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**November 4, 1974**

**MEMORANDUM FOR: SHEILA WEIDENFELD**  
**FROM: RON NESSEN**

**In reference to your memorandum requesting a briefing box so you could listen to my briefings, we have had a longstanding policy of not piping the press briefings to any offices, including the Presidential Counsellors and Assistants.**

**There are no exceptions to this policy at the present time, and I believe if I should make an exception that I am then obligated to authorize this for other key White House personnel who have made similar requests.**

**This policy grows out of the press' concern that someone might monitor the briefing from outside the press room and could conceivably file a story while the briefing is going on.**

**While I don't doubt the integrity of any of those who have requested a briefing box, we can allay the press fears by simply telling them that the briefing is not piped out beyond the briefing room.**

**You should, however, designate someone to come down to our press office and listen to the daily briefings so they can report back to you on any items of interest to your office.**



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 1, 1974

FOR:           RON NESSEN  
FROM:           Sheila Weidenfeld  
SUBJECT:        Briefing Box

I love Jack Hushen's suggestion about a briefing box  
for my office. Can we get that implemented Monday?

Thanks.

*SKW*

November 4, 1974

**MEMORANDUM FOR:** SHEILA WEIDENFELD  
**FROM:** RON NESSEN  
**SUBJECT:** Picture story on Susan Ford

This sounds alright with me. But you should make the decision.

**Attachment: Letter from John Leegard to David Kennerly requesting picture story on Susan Ford for LIFE issue, The Year in Pictures, with photographs taken by Suzanne Szasz**



THE WHITE HOUSE  
WASHINGTON

November 7, 1974

Dear Mr. Kluger:

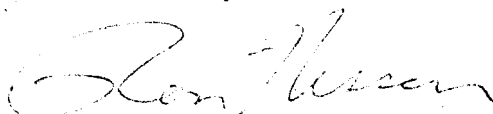
Thank you for your recent letter. I greatly appreciate your congratulations on my appointment.

I am familiar with WAMU, having worked at the radio station when I attended AU. I certainly want to commend you for WAMU's sponsorship of Marathon Week to raise money for the D.C. Children's Hospital, and I wish to thank you for your invitation to me, Mrs. Ford or Susan Ford to donate time through a recorded message or a personal appearance during Marathon Week, December 8-13.

I will check with Mrs. Ford's office and get back in touch with you regarding the possibility of participation.

With best wishes,

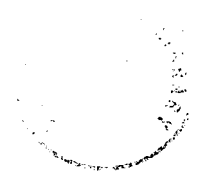
Sincerely,



Ron Nessen  
Press Secretary  
to the President

Mr. Barry Kluger  
WAMU - AM  
Post Office Box 400  
The American University  
Washington, D.C. 20016

*Stella Weidenfeld*



1. to Bob Mead for nec act.

YES  NO

*Liz*

2. Have Liz do an ack and then refer to Shelia Weidenfeld for nec act for Betty Ford and Susan Ford?

YES  NO

OTHER:



207  
Mical

# WAMU

PO Box 400  
The American University  
Washington DC 20016  
(202) 363-1515

October 23, 1974

Mr. Ron Nessen  
Office of the Press Secretary  
The White House  
Washington D.C.

Dear Mr. Nessen,

Allow me to congratulate you on your appointment as White House Press Secretary. I am sure this will mark a new era of openness between the White House and the media.

I understand you are an alumnus of The American University. While I don't know if you worked at our campus radio station, I presume you are familiar with it.

As you may know, WAMU-AM conducts a marathon each year to raise money for D.C. Children's Hospital. In the past 13 years, we have raised over \$35,000. During Marathon Week, we broadcast live 24 hours a day for six days. Noted radio and television personalities have come to our broadcasting facilities to support our cause and have utilized a "beeper" to record promotion for our fund-raising.

