

For immediate release
Thursday, October 10, 1974

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Shelia Rabb Weidenfeld has been named Press Secretary to Mrs. Ford.

Mrs. Weidenfeld has been the producer and creator of NBC/WRC-TV's "Take It From Here," a daily morning program aired in Washington, D. C. She produced WTTG-TV's "Panorama" in Washington prior to joining WRC.

Mrs. Weidenfeld, 31, was born in Cambridge, Massachusetts on September 7, 1943. She is a graduate of Miss Hewitt's Classes and Brandeis University (1965).

Mrs. Weidenfeld joined WNEW-TV in New York as a production assistant in 1965 and was promoted to associate producer after three months. She joined NBC in 1968 as Talent Coordinator for Joan Rivers' "That Show." She became coordinator for "Who, What and Where," and "The Sale of the Century," two daily network game shows.

Among documentaries produced by Mrs. Weidenfeld are "A Tribute to Rocky Marciano," "The Crime of Punishment," and "Nixonomics." She is the recipient of the National Academy of Television Arts and Sciences Emmy Award and the Metropolitan Area Mass Media Award by the American Association of University Women for "Panorama" (1973) and "Take It From Here," (1974). She has been a consultant to the State Department and is a member of the Secretary of State's Advisory Council on the Foreign Service Institute.

She is married to Edward L. Weidenfeld, former counsel to the House Interior Committee and a senior member of the Tulsa-Washington, D. C. law firm of Hall, Estill, Hardwick, Gable, Collingsworth & Nelson, P. C.

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