

The original documents are located in Box 133, folder “Rustand, Warren (3)” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

March 24, 1975

MEMORANDUM FOR: RON NESSEN

FROM: WARREN RUSTAND *WR*

SUBJECT: Request from Tom Vail of The Cleveland
Plain Dealer to see the President when
here April 15-18

Would appreciate having your comments and recommendation on the attached.

*He will be here
for ASNE.
If you have one
in for a private
visit, all the
other editors
will bitch.
RHW*



THE PLAIN DEALER

OHIO'S LARGEST NEWSPAPER
1801 SUPERIOR AVENUE
CLEVELAND, OHIO 44114

THOMAS VAIL
PUBLISHER AND EDITOR

AREA CODE 216
523-4220

March 15, 1975

Mr. Donald Rumsfeld
Assistant to the President
The White House
Washington, D.C.

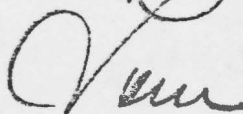
Dear Don:

Many thanks for your note about my Middle East trip.

I am planning to be in Washington, April 15-18. I have not had an opportunity to sit down with the President for some time on or off the record, and I wonder if this would be possible between those dates.

I will keep in touch closer to the April dates. I would like to have a chance to get the cast of the President's thinking for our news guidance in the months ahead.

All the best,



Thomas Vail

To Schebble
I have no view



THE WHITE HOUSE

WASHINGTON

1975 MAR 24 PM 2 59

March 22, 1975

MEMORANDUM FOR JIM CONNOR

FROM: DICK CHENEY *D*

Attached is a note from Tom Vail, Publisher of the Cleveland Plain Dealer, it's a good paper, and he's a strong supporter. Get it up as a schedule proposal.

Attachment

*Warren Mustard:
Check w/ Neeson
& get up proposal*



THE WHITE HOUSE
WASHINGTON

March 24, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

WARREN RUSTAND *WR*

SUBJECT:

Attached invitation to the President to
attend preview of CARTOON NOW '75
at the Kennedy Center April 20

I would appreciate your thoughts on the President's participation
at this event.

Thank you.

No!
RHW



ART
NOW

Under the auspices of
Artrend Foundation, Inc.

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TID _____
COMM-FID. _____
DATE RECEIVED _____

MAR 21 1975

MESSAGE
SPEAKERS BUREAU
OWNER

APPOINTMENT OFFICE

March 18, 1975

Dear Mr. President,

Jerry Robinson, past president of the National Cartoonists Society and current director of the Association of American Editorial Cartoonists, has told me of your keen interest in and fine personal collection of American cartoon art.

I understand Mr. Robinson had the pleasure of presenting you with the first invitation to the exhibition, as well as one to Mr. Ron Nessen. I would like to take this opportunity to personally invite you to the opening preview of Cartoon Now '75 to be held April 20th from 5 to 7 PM in the multi-purpose room of the John F. Kennedy Center for the Performing Arts, Washington D.C. This private opening is dedicated to cartoonists from all over the country who will be attending the Festival.

Cartoon Now '75 will be the first important survey of this very special American contribution to world art and will encompass the many accomplishments the cartoon has yielded in comic strips, comic books, political cartoons, animation and education.

I was pleased to hear of your enthusiasm for this Festival and was also delighted by Mr. Nessen's great interest. It would be a wonderful demonstration of support for the President of the United States to applaud with us the many achievements of American comic art.

Should your staff require any further information, I would be delighted to supply it.

Sincerely yours,

Jocelyn Kress Turner
Jocelyn Kress Turner
President
Artrend Foundation

4/20/75

Mary W
Helen } Be alert

ART NOW '75
invites you and your children
to an opening celebration of

CARTOON

William R.
Hippelle

John F. Kennedy Center for the Performing Arts—
Terrace Level

Monday, April 21, 1975

6:00-8:00 P.M.

Refreshments

\$32.00 per couple, all inclusive (tax deductible)

\$25.00 single, all inclusive (tax deductible)

\$ 3.50 per child

(card enclosed)

Dress: Fun

March 24, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: Connie Gerrard

The attached letter was sent to Joseph Forstl of the Illinois Press Association on March 11, with your office receiving a carbon copy.

I don't see how they could possibly construe this as anything but a definite takedown.



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 25, 1975

MEMORANDUM FOR: NANCY TOWELL

FROM: HELEN DONALDSON

SUBJECT: Invitation to the Spring Convention of the
Illinois Press Association in Decatur, Illinois
on April 4

Nancy, the attached is self-explanatory.

Could you check it out and let us know whether the Vice President would be interested in doing this.

As you can see, we've not given them a regret for the President as yet.

CC: Ron Nessen - FYI



THE WHITE HOUSE

WASHINGTON

March 21, 1975

MEMORANDUM FOR: RON NESSEN

FROM: WARREN RUSTAND *WR*

SUBJECT: Illinois Press Association
Annual Spring Meeting
April 3-5


The attached from Red Cavaney is for your information.

According to our records we sent you the file on March 10 asking you to regret the invitation.

THE WHITE HOUSE
WASHINGTON

to MR

March 13, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RED CAVANEY 
SUBJECT: EXTRANEOUS B. S.

Attached is an item that was forwarded to me by one of our volunteer advancemen in Illinois. I thought that it might be of interest to you. I have no idea where they derived their hope from.

Best wishes

A peek at the Program

Annual Spring Meeting
ILLINOIS PRESS ASSOCIATION
April 3-5
Thursday-Friday-Saturday
Holiday Inn Decatur, Illinois

RED: RECEIVED THIS TODAY -
THOUGHT YOU MIGHT BE
INTERESTED

PHR

THURSDAY, APRIL 3

- 3 p.m. to 5 p.m. -Early Registration--Convention Lobby
- 3 p.m. to 4 p.m. -Committee Meetings--Session I--G. E. Room
- 4 p.m. to 5 p.m. -Committee Meetings--Session II--G. E. Room
- 5 p.m. to 6:30 p.m. -Board Meeting
- 6:30 p.m. -Buffet Dinner--Mueller Room
- 8 p.m. -Board Meeting Resumes

