD POST  
February 11, 1975

Asks Quick  
Action <sup>2/11/75</sup>  
On Energy

By ROBERT W. LEE

Herald-Post Editor

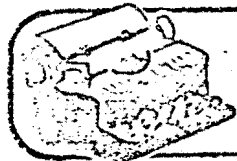
EL PASO HERALD POST  
February 13, 1935



# Editor's Corner

By PETE LEE





# Editor's Corner

By PETE LEE



# El Paso Herald-Post

A SCRIPPS HOWARD NEWSPAPER

ROBERT W. LEE, Editor

Mills avenue and Kansas street

Phone 532-1661

---

SECTION B, PAGE 2

WEDNESDAY, FEBRUARY 12, 1975

---

## Ford's Energy Program

AUSTIN AMERICAN STATESMAN, 2/12/75

*'Salesman' Ford at Ease,  
Friendly in Pushing Program*

AUSTIN AMERICAN STATESMAN  
February 12, 1975

# Editorials

Doing, and Not Doing

HOUSTON CHRONICLE

February 11, 1975

**Ford Discusses His Energy  
Plans With News Executives**

HOUSTON CHRONICLE

Page 2, Section 4

Tuesday, February 11, 1975

Editorials

---

Getting out of Washington

# HOUSTON CHRONICLE

Page 6, Section 7      Friday, February 14, 1975

## Editorials

---

# Ford shows understanding

HOUSTON POST  
2/12/75

# Ford continues energy campaign

By JANE ELY  
Post Reporter

liar," an executive said. He  
quoted the President as say-  
ing of his Monday night din-

at the Congress, Ford  
got in some more  
against the New England



HOUSTON CHRONICLE

Editorials

Page 6, Section 1

Saturday, February 15, 1975

---

The bottom line

HOUSTON CHRONICLE

Editorials

Page 24, Section 3

Sunday, February 16, 1975

---

An impatient nation

HOUSTON CHRONICLE

2/20/75

We have promises to keep

HOUSTON CHRONICLE

2/23/75

Sooming federal business

HOUSTON CHRONICLE

2/22/75

Don't gamble with defense

DALLAS MORNING NEWS

2/12/75

*Differences*

*'Resolvable,'*

*Ford Contends*

By CAROLYN BARTA

Political Writer of The News

FORD'S REMARKS ABOUT his

# The Dallas Morning News

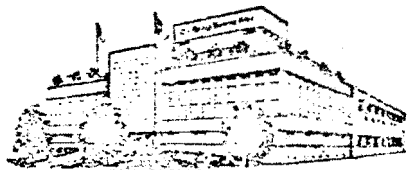
*The News, oldest business institution in Texas, was established in 1842  
while Texas was a Republic*

Joseph M. Dealey  
President

Richard D. Blum  
Vice-President

Robert T. Richardson  
Treasurer

Tom J. Simmons  
Managing Editor



James M. Moroney Jr.  
Executive Vice-President

William C. Smellage  
Vice-President  
and Secretary

Sol Katz  
Vice-President

Dick West  
Editorial Director

---

WEDNESDAY, FEBRUARY 12, 1975

---

## 'The Poorest Answer'

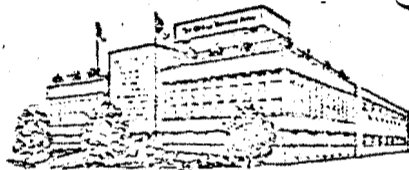
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Vice-President  
and Secretary

Sol Katz  
Vice-President

Dick West  
Editorial Director

---

THURSDAY, FEBRUARY 13, 1975

---

A Propaganda Point



# The Dallas Morning News

SUNDAY, FEBRUARY 16, 1975

---

## 'Help' From Congress.

DALLAS TIMES HERALD, 2/13/75

Energy action vital

# THE DALLAS TIMES HERALD

Published by  
THE TIMES HERALD PRINTING COMPANY

1101 PACIFIC AVE., DALLAS, TEXAS 75202

JAS. F. CHAMBERS, JR.  
CHAIRMAN OF THE BOARD

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COURTENAY MATHEY..... CONTROLLER-BUDGET DIRECTOR

Edwin Kiest, Publisher 1896-1941

Tora C. Gooch, Publisher 1941-1952

John W. Runyon, Publisher 1952-1967

# Ford's Visit an Exercise in Simplicity

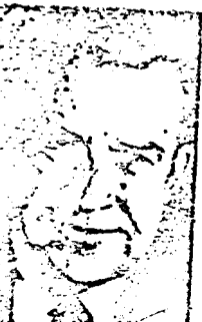
By ED N. WISHCAMPER  
Editor, Reporter-News

emergencies and for other purposes.

Dallas Times-Herald, Sun., 2/16/75

# FELIX R. MCKNIGHT

*The mission of two men*



# BEAUMONT ENTERPRISE

On The Road

SHREVEPORT TIMES

2/12/75

'Get Moving on Energy'

Mr. Ford in Houston

SHREVEPORT TIMES, 2/15/75

*Dog-in-the-Manger Bill*

Blocking the Oil Tariff



2/19/75

SHREVEPORT JOURNAL

*Why Shouldn't He Travel?*

The State Journal

---

**a page of opinion**

*Thursday Evening, February 13, 1975*

Life is the game that must be played; This truth at least, good friends, we know.  
So live and laugh nor be dismayed, as one by one the phantoms go. — Edwin A.  
Robinson, American Biblical scholar.

*Let's rally behind President*



D

NY DAILY NEWS

February 28, 1975

# When Jerry Ford Seeks a Better Idea, He Listens

# The Miami Herald

JOHN S. KNIGHT, Editorial Chairman

JAMES L. KNIGHT, Chairman

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6-A

Thursday, February 27, 1975

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## The Visitor Has His Itinerary

## -- Where Is Congress Headed?

THE MIAMI HERALD  
February 27, 1975

SOFT EGGS, SOFT ROLLS, SOFT WORDS

Just a Simple Breakfast

With the President