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THE WHITE HOUSE
WASHINGTON

RON NESSEN: FOR YOUR INFORMATION.



Pete

January 16, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

The following is background information for your appearance on the "Today Show".

Event: "Today Show"

Date: Friday, January 17, 1975

Time: 7:00 AM (on camera teaser)
(Be there for make up at 6:45 AM)
(I will meet you there)

Place: NBC-TV Studio
4001 Nebraska Avenue, NW.
686-4000 Contact: Molly Sharpe

Summary: You will appear on the 7:15 AM segment and will be interviewed by two reporters chosen from among Tom Brokaw, Irving R. Levine and Bill Monroe. The only other Washington interview will be later in the program with Fred Harris.



THE WHITE HOUSE

WASHINGTON

FOR YOUR INFORMATION.

THE WHITE HOUSE

WASHINGTON

January 17, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: P PETE ROUSSEL

SUBJECT: Interview on Sunday Morning

The following will be at your house at 10:30 A.M.,
Sunday, January 19, 1975:

People Magazine: Tom Kelly, reporter
Dick Swanson, photographer

Purpose: To complete photos and text personality
profile on you and your family.

Chicago Sun Times: Tim Murphy, photographer

Purpose: To get photos to supplement the
Judy Bachrach/Post story which the
Sun Times will run in their "Midwest
Magazine" Sunday supplement.

Philadelphia Bulletin: Leslie Bennetts, reporter and
photographer

Purpose: For her to meet the Rumsfelds per George
Packard's suggestion and to get photos
for feature they are doing on you.

I also understand from Ann Wood, New York Daily News,
that she has been in touch with you directly regarding
their doing a photo/interview feature and she will be
there at 1:00 P.M.



THE WHITE HOUSE
WASHINGTON

RON NESSEN.

FOR YOUR INFORMATION

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THE WHITE HOUSE

WASHINGTON

January 20, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

The following is background information for your appearance this week on "A.M. America".

Event: "A.M. America" (third week on air)

Date: Thursday, January 23, 1975

Time: 7:00 A.M.
(Be there for make up at 6:45 AM)

Place: ABC-TV Studio
1124 Connecticut Avenue, NW.
393-7700 Contact: Jane Caper

Summary: You will be interviewed by Peter Jennings, "A.M. America" D.C. anchorman and Steve Bell, ABC White House reporter. The interview will last approximately 7 minutes. You'll be through by 7:30 AM.

cc: Dick Cheney

THE WHITE HOUSE

WASHINGTON

January 21, 1975

MEMORANDUM FOR: ~~LOW~~ RUMSFELD

FROM: PETER ROUSSEL

SUBJECT: PRESS APPOINTMENTS FOR
WEDNESDAY, JANUARY 22, 1975

1. Paul Miller, Chairman of the Board of Associated Press and the Gannett Newspapers will be in to see you at 1:15 P.M. He will be accompanied by Al Neuharth, President of Gannett and Miller's heir apparent. Their intent is a courtesy call--nothing heavy--just to touch base and say hello.

2. Peter Lisagor, Chicago Daily News, will be in to see you at 1:30 P.M. for an update session.

THE WHITE HOUSE
WASHINGTON

January 22, 1975

MEMORANDUM FOR: DON RUMSFELD
FROM: PETER ROUSSEL
SUBJECT: Press appointments for Thursday,
January 23, 1975

1. "A.M. America" ABC-TV

(see attached memo)

2. Leslie Bennetts, Philadelphia Bulletin

She will be here with a photographer from 8:00 a.m. on to get on-the-job photos of you for her feature story due to run Sunday. She will coordinate through Kennerly and myself.

3. Rudy Abramson, Los Angeles Times

He will be in to see you at 2:00 p.m. He's doing a summary piece on the first six months of the Administration and wants your assessment of same.

4. National Newspaper Publishers Association

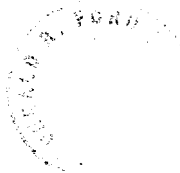
(See attached memo and b.g. paper)

Attachments

THE WHITE HOUSE
WASHINGTON

RON NESSEN.

FOR YOUR INFORMATION



THE WHITE HOUSE

WASHINGTON

January 25, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETER ROUSSEL

SUBJECT: Press appointment for
Monday, January 27, 1975

1. Walter Mears, Detroit News

He will be in to see you at 2:00 P.M.
This is primarily a courtesy call to
renew the acquaintance he had with
you prior to NATO when he was with AP.