FRIDAY, APRIL 4

- 8 a.m. -Registration--Convention Lobby
- Coffee--Courtesy Graham Paper Company
- 9:25 a.m. -Convention Convenes--G. E. Room--Joseph Ferstl, President, Presiding. Announcements, Dave West.
- 9:30 a.m. -What's Happening. . .in Washington, Bill Mullen, General Counsel, NNA.
- 10:30 a.m. -Coffee Break
- 10:45 a.m. -What's Happening. . .in Insurance and Collections, Dodson Insurance and I. C. Systems, Inc.
- 12:00 p.m. -Luncheon--A. D. M. Room--Karl Monroe, First Vice President, Presiding.
Awards: IPA Past President's Award - Editor-of-the-Year.
Speaker, Jack Johnson, American Airlines, Ft. Worth, Texas.
- 2 p.m. to 3 p.m. -What's Happening. . .in Photo Typesetting Equipment--What's available, what's new and what's coming on the scene.
- 3 p.m. -Coffee Break
- 3:15 p.m. -What's Happening. . .the New Campaign Disclosure Act, Tom Brock and Dick Anderson, State Elections Board, Springfield,
- 6 p.m. -Hospitality and Social Hour--Mueller Room--Sponsored by the Investor-Owned Utility Companies of Illinois.
- 7 p.m. -Banquet--G. E. Room--Joseph Ferstl, President, Presiding.
Speaker--Michael J. Howlett, Secretary of State.
- 9 p.m. -What's Happening. . .in the A. D. M. Room--Fun, Fun, Fun, with the Millikin University Jazz Lab Band "The Reflections."

SATURDAY, APRIL 5

- 9 a.m. to 10 p.m. -Breakfast--Kirkland Room
- 10 a.m. to 11:30 a.m. -Business Session of the Illinois Press Association
Joseph Ferstl, President, Presiding.
Reporting Session--NNA, James Roberts and Paul Coffman; Legislative, Dick Lockhart, Paul Behan and Karl Monroe; IPA, Dave West.
- 11:30 a.m. -Convention Adjourns
- 2:30 p.m. -"GODSPELL" at Sullivan's Little Theatre on the Square. Reservations Must Be Received by March 21.

We still expect President Ford to attend our Annual Spring Meeting

GENERAL

Copy

March 10, 1975

MEMORANDUM FOR: RON NESSEN

FROM: WARREN RUSTAND

SUBJECT: Spring Convention of the Illinois
Press Association in Decatur, Illinois
on April 4

Attached is the file on the above invitation.

You will recall that at Jerry Warren's request, we asked the Vice President if he could do this event but he was unable to accept. Hugh Morrow has so informed Jerry.

I believe there remains now a letter from you regretting this invitation for the President.

RECEIVED
MAR 11 1975
GENERAL FILE

Copy

RECORDED
1-19-75 STB/DeCair

December 13, 1974

Dear Mr. Ferati:

Don Rumsfeld passed along to me a copy of your letter suggesting that President Ford hold a press conference during the spring convention of the Illinois Press Association in April, 1975, at the Holiday Inn in Decatur, Illinois.

It is too early to know for certain what the President's schedule will be at that time. However, it sounds like a good idea, and we will certainly keep your kind invitation in mind. I will be back in touch with you after the first of the year when I have a better idea of how the President's schedule is shaping up.

With best wishes for the holidays,

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. Joseph L. ^xFerati
Executive Vice President
^xLerner Home Newspapers
7519 North Ashland Avenue
Chicago, Illinois 60626

RECEIVED
DEC 19 1974
CENTRAL FILES

bcc w/ copy of incoming: Tom DeCair, Eric Rosenberger, Jerry Warren,
Donald Rumsfeld

RN/EMO/mw

GENERAL

1/11/75 5713/DeLoach
PB162
St. Press Assn.

Copy

December 10, 1974

Dear Joe:

Thanks so much for your interest in writing. I have passed along to the Scheduling Office your comments and suggestions about presidential press conferences so that they can make a determination of the merit of your ideas in conjunction with the many other demands on the President's time.

Best regards.

Sincerely,

Donald Rumsfeld
Assistant to the President

Mr. Joseph L. ^XFerstl
Executive Vice President
^XLerner Home Newspapers
7519 North Ashland Avenue
Chicago, Illinois 60626

cc: Ron Nessen w/copy of incoming
Warren Rustand w/copy of incoming

DR:MD:mlg

RECEIVED
DEC 13 1974
CENTRAL FILES

March 11, 1975

Dear Mr. Ferstl:

On behalf of the President I want to thank you for thinking of him in conjunction with your spring convention on April 4. As much as I know he would like to be with you, regretfully his schedule is heavily crowded during that period, and it will not be possible.

He wanted me to wish you a stimulating and enjoyable convention. And again, thank you for the invitation.

Best wishes.

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. Joseph L. Ferstl
Executive Vice President
Lerner Home Newspapers
7519 North Ashland Avenue
Chicago, Illinois 60626

RN/CG/cg

bcc: W. Rosten



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

March 10, 1975

MEMORANDUM FOR: RON NESSEN
FROM: WARREN RUSTAND *WR*
SUBJECT: Spring Convention of the Illinois
 Press Association in Decatur, Illinois
 on April 4

Attached is the file on the above invitation.

You will recall that at Jerry Warren's request, we asked the Vice President if he could do this event but he was unable to accept. Hugh Morrow has so informed Jerry.

I believe there remains now a letter from you regretting this invitation for the President.

OFFICE OF THE VICE PRESIDENT
WASHINGTON, D.C.

3/4/75

TO: HELEN DONALDSON

FROM: NANCY TOWELL *NT*

The Vice President is not able to accept the invitation to the Illinois Press Association. Hugh Morrow has been in touch with Jerry Warren on this. Attached is the file.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

February 25, 1975

MEMORANDUM FOR: NANCY TOWELL
FROM: HELEN DONALDSON *HD*
SUBJECT: Invitation to the Spring Convention of the
Illinois Press Association in Decatur, Illinois
on April 4

Nancy, the attached is self-explanatory.

Could you check it out and let us know whether the Vice President would be interested in doing this.

As you can see, we've not given them a regret for the President as yet.

THE WHITE HOUSE
WASHINGTON

to HED for forwarding VP

February 18, 1975

1975 FEB 21 AM 10 46

MEMORANDUM FOR: FOR.

RON NESSEN

FROM:

WARREN RUSTAND *WR*

NO

SUBJECT:

Invitation to the Spring Convention of
the Illinois Press Association in
Decatur, Illinois on April 4, 1975

I understand this invitation will be turned

down for this. I suggest the
Please note Jerry Warren's recommendation here that the Vice
President be asked to do this.

If you agree, we will check it out with him as to his availability
before you give a final response on the invitation.

I agree
RHN

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

February 12, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: JERRY WARREN 

I understand this invitation will be turned down shortly. I suggest the event be recommended to the Vice President.

