

Originally Processed With FOIA(s):
1998-0004-F[1]

FOIA Number:
S

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Chief of Staff, White House Office of
Series: Sununu, John, Files
Subseries: White House Offices Files

OA/ID Number: 29182
Folder ID Number: 29182-008

Folder Title:
Press Office (1989)

Stack:	Row:	Section:	Shelf:	Position:
G	15	25	5	6

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Memo	From Marlin Fitzwater to POTUS Re: Press Aide at Camp David (1 pp.)	2/2/89	P/S	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Press Office (1989)

Open on Expiration of PRA
 (Document Follows)
 By JP (NLGB) on 12/12/07

Date Closed:	12/1/2004	OA/ID Number:	29182-008
FOIA/SYS Case #:	1998-0004-F[1]	Appeal Case #:	
Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
AR Case #:		MR Case #:	
AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National Security Classified Information [(a)(1) of the PRA]
- P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P-3 Release would violate a Federal statute [(a)(3) of the PRA]
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

- (b)(1) National security classified information [(b)(1) of the FOIA]
- (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- (b)(9) Release would disclose geological or geophysical information

THE WHITE HOUSE

WASHINGTON

February 2, 1989

MEMORANDUM FOR THE PRESIDENT

THROUGH: GOVERNOR JOHN SUNUNU
FROM: MARLIN FITZWATER *Marlin*
SUBJECT: PRESS AIDE AT CAMP DAVID

file
THE CHIEF of STAFF
has seen

Per your inquiry, it is important to have a Press Aide at Camp David for the following reasons:

- 1) To provide staff liaison for your activities at the Camp which create public inquiries. For example, phone calls you make from the Camp are often relayed to the Press by the recipient of the call. Dignitaries die and special messages of condolence are required to be written. Crises around the world will require special statements from Camp David. All of these situations require a Press Aide at the Camp to coordinate these responses with you or your Executive Assistant, and then with our office at the White House.
- 2) To provide a source of information concerning any guests you have at the Camp or any departures from the Camp. The Press will take to staking-out Camp David once they discover that you have guests coming and going during the weekend. A sizeable group was prepared to go last weekend to stake-out Speaker Wright. An on-site Press Aide gives the Secret Service and the Camp Commander assurance that someone is available to manage these situations.
- 3) To coordinate your arrival/departure with the Washington Press Corps. The Press will cover your arrivals and departures every weekend. A Camp David Press Aide is needed to coordinate these events.

In summary, there is a general agreement with the Press Corps that one Press Aide will accompany the President at all times to ensure that some source of information is available about the President. To abandon that agreement would mean a barrage of Press maintaining stake-outs at Camp David. It would also mean phone calls into the Camp to the Mil Aide or your Executive Assistant for press information.

No one in the Press Corps has ever suggested that too many staff people go to Camp David. Indeed, the only criticism we have ever received was not having enough people at the Camp to respond in various crisis situations.

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
02. Memo	From Marlin Fitzwater to John Sununu Re: Iran-Contra Questions (1 pp.)	5/2/89	P5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Press Office (1989)

Open on Expiration of PRA
 (Document Follows)
 By JP (NLGB) on 12/12/07

Date Closed: 12/1/2004	OA/ID Number: 29182-008
FOIA/SYS Case #: 1998-0004-F[1]	Appeal Case #:
Re-review Case #: 2005-0426-S	Appeal Disposition:
P-2/P-5 Review Case #:	Disposition Date:
AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
 P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
 P-3 Release would violate a Federal statute [(a)(3) of the PRA]
 P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
 P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
 P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]
 (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
 (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
 (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
 (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
 (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
 (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
 (b)(9) Release would disclose geological or geophysical information

File

THE WHITE HOUSE
WASHINGTON

May 2, 1989

MEMORANDUM FOR GOVERNOR SUNUNU ✓
BOYDEN GRAY
ANDY CARD
DAVE DEMAREST
BOB GATES

THE CHIEF of STAFF
has seen

FROM: MARLIN FITZWATER 
SUBJECT: IRAN-CONTRA QUESTIONS

I recommend that all of you read the attached list of questions from Newsweek magazine to President Bush concerning his role in Iran-Contra.

As you can quickly see, there is no end to this sort of questioning. And, more importantly, there is no benefit, no conclusion, and no claim we can make which will change the basic media skepticism expressed in this letter.

For nearly three years, President Reagan declined to ever answer these kinds of questions on the grounds that the White House is not investigating itself, and all of the President's actions were appropriate. I suggest that President Bush might be well-advised to take the same approach: "I did what was right. I have no intention of dwelling on these historical events."

At this point, we have not introduced new documents, nor made new assertions that have to be investigated. I urge that we not start down this endless path.

