

Originally Processed With FOIA(s):  
1998-0004-F[2]

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.**

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

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|                          |           |
|--------------------------|-----------|
| <b>OA/ID Number:</b>     | 29182     |
| <b>Folder ID Number:</b> | 29182-010 |

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**Folder Title:**  
Press Secretary (Fitzwater) (1991)

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|               |             |                 |               |                  |
|---------------|-------------|-----------------|---------------|------------------|
| <b>Stack:</b> | <b>Row:</b> | <b>Section:</b> | <b>Shelf:</b> | <b>Position:</b> |
| <b>G</b>      | <b>15</b>   | <b>25</b>       | <b>5</b>      | <b>6</b>         |

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# Withdrawal/Redaction Sheet

## (George Bush Library)

| Doc. No. / Type | Subject/Title                                                                                                          | Date     | Restriction            | Classification |
|-----------------|------------------------------------------------------------------------------------------------------------------------|----------|------------------------|----------------|
| 01. cable       | From American Embassy Rome (Secchia) to White House<br>(Fitzwater/Sununu)<br>Re Presidential Interview Request (2 pp.) | 10/15/91 | <del>(b)(1)</del>      |                |
| 02. memo        | From Marlin Fitzwater to POTUS<br>Re Appeal by David Broder (2 copies) (2 pp.)                                         | 9/27/91  | <del>P-5</del>         |                |
| 03. memo        | From Roman Popadiuk to John Sununu<br>Re Dan Rather Transcripts (1 pp.)                                                | 9/5/91   | <del>P-5</del>         |                |
| 04. memo        | From Marlin Fitzwater to Kathy Super<br>Re Schedule Proposal (1 pp.)                                                   | 9/4/91   | <del>P-5</del>         |                |
| 05. memo        | From Marlin Fitzwater to POTUS<br>Re Press Notes for Kennebunkport [FOIA RESTRICTIONS<br>REDACTED] (2 pp.)             | 8/6/91   | <del>P-5, (b)(6)</del> |                |
| 06. memo        | From Marlin Fitzwater to POTUS<br>Re Interview Opportunities [FOIA RESTRICTIONS<br>REDACTED] (3 pp.)                   | 3/25/91  | <del>P-5, (b)(6)</del> |                |

Page 1 of 1

|                                                                                              |                                                |
|----------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Collection:</b>                                                                           |                                                |
| <b>Record Group:</b>                                                                         | Bush Presidential Records                      |
| <b>Office:</b>                                                                               | Chief of Staff to the President, Office of the |
| <b>Series:</b>                                                                               | Sununu, John H.                                |
| <b>Subseries:</b>                                                                            |                                                |
| <b>WHORM Cat.:</b>                                                                           |                                                |
| <b>File Location:</b>                                                                        | Press Secretary<br>(Fitzwater) 1991            |
| <hr/>                                                                                        |                                                |
| <b>Pinksheet Number:</b>                                                                     | KO0818                                         |
| <b>OA/ID Number:</b>                                                                         | CF00468                                        |
| <b>Date Closed:</b>                                                                          | 12/28/2004                                     |
| <b>FOIA/Sys Case #:</b>                                                                      |                                                |
| <b>Re-review Case #:</b>                                                                     | 2005-0426-S                                    |
| <b>P-2/P-5 Review Case #:</b>                                                                |                                                |
| <b>Processed by:</b> Kathy Olson<br><b>Processed by:</b> Kathy Olson<br><b>Processed by:</b> |                                                |

THE WHITE HOUSE  
WASHINGTON

**Date:** October 15, 1991

**FOR:** MARLIN FITZWATER

**FROM:** GOVERNOR JOHN H. SUNUNU

XXXX ☒ Action as appropriate

☐ Your Comment

☐ Let's Talk

☐ FYI

UNCLASSIFIED  
WHITE HOUSE SITUATION ROOM

PAGE 01 OF 02

PRT: FITZWATER GATES HILL POPADIUK SCOWCROFT SIT SITTMANN SUNUNU  
SIT: FILE DAVIDSON HARLOW SIT SUM SUM2 VAX

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<PREC> ROUTINE <CLAS> UNCLASSIFIED <DTG> 150745Z OCT 91