GENERAL
Jul 19 1976 5/13/Decatur

December 18, 1974

Dear Mr. Ferstl:

Don Rumsfeld passed along to me a copy of your letter suggesting that President Ford hold a press conference during the spring convention of the Illinois Press Association in April, 1975, at the Holiday Inn in Decatur, Illinois.

It is too early to know for certain what the President's schedule will be at that time. However, it sounds like a good idea, and we will certainly keep your kind invitation in mind. I will be back in touch with you after the first of the year when I have a better idea of how the President's schedule is shaping up.

With best wishes for the holidays,

Sincerely,

Ron Nessen
Press Secretary
to the President

Mr. Joseph L. Ferstl
Executive Vice President
X Lerner Home Newspapers
7519 North Ashland Avenue
Chicago, Illinois 60626

RECEIVED
DEC 19 1974
CENTRAL FILES

bcc w/ copy of incoming: Tom DeCair, Eric Rosenberger, Jerry Warren,
Donald Rumsfeld

RN/EMO/mw

December 10, 1974

12/19/74 15713/Deaton
PA162
Ill. Press Assn.

Dear Joe:

Thanks so much for your interest in writing. I have passed along to the Scheduling Office your comments and suggestions about presidential press conferences so that they can make a determination of the merit of your ideas in conjunction with the many other demands on the President's time.

Best regards.

Sincerely,

Donald Rumsfeld
Assistant to the President

Mr. Joseph L. ^XPersti
Executive Vice President
~~X~~Lerner Home Newspapers
7519 North Ashland Avenue
Chicago, Illinois 60626

cc: Ron Nessen w/copy of incoming
Warren Rustand w/copy of incoming

DR:MD:mlg

RECEIVED
DEC 13 1974
CENTRAL FILES



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VOICE NEWSPAPERS • 1495 Tonne Rd. • Elk Grove Village, Ill. 60007 • 437-7000

November 27, 1974

Hon. Donald Rumsfeld
Assistant to the President
White House
Washington, D. C. 20501

Dear Don:

Thank you for your recent kind note of thanks. I thought of you again this morning upon receiving my copy of "Publishers' Auxiliary".

If memory serves me correctly just a short time ago the President mentioned that he would be interested in holding press conferences in locations across the country from time to time rather than holding them primarily in Washington as is the current practice.

In my new role as President of the Illinois Press Association it strikes me that our Spring convention would be an ideal spot for such a conference. I am thinking of a luncheon address with a question and answer period on Friday, April 4, 1975, at the Holiday Inn in Decatur, Illinois. The Illinois Press Association is the largest such association in the country with 711 newspaper members comprised of daily, weekly, suburban, urban and rural publications.

If you think the idea has merit (and if the President's schedule permits) I'd appreciate your ideas on this matter at which time I would then get off a formal letter of invitation on Illinois Press Association stationery.

Best wishes,



Joseph L. Ferstl
Executive Vice President

JLF:fd
Encl: clipping

April 8, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

RON NESSEN

RE:

Tournament of Roses

I have no objection to the President serving as Grand Marshal in the 1976 Tournament of Roses on two conditions:

- 1) That there is no major crisis going on at the time that would make such an appearance seem frivolous, and
- 2) That we are convinced that such an appearance would not add to any impression that the President spends too much time on football-related events.

RN:jg



THE WHITE HOUSE
WASHINGTON

March 31, 1975

MEMORANDUM FOR RON NESSEN

FROM: WARREN RUSTAND *WR*

SUBJECT: Tournament of Roses

The President has been invited to be Grand Marshal in the 1976
Tournament of Roses.

I would appreciate your advice and recommendations in regard to this
invitation as promptly as possible.

Thank you.

April 8, 1975

MEMORANDUM FOR:

JIM CONNOR
WARREN RUSTAND ✓

FROM:

RON NESSEN

A new editor has taken over the preparation of the President's daily news summary and is making some changes in the format to improve the summary. After this new format has been in place for ten days or two weeks, it might be profitable for the President to have a short (5 minutes) meeting with me and the new editor to hear the President's reaction and suggestions on the new format.

The new editor is James Shuman, formerly of UPL, the Readers Digest and the Rockefeller Population Study. Jim also is the author of several books.

RN:jg



April 8, 1975

MEMORANDUM FOR:

JIM CONNOR
WARREN RUSTAND ✓

FROM:

RON NESSEN

The American Society of Newspaper Editors, where the President is scheduled to make a speech on April 16, has proposed a format for the President's appearance.

They would like the President to speak briefly and then participate in a "meet the press" question and answer session. The panel of questioners would consist of six or eight of the leading newspaper editors in the country. They would pose questions from themselves and others sent up in writing by members of the audience. This question and answer session would last about 30 minutes.

They need a definite yes or no on this format some time this week.

RN:jg

bcc: Jerry Warren



April 9, 1975

MEMORANDUM FOR:

JIM CONNOR
WARREN RUSTAND

FROM:

RON NESSEN

CBS has requested a one-hour interview with the President at 10:00 p.m. on Monday, April 21. The interview would be conducted by Walter Cronkite alone or with Bob Schieffer and Eric Sevareid. It could be done live or pre-taped the day before.

As you know, the other two networks have already done interviews with the President and it is legitimately CBS' turn. In addition, the President personally promised Cronkite during a recent chat in the Oval Office that he could do an interview whenever he was ready.

I am in favor of doing this with one concern: it could be that there would be some major development in Southeast Asia at the time of the interview and the President would then be committed to go on live television and, obviously would not be able to avoid responding to questions about the development, perhaps before he was ready.

I promised CBS I would get them a definite answer as soon as possible. One technical matter: CBS needs about seven or eight hours to set up their cameras for this interview and this, obviously would cause some disruption in whatever area of the White House the interview was staged.

RN:jg



April 9, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN

If I judge the President's mood these days correctly, he is not happy with his overcrowded schedule of minor appointments and he desires a breather from the fairly constant flow of photographers, reporters and artists who have been hanging around the Oval Office.

I propose that we put Berger on hold for a month or so and reassess the President's schedule availability at that time.

RN:jg



THE WHITE HOUSE

WASHINGTON

April 1, 1975

MEMORANDUM FOR:

RON NESSEN

FROM:

WARREN RUSTAND *WSR*

SUBJECT:

Oscar Berger's request for
an appointment with the President
to do sketches of him

We have been holding this request for some time. Would you recommend that we propose an appointment for Mr. Berger at this time.

Thank you.