Attachment

Marlin Fitzwater

51612

Newsweek

1750 PENNSYLVANIA AVE., N.W. • SUITE 1220 • WASHINGTON, D.C. 20006

Evan Thomas
Washington Bureau Chief
(202) 626-2000

April 25, 1989

President George Bush
The White House
Washington, D.C.

Dear Mr. President:

Once the North trial is completed, we would appreciate responses to the following questions about your knowledge of third-country funding for the Nicaraguan Resistance.

1. North trial documents suggest that you knew about and participated in efforts in 1985-86 to obtain Honduran government assistance for the contras in exchange for increased or accelerated U.S. aid. What did you know about those efforts and what did you do to advance them? Specifically, did you know about the Feb. 19, 1985 memo signed by President Reagan authorizing an explicit quid pro quo for Honduras? Did you know that the \$4.5 million covert action funding increase in May 1985 was part of the quid pro quo for Honduras? Who was the so-called "discreet emissary"?

2. The 42-page admission of facts in the North trial states that you were interested in a 1985 shipment of medical supplies to Honduras by a pro-contra group. Could you supply some details about that shipment? When did it leave? Where did it depart from and where did it go? Who organized it and brought it to your attention?

3. The admission of facts further reveals that other nations in Central America and elsewhere were approached and asked to aid the contras. Which of these nations did you know had agreed to provide help to the Resistance? What was your role in enlisting this third-country assistance? Were there any quid pro quo arrangements with them? What is your opinion about the legality of quids pro quo in view of the Boland and Pell amendments and your own expressed concerns in summer 1984?

4. Two former aides of Panama's Gen. Manuel Noriega have claimed that you asked that country to help the contras during a 45-minute closed-door meeting on Dec. 10, 1983, in Panama. Was Nicaragua discussed at that meeting and, if so, what was said? Would you release any briefing papers, minutes or notes relating to that meeting?

5. You have said since the Iran-contra scandal broke that you knew next to nothing about the contra supply operations that existed during the congressional aid cut-off. Do you believe those answers were fully forthcoming? At this point, how would you describe your overall knowledge of those operations?

6. Do you think Lt. Col. North was allowed to be a "fall guy" for the Reagan-Bush administration? If he is found guilty, will you pardon him?

Thanks for your help.

Sincerely,

Evan Thomas

Evan Thomas
Washington Bureau Chief

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

INCOMING

DATE RECEIVED: MAY 01, 1989

NAME OF CORRESPONDENT: MR. EVAN THOMAS

SUBJECT: LISTS QUESTIONS TO BE RESPONDED TO ONCE THE
OLIVER NORTH TRIAL IS OVER

		ACTION		DISPOSITION	
ROUTE TO: OFFICE/AGENCY	(STAFF NAME)	ACT CODE	DATE YY/MM/DD	TYPE RESP	C COMPLETED D YY/MM/DD
MARLIN FITZWATER		ORG	89/05/01		
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					
REFERRAL NOTE:					

NO response necessary

COMMENTS:

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: _____

MI MAIL USER CODES: (A) _____ (B) _____ (C) _____

```

*****
*ACTION CODES:          *DISPOSITION          *OUTGOING          *
*                        *                        *CORRESPONDENCE:   *
*A-APPROPRIATE ACTION  *A-ANSWERED          *TYPE RESP=INITIALS *
*C-COMMENT/RECOM       *B-NON-SPEC-REFERRAL *      OF SIGNER    *
*D-DRAFT RESPONSE      *C-COMPLETED        *      CODE = A      *
*F-FURNISH FACT SHEET  *S-SUSPENDED        *COMPLETED = DATE OF *
*I-INFO COPY/NO ACT NEC*                        *      OUTGOING     *
*R-DIRECT REPLY W/COPY *                        *                        *
*S-FOR-SIGNATURE        *                        *                        *
*X-INTERIM REPLY        *                        *                        *
*****

```

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT-2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

From: DWJ Associates Inc.
295 Madison Ave.
New York, N.Y. 10017
800 666 6000

For Immediate Release

Further Information:
Gloria Johnson

THE CHIEF of STAFF
has seen

BUSH COVERAGE EXCEEDS REAGAN'S ON NETWORK EVENING NEWSCASTS

NEW YORK -- In his first 100 days, President George Bush got nearly four times more network evening news air time than President Reagan did in the first four months of 1988.

"The statistics simply do not support currently fashionable claims that coverage of Bush has dropped significantly or that he gets less television time because he's not comfortable with the medium," according to Gloria Johnson, editor of DWJ Associates' Network News Report.