FM AMEMBASSY ROME

TO WHITEHOUSE WASHDC

UNCLAS ROME 18675

FOR MARLIN FITZWATER AND JOHN SUNUNU FROM AMB. SECCHIA  
E.O. 12356: N/A

TAGS:

SUBJECT: PRESIDENTIAL INTERVIEW REQUEST

REF: (A) ROME 09823, (B) USIA 032931

1. WHILE THERE ARE NO HARD AND FAST RULES ON "WHO'S TURN IT IS" THE INFORMAL COORDINATION BETWEEN EMBASSY ROME, USIA FOREIGN PRESS CENTER AND THE WHITE HOUSE PRESS OFFICE HAS INSURED THAT THE MAJOR MEDIA OUTLETS GET A FAIR SHAKE.
2. OVER THE PAST FOUR YEARS INTERVIEWS HAVE BEEN GIVEN TO LA REPUBBLICA, SOLE 24 ORE, CORRIERE DELLA SERA AND LA STAMPA.
3. "IL MESSAGGERO" IS ROME'S LARGEST NEWSPAPER AND HAS BEEN VERY FRIENDLY TOWARD THE EMBASSY FOR THE PAST SEVERAL YEARS. IT IS A NEWSPAPER WITH WHOM WE HAVE EXCELLENT, EXCELLENT, EXCELLENT RELATIONSHIPS.
4. I NORMALLY DO NOT SICK MY NOSE INTO PRESS DECISIONS. HOWEVER, IL MESSAGGERO IS OWNED BY OUR FRIENDS, MANAGED BY OUR FRIENDS, AND THEY ARE "HURT" OVER THE FACT THAT THEY FEEL IT WAS "OUR TURN."
5. WE HAVE AVOIDED BEING ACCUSED OF FAVORITISM OR NEGLECT IN THE PAST AND THIS NEWSPAPER'S REQUEST IS CERTAINLY NOT ASKING TOO MUCH. WE'VE ASKED THAT PRESIDENT BUSH RECEIVE ROBERTO PESENTI, MESSAGGERO'S U.S. CORRESPONDENT AS PART OF HIS PRE NATO

THE CHIEF of STAFF  
has seen

UNCLASSIFIED

UNCLASSIFIED  
WHITE HOUSE SITUATION ROOM

PAGE 02 OF 02

"ROUND-ROBIN."

6. ROME 018290 ASKS FOR THIS INCLUSION. CAN YOU  
PLEASE GIVE IT CONSIDERATION?

7. MARLIN, I WROTE THIS MYSELF WITH MY OWN  
INFORMATION AND MY OWN THOUGHTS. OFTEN THESE MESSAGES  
DO NOT COME THAT WAY. MY BEST POLITICAL JUDGMENT IS  
USED IN THE ABOVE PRESENTATION ... FOR WHATEVER THAT'S  
WORTH. SECCHIA

BT

#8675

UNCLASSIFIED

October 7, 1991

MEMORANDUM FOR ROGER B. PORTER

FROM: ANDREW SIEG *AS*

SUBJECT: Susan Page's remarks at the Kennedy School

Susan Page, Newsday's White House Correspondent, spoke at the Kennedy School on Tuesday, October 1st. In her remarks, entitled "President Bush and the Demise of the White House Press Corps," she argued President Bush exerts unprecedented control over reporting from the White House.

Ms. Page observed that the Bush team influences the press in a different (and more subtle) way than past Administrations. The Reagan White House's press strategy, for example, focused on limiting access to the President and "staging" pictures for the evening news. These efforts to control the press, however, were frequently undermined by that White House's inability to stop leaks.

In contrast to the Reagan White House, according to Ms. Page, President Bush's influence on the news is based on two factors.