October 23, 1974

March

Dear Mr. Berger:

This is with reference to your letter to the President and your subsequent conversations with Jack Hushen and Mildred Leonard about making a drawing of him.

Due to the extremely heavy schedule the President has had since he assumed office, it has not been possible to suggest a time when you might come in to sketch him and we are sorry this will not be possible to arrange in the immediate future in view of his many commitments. We are carrying your request, however, on the forward calendar for consideration in late January or February and will be back in touch with you about the possibility of working out something for you in this time frame just as soon as it is possible.

With best wishes.

Sincerely,

Warren S. Rustand
Appointments Secretary
to the President

Mr. Oscar Berger
Berkeley House
120 Central Park South
New York, N. Y. 10019

cc and incmg to Helen Donaldson for Jan. hold file

WSR:mhr:jlc

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 30, 1974

MEMORANDUM TO WARREN RUSTAND

FROM: JOHN W. HUSHEN *JWH*

The author/artist of the attached book came in to see me a couple of weeks ago, to give me the attached letter and to request an appointment to sketch the President. I didn't make any promises, but it might be something that could be run into the President's schedule after the elections.

The only problem I see is that Berger will stand to profit from the sketch, but that didn't seem to bother the last eight Presidents.

Mildred Leonard also saw Mr. Berger prior to his appointment with me, and she may also have some thoughts about his request for an appointment.

Attachment

OSCAR
BERGER

SPECIAL DELIVERY

AUDIENCE
(500X)

BERKELEY HOUSE, 120 CENTRAL PARK SOUTH, NEW YORK, N. Y. 10019 • TELEPHONE: CO 5-0326

New York
September 6
1974

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

Dear Mr. President :

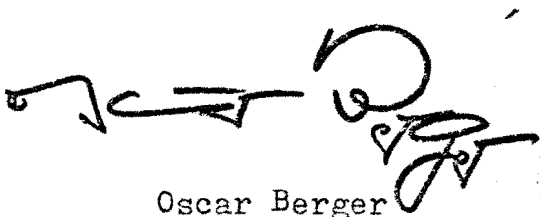
As I would like to make a drawing of you to include in a topical Washington Feature I am working on, and too, for the planned new Edition of my Book "THE PRESIDENTS" (I was privileged to sketch from life the last eight American Presidents, starting with President Coolidge...), I ask you and I am hopeful that you might be able to spare approx. twenty minutes of your valuable time with me. I gratefully appreciate your co-operation.

I shall be in Washington for a few days this Monday noon, staying at the STATLER-HILTON Hotel (EX. 3-1000).

Trusting to hear from you,


Yours truly

ENCLS.
Press-Clippings.


Oscar Berger

P.S.
As I only possess a single copy of the enclosed clippings at the moment, I ask you to kindly keep or return same after inspection.
Thank you.

ACTION
T/D _____
SCHEDULE ED. _____
DATE RECEIVED
SEP 11 1974
MESSAGE _____
SPEAKERS BUREAU _____
OTHER _____
APPOINTMENT OFFICE



Oscar Berger

The world-famous caricaturist whose drawings have for years immortalized the celebrities of the world shows a new facet of his artistic talent in this book. With a mastery of line, he presents here a calligraphic parade of the Presidents, from George Washington to the present.

Among the noted personages Oscar Berger has drawn from life are Winston Churchill, Mrs. Roosevelt, Edison, Queen Elizabeth II, Prince Philip of England, Bernard Shaw, Anna Pavlova, Florenz Ziegfeld, Pope Pius XII and Pope Paul VI, Emperor Haile Selassie, King Paul of Greece, Queen Wilhelmina of Holland, King Feisal, King Baudouin of Belgium, Jacqueline Kennedy, Professor Einstein, Robert Frost, and Toscanini, as well as the last seven Presidents of the United States. "He has witnessed history in the making," states *American Artist*.

Oscar Berger is the author of seven books, among them *Aesop's Fables*, *A la Carte*, *Famous Faces*, *I Love You*, and *My Victims*, which contains over three hundred portrait caricatures of world celebrities.

Berger's work has appeared in leading newspapers and magazines throughout the world—*The New York Times*, *Life*, *Look*, *The Saturday Evening Post*, *Harper's*, *Saturday Review*, *London Daily Telegraph*, *London News Illustrated*, *Le Figaro*, and other publications. His drawings have been syndicated, televised, and featured in newsreels. He has covered many important world gatherings—the League of Nations, the House of Commons, United Nations Conferences in San Francisco, Paris, and New York—etc.

From the Book-jacket
of "THE PRESIDENTS"
by Oscar Berger
(CROWN, New York)

April 9, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
RE: **Proposed Presidential Speech to
IMAGE National Convention, Kansas City**

1) The long range schedule indicates that the President is busy on May 22 and his schedule would have to be revised to fit in this speech.

2) If the President decides to make this speech, he should have some news to announce that would be of special interest to spanish speaking Americans.

RN:jg



THE WHITE HOUSE
WASHINGTON

April 2, 1975

MEMORANDUM FOR:

ROBERT T. HARTMANN
→RON NESSEN
JAMES CONNOR
JAMES CANNON

FROM:

WARREN RUSTAND *WRK*

SUBJECT:

IMAGE National Convention
Kansas City, Missouri - May 21-23

I would appreciate your thoughts on the President going to Kansas City to address this meeting.

Thank you.

Invita to P to attend and address Natl Convention of IMAGE (a Spanish-Speaking Organization concerned with Govt Employment) on May 22 in Kansas City, Missouri.

SCHEDULING ROUTING MEMO

Subject: _____ Originator: Edward Valenzuela

To Individual

1. W. Nicholson

Processed

3/22

Comments President

____ W. Rustand

____ Staff to:

____ H. Donaldson

____ M. Widner

2 M. Rawlins

____ N. Gemmell

Secretary Weinberger

is attending

& will speak

the 23rd of May

now

Regret due to
prior Committ's.

~~It is understood that~~
~~the administrative~~
~~will be represented~~

Return to: CFiles

Action: _____

THE WHITE HOUSE

WASHINGTON

March 25, 1975

MEMORANDUM FOR:

WARREN RUSTAND

FROM:

FERNANDO E. C. DE BACA

This has reference to the attached invitation to the President to address the National IMAGE Convention in Kansas City, Missouri on May 22, 1975.

IMAGE, as you know, is one of the largest, most responsible and effective Spanish Speaking organizations in the country. Its efforts are aimed primarily at achieving equal employment opportunity for Spanish Speaking Americans at all levels of government. To date, most of their work has centered on Federal departments and agencies.