As of April 27th, ABC, CBS and NBC had devoted a total of 163 stories and 189 minutes to Bush compared to 44 stories and 53 minutes for Reagan in the same period last year. These totals do NOT, Johnson said, include stories about the First Lady, the White House dog or debates over cabinet appointees or references to Reagan in the Iran/Contra scandal stories.

"Interest in a new President and his plans would naturally be greater than in one who has been in office a while," Johnson said. "Barring a major crisis or a big change in evening news formats, I expect the Bush coverage will level off in time."

	Bush 1989		Reagan 1988		Reagan 1987	
	Stories	Minutes	Stories	Minutes	Stories	Minutes
ABC	55	73	12	10	20	25
CBS	57	78	14	21	11	19
NBC	51	58	18	22	16	22
TOTALS	163	189	44	53	47	66

The average length of a network news story on Bush this year has been 1:14. The average length of network stories on Reagan was 1:12 in 1988 and 1:24 in 1987.

Johnson said the Network News Database, which includes all stories, running times and reporters, was not established until May of 1985 so it was not possible to compare Bush's first 100 days with the first 100 days of Reagan's second term.

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
03. Memo	From Marlin Fitzwater to VPOTUS Re: Press Relations - Discussion paper (8 pp.)	12/20/88	P5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Press Office (1989)

Open on Expiration of PRA
 (Document Follows)
 By JP (NLGB) on 4/10/08

Date Closed:	12/1/2004	OA/ID Number:	29182-008
FOIA/SYS Case #:	1998-0004-F[1]	Appeal Case #:	
Re-review Case #:	2005-0426-S	Appeal Disposition:	
P-2/P-5 Review Case #:		Disposition Date:	
AR Case #:		MR Case #:	
AR Disposition:		MR Disposition:	
AR Disposition Date:		MR Disposition Date:	

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
 P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
 P-3 Release would violate a Federal statute [(a)(3) of the PRA]
 P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
 P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
 P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

(b)(1) National security classified information [(b)(1) of the FOIA]
 (b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
 (b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
 (b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
 (b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
 (b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
 (b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
 (b)(9) Release would disclose geological or geophysical information

With Marlin
Do again

THE WHITE HOUSE
WASHINGTON

December 20, 1988

p/ **TAB X**
1. fine memo - thank Mar
2. give cc to
a) Gov. Sumner
b) Hagin
c) Susan Porter Ross

MEMORANDUM FOR THE VICE PRESIDENT

FROM: Marlin Fitzwater

Malli

GB

1-3-89

SUBJECT: Press Relations -- Discussion Paper

This memorandum deals with the physical and logistical aspects of your relations with the press, as President. It throws out all the old ways of doing things, and suggests an entirely new scheme of press relations.

1. Pools

The press takes the irrational position that the President is a public entity, and that reporters must keep watch over every move and utterance on behalf of the American people. To this end they have constructed elaborate schemes, committed millions of dollars and untold walkie-talkies and helicopters to pursue you to the ends of the earth. Thus, our basic task is to introduce them to a new kind of President -- the private man.

The lessons of history in this regard regale us with stories of Lyndon Johnson careening through the Texas countryside with mad-cap reporters giving chase; Jimmy Carter sneaking away from Camp David for an afternoon of fishing in the Shenandoahs; and Ronald Reagan having the quietest of dinners at the Jockey Club. The conclusion one reaches from these episodes is that there is no answer to this problem which will satisfy all parties. Thus, our task should be to satisfy you first, and the press as much as possible.

We are therefore considering the following:

- A. An edict that says: The President of the United States has a right to an uninterrupted and unintruded visit to the ice cream store. It's not news. It's unpredictable. It's personal. And security is enhanced by its very unpredictability.

Thus, we propose that on any movement of this kind, one member of the White House press office staff and one White House photographer would accompany the Presidential motorcade. At the conclusion of each visit, the press person would initiate a conference call to the four national wire

services and inform them of the trip. Similarly, should any news occur on these trips, the press person would notify the press in the same manner. This approach won't satisfy the press, but it will provide a source of information on the trip for the 50 or so phone calls that will develop about any movement. A White House photo could be released at any time.

- B. Any scheduled event or movement in which prior knowledge is reasonable to expect, such as dinner at friends' houses or attendance at a play, would be accompanied by our standard travel pool. The travel pool would remain in the motorcade during the event, or at some pre-determined location. In some cases the travel pool accompanies the President to the event, but these are almost always controlled situations.

Discussion:

The press will demand a full travel pool on every movement. If no pool is provided, they threaten to have chase cars and motorcycle couriers stake out the White House on evenings and weekends. Susan Zirinsky, Chief CBS field producer and the model for "Broadcast News" producer, says she staked out Jimmy Carter in Plains, Georgia, with chase cars every morning at 4:30 to catch him jogging.

