

**[2/21/78-Not Submitted] [CF, O/A 548]**

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*Returned to Owen - submit later*

ID 780896

T H E W H I T E H O U S E

WASHINGTON

DATE: 21 FEB 78

FOR ACTION: JODY POWELL

TIM KRAFT

INFO ONLY: FRAN VOORDE

SUBJECT: OWEN MEMO RE BETTER PRESS

\*\*\*\*\*

+ RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +

+ BY: 1100 AM THURSDAY 23 FEB 78 +

\*\*\*\*\*

ACTION REQUESTED: YOUR COMMENTS

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

PLEASE NOTE OTHER COMMENTS BELOW:

*Lets develop further. It sounds like a good idea to me. Want I like suggestions on names. Jod*

THE WHITE HOUSE  
WASHINGTON

February 15, 1978

ACTION

MEMORANDUM FOR: THE PRESIDENT  
FROM: HENRY OWEN *80*  
SUBJECT: Better Press

*Cover  
2B.*

One way to get a better press at home is to get a better press abroad, particularly in Europe, since the European press is extensively quoted in the US.

The aspect of US policy that is of most interest to European journalists is our foreign economic policy (trade, economic growth and inflation, the dollar, energy), since that is the aspect of US policy that affects Europe most directly.

Why not give an interview to three or four of the leading European economic journalists in Washington? A comparable number of US economic journalists would also be invited.

The best timing would be after the energy bill and the Witteveen facility had been approved by the Congress.

You could open with a few remarks about the general thrust and direction of US foreign economic policy and then go to questions.

We have a good foreign economic policy, and the more exposure it gets, the better. You are more knowledgeable in this field than your predecessors and so would show to good advantage.

If this proposal interests you, we will come back to you with more specific recommendations about timing, attendance, and content.

\_\_\_\_\_ Approve further planning

\_\_\_\_\_ Forget it

DATE: 21 FEB 78

FOR ACTION: JODY POWELL

TIM KRAFT

INFO ONLY: FRAN VOORDE

*To Rick*

SUBJECT: OWEN MEMO RE BETTER PRESS

\*\*\*\*\*

+ RESPONSE DUE TO RICK HUTCHESON STAFF SECRETARY (456-7052) +

+ BY: 1100 AM THURSDAY 23 FEB 78 +

\*\*\*\*\*

ACTION REQUESTED: YOUR COMMENTS

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

PLEASE NOTE OTHER COMMENTS BELOW:

*I'd hold for year-end  
 wrap-up time, in Nov. or Dec. - -  
 It's a luxury at this point - -*

*TK*

THE WHITE HOUSE  
WASHINGTON

February 15, 1978

ACTION

MEMORANDUM FOR: THE PRESIDENT  
FROM: HENRY OWEN *HO*  
SUBJECT: Better Press

*Concur  
2B.*

One way to get a better press at home is to get a better press abroad, particularly in Europe, since the European press is extensively quoted in the US. *??*

The aspect of US policy that is of most interest to European journalists is our foreign economic policy (trade, economic growth and inflation, the dollar, energy), since that is the aspect of US policy that affects Europe most directly.

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\_\_\_\_\_ Approve further planning

\_\_\_\_\_ Forget it

ID 780896

T H E W H I T E H O U S E

WASHINGTON

DATE: 21 FEB 78

FOR ACTION: JODY POWELL

TIM KRAFT

*attached*

INFO ONLY: FRAN VOORDE

SUBJECT: OWEN MEMO RE BETTER PRESS

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+ BY: 1100 AM THURSDAY 23 FEB 78 +

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PLEASE NOTE OTHER COMMENTS BELOW:

THE WHITE HOUSE  
WASHINGTON

<input checked="" type="checkbox"/>	FOR STAFFING
<input type="checkbox"/>	FOR INFORMATION
<input type="checkbox"/>	FROM PRESIDENT'S OUTBOX
<input type="checkbox"/>	LOG IN/TO PRESIDENT TODAY
<input type="checkbox"/>	IMMEDIATE TURNAROUND

ACTION	FYI	
		MONDALE
		COSTANZA
		EIZENSTAT
		JORDAN
		LIPSHUTZ
		MOORE
<input checked="" type="checkbox"/>		POWELL
		WATSON
		McINTYRE
		SCHULTZE

<input type="checkbox"/>	ENROLLED BILL
<input type="checkbox"/>	AGENCY REPORT
<input type="checkbox"/>	CAB DECISION
<input type="checkbox"/>	EXECUTIVE ORDER
	Comments due to Carp/Huron within 48 hours; due to Staff Secretary next day

		ARAGON
		BOURNE
		BRZEZINSKI
		BUTLER
		CARP
		H. CARTER
		CLOUGH
		FALLOWS
		FIRST LADY
		HARDEN
		HUTCHESON
		JAGODA
		GAMMILL

<input checked="" type="checkbox"/>	KRAFT
	LINDER
	MITCHELL
	MOE
	PETERSON
	PETTIGREW
	POSTON
	PRESS
	SCHLESINGER
	SCHNEIDERS
	STRAUSS
<input checked="" type="checkbox"/>	VOORDE
	WARREN