In addition to the invitation extended to the President, several Cabinet members and agency heads have been invited to attend this important conference. At least three have agreed to participate--HEW Secretary Caspar W. Weinberger, Secretary of the Navy, J. William Middendorf, and the undersigned.

Should the President's schedule allow him to make a brief appearance at this conference, I would strongly recommend he attend. Should this not be possible, I would recommend that Secretary Weinberger, as the Senior Administration invitee be designated to represent the President at this important function. In any case, the size and national influence of this group makes it desirable, if not imperative, that an official of Cabinet rank represent the Administration.

Incidentally, should the President or Vice President be unable to participate in this particular convention, there will be two other opportunities during the last week in June 1975 (National LULAC Convention) and the last week in July 1975 (National American G. I. Forum Convention) to appear before a major national Hispanic organization.

IMAGE

A Spanish Speaking Organization Concerned With Government Employment
National Office: 112 N. Central, Phoenix, Arizona 85004 602 261-3882

March 18, 1975

*111
Invitation
5-22-75*

EXECUTIVE BOARD

President

Edward Valenzuela
112 N. Central Ave.
Phoenix, Arizona 85004
(602) 261-3882

1st Vice President

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Denver, Colorado 80216
(303) 934-5418

2nd Vice President

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Las Vegas, Nevada 89121
(702) 734-3821

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1030 15th St. Rm. 1050
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Room 1717
Albuquerque, New Mexico 87101
(505) 843-2267

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(816) 221-5055

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Dan Galvan
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County Representatives

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Denver Public Services Careers
1311 Lafayette
Denver, Colorado 80218
(303) 825-6636

Manuel Fernandez
Weaver County Mental Health
2125 Reeves
Ogden, Utah 84401
(801) 399-8354

President Gerald R. Ford
The White House
Washington, D. C.

Dear President Ford:

Americans of Hispanic descent are deeply concerned in the continuing denial of their participation in the full life of the American system. All available reports and surveys find this group far behind all other Americans in enjoying the best this nation has to offer. The conspicuous absence of Chicanos, Puerto Ricans and other Latinos from high levels of government belies our situation.

The country's second largest, but fastest growing, minority group for a variety of reasons has not become a vital part of our society and as a consequence is living by the decisions of others. Yet, no other ethnic group has given so much to America and received so little in return.

The crucial question now confronting IMAGE is "With what vigor and sincerity will the President and his staff pursue the program of providing direction and action in involving Spanish Speaking Americans in government?"

We feel that the strength of our nation is directly correlated to its ability to utilize the vast resources that reside in the Spanish Speaking Community. The force of the man who guides our nation also commands the attention and actions of the social, economic, spiritual and political realms of our society.

Under your guidance, this administration has demonstrated more awareness of Hispanic concerns than possibly any other previous administration. Your administration has demonstrated the ability to identify and appoint from the quality of the Hispanic community as in the selection of Fernando De Baca, a highly respected and capable Mexican-American. However, the awareness has not yet adequately been transferred to action quickly enough for some.

TO _____
COMM. FILE NO. _____
DATE RECORDED _____
MAR 21 1975
MESSAGE _____
COMMUNICATIONS BUREAU _____
UNIT _____



President Gerald R. Ford
Page 2

I therefore respectfully and with great honor request your presence at the National Convention of IMAGE, which takes place in Kansas City, Missouri on May 22, 1975.

The honor of your presence would not only show your deep and continued interest in Spanish Speaking Americans but would also follow your policy of bringing the administration of government closer to the people.

As the first of a series of national Spanish Speaking organization meetings in 1975, the IMAGE gathering would be a focal point and appropriately provide a forum for anticipated significant advancement of Hispanos during your administration.

Your affirmative reply would be most welcomed.

Atentamente,

Edward Valenzuela

Edward Valenzuela
President
National IMAGE

EV:evf

1975 APR 3 AM 9 59

THE WHITE HOUSE

April 12, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

Jim Connor indicates he has approved a short meeting between the President and James Shuman, the new Editor of the President's News Summary, with me sitting in.

I would like to suggest April 21 as an appropriate time for the meeting. Five or 10 minutes ought to be enough time.

RN/cg



THE WHITE HOUSE
WASHINGTON

4/11/75

RON,

I have asked Warren Rustant to set this up whenever you think the time is right.

JIM

MEMORANDUM FOR:

JIM CONNOR
WARREN RUSTAND

FROM:

RON NESSEN *RN*

A new editor has taken over the preparation of the President's daily news summary and is making some changes in the format to improve the summary. After this new format has been in place for ten days or two weeks, it might be profitable for the President to have a short (5 minutes) meeting with me and the new editor to hear the President's reaction and suggestions on the new format.

The new editor is James Shuman, formerly of UPI, the Readers Digest and the Rockefeller Population Study. Jim also is the author of several books.

JK:
James Shuman
JK as James
Shuman
JK

April 14, 1975

MEMORANDUM FOR WARREN RUSTAND

FROM: RON NESSEN

**SUBJECT: Annual Awards Dinner of the National Football League
Players Association**

I don't have any very strong feelings one way or the other about the Annual Awards Dinner of the National Football League Players Association except I think the following two considerations ought to be weighed:

- 1. We have been trying with considerable success over the past several months to move the President away from an image of being interested too much in football and not enough in running the country during crucial times.**

- 2. The National Football League Players Association has a somewhat tarnished reputation with the fans following the strike of last year.**



memo

THE WHITE HOUSE
WASHINGTON

April 11, 1975

MEMORANDUM FOR:

ROBERT T. HARTMANN
JOHN O. MARSH, JR.
→ RON NESSEN
STANLEY SCOTT

FROM:

WARREN RUSTAND *WSR*

SUBJECT:

Annual Awards Dinner of the National
Football League Players Association
June 22 in Chicago

I would appreciate your comments and recommendations on the President's attending this dinner.

Thank you.

February 14, 1975

Dear Mr. Rentschler:

This is with further reference to your letter to Mr. Rumsfeld about the President attending the annual awards dinner of the National Football League Players Association on Sunday, June 22 at the Conrad Hilton Hotel in Chicago.

We are carrying this forward for careful consideration as the June calendar is under advisement. Just as soon as it is possible to let you know whether the President can join you on June 22, I will be back in touch with you.

With best wishes.