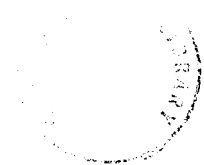
It is with this in mind, that I suggest the possibility of having yourself or perhaps Mrs. Betty Ford or Ms. Susan Ford donate some time during the marathon through a recorded message or perhaps, even a personal appearance. The marathon is Dec. 8 - 13.

During the marathon we broadcast from a remote in from of Mary Graydon Center, the Student Union Building.

I would appreciate your attention to this matter and any help that you may be able to give us.

Respectfully yours,

Barry Kluger  
Public Relations and Publicity Director  
WAMU-AM



---

THE WHITE HOUSE  
WASHINGTON

Ron:

FYI. I also  
called Gen Adams  
to tell him there  
was no great hurry  
on this.

*Log*

---



December 10, 1974

MEMORANDUM FOR: BRIGADIER GENERAL ADAMS  
FROM: LOUIS THOMPSON  
SUBJECT: Press Briefing Box

Ron Nessen has agreed to make a rare exception to policy and authorize that a press briefing box be installed in Shelia Weidenfeld's office in the East Wing. As you know, there has been a long-standing policy that the receivers over which one may listen to the daily press briefing would not be installed outside the press office area. We will, with this one exception, continue to adhere to that policy.

Thank you for your assistance.



LT/pp

December 19, 1974

**MEMORANDUM FOR:** SHEILA WEIDENFELD  
**FROM:** RON NESSEN  
**SUBJECT:** Washington Post request for story on White House "little people"

This sounds like a good idea to me, and it sounds like something you might be able to arrange more easily than I can.

Obviously if you decide to let Kenneth Turan do these interviews, you will want to be careful in selecting the "little people" to avoid any indiscreet answers. If they have never been interviewed by the press before, you may want to talk to them first to let them know what to expect.

Please let me know what you decide on this.



December 19, 1974

Dear Mr. Turan:

I have reviewed your request to talk with the "little people of the White House" for a story, and think that your idea has merit.

Sheila Weidenfeld, who handles such matters, now has your letter, and I would suggest that you get in touch with her for further outlining and arrangements.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary to the President

Mr. Kenneth Turan  
The Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20071

RN/cg



DEC 13 1974

# The Washington Post

1150 15TH STREET, N.W.  
WASHINGTON, D. C. 20071  
(202) 223-6000

Dec. 6, 1974

Ron Nessen  
Press Secretary  
The White House  
Washington, D.C. 20050

Dear Mr. Nessen,

Though I know you must be busy with things of greater national import, I am taking this opportunity to write you with details of a story I would like to do for Potomac, the Washington Post's Sunday magazine, where I am a staff reporter.

The story is on the topic of "The Little People In The White House" and would deal with the unnoticed people who are vital to the successful functioning of all large organizations. People such as janitors, potato peelers, lightbulb changers, window washers, dishwashers, gardeners and bus boys. Employed by any other organization -- a restaurant, a bus station or what have you -- they might consider their jobs uninteresting and commonplace. However I have a feeling that working in the White House, working directly for the President, can give additional meaning, additional vitality, to their jobs, and corroborating this would be the thrust of my story. There are no names of specific people for me to give you -- the point of it all is that they are unknown, even to me -- but I would like to have as many of the above occupations and similar ones represented as possible.

(more)

# The Washington Post

1150 15TH STREET, N.W.

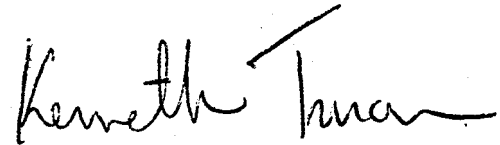
WASHINGTON, D. C. 20071

(202) 223-6000

Though I am at your disposal as to the timing of the story, I would like to know as soon as possible what your thoughts on it are and if you foresee any problems.

Thank you very much for your time and interest. I'm looking forward to hearing from you,

Sincerely,

A handwritten signature in cursive script that reads "Kenneth Turan". The signature is written in dark ink and is positioned to the right of the typed name.