On the other hand, the networks will probably do this even if a pool is in the motorcade. When President Reagan had dinner at the Cafritz's recently, a pool went along. The other nets all went anyway and staked out the home.

Recommendation: Use a standard travel pool whenever possible; go alone on occasional impromptu occasions; be prepared to take some heat. We would have to establish a record that demonstrates no abuse of the "no pool" trips. Even so, the chase will be on!

2. No Shouted Questions

The objective of no shouted questions can be met in two ways:

- A. Eliminate all correspondents from photo opportunities, or
- B. Convince correspondents there is no need to shout questions. The latter means asking a reporter not to be a reporter. That is probably hopeless. But it's probably worth a try. It definitely would mean that you could not respond to any questions anytime in photo opportunities.

The press would have to know beyond question that you refuse to answer any questions. Even one lapse of this self-control would force the press to try to ask questions every time. In addition, should your guest venture to answer questions, that also would force the press to ask at every opportunity.

If we eliminate correspondents, the networks will probably threaten to eliminate their cameras. This is a position they probably cannot maintain for any length of time simply because there are too many competitors who would send in their cameras just to get the picture. This is especially true with the growth of independent television networks like CONUS, INN, etc.

It should be noted that the press shouted some questions at President Carter during photo opportunities, but far fewer than they did under President Reagan. This is probably because President Carter was continually accessible to the press on a formal and informal basis. Thus there is some precedent for suggesting that your general accessibility would be enough to at least reduce the amount of shouted questions at photo opportunities.

With that in mind, following are some recommendations for increasing accessibility to you with a minimum of disruptions.

Press Conferences

We recommend that you hold informal press conferences during the day in Room 450, much as you have done recently in announcing new Cabinet positions. These can be announced the same day they are held, and last for 20 minutes to a half-hour, to get credit for having held a full-scale press conference. A minimum of preparation is required, and you are the focus of the news, rather than the reporters.

East Room Press Conferences

We recommend holding these dinosaurs - showus - maximus extravaganzas only on special occasions -- perhaps two or three times a year. The East Room press conference has developed in a way that gives more of a forum to the press than it does to the President. The cutaway cameras focus on the questions, often which are prosecutorial and inflammatory. In terms of viewer impact, the question is just

as important as the answer. This is an Ailes axiom. I claim to have developed it first. In any case, we agree on the questionable value of this forum.

In addition, we want to develop press conferences that you will get credit for. It always galled me that the press would not give President Reagan credit for holding a press conference unless it was prime-time, 30 minutes, East Room. We should reverse this so that all forums in which you openly address questions, whether in the briefing room or Room 450, are considered press conferences. The way to do that is to immediately establish the nature of your press conferences.

Frequent Appearances in the Briefing Room

These could be held for 10-15 minutes duration, on an impromptu, irregular basis. We would recommend doing them without prior notification, so that they are limited to the regular working White House press, and require a minimum of preparation on your part. Again, these have to be frequent enough so that the press views them as routine accessibility, rather than signaling any special announcement.

Pool Briefings

A new idea would be to establish a rotation among regular White House press corps to form a pool of 3-5 reporters who would be taken into the Oval Office once or twice a week for a 10-minute session with the President. The pool would do a report on the interview, and a transcript could be provided to all members of the press corps.

Ad Hoc Access

Perhaps the most effective means of establishing your accessibility to the press is through ad hoc visits to the press working area, hallway discussions, motorcade interviews, etc. You have maintained press relationships of this nature throughout the campaign and the transition. These kinds of events are in stark contrast to President Reagan's style, and make a considerable impression on press attitudes. We recommend you maintain these informal contacts.

Bad Ideas

A number of press traditions have started during the Reagan Presidency which we feel should be discontinued. Answering questions on the way to the helicopter is no way to communicate. Trying to shout over the engines of Air Force One is impossible. Answering shouted questions in the Rose Garden is impolite. With due respect to President Reagan, we believe that Presidential dignity and stature would be enhanced by avoiding these opportunities to talk to the press.

Summary Discussion

You will want to also provide one-on-one interviews, television interviews, and other media appearances. But in terms of building a reputation for accessibility and willingness to deal with the press, the only thing that counts is the press conference, or at least a forum that the press considers to be a press conference.

Ronald Reagan held 790 press interviews, question and answer sessions, press conferences with regional reporters, Sperling breakfasts, and other appearances. But all anyone remembers is 48 press conferences.

Thus, the above ideas are designed to satisfy that reputation. Hopefully they will lead to better behavior at photo opportunities, less hostility in the press generally, and fewer leaks. The most effective way to put down leaks is for you to be on the record discussing the issues at hand.