Sincerely,

Warren S. Rustand
Appointments Secretary
to the President

Mr. William H. Rentschler
Director
Better Boys Foundation
479 Washington Road
Lake Forest, Illinois 60045

cc and incmg to Mary Widner to note and to place in June file

WSR:MHR:ld

WILLIAM H. RENTSCHLER

479 WASHINGTON ROAD
LAKE FOREST, ILLINOIS 60045

December 11, 1974

PERSONAL AND CONFIDENTIAL

Honorable Donald Rumsfeld
The White House
Washington, D.C. 20015

Dear Rummy:

It was good to talk with you earlier today and I'm glad to hear you and the President are bearing up under all the stresses.

This will affirm the warm invitation of the officers and directors of the Better Boys Foundation to President Ford to attend on Sunday, June 22, 1975, at the Conrad Hilton in Chicago, the annual awards dinner of the National Football League Players Association. This has become the outstanding sports function of the year, and the total proceeds benefit the Better Boys Foundation, which, as you may know, is a highly-innovative agency based in the heart of Chicago's West Side ghetto.

Last year, the affair drew an overflow crowd of 2,200 at \$150 a ticket, including many of Chicago's leading citizens. We expect an even larger crowd at \$200 a ticket this year, and if the President comes, the Hilton will be serving dinners in a dozen extra rooms.

Among the guests and participants will be every top pro football player in the NFL. Awards are presented with colorful dialog to the leaders in every offensive and defensive category during the '74 season.

We will also present the annual Justice Byron "Whizzer" White award, which we originated in 1967, to the player who, in the opinion of a distinguished panel of judges, has contributed most "to his team, community, and nation." Past winners include Bart Starr, Willie Davis, Andy Russell, Ray May, Kermit Alexander, Ed Meador, and Gale Sayers.

December 11, 1974

Masters of ceremonies for these dinners have included the likes of Johnny Carson, Bill Cosby, Alan King, Joey Bishop, Buddy Hackett. A person of equal status in the entertainment field will serve in '75.

General chairmen have included, in addition to myself in 1967 and 1968, Chicago leaders like Leo Schoenhofen, chairman of Marcor; Carle Wunderlich, chairman of Aldens, and the late Norman Stepelton, chairman of National Food stores. Co-chairmen of the '74 dinner were Secretary of State Mike Howlett and U.S. Attorney James Thompson. Dinner chairman for 1975 is John Loeb, chairman of Hillman's, Inc., and a director of the Better Boys Foundation.


Knowing the President's devotion to football, I am sure this would be a splendid evening for him. There are important corollary factors to consider, too, such as the nature of the sponsoring organization (which has a Board that is divided among black and white); the innovative character of its programs in an area which desperately needs support, assistance, and uplift, and the fact that the NFL Players Association is, in effect, an independent union organization.

The President's presence would be a signal honor and great boost. Additionally, I can't help but feel, Rummy, that benefits would accrue to him, too. And I guarantee he'd have a whale of a good time!

We can arrange to send you voluminous information about BBF, and will gladly answer any and all questions, but I am following initially your suggestion that I wrap up the basic details in this letter. I am enclosing only one printed piece--the program for the dinner last June.

Thanks, Don, and the very best to you and Joyce for the holiday season. Do give us some indication as soon as you can.

Sincerely,


William H. Rentschler
Director
Better Boys Foundation
WHR:mm

cc: Mr. John Loeb
Mr. Ben Schoenstadt
Mr. Marvin Zimmerman

April 16, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN

My view on this proposal for the President to confer the Purple Heart posthumously on President James Monroe is the same as my view on all the Bicentennial problems which are flooding in for the President's participation.

Again, I believe that at some point we must come up with an over-all plan for the President's over-all Bicentennial participation, and stick to it. Otherwise we will be nibbled to death for the next two years by one isolated proposal after another, and we will have no guidelines at all for deciding if the President should or should not take part in an individual effort.

I have been urging for months now that such a Bicentennial participation plan for the President be prepared. Is any progress being made?

cc: Jim Connor

RN/cg



4
THE WHITE HOUSE
WASHINGTON

April 11, 1975

MEMORANDUM FOR:

JACK MARSH
RON NESSEN
TED MARRS
CAPTAIN KOLLMORGEN

FROM:


WARREN RUSTAND *WSR*

SUBJECT:

President awarding posthumous
Purple Heart award to President Monroe
on April 28, the 217th anniversary of
his birth

I would appreciate your comments and recommendations on this suggestion from Beverly Roger of ABC News.

Thank you.



March 20, 1975

ACTION

T/D _____

SCHEDULED _____

DATE RECEIVED

MAR 22 1975

MESSAGE _____

SPEAKERS BUREAU _____

OTHER _____

APPOINTMENT OFFICE _____

Mr. Warren S. Rustand
 Director, Scheduling Office
 THE WHITE HOUSE
 1600 Pennsylvania Avenue, N.W.
 Washington, D.C. 20500

Dear Mr. Rustand,

James Monroe, the fifth president of the United States was our only president besides George Washington to serve in the War of the Revolution. With the Bicentennial upon us it would seem timely to honor both patriots by having President Ford confer posthumously on Monroe the order of the Purple Heart, for wounds he received in the Revolutionary War.

The Purple Heart medal was established by General Washington on August 7, 1782, at Newburgh-on-the-Hudson, New York, as an award for outstanding military merit. It was given to his officers and to three non-commissioned officers at that time. Though never officially abolished, it was not again awarded for almost 150 years. On February 22, 1932, the two hundredth anniversary of Washington's birth, it was reinstated by Congress as an award to officers, non-commissioned officers and enlisted personnel, male or female, of the United States Armed Forces who were or are wounded or killed as a direct result of enemy action.

James Monroe, a student at William and Mary College, enlisted in the Third Virginia Regiment under Patrick Henry in 1775 at age 18. He left for war shortly thereafter as a Second Lieutenant. He served in five major battles of the War; among other action, crossed the Delaware in advance of Washington to set up the Battle of Trenton, and spent the terrible winter with Washington at Valley Forge. He was wounded at the Battle of Trenton and carried the British musket ball in his shoulder to his death. He emerged at age 23 as Lt. Colonel.

Monroe's 217th birth anniversary is April 28 which might be an appropriate date for the award to be presented. I think it would be most fitting if Randel Monroe Hoes, the 16 year old fourth great grandson of the former president were to receive the Purple Heart medal posthumously for his ancestor from President Ford.

The James Monroe Museum and Memorial Library, an Historic Landmark, is in Fredericksburg, Virginia. It is administered by 14 Regents appointed by the Governor of Virginia. I serve on that board as vice-chairman.

I hope to hear from you about the possibility of the presentation and will provide any additional information you may require.

