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THE WHITE HOUSE
WASHINGTON

2/13

Per Phil, This memo is now
dead & has been replaced by
another memo which covers

This same subject plus more
detail on the March / April
schedule. T. Jefferson & Powell
are aware of this.

T. Jeff

0225
ID 786588

THE WHITE HOUSE

WASHINGTON



DATE: 17 JAN 79

FOR ACTION: PHIL WISE

FRAN VOORDE

*1/18 hold
2/5 - Becky to talk
w/ Phil re item today*

INFO ONLY: HAMILTON JORDAN

SUBJECT: POWELL RAFSHOON MEMO RE NATIONAL MEDIA ORGANIZATION
APPEARANCES IN 1979

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+ RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +
+ BY: 1000 AM FRIDAY 19 JAN 79 +
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ACTION REQUESTED:

STAFF RESPONSE: () I CONCUR. () NO COMMENT. () HOLD.

PLEASE NOTE OTHER COMMENTS BELOW:

THE WHITE HOUSE

WASHINGTON

January 17, 1979

MEMORANDUM FOR THE PRESIDENT

FROM: JODY POWELL *JOP*
JERRY RAFSHOON *Jerry*

SUBJECT: National Media Organization Appearances
in 1979

Your last opportunity before the 1980 caucus and primary season to speak to the pre-eminent national organizations of newspaper and broadcast executives comes up this spring at their annual conventions. One of these is the National Association of Broadcasters, which has invited you to speak on March 25 at its convention in Dallas. The other is the American Newspaper Publishers Association, which has asked you to address its New York City convention on April 25.

We recommend strongly that you plan to accept these two invitations as well-spaced opportunities to help maintain the public momentum of your personal commitment to the major Administration priorities of this year.

Each of these audiences numbers more than 1,000 leading media executives from every corner of the nation. In the aggregate, they will control the scope and direction of the media's political coverage in 1980. Each group has been accustomed, since World War II, to a convention appearance by the President of the United States at least once during each term. In fact, the average has been more like every other year. While those precedents do not dictate our recommendation, they do indicate the expectations of these groups involved. Those expectations cannot wholly be met by your regular, and highly praised, meetings with non-Washington editors and news directors.

Besides the NAB and the ANPA, there is only one other national media forum that we will recommend you address in 1979. That is the Radio-Television News Directors Association. Because that convention (in Chicago) occurs in September, we will not ask you to consider it until later in the year.

American Newspaper Publishers Association (NYC)

Yes ___ No ___

National Association of Broadcasters (Dallas)

Yes ___ No ___

Of the regular, in-Washington winter gatherings of media groups, we recommend that you plan to accept invitations only to the following:

National Newspaper Association (grassroots editors and spouses), March 15, 16, or 17. You have not met this group, but you did speak by telephone to their national convention in 1977.

Yes ___ No ___

Gridiron, March 24. You have attended both years, so far.

Yes ___ No ___

Radio-TV Correspondents Association, March 22. You attended in 1978, not in 1977.

Yes ___ No ___

White House Correspondents Association, April 28. You attended in 1977, not in 1978.

Yes ___ No ___

We have limited these requests to the essentials, and plan to decline on your behalf invitations from more than a dozen other national media groups.