THE WHITE HOUSE

WASHINGTON

January 27, 1975

MEMORANDUM FOR: DON RUMSFELD
FROM: PETE ROUSSEL
SUBJECT: Press appointment for
Tuesday, January 28, 1975

1. Creed Black, Editor, Philadelphia Inquirer

He will be in to see you at 2:00 P.M.
This is a courtesy call. He is in town
on business and wanted to stop by to say
hello and visit briefly.

THE WHITE HOUSE

WASHINGTON

January 28, 1975

MEMORANDUM FOR: DON RUMSFELD
FROM: PETE ROUSSEL
SUBJECT: Press Appointment for
Wednesday, January 29, 1975

1. Elizabeth Drew, New York Times Magazine

She will be in to see you at 2:00 p.m. She is doing a summing-up piece on the Administration - August 9th to today. She has talked to several senior staffers - Marsh, Hartmann, Friedersdorf - for individual assessments. This article will run in the Sunday New York Times Magazine in mid or late February.

THE WHITE HOUSE

WASHINGTON

February 4, 1975

MEMORANDUM FOR: DON RUMSFELD
FROM: PETE ROUSSEL
SUBJECT: Press appointment for
Thursday, February 6, 1975

1. Alex Seith, Chicago Magazine

He will be in to see you at 2:00 P.M.
He is doing a substantive article of 3000
words on the part Chicagoans are playing
in government, and, in particular, what
perspectives you, as one from that area,
have of your current role.

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THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION.

THE WHITE HOUSE

WASHINGTON

February 6, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press appointment for
Friday, February 7, 1975

1. Sharon Rutenberg, Alan Sender
Medill News Service (Lerner Newspapers)

They will be in to see you at 1:00 P.M.
They are graduate journalism students
at Northwestern who are working here for
three months. They are writing for the
Lerner papers and also servicing several
Chicago radio stations. The theme of their
interview is "local boy makes good."

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION



THE WHITE HOUSE

WASHINGTON

February 18, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETER ROUSSEL

SUBJECT: Press Appointment for
Wednesday, February 19, 1975

1. Gene Wischer and Dave Kraslow of Cox Newspapers will be in to see you at 4:00 P.M. Their chain includes papers in Atlanta, Dayton, Palm Beach and Miami. This is for 20-minutes, primarily for "get acquainted" purposes.

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION

*RN has
been
2/20*

THE WHITE HOUSE

WASHINGTON

February 19, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETER ROUSSEL

SUBJECT: Press appointment for
Thursday, February 19, 1975

1. Margaret Mayer of the Dallas Times Herald will be in to see you at 2 P.M. She is a long-time personal friend of mine who has always been fair and accurate in her reporting. She's well respected in the press corps and has an excellent source bank, exclusive of yours truly. She is more politically oriented than issue oriented and will probably write a story from this keyed to your views on how the Administration is coming across.



THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION



THE WHITE HOUSE

WASHINGTON

February 20, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press appointment for
Friday, February 21, 1975

1. Lou Cannon of The Washington Post will be in to see you at 2:15 P.M. This is for a piece he is doing on you, an update progress report on how you and the White House staff are operating. He primarily wants to focus on the mechanics of the decision-making process on appointments, issue matters, etc. and how you are functioning as coordinator in that process.

February 24, 1975

MEMO FOR: **PETE ROUSSEL**

FROM: **RON NESSEN**

We can find no record of Joe Kraft filing a written request for an interview with the President. He may have made a verbal request through me, but I don't recall one.

I suspect that what he wants to talk to Don about is a matter he has mentioned to me three times, and I have relayed to Don in the form of two memos which Don knows about.

RN/cg



THE WHITE HOUSE
WASHINGTON

2/24

Connie,

re attached I can't turn anything up on a request fr Kraft to interview the President...

I called Central Files and Rustand's office ... they don't have anything or remember anything on this...

I can't find anything in our files either ... do you think Kraft could have said something to Ron verbally....

P



THE WHITE HOUSE

WASHINGTON

February 24, 1975

NOTE TO RON NESSEN

Joe Kraft called Don Rumsfeld on Saturday regarding several matters, one of which was to renew his request to see the President. Is something in the works on this? Joe will be in to see Don at 2 P.M. this Thursday and undoubtedly will surface the subject again at that time.