Kenneth Turan

January 15, 1975

MEMORANDUM FOR:

SHEILA WEIDENFELD

FROM:

RON NESSEN

The episode of giving the exclusive photo to the AP reminded me that you probably are not aware of our policy on photographs, which was put out in October, after a series of incidents that caused considerable and justified criticism of the Press Office.

Briefly the policy is this:

1. All photographs released by the White House must be approved personally by me or one of my assistants (Hasken, Speakes, or Roberts or DeCair.)
2. All photos released by the White House must go to everyone on our distribution list which numbers about 25.
3. If we do release a photo or set of photos at the specific request of one news organization, we must post an announcement that the same photo or set of photos is available to everyone a day or two before the date of publication.
4. News organizations will be allowed to take their own exclusive pictures of the President and his family on occasion. But all such exclusive filming opportunities must be approved by the Press Office.
5. The issuance of photos by the White House will be done sparingly to avoid any criticism of competing with news photographers, or attempting to "propagandize" the First Family.

David and I worked these rules out between us and have followed them ever since October.. And as a result the previous criticism of the White House photo operation has nearly died away. Obviously these rules are designed to save the First Family from embarrassment or criticism and they should be followed.



THE WHITE HOUSE  
WASHINGTON

Row

I've already  
turned down the  
request.

Sheila

# United Press International

GENERAL OFFICES  
NEWS BUILDING, 220 EAST 42ND STREET  
NEW YORK, N. Y. 10017

Written From

WASHINGTON NEWSPICTURES BUREAU  
506 NATIONAL PRESS BLDG.  
WASHINGTON, D. C. 20004  
TELE. 347-1124

February 14, 1975

Sheila Weidenfeld  
Press Secretary for Mrs. Ford  
Press Office  
The White House

Dear Sheila:

In Helen Thomas' weekly column we carried the fact that Susan is taking photography lessons from Dave Kennerly.

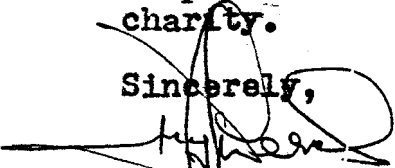
UPI Newspictures would like very much to follow this up with a picture layout. I hereby request permission to have one of our photographers make some pictures of Susan and Dave at work, and in addition would like to obtain some pictures made by Susan.

I am particularly interested of pictures--if she has made any-- of the President, Mrs. Ford, the family during leisure moments, her pets (dog and cat), and anything else which may show her photographic abilities.

If she is particularly interested in photographing some other subject such as nature, still life, or what have you, I would certainly be interested in those as well.

I fully understand that Susan is not connected to the press office and therefore do not expect her pictures to be handled as routine releases. UPI will be more than happy to pay her for the use or make a donation to her favorite charity.

Sincerely,



Hugo Wessels  
Newspictures Bureau Manager

cc: Mr. Ron Nessen, Presidential Press Secretary



# The Washington Post

1150 15<sup>TH</sup> STREET, N. W. 223-6000  
WASHINGTON, D. C. 20005

March 10, 1975

Dear Patti; Shelia:

This is the list I spoke to you  
about on the phone, which I need to  
complete soonest.

- OK  
~~OK~~  
OK  
+ Susan  
wants to  
check Ref
1. The living area of the up<sup>st</sup>airs,  
people working, ect. (i.e., maid straightening  
Lincoln bed, etc)
  2. Telephone operator's.
  3. Curator of the White House
  4. Susan Studying in her room at home.
  5. Elevator operator at the House.  
(Mr Bruce, Mr Harvister)

Thanks very much for all your help,

Bestie<sup>s</sup>,

*Frank*  
Frank John<sup>st</sup>on



MEMORANDU

THE WHITE HOUSE

WASHINGTON

March 25, 1975

FOR:           RON NESSEN  
                DAVE KENNERLY  
                MRS. FORD'S STAFF

FROM:          Sheila Weidenfeld *SLW*

SUBJECT:       Media Requests regarding the First Family  
                other than the President

All media people requesting visits with (on or off the record) or information on the First Family other than the President should be referred to this office.