APPENDIX

PRESS COVERAGE

Closed Press Coverage/Official Photographer Only: No members of the working press are admitted. Only the White House photographer, the White House TV crew and a host organization photographer are permitted to cover the event. If desired by the Presidential Press Secretary, a White House still photograph can be made available to the press.

Wires/Stills: Still photographers only. "Wires" refers to the three major major wire photo services regularly covering the White House; AP, UPI and AFP. Always included is at least one "color" photographer from one of the three weekly newsmagazine which regularly cover the White House; Newsweek TIME and US News & World Report. Often, we admit all of the still photographers present on any given day, which can include photographers from major newspapers and agencies.

Wires/Stills and "Local" TV: When the President meets with a visiting foreign leader below the level of Head of State/Government (such as Foreign Minister), often we admit still photographers from the US, still photographers from the country involved and TV crews (no reporters) from the country involved. Also, when the President participates in an event of only local interest, such as greeting the Maid of Cotton or Teacher of the Year, we often admit still photographers and television crew(s) from the city of the visitor. In this way, we ensure a picture for newspapers and television coverage in the city/country of interest without the hassle of a full-dress photo op.

Open Photo/Writing Pool: This is the standard coverage for all in-door events at the White House and EOB; the Oval Office, the Cabinet Room, the Roosevelt Room, the East Room and 450 EOB. Included in this group are:

All still photographers (one per organization)
All TV crews (one crew per organization)
AP writer
UPI writer
Reuters writer
AFP writer
Pool newspaper writer (from a rotation of White House "regulars")
Pool broadcast reporter (from a regular rotation of TV and radio correspondents)

For photo opportunities, we use the "wave" concept - groups of press are admitted as follows:

Still photographers
Writing Pool and TV crews

When a specific, non-repeatable event takes place (such as a Bill signing, a Cabinet swearing-in, Presidential remarks to a visiting delegation, etc.) the above groups are admitted at the same time.

Open Press Coverage: This is the standard coverage for all outdoor events at the White House; the South Lawn and the Rose Garden. All credentialed press are admitted.

Travel Pool (13): In Washington the standard travel pool, which accompanies the President whenever he leaves the White House by motorcade consists of the following:

- AP writer
- AP photographer
- UPI writer
- UPI photographer
- Pool TV correspondent
- Pool TV camera
- Pool TV sound
- Pool TV lighting tech
- Pool magazine writer
- Pool magazine photographer
- Pool radio representative
- Pool newspaper writer
- AFP photographer

There is a regular rotation for the above, who ride in two Carpet-provided vans at the end of the motorcade. Their role depends on the nature of the President's activities. For example, if the President is having dinner at a private residence, the Travel Pool merely rides to and from the event for "protective" purposes. If the President is signing a Book at the Soviet Embassy, the Travel Pool would be taken inside to cover the event. At Open Coverage events in Washington, the Travel Pool is used for "cut-away" coverage in the buffer zone area adjacent to the stage. There, they are sometimes joined by additional still photographers from major newsmagazine and newspapers.

The Travel Pool is also sometimes used in motorcades away from Washington, such as when the President goes to a private residence for dinner in Los Angeles or Palm Springs.

Air Force One Pool (11): The standard composition of the Air Force One pool is:

- AP writer
- AP photographer
- UPI writer
- UPI photographer
- Pool TV correspondent
- Pool TV camera
- Pool TV sound
- Pool TV lighting tech
- Pool radio representative
- Pool newspaper writer
- Pool magazine writer

Expanded Pool (24): Away from Washington we generally transport a larger pool in Presidential motorcades and in press helos. The usual composition of this pool is:

AP writer & photographer
 UPI writer & photographer
 ABC correspondent, camera, sound
 CBS correspondent, camera, sound
 CNN correspondent, camera, sound
 NBC correspondent, camera, sound
 Pool lighting tech
 Pool radio representative
 Newsweek photographer
 TIME photographer
 US News & World Report photographer
 AFP photographer
 Pool newspaper writer
 Pool magazine writer

In some situations, such as factory tours, classroom visits, etc., the above pool provides the only coverage of the event. In cases of an Open Coverage event, such as a speech in a hotel ballroom or at a University gymnasium, the above pool provides "cut-away" coverage in the buffer zone adjacent to the stage.

Camp David: The longstanding rule for coverage of helo arrivals at/departures from Camp David has been that the networks and wire services may send reporters and photographers/TV crews to cover from the "duckblind" area, but may not take any pictures unless there is a mishap. Currently, only an AP photographer does this.

Special Circumstances: From time to time, where space is very limited at the White House, such as in the Blue Room for a Medal Presentation or on the south balcony for the lighting of the Christmas tree, we use a Tight Pool, which is composed just like the Travel Pool, but sometimes with the addition of some still photographers.