*P*ate Roussel



file

THE WHITE HOUSE
WASHINGTON

February 28, 1975

MEMORANDUM TO: DICK CHENEY
RON NESSEN
JERRY WARREN

FROM: PETE ROUSSEL

Don Rumsfeld will be the guest on "Straight Talk," on Monday evening, March 3, 1975, at 8:00 P.M. on WETA-TV, Channel 26. He will be interviewed by Hank Trewhitt of the Baltimore Sun. The show will also be fed to the entire PBS network.



file

THE WHITE HOUSE

WASHINGTON

February 28, 1975

MEMORANDUM TO: DICK CHENEY
RON NESSEN
JERRY WARREN

FROM: PETE ROUSSEL

Don Rumsfeld will be the guest on
"Meet the Press" on Sunday, March 9, 1975,
NBC-TV, at 12:30 P.M.

THE WHITE HOUSE
WASHINGTON

February 28, 1975

NOTE TO RON NESSEN

When Joe Kraft came in to see Don Rumsfeld yesterday he asked that I pass on to you that he would like to see the President, and that his request to do same still stands.

Peter Roussel

February 24, 1975

*interview
file*

MEMO FOR: PETE ROUSSEL

FROM: RON NESSEN

We can find no record of Joe Kraft filing a written request for an interview with the President. He may have made a verbal request through me, but I don't recall one.

I suspect that what he wants to talk to Don about is a matter he has mentioned to me three times, and I have relayed to Don in the form of two memos which Don knows about.

RN/cg



THE WHITE HOUSE
WASHINGTON

March 20, 1975

RON NESSEN

FOR YOUR INFORMATION.



THE WHITE HOUSE

WASHINGTON

March 20, 1975

NOTE TO DON RUMSFELD
DICK CHENEY

Here is the line up of those who have been invited to the Washington Post editorial board luncheon with Don Rumsfeld tomorrow. Lou Cannon says most of these will attend:

Katharine Graham, Publisher
Ben Bradlee, Executive Editor
Phil Geylin, Editor, Editorial Page
Meg Greenfield, Editorial Writer
Howard Simons, Managing Editor
Dave Broder, Reporter
Lou Cannon, Reporter
Jules Witcover, Reporter
Ed Goodpaster, Reporter
George Lardner, Reporter
Lee Lescaze, Reporter
Tom Litman, Reporter
Harry Rosenfeld, Asst. Managing Editor

Pete Roussel

F

THE WHITE HOUSE
WASHINGTON

March 22, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press Appointments for
Monday, April 24, 1975

1. John Oakes, Editor of the Editorial Page, New York Times, will be in to see you at 1:30 P.M. This is a follow up on his previous visit with you--"just wanted to stop by while in town" and get an update.
2. Marty Schram, Newsday, will be in to see you at 2:00 P.M. He is doing a profile story on you--day in the life of theme. This appointment is in lieu of his following you around for a day. (Previous Schram story on you attached)

THE WHITE HOUSE

WASHINGTON

April 8, 1975

MEMORANDUM FOR: DON ELMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press Appointment for
Wednesday, April 9, 1975

1. Arnie Sawislak, George Marder and Helen Thomas of UPI will be to interview you at 2 P.M. This is a 30-minute interview for UPI audio which is offered to 650 stations for broadcast on Sunday. The print embargo is for Monday a.m. papers. You have done this show several times in the past. The questions are likely to be across-the-board in scope, but Arnie says they'll try to focus a good bit of it on the White House operation and the accessibility of the President. They'll do it in the Roosevelt Room.

FYI

THE WHITE HOUSE

WASHINGTON

April 16, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press Appointment for
Thursday, April 17, 1975

Juan Cameron of Fortune will be in to see you at 2:00 P.M. He is doing a story on the White House staff, with the primary focus being on you (see attached letter).

FYI

THE WHITE HOUSE

WASHINGTON

April 17, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: FETE ROUSSEL

SUBJECT: Press appointment for
Friday, April 18, 1975

Paul Healy, New York Daily News/Sat.
Evening Post will be in to see you at
2:00 P.M. This is a follow-up visit on
his original--to tie the ribbons on the
profile he is doing on you at the request
of Julie Eisenhower. It will be pub-
lished in June.

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THE WHITE HOUSE

WASHINGTON

April 22, 1975

MEMORANDUM FOR: DON RUMSFELD
FROM: PETE ROUSSEL
SUBJECT: Press Appointment for
Wednesday, April 23, 1975

Jim McCartney, Knight Newspapers
will be in to see you at 3:00 P.M.
He hadn't had a chance to see you
since your return and wanted this
chance to get reacquainted and get
your updated views on-the-record on
various issues.

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION.



THE WHITE HOUSE

WASHINGTON

May 5, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press Appointment for
Tuesday, May 6, 1975

Lou Cannon, The Washington Post, will be in to see you at 1:00 P.M. We have blocked out 1-hour for this appointment. This will be a follow-up on his initial interview with you and is for the profile on you which he anticipates running one of the next two Sundays.