Please indicate your suggested disposition of these requests and whether the next contact should come from you or this office.

No firm commitments should be made without approval from this office.



June 18, 1975

Sheila:

This tape was sent to Ron for  
Mrs. Ford. We have not acknowledged  
it.

Thanks.

Connie Gerrard

Attachment: Fred Ward-Hugh Sidey  
on "The Fords" AM America 6/13/75



THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Giula W.*

FROM : RON NESSEN

Would it be possible to have Mrs. Ford autograph this picture to Andy?

*Jan*

7-21-75

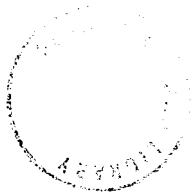


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THE WHITE HOUSE  
WASHINGTON

TO: Ron Nessen  
FROM: Sheila Rabb Weidenfeld

Just thought you would like  
to see this in case you missed  
it. 60 Minutes with Mrs. Ford  
will be aired on Sunday, August 10.  
I will be receiving transcripts on  
Friday and will send one over to  
you as soon as I get it.



# Betty Ford—strong, straight, frank

By Arthur Unger

New York

The most indisputable evidence that the world is indeed shrinking is, for me, most apparent at the time of transatlantic phone calls. My call to CBS newsman Morley Safer in London is put through in no more time than it

Morley Safer interview  
to air on '60 Minutes'

woman. And I mean ordinary in the best sense of the word."

musical-comedy aspects that he even dressed up the guards in outlandish costumes. One felt that Nixon was overly impressed by the pomp and pageantry he found in other parts of the world. But that kind of extreme formality is just not American — it is not a part of the culture. It always had the feeling of nouveau

# arts/entertainment





THE WHITE HOUSE

WASHINGTON

August 9, 1975

MEMORANDUM FOR: BILL GREENER  
JACK HUSHEN  
LARRY SPEAKS  
BILL ROBERTS  
SHEILA WEIDENFELD ✓

FROM: RON NESSEN *RNN*

Please carry out this new policy at the next social reception.

Attachment: Letter from the President to Helen Thomas, Bonner Day, and Peggy Simpson discussing new policy for coverage of White House social events

THE WHITE HOUSE

WASHINGTON

August 7, 1975

Dear Helen:

Thank you for your thoughtful and persuasive letter concerning press coverage of social receptions here at the White House. As you know, I consider it useful to be able to chat privately on occasion with guests at the White House to hear their views and suggestions, and to discuss their problems without the inhibiting presence of notebooks or microphones. I consider these conversations at receptions to be an important part of my effort to keep in touch with the views of my fellow Americans.

At the same time I recognize your legitimate news interest in White House social events. As your letter states, we have made considerable strides in improving access by reporters at the White House and your observations persuade me that we should now turn our attention to resolving the problem of covering the social events.

I have asked Ron Nessen to work out arrangements to enable a small pool of reporters to circulate at these social events on a trial basis, with the understanding that the pool reporters will respect the privacy of personal conversations between myself or Mrs. Ford and our guests.

It seems to me that the presence of tape recorders or notebooks would not be appropriate at a social function.



I believe this arrangement may meet your needs for coverage and also mine for some privacy in conversations with guests. At least, let's give it a try.

I appreciate the spirit of your letter, and I hope this arrangement will work out well for all of us.

Sincerely,

*Jimmy  
Ford*

Ms. Helen Thomas  
President  
The White House Correspondents Association  
1029 National Press Building  
Washington, D.C.



8/29/15

THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Shula Weidenfeld*  
FROM : RON NESSEN

FYI

RHA



THE WHITE HOUSE  
WASHINGTON

TO: Ron Nessen

FROM: Margita E. White  
Assistant Press Secretary  
to the President

Here is the clipping back you requested.  
I have kept the correspondence for  
reply.