State Dinners: Press coverage for State Dinners and other social events is arranged by the First Lady's Press Office.

OFFICE OF THE PRESIDENT-ELECT
WASHINGTON, D.C. 20270

OFFICE OF GOVERNOR JOHN SUNUNU

DATE: 12-22-88 REPLY/ACTION DUE: _____

FROM: ED R.

SUBJECT: Marlin Fitz Memo

	ACTION	FYI		ACTION	FYI
GOVERNOR SUNUNU	☐	☒	_____	☐	☐
ANDY CARD	☐	☒	_____	☐	☐
LINDA CASEY	☐	☐	_____	☐	☐
JACKIE KENNEDY	☐	☐	_____	☐	☐
TRACY LEE	☐	☐	_____	☐	☐
ED ROGERS	☐	☐	_____	☐	☐

COMMENTS: _____

FAX NUMBERS: New Hampshire (603) 271-2130
Washington (202) 745-7360

RETURN TO: _____
1825 Connecticut Ave, N.W.
Washington, D.C. 20270
(202) 673-2300

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
04. Memo	From Marlin Fitzwater to VPOTUS Re: Press Relations - Discussion paper [same as doc 03; no annotations] (8 pp.)	12/20/88	P5	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Sununu, John, Files
Subseries: White House Offices File
WHORM Cat.:
File Location: Press Office (1989)

Open on Expiration of PRA
(Document Follows)
By JP (NLGB) on 9/10/08

Date Closed: 12/1/2004	OA/ID Number: 29182-008
FOIA/SYS Case #: 1998-0004-F[1]	Appeal Case #:
Re-review Case #: 2005-0426-S	Appeal Disposition:
P-2/P-5 Review Case #:	Disposition Date:
AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

PRM. Removed as a personal record misfile.

Freedom of Information Act - [5 U.S.C. 552(b)]

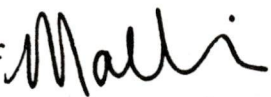
(b)(1) National security classified information [(b)(1) of the FOIA]
(b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
(b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
(b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
(b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
(b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
(b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
(b)(9) Release would disclose geological or geophysical information

THE WHITE HOUSE

WASHINGTON

December 20, 1988

MEMORANDUM FOR THE VICE PRESIDENT

FROM: Marlin Fitzwater 
SUBJECT: Press Relations -- Discussion Paper

This memorandum deals with the physical and logistical aspects of your relations with the press, as President. It throws out all the old ways of doing things, and suggests an entirely new scheme of press relations.

1. Pools

The press takes the irrational position that the President is a public entity, and that reporters must keep watch over every move and utterance on behalf of the American people. To this end they have constructed elaborate schemes, committed millions of dollars and untold walkie-talkies and helicopters to pursue you to the ends of the earth. Thus, our basic task is to introduce them to a new kind of President -- the private man.

The lessons of history in this regard regale us with stories of Lyndon Johnson careening through the Texas countryside with mad-cap reporters giving chase; Jimmy Carter sneaking away from Camp David for an afternoon of fishing in the Shenandoahs; and Ronald Reagan having the quietest of dinners at the Jockey Club. The conclusion one reaches from these episodes is that there is no answer to this problem which will satisfy all parties. Thus, our task should be to satisfy you first, and the press as much as possible.

We are therefore considering the following:

- A. An edict that says: The President of the United States has a right to an uninterrupted and unintruded visit to the ice cream store. It's not news. It's unpredictable. It's personal. And security is enhanced by its very unpredictability.

Thus, we propose that on any movement of this kind, one member of the White House press office staff and one White House photographer would accompany the Presidential motorcade. At the conclusion of each visit, the press person would initiate a conference call to the four national wire

services and inform them of the trip. Similarly, should any news occur on these trips, the press person would notify the press in the same manner. This approach won't satisfy the press, but it will provide a source of information on the trip for the 50 or so phone calls that will develop about any movement. A White House photo could be released at any time.

- B. Any scheduled event or movement in which prior knowledge is reasonable to expect, such as dinner at friends' houses or attendance at a play, would be accompanied by our standard travel pool. The travel pool would remain in the motorcade during the event, or at some pre-determined location. In some cases the travel pool accompanies the President to the event, but these are almost always controlled situations.

Discussion:

The press will demand a full travel pool on every movement. If no pool is provided, they threaten to have chase cars and motorcycle couriers stake out the White House on evenings and weekends. Susan Zirinsky, Chief CBS field producer and the model for "Broadcast News" producer, says she staked out Jimmy Carter in Plains, Georgia, with chase cars every morning at 4:30 to catch him jogging.

On the other hand, the networks will probably do this even if a pool is in the motorcade. When President Reagan had dinner at the Cafritz's recently, a pool went along. The other nets all went anyway and staked out the home.