Sincerely,



Beverly Roger
Director, Research Library
ABC NEWS

syb

April 19, 1975

MEMORANDUM FOR: WARREN RUSTAND

FROM: RON NESSEN

My view of the President's accepting this sports award is the same as it always is with such sports proposals -- that we are just now beginning to swing the President's image away from being a football jock without the time or talent to be President. So, as usual, I am against it.

Let me mention one other thing of which I am sure you are aware: All these organizations which want to honor the President are doing this to build up a big audience and big publicity for their event.

RN/cg



Rev. -
This is what
Barry Zuckerman
called you about the
other day. I called him back and
asked him to outline it by letter.
His name
this formal request was in 10
c.g.

THE WHITE HOUSE
WASHINGTON

April 16, 1975

MEMORANDUM FOR:

→ RON NESSEN
JIM CAVANAUGH

FROM:

WARREN RUSTAND *WR*

SUBJECT:

President accepting Victor Award
from the National Academy of Sports
Writers and Editors and the Sportsmen's
Club for the City of Hope National
Medical Center prior to June 7

I would appreciate your thoughts and recommendations on the
President accepting this award in an Oval Office ceremony.

Thank you.



Barron Hilton
NATIONAL CHAIRMAN
James R. Shepley
CO-CHAIRMAN
Lamar Hunt
GENERAL CHAIRMAN
Irv Terry
CO-CHAIRMAN
Larry Silberkiet
EXECUTIVE DIRECTOR
David Marme

VICTOR AWARDS

PAST RECIPIENTS

Hank Aaron
Lew Alcindor
Greta Anderson
Roone Arledge
Henry Armstrong
Rick Barry
Samuel Baugh
Elgin Baylor
Doc Blanchard
J. Donald Budge
May Sutton Bundy
Roy Campanella
Georges Carpentier
Chi Cheng
Roberto Clemente
Howard Cosell
Bob Cousy
Dave Cowens
Glen Cunningham
Glenn Davis
Dizzy Dean
Mary Decker
Peter De Paolo
Vicki Draves
Paul Endacott
Phil Esposito
Bob Feller
George Foreman
Joe Frazier
Bernard Geoffrion
Marshall Goldberg
Gail Goodrich
Shane Gould
Ralph Guidahl
Sam Hanks
Tom Harmon
Franco Harris
Gordie Howe
Carl Hubbell
Lamar Hunt
Rafer Johnson
John Paul Jones
Duke Kahanamoku
Red Kelly
Sandy Koufax
Sammy Lee, M.D.
Ted Lindsay
Marty Liquori
Johnny Longden
Joe Louis
Lloyd Mangrum
Alice Marble
Rocky Marciano
Robert Mathias
Willie Mays
Patricia McCormick
Louis Meyer, Sr.
Dr. Cary Middlecott
George Mikan
Archie Moore
Stanley Musial
Ernie Nevers
Paavo Nurmi
Perry O'Brien
Bobby Orr
Iesse Owens
Leroy "Satchel" Paige
Maurice Richard
"Sugar" Ray Robinson
Janice Lee York Romary
Nolan Ryan
Gene Sarazen
Max Schmeling
Don Schollander
Bill Sharman
Bill Shoemaker
Frank Shorter
Mark Spitz
O. J. Simpson
Roger Staubach
Casey Stengel
Gene Tenace
Tony Trabert
Bobby Unser
H. Ellsworth Vines, Jr.
Bill Walton
Rodger Ward
Cornelius Warmerdam
Bob Waterfield
Johnny Weissmuller
John Wooden
Chuan-Kwang (C.K.) Yang

March 15, 1975

The President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20025

Dear Mr. President,

Each year the Annual Victor Awards are held to honor those men and women who have made the greatest contributions to 20th century sports. This year, The National Academy of Sports Writers and Editors has voted special recognition to you, Mr. President, for your inspiration to athletes throughout the country. The Sportsmen's Club would like to present you with an award.

The Ninth Annual International Presentation of Sports Awards Banquet will be held on June 7, 1975, at the Las Vegas Hilton. We are aware that your very full schedule may make your attendance at the Victor Award Dinner impossible. If you would be gracious enough to accept the Victor, this year's National Chairman, James R. Shepley, President of Time-Life, Inc., and the Honorable National Chairman Barron Hilton, President of Hilton Hotel Corporation would like to present this trophy to you in advance of the banquet. We would like very much to do this at your convenience at The White House anytime before June 7, 1975. With your permission, we would like to tape the brief presentation to show at the awards banquet, June 7, and to air nationwide on the network television special, June 14.

The Victor Awards are sponsored by the Sportsmen's Club for the City of Hope National Medical Center. The City of Hope is a national nonsectarian Pilot Medical Center dedicated to the service of humanity



208 WEST EIGHTH STREET/LOS ANGELES, CALIFORNIA 90014
TELEPHONE (213) 626-4611 - 622-6017

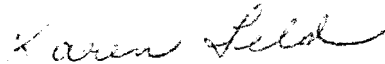
NATIONALLY TELEVIEWED BY THE SPORTSMEN'S
FOR THE CITY OF HOPE

Mr. President
March 15, 1975
Page 2

through unsurpassed facilities for free patient care and pioneering programs in research and education in major catastrophic diseases of our time. Athletes, whether individually or collectively, continually strive to do better, to perfect their game or speciality. The true athlete, just as the City of Hope, is never satisfied with what was done yesterday. The Victor Awards are symbolic of man's reach for new heights of achievement.

America's finest athletes in all areas of sports will be present at the Awards. We, and they, would be honored if you would accept this presentation. I will be happy to make any necessary arrangements to fit in with your schedule.

Yours truly,



Karen Feld
Special project coordinator

100 South Doheny Drive
Los Angeles, California 90048
(213) 275-3392

April 21, 1975

MEMORANDUM FOR: WARREN RUSTAND
FROM: RON NESSEN
SUBJECT: Apollo-Soyuz Launch

Among the suggestions for Presidential participation which you list, I favor the President's attending the launch, and programing July 15 as International Cooperation Day.

Telephoning the crew or witnessing the recovery from the carrier ~~smacks~~ too much of Nixon. One other idea might be to telephone Brezhnev upon the successful docking.

RN/cg



THE WHITE HOUSE

WASHINGTON

April 15, 1975

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

ROBERT H. HARTMANN

JOHN O. MARSH, JR.

JAMES CANNON

~~RON NESSEN~~

JEANNE DAVIS

FROM:

WARREN RUSTAND *WR*

SUBJECT:

Apollo-Soyuz Launch

July 15, 1975

I would appreciate your thoughts and recommendations on the President's participation relating to this joint US-USSR space venture.