*Gaula W.*



# Presidential Miracle Worker

**QUESTION YOU NEVER ASKED:** Why will we probably be seeing a more charming President Ford on our TV screens soon? Well, the White House summoned voice coach and personality teacher Dorothy Sarnoff down recently. Ms. Sarnoff has worked miracles for a host of

October 6, 1975

**MEMORANDUM FOR SHEILA WEIDENFELD**

**FROM:           RON NESSEN**

**Here is a copy of the bound page proofs of a book by Marjorie Margolies, an NBC correspondent, and single girl, who adopted a Korean orphan and a Vietnamese orphan.**

**Marjorie (who married Congressman Ed Mezvinsky yesterday) thought Mrs. Ford might enjoy reading this story of the difficulties of a single girl adopting two children.**

**RN/cg**



THE WHITE HOUSE  
WASHINGTON

NOTE FOR: *Sheila Weidenfeld*

FROM : RON NESSEN

FYI

R. HN.





# Kup's column

Gil Stern, obviously an ardent fan of the First Lady, deadpans: "Whoever is our next

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THE WHITE HOUSE  
WASHINGTON

TO: Ron Nessen

FROM: Sheila Weidenfeld

For your information.

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THE WHITE HOUSE  
WASHINGTON

TO: Ron Nessen  
FROM: Sheila Weidenfeld

For your information.



The Washington Post

# STYLE

People /

MONDAY, NOVEMBER 10, 1975

## Votes for The First Lady

By Louis Harris

Whatever President Ford's problems with the public, Betty Ford has now become one of the most popular wives of a President to occupy the White House.

On the controversial statements made by Mrs. Ford recently, the public leaves no doubt that it backs her up decisively:

—A 60-27 per cent majority agrees with Mrs. Ford when she said "she would not be surprised if her daughter had an affair." Among young people under 30, a solid 76-11 per cent agree with her, and among people between 30 and 50, a 64-25 per cent majority agrees. However, among people 50 and over, only a narrow, 44-42 per cent plurality agrees.

By 64-23 per cent, a sizable majority also supports Mrs. Ford when she said "if her daughter were having an affair,

she would want to know if the young man were nice or not." Again, the division between the young and old is decisive. A 73-14 per cent majority of the 18-29 age group is for her, as is a 67-21 per cent majority of the 30-49 age group. But a smaller, 54-31 per cent majority of people 50 and over supports her on this issue.

—On her favoring "passage of the Equal Rights Amendment on women's rights," Mrs. Ford's stand meets with the agreement of a substantial, 70-15 per cent majority. Women agree with the first lady on the E. R. A. by 73-15 per cent, compared to a 68-15 per cent majority of men who do.

To test the reception given Mrs. Ford on her controversial statements, the

Harris Survey asked 1,519 adults nationwide "Do you tend to agree with Mrs. Betty Ford when she says (LIST)?"

Statements made:

She favors passage of the Equal Rights Amendment on women's rights.  
She would not be surprised if her daughter had an affair.  
If her daughter were having an affair, she would want to know if the young man were nice or not.

Although public support of Mrs. Ford's recent statements is firm, the pattern of backing is highly significant. Most of the first lady are people

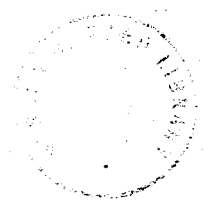
THE WHITE HOUSE  
WASHINGTON

Dec. 20, 1975

NOTE FOR: *Shirley Weidinger*  
FROM : RON NESSEN

*Please handle,*

*RHN*



THE WHITE HOUSE

WASHINGTON


December 20, 1975

Dear Bill:

I like your proposal that Mrs. Ford speak at the National Press Club to commemorate the end of International Women's Year. I have forwarded your letter to Sheila Weidenfeld, Mrs. Ford's Press Secretary, and you should deal directly with her.

I wish you and your family a very Merry Christmas.