Recommendation: Use a standard travel pool whenever possible; go alone on occasional impromptu occasions; be prepared to take some heat. We would have to establish a record that demonstrates no abuse of the "no pool" trips. Even so, the chase will be on!

2. No Shouted Questions

The objective of no shouted questions can be met in two ways:

- A. Eliminate all correspondents from photo opportunities, or
- B. Convince correspondents there is no need to shout questions. The latter means asking a reporter not to be a reporter. That is probably hopeless. But it's probably worth a try. It definitely would mean that you could not respond to any questions anytime in photo opportunities.

The press would have to know beyond question that you refuse to answer any questions. Even one lapse of this self-control would force the press to try to ask questions every time. In addition, should your guest venture to answer questions, that also would force the press to ask at every opportunity.

If we eliminate correspondents, the networks will probably threaten to eliminate their cameras. This is a position they probably cannot maintain for any length of time simply because there are too many competitors who would send in their cameras just to get the picture. This is especially true with the growth of independent television networks like CONUS, INN, etc.

It should be noted that the press shouted some questions at President Carter during photo opportunities, but far fewer than they did under President Reagan. This is probably because President Carter was continually accessible to the press on a formal and informal basis. Thus there is some precedent for suggesting that your general accessibility would be enough to at least reduce the amount of shouted questions at photo opportunities.

With that in mind, following are some recommendations for increasing accessibility to you with a minimum of disruptions.

Press Conferences

We recommend that you hold informal press conferences during the day in Room 450, much as you have done recently in announcing new Cabinet positions. These can be announced the same day they are held, and last for 20 minutes to a half-hour, to get credit for having held a full-scale press conference. A minimum of preparation is required, and you are the focus of the news, rather than the reporters.

East Room Press Conferences

We recommend holding these dinosaurs - showus - maximus extravaganzas only on special occasions -- perhaps two or three times a year. The East Room press conference has developed in a way that gives more of a forum to the press than it does to the President. The cutaway cameras focus on the questions, often which are prosecutorial and inflammatory. In terms of viewer impact, the question is just

as important as the answer. This is an Ailes axiom. I claim to have developed it first. In any case, we agree on the questionable value of this forum.

In addition, we want to develop press conferences that you will get credit for. It always galled me that the press would not give President Reagan credit for holding a press conference unless it was prime-time, 30 minutes, East Room. We should reverse this so that all forums in which you openly address questions, whether in the briefing room or Room 450, are considered press conferences. The way to do that is to immediately establish the nature of your press conferences.

Frequent Appearances in the Briefing Room

These could be held for 10-15 minutes duration, on an impromptu, irregular basis. We would recommend doing them without prior notification, so that they are limited to the regular working White House press, and require a minimum of preparation on your part. Again, these have to be frequent enough so that the press views them as routine accessibility, rather than signaling any special announcement.

Pool Briefings

A new idea would be to establish a rotation among regular White House press corps to form a pool of 3-5 reporters who would be taken into the Oval Office once or twice a week for a 10-minute session with the President. The pool would do a report on the interview, and a transcript could be provided to all members of the press corps.

Ad Hoc Access

Perhaps the most effective means of establishing your accessibility to the press is through ad hoc visits to the press working area, hallway discussions, motorcade interviews, etc. You have maintained press relationships of this nature throughout the campaign and the transition. These kinds of events are in stark contrast to President Reagan's style, and make a considerable impression on press attitudes. We recommend you maintain these informal contacts.

Bad Ideas

A number of press traditions have started during the Reagan Presidency which we feel should be discontinued. Answering questions on the way to the helicopter is no way to communicate. Trying to shout over the engines of Air Force One is impossible. Answering shouted questions in the Rose Garden is impolite. With due respect to President Reagan, we believe that Presidential dignity and stature would be enhanced by avoiding these opportunities to talk to the press.

Summary Discussion

You will want to also provide one-on-one interviews, television interviews, and other media appearances. But in terms of building a reputation for accessibility and willingness to deal with the press, the only thing that counts is the press conference, or at least a forum that the press considers to be a press conference.

Ronald Reagan held 790 press interviews, question and answer sessions, press conferences with regional reporters, Sperling breakfasts, and other appearances. But all anyone remembers is 48 press conferences.

Thus, the above ideas are designed to satisfy that reputation. Hopefully they will lead to better behavior at photo opportunities, less hostility in the press generally, and fewer leaks. The most effective way to put down leaks is for you to be on the record discussing the issues at hand.

APPENDIX

PRESS COVERAGE

Closed Press Coverage/Official Photographer Only: No members of the working press are admitted. Only the White House photographer, the White House TV crew and a host organization photographer are permitted to cover the event. If desired by the Presidential Press Secretary, a White House still photograph can be made available to the press.