THE WHITE HOUSE

WASHINGTON

May 8, 1975

MEMORANDUM FOR: DON RUMSFELD
FROM: PETE ROUSSEL
SUBJECT: Press Appointment for
Friday, May 9, 1975

Bud Sperling, Christian Science
Monitor will be in to see you at 2 P.M.
He wants to touch on current topics.
See attached clipping--FYI.

THE WHITE HOUSE

WASHINGTON

May 9, 1975

MEMORANDUM TO: Don Rumsfeld
Dick Cheney
Ron Nessen
Jerry Warren
Phyllis Luther

Don Rumsfeld will appear on a segment of the WRC-TV news show, 10:30 P.M.-11:15 P.M. this Sunday, May 11. This is a lifestyle profile which is one of a series being produced for WRC by Kandy Stroud.

Pete Roussel



THE WHITE HOUSE

WASHINGTON

May 12, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press Appointments for
Tuesday, May 13, 1975

1) Joe Kraft will be in to see you at 12 noon. He's been out of the country for a month, Middle East and elsewhere and just wants to get caught up in general with you.

2) You will speak at the Reader's Digest Washington bureau dinner at 7:30 P.M. at the International Club. This will be small, informal and off-the-record for members of their Washington bureau and 4 of their editors who will be down from Pleasantville. The format will be remarks, then a Q & A period.

THE WHITE HOUSE

WASHINGTON

May 13, 1975

MEMORANDUM FOR: DON RIMSFIELD
FROM: PETE ROUSSEL
SUBJECT: Press Appointments for
Wednesday, May 14, 1975

1) Joe Kraft will be in to see you at 11:15 a.m. This is a re-scheduling of a previous appointment.

2) Rudy Abramson, L.A. Times, will be in to see you at 2:30 P.M. He is doing a DR profile which is to run before the Europe trip. He has already seen Dick Cheney.

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION

THE WHITE HOUSE

WASHINGTON

May 19, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: FETE ROUSSEL

SUBJECT: Press Appointment for
Tuesday, May 20, 1975

Buddy Bishop and Jackie O'Connor, editors of First Monday, the RNC publication will be in to see you at 2 P.M. This will be a 45-minute interview which will run in the June issue of the magazine. Their circulation is currently around 200,000 and goes to party faithful, contributors, press, officeholders and numerous special voter groups.

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION

THE WHITE HOUSE

WASHINGTON

May 21, 1975

MEMORANDUM FOR: DON RIMSFIELD
FROM: PETE ROUSSEL
SUBJECT: Press Appointment for
Wednesday, May 21, 1975

Dennis Farney, Wall Street Journal,
will be in to see you at 2:00 P.M. He
primarily wants to talk to you about
the President's handling of foreign
affairs--his confidence in such,
Mayaguez, the European trip.

Ron Rosen - 7/1

THE WHITE HOUSE

WASHINGTON

July 7, 1975

NOTE TO GERRY WARREN

Don Rumsfeld will appear on Martin Agronsky's "Evening Edition" show on Tuesday evening, July 8, 1975, WETA-TV, Ch. 26, live at 7:30 P.M.

He will also be appearing on another PBS-TV network show, "The Open Mind," which he taped previously and which will air on Sunday, July 13, 1975 at 7:00 P.M. on WETA-TV, Ch. 26.

Pete Rouscel

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION

THE WHITE HOUSE

WASHINGTON

September 8, 1975

MEMORANDUM FOR: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press appointment for
Tuesday, September 9, 1975

John Osborne, The New Republic, will be in to see you at 11:00 a.m. on Tuesday. This is for update purposes, but also relates to a phone conversation he and DR had on 8/27. This is for 30-minutes.

THE WHITE HOUSE
WASHINGTON

RON NESSEN

FOR YOUR INFORMATION.

1964

THE WHITE HOUSE

WASHINGTON

September 16, 1975

MEMORANDUM TO: DON RUMSFELD

FROM: PETE ROUSSEL

SUBJECT: Press Appointment for
Wednesday, September 17, 1975

Sara Becker, a free lance writer for The Economist out of London, will be in to see you at 12:30 P.M. She has been assigned by them to do a profile on you, working title being "Don Rumsfeld--past, present, future." She wants to discuss your basic approach to your job, methods of operation, how you handle your staff, what sorts of things cross your desk, where you go from here, etc. NOTE: She formerly worked for Cong. Roger Zion.