Sincerely,



Ron Nessen  
Press Secretary  
to the President

Mr. William Broom  
President  
National Press Club  
Washington, D.C. 20045



DEC 17 1975

OFFICE OF THE PRESIDENT  
NATIONAL PRESS CLUB  
WASHINGTON, D. C. 20045

December 15, 1975

Mr. Ron Nessen  
Press Secretary  
The White House  
Washington, D. C. 20500

Dear Ron:

I have an idea for a speakers' luncheon at the National Press Club that could do the White House and the club a great deal of good. It involves women, and the speaker I have in mind is Mrs. Ford.

International Women's Year ends December 31. The U. S. Commission will submit a report late in January recommending various steps that might be taken in the Bicentennial Year to implement some of the findings and proposals advanced during International Women's Year.

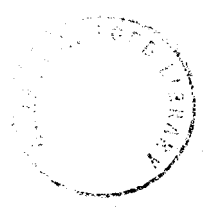
The past tells us that most such recommendations from similar commissions quickly begin to gather dust. In the case of International Women's Year and the report of Jill Rickelshaus's group, the Bicentennial offers an opportunity to avoid limbo --- the psychological opportunity for national renewal and regeneration through a Great Leap Forward for Women.

There could be no better spokesman to provide the right climate, to command the public's attention on this very important subject than Mrs. Ford. Her candor and her very evident humanity have made her one of the best-liked and most-respected persons in the country. And the goals of IWY and the U. S. Commission seem to have her approval.

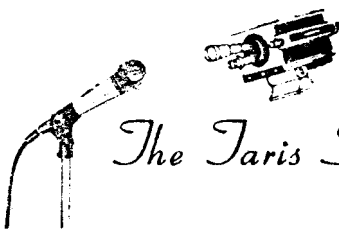
How should I begin, through whom should I communicate in trying to bring this proposal to Mrs. Ford's attention? Who could be helpful in obtaining her approval? Any help you can give would be much appreciated.

The date I have in mind is somewhere between January 12 and 15.

Sincerely,  
*Bill Broom*  
William Broom  
President



WB:es



The Jarvis Savell Show

1415 NORTH SPRING STREET • PENSACOLA, FLORIDA 32501 • TELEPHONE (904) 438-3379

April 7, 1976



4/13/76  
D  
Shula  
Wearinger

Dear Mr. Nessen..

Well...you won Florida "without" me...I'm still kicking myself... though, today, I finally got off the crutches!!!!!! I got used to leaning...now I tilt..... w J

I'm writing with a wild idea...and I don't know to whom else to address it.

Fourteen years ago I originated a five hour TV show called a CANCERAMA...it's NOT a telethon...though it's based on the format. It's done from the studio on a Sunday afternoon...May 23rd...1:00-6:00PM...

It's become THE TV show throughout Alabama, Miss., La., and the Fla. area...it's not the kind of program that wrings tears from dry mops...it's very "up", enthusiastic...a Doctor interview per hour for 3 min., no sad tales...

It's a fun show...timed...relaxed, organized bedlam...no fish bowl: no "where do I go next" kind of thing.

It started with no celebrities...whatever we raised was more than I had..no initial telethon costs...everything is donated!! Then four years into it..I started(oh woe is me) getting friends of mine to fly down, for expenses only. Cloris Leachman, Burt Reynolds, Lee Meriwether(twice), Billy De Wolfe(three times), Gale Gordon, Jame Withers, Madlyn Rhue, Ronny Cox...just to name a few...

Now..I'm starting this years...I wonder...if there any chance...any possibility .... that ...maybe, Mrs. Ford would like to appear?

It could be quite a "thing"...the show has won national awards..it the only one of its kind...it's a "class" show...with a lot of "hol mixed in...No one comes in to the studio without having been previous set...no "walk-in" people at all...I know a month ahead who is scheduled and what time...

My volunteers that are in the studio have done it for years....it's a very controlled situation.



And, frankly, I have a problem....

How to top last years show...