Wires/Stills: Still photographers only. "Wires" refers to the three major wire photo services regularly covering the White House; AP, UPI and AFP. Always included is at least one "color" photographer from one of the three weekly newsmagazine which regularly cover the White House; Newsweek TIME and US News & World Report. Often, we admit all of the still photographers present on any given day, which can include photographers from major newspapers and agencies.

Wires/Stills and "Local" TV: When the President meets with a visiting foreign leader below the level of Head of State/Government (such as Foreign Minister), often we admit still photographers from the US, still photographers from the country involved and TV crews (no reporters) from the country involved. Also, when the President participates in an event of only local interest, such as greeting the Maid of Cotton or Teacher of the Year, we often admit still photographers and television crew(s) from the city of the visitor. In this way, we ensure a picture for newspapers and television coverage in the city/country of interest without the hassle of a full-dress photo op.

Open Photo/Writing Pool: This is the standard coverage for all in-door events at the White House and EOB; the Oval Office, the Cabinet Room, the Roosevelt Room, the East Room and 450 EOB. Included in this group are:

- All still photographers (one per organization)
- All TV crews (one crew per organization)
- AP writer
- UPI writer
- Reuters writer
- AFP writer
- Pool newspaper writer (from a rotation of White House "regulars")
- Pool broadcast reporter (from a regular rotation of TV and radio correspondents)

For photo opportunities, we use the "wave" concept - groups of press are admitted as follows:

- Still photographers
- Writing Pool and TV crews

When a specific, non-repeatable event takes place (such as a Bill signing, a Cabinet swearing-in, Presidential remarks to a visiting delegation, etc.) the above groups are admitted at the same time.

Open Press Coverage: This is the standard coverage for all outdoor events at the White House; the South Lawn and the Rose Garden. All credentialled press are admitted.

Travel Pool (13): In Washington the standard travel pool, which accompanies the President whenever he leaves the White House by motorcade consists of the following:

- AP writer
- AP photographer
- UPI writer
- UPI photographer
- Pool TV correspondent
- Pool TV camera
- Pool TV sound
- Pool TV lighting tech
- Pool magazine writer
- Pool magazine photographer
- Pool radio representative
- Pool newspaper writer
- AFP photographer

There is a regular rotation for the above, who ride in two Carpet-provided vans at the end of the motorcade. Their role depends on the nature of the President's activities. For example, if the President is having dinner at a private residence, the Travel Pool merely rides to and from the event for "protective" purposes. If the President is signing a Book at the Soviet Embassy, the Travel Pool would be taken inside to cover the event. At Open Coverage events in Washington, the Travel Pool is used for "cut-away" coverage in the buffer zone area adjacent to the stage. There, they are sometimes joined by additional still photographers from major newsmagazine and newspapers.

The Travel Pool is also sometimes used in motorcades away from Washington, such as when the President goes to a private residence for dinner in Los Angeles or Palm Springs.

Air Force One Pool (11): The standard composition of the Air Force One pool is:

- AP writer
- AP photographer
- UPI writer
- UPI photographer
- Pool TV correspondent
- Pool TV camera
- Pool TV sound
- Pool TV lighting tech
- Pool radio representative
- Pool newspaper writer
- Pool magazine writer

Expanded Pool (24): Away from Washington we generally transport a larger pool in Presidential motorcades and in press helos. The usual composition of this pool is:

AP writer & photographer
 UPI writer & photographer
 ABC correspondent, camera, sound
 CBS correspondent, camera, sound
 CNN correspondent, camera, sound
 NBC correspondent, camera, sound
 Pool lighting tech
 Pool radio representative
 Newsweek photographer
 TIME photographer
 US News & World Report photographer
 AFP photographer
 Pool newspaper writer
 Pool magazine writer

In some situations, such as factory tours, classroom visits, etc., the above pool provides the only coverage of the event. In cases of an Open Coverage event, such as a speech in a hotel ballroom or at a University gymnasium, the above pool provides "cut-away" coverage in the buffer zone adjacent to the stage.

Camp David: The longstanding rule for coverage of helo arrivals at/departures from Camp David has been that the networks and wire services may send reporters and photographers/TV crews to cover from the "duckblind" area, but may not take any pictures unless there is a mishap. Currently, only an AP photographer does this.

Special Circumstances: From time to time, where space is very limited at the White House, such as in the Blue Room for a Medal Presentation or on the south balcony for the lighting of the Christmas tree, we use a Tight Pool, which is composed just like the Travel Pool, but sometimes with the addition of some still photographers.

State Dinners: Press coverage for State Dinners and other social events is arranged by the First Lady's Press Office.