As I am sure you will remember, the President has twice met with the Apollo-Soyuz crew: in October there was an Oval Office meeting following which the President took the crew to the Alexandria Police picnic; and last week the President presented the crew a National Space Club award.

Following are some suggestions that have come to my attention:

- o The President attending the Apollo-Soyuz Launch July 15, Cape Kennedy, Florida
- o The President calling the crew after successful docking of the spacecrafts
- o The President being on board the carrier for the recovery of the crew off Hawaii
- o Presidential proclamation designating July 15 as 'International Cooperation Day.'

Again, your thoughts would be appreciated.

Thank you.

THE WHITE HOUSE
WASHINGTON
April 22, 1975

TO: RON NESSEN

FROM: RUSSELL A. ROURKE

Rourke

_____ For Direct Reply

_____ For Draft Response

 X For Your Information

_____ Please advise

K

WASHINGTON
April 21, 1975

MEMORANDUM FOR: JACK MARSH
FROM: RUSS ROURKE *R*

FYI, Aaron Spaulding (Bill Walker's Office) advises me that Secretary Dunlop spoke with both Cohen and Hathaway last week. Dunlop had already been alerted to the problem set forth in Ron Nessen's memo. He went through an extended discussion with both Cohen and Hathaway, the bottom line of which reads "It is not likely that VanNamee will be reappointed."

Aaron Spaulding met with VanNamee this morning. The Personnel Office is trying to find another spot for VanNamee. Aaron reports that he didn't seem upset and was fully cooperative throughout their discussion. While the likelihood of locating a suitable alternative position is not great, the search does enjoy priority status in Walker's office. Dunlop has nothing against VanNamee. He simply has a number of things he wants to get done at Labor, and, given a choice, there are other candidates with whom he would feel more comfortable.

(FYI, When this problem first arose, Spaulding contacted Vern Loen, who gave him a run down on Bill Cohen vis-a-vis President Ford.)

cc: Aaron Spaulding

(See attached Nessen memo)

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 17, 1975

MEMORANDUM FOR: JACK MARSH

FROM: RON NESSEN *RAN*

Representative William Cohen of Maine talked to me the other night at a party about a problem he is having which he feels will affect support for the President in his state.

Cohen has been trying to have a man named VanNamee reappointed to the OSHA Board, and has been led to believe that the man will not be reappointed. VanNamee is either the owner or the son of the owner of the Bangor Daily News, a large newspaper which has consistently supported the President. Cohen is afraid that failure to reappoint VanNamee would adversely affect the newspaper's support.

Additionally, Cohen says he is anxious to help the President in any way he can in Maine.

cc: Don Rumsfeld

THE WHITE HOUSE
WASHINGTON

April 25, 1975

MEMORANDUM FOR:

JIM CONNOR

~~WARREN RUSTAND~~ *file*

FROM:

RON NESSEN

I understand that the President has approved a "drop-by" at the White House Correspondents' Association dinner on May 3.

Even though this is in keeping with his pattern of drop-by attendance at the Radio and TV Correspondents' dinner, the White House Photographers' Dinner, etc., I recommend that the President consider coming early and attending the entire dinner for the White House Correspondents' Association.

This is a group which covers the White House and the Presidential trips day-in and day-out and is far more exclusive than the other press groups. Some White House regulars have already grumbled that the President sat through the Gridiron and should be able to sit through a considerably shorter dinner and program given by those who cover the White House on a regular basis.

RN/pp

THE WHITE HOUSE
WASHINGTON

April 28, 1975

MEMORANDUM FOR:

JIM CONNOR
WARREN RUSTAND

FROM:

RON NESSEN *RHN*

I would like to propose an interview this week between the President and three representatives of the New York Daily News: Jerry Greene, Jim Wieghart, and Paul Healy.

The President in personal conversations has led the New York Daily News to believe it will get an interview shortly. The News has a very large circulation and has generally supported the President's policies.

The President has already given interviews to most of the major newspapers, as well as the news magazines, wire services and networks. The New York Daily News is the next logical candidate for an interview.

It appears from the schedule for this week that there is time on Wednesday, April 30 or Thursday, May 1 for the interview which will require 30-40 minutes of the President's time plus preparation time. There is no other press event on the schedule this week.

file

April 30, 1975

MEMORANDUM FOR: Jim Connor
 Warren Rustand

FROM: Ron Nessen *RN*

SUBJECT: Presidential News Conference

The President has indicated his desire to hold a news conference next week.

I propose Tuesday, May 6 as the best day. He has a relatively light schedule Monday and Tuesday which would give him time to prepare.

The following decisions need to be made.

1. Format:

- With TV cameras
- Writers only, no cameras

2. Time:

- Afternoon
- Early Evening (7:30 P. M. is the best time to assure live TV coverage)

3. Location:

- Rose Garden (if for cameras; whether forecast is good)
- EOB Auditorium
- Oval Office (if for writers only).

The only problem I want to call to your attention is an approved interview with Malcolm Forbes of FORTUNE Magazine at 5:00 P.M. on Tuesday, May 6.

Obviously, this interview should be moved to another day if he holds a news conference the same day.

April 30, 1975

MEMORANDUM FOR: Jim Connor
Warren Rustand ✓

FROM: Ron Nessen RHN

SUBJECT: Presidential News Conference

The President has indicated his desire to hold a news conference next week.

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Obviously, this interview should be moved to another day if he holds a news conference the same day.



THE WHITE HOUSE

WASHINGTON

April 30, 1975

MEMORANDUM FOR: RON NESSEN
FROM: BOB MEAD 
SUBJECT: Presidential News Conference

As requested, here are the daily forecasts for the week of May 4:

MONDAY

Cloudy, with possible rain showers. Temperature in mid 60's.

TUESDAY

Partly cloudy with temperatures in the mid 70's.

WEDNESDAY AND THURSDAY

Mostly sunny both days with highs in the 70's.

FRIDAY

Cloudy with possibly rain showers in the afternoon.

From the above, it would be my recommendation that any news conference be held on Wednesday or Thursday. We might take into consideration another 7:30 p.m. News Conference on Wednesday for the following reasons:

7:30 p.m. is local time which affords the networks the luxury of going "live". It will be dusk at 7:30 p.m. and there would be tremendous shadows which would provide a lovely pictorial scene in the garden -- roof lights would not be unbearable to the front row correspondents, and if lighted properly could produce excellent pictures.

cc: Dick Cheney
Terry O'Donnell
Tom DeCair
Helen Collins