I had Kaye Stevens(one of the BIG soapers), Hermoine Baddeley(MAUD funny Richard Deacon, Kate Jackson and Edward Albert. Then...Glen Ford, and Henry Fonda(whom I had TV interviewed during the filming of MIDWAY, came by....

Nothing I do this year...except.....could beat that.

Hummmmmm?

If it's not possible, there's no need of my trying to "sell" it... if there is any interest...I'll be glad to answer all of the quest I'm sure everyone will have!

And I hear you're going to host a late night TV show...I'll be watching....

Thanks....

For reading, anyway.

Sincerely,



Taris Savell

P.S. Donald Rumsfeld interview aired last week...it's one of the finest I've taped in the 4 years of doing...He was quite a subject!



THE **ADVOCATE**

2121 South El Camino Real • San Mateo, California 94403 • Telephone (415) 573-7100

*To Sheln  
Weidenfeld  
4/22*

April 20, 1976

Ron Nesson  
Press Secretary  
The White House Press Office  
Washington, D.C. 20500

Dear Ron Nesson:

During the past few weeks, I and several members of my East Coast staff have been called by representatives of the eastern press to verify apparently wide-spread rumors that Jack Ford has been interviewed by this publication -- The ADVOCATE -- and that the administration has pressured us to suppress publication until after the November election. The rumor, of course, purports that, during the course of the interview, Mr. Ford admits to a homosexual preference. I can only assume that you and members of your staff have also been confronted with the same rumor.

Because we are well experienced and highly sensitive in reporting matters of this kind, we believe the only way to put an end to this rumor, before it results in any damage to Mr. Ford or his father, is to allow Jack Ford to speak for himself in the pages of our publication. The credibility and respect we have established, not only within the gay community but among the straight press, makes us a logical vehicle for disseminating this information. I believe the implication of attempts to suppress this story should also be of concern to the administration.

You will find us most cooperative and willing to assist in any way we can to clarify this potentially embarrassing situation. Your response will be most appreciated.

Sincerely,

*Robert I. McQueen*  
ROBERT I. McQUEEN  
Editor



RMc:jek

April 21, 1976

MEMORANDUM FOR: SHIELA WEIDENFELD  
FROM: RON NESSEN

I received a call from C. L. Sulzberger in Paris. He asked me to pass on to you a personal request that a woman reporter named Laurence Masarel of Paris Match, who is coming here with French President Giscard, be given an opportunity to interview Mrs. Ford on May 2, 3 or 4.

Sulzberger says that she speaks good English and would write a non-critical story.

I have no interest or recommendation on this matter. I'm simply passing on his request. I indicated that you would get back in touch with him directly by phone in Paris -- 266-3749 -- or by cable to SULTIMES, PARIS.



MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 23, 1976

MEMORANDUM FOR ALL WHITE HOUSE/EOB STAFF

FROM: . Sheila Rabb Weidenfeld  
Press Secretary to Mrs. Ford

Jack Ford will appear on the CBS show, Magazine, to be aired Friday, June 25 at 10:30 A.M. on Channel 9.

The above CBS interview will also appear on 60 Minutes this Sunday, June 27 at 7:00 P.M. on Channel 9.

A rerun of the Mary Tyler Moore Show coming Mrs. Ford will be on Saturday, June 26 at 9:00 P.M. on Channel 9.



July 16, 1976

**MEMORANDUM FOR SHEILA WEIDENFELD**

**FROM: RON NESSEN**

**What is your assessment of this idea?**

**Attachment: Letter from Alvin Cooperman of NBC  
outlining a suggested program, "Thanksgiving at  
the White House."**



NBC Television  
Network

A Division of  
National Broadcasting Company, Inc.

Thirty Rockefeller Plaza  
New York, N.Y. 10020 212-247-8300

Mr. Ronald H. Nessen  
Press Secretary to the President  
c/o Connie Gerrard  
The White House Office  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Ron:

July 13, 1976

I would like very much to come to Washington to see you regarding our making "The Big Event" for Sunday, November 28, 1976 (9:30-11:00 PM) 'Thanksgiving at the White House'.

Thanksgiving is a family holiday and it would be very exciting for our audience to visit with the First Family and share this occasion with them.

We plan to include elements of entertainment by inviting special guests for that purpose and using the Thanksgiving theme build a full ninety minute program.

I'd appreciate the opportunity to discuss this with you in greater detail and because of the shortness of time, it is imperative we get together quickly.

I look forward to hearing from you regarding an appointment.

Sincerely,



Alvin Cooperman



June 24, 1976

P114121  
F. J. Nessen  
Schlesinger, Herb

Dear Alvin:

I received your letter suggesting a television program from the White House. I'd be happy to discuss with you any specific program idea you have, "Thanksgiving at the White House" or any other proposal.

When you have an idea you would like to discuss, please contact my secretary, Connie Gerrard, and she will be happy to make an appointment for you.

Best wishes.

Sincerely,

Ron Nessen  
Press Secretary  
to the President

Mr. Alvin Cooperman  
xNBC  
Thirty Rockefeller Plaza  
New York, New York 10020

RN/jb

9



RECEIVED  
JUN 26 1976  
CENTRAL FILES



NBC Television  
Network

A Division of  
National Broadcasting Company, Inc.

Thirty Rockefeller Plaza  
New York, N.Y. 10020 212-247-8300

June 22, 1976

Mr. Ronald H. Nessen  
Press Secretary to the President  
The White House Office  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Ron:

As we discussed on the telephone yesterday, I would like to explore the possibility of doing a ninety minute television program from The White House.

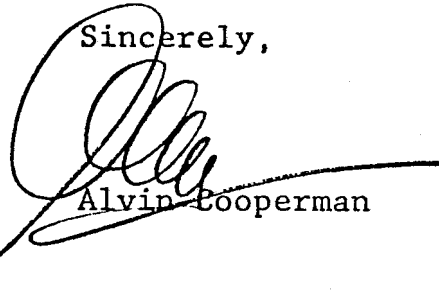
There are several ideas relating to such a program, one of which is "Thanksgiving at The White House." Thanksgiving is a family holiday, and I think that our audience would be very interested in seeing the First Family during their Thanksgiving celebration which could include the food, the guests, the entertainment.

When Herb Schlosser discussed this idea with you, it was his thought to create a program from The White House around the First Family and one of their guests like The Queen of England, their meal, entertainment and the general luster of the evening.

Our new series is called "The Big Event" and will be on the air every Sunday evening from 9:30-11:00 p.m. starting in the fall.

I would appreciate hearing from you as soon as possible so that we can get together and discuss the possibility further.

Sincerely,



Alvin Cooperman





THE WHITE HOUSE  
WASHINGTON


8/31

NOTE FOR: *Sheila Weidenfeld*  
FROM : RON NESSEN

*Please  
handle.*

*RAN*



 **The Observer**  
an independent student newspaper  
Founded November 3, 1966

Ron Nesson  
1600 Pennsylvania Ave.  
Washington D.C.

August 19, 1976

Ron,

I am writing to inquire about the possibility of conducting a telephone interview with Jack Ford anytime before the November election. My staff and I think such an interview would serve both the President's campaign and our readership well. Any chance?

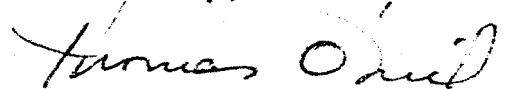
We would be asking questions of political significance, as well as a few personal questions about the personality side of the President's family etc.

I was one of your college media guests at the White House recently. I am the editor of the Observer, the student newspaper serving the campuses of both the University of Notre Dame and St. Mary's College.

My home phone number is (219) 288-8417 and my mailing address is given below.

Thanks much.

Sincerely,



Thomas O'Neil  
Editor-in-chief  
The Observer  
Box Q  
Notre Dame, Indiana  
46556