- President Bush is extraordinarily accessible. In three years, George Bush has held three times the number of press conferences Ronald Reagan held in eight years. Ms. Page noted, "If you have a question, and are willing to wait two weeks, you will have an opportunity to ask the President about it yourself."
- President Bush cuts off access to Senior White House Officials. This White House staff rarely leaks, lacks the infighting of previous staffs, and is relatively junior. These factors, combined with the fact the President has made it clear he will not tolerate leaks, have made White House staff members notoriously poor sources. Ms. Page said the tight secrecy surrounding the President's recent nuclear weapons proposal again demonstrated the leak-proof nature of his White House.

By dealing with the press in this way, Ms. Page claimed, President Bush has exerted enormous influence over the content of the news. The President and his staff, in effect, present a "solid front" to reporters. Ms. Page noted that today a whole range of stories concerning the process and deliberations

-2-

behind White House decision making can no longer be written. Reporters are generally unable to exploit differences between staff members to elicit material for "insider" articles.

Another effect of this "solid front" is that it forces the press to seek outside sources. With opposing viewpoints seldom emerging from the White House, Ms. Page noted that reporters must contact outside experts in order to hear conflicting views.

Finally, Ms. Page stated that Marlin Fitzwater's popularity with the White House press corps further hindered the quality of reporting. Because the press corps generally likes Mr. Fitzwater, they are unwilling to pressure him for the information they are not receiving from other staff members.

PERSONAL AND CONFIDENTIAL

THE WHITE HOUSE

WASHINGTON

October 3, 1991

Dear Dave:

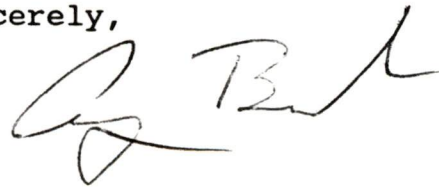
Thanks for your September 27 letter. Having read about your approach on the article about the Vice President, I am hopeful the portrait will present a positive view of a good man.

But, other than being totally supportive Dave, I just wouldn't be a good one to interview. The Vice President does an outstanding job for this Administration directing the Space and Competitiveness Councils. He's extraordinarily effective working with Congress; and, as I'm sure you've witnessed, he's well received by audiences all across the country. When he travels overseas, he does first rate work, too.

I guess whoever is Vice President will always take some pounding in the press. So, put down some of what's Dan's been through to just plain cynicism about the Vice Presidency.

I have great confidence in the Vice President and will continue to do so.

Sincerely,



CC: The Vice President  
Governor Sununu  
Marlin Fitzwater  
Patricia Presock

David S. Broder  
The Washington Post  
1150 15th Street, N.W.  
Washington, D.C. 20071

# Withdrawal/Redaction Sheet

## (George Bush Library)

| Document No.<br>and Type | Subject/Title of Document                                                       | Date    | Restriction   | Class. |
|--------------------------|---------------------------------------------------------------------------------|---------|---------------|--------|
| 02. Memo                 | From Marlin Fitzwater to POTUS<br>Re: Appeal by David Broder (2 copies) (2 pp.) | 9/27/91 | <del>P5</del> |        |

### 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 Secretary  
(Fitzwater) (1991)

Open on Expiration of PRA  
(Document Follows)  
By JP (NLGB) on 10/28/05

|                               |                |                             |           |
|-------------------------------|----------------|-----------------------------|-----------|
| <b>Date Closed:</b>           | 12/28/2004     | <b>OA/ID Number:</b>        | 29182-010 |
| <b>FOIA/SYS Case #:</b>       | 1998-0004-F[2] | <b>Appeal Case #:</b>       |           |
| <b>Re-review Case #:</b>      | 2005-0426-S    | <b>Appeal Disposition:</b>  |           |
| <b>P-2/P-5 Review Case #:</b> |                | <b>Disposition Date:</b>    |           |
| <b>AR Case #:</b>             |                | <b>MR Case #:</b>           |           |
| <b>AR Disposition:</b>        |                | <b>MR Disposition:</b>      |           |
| <b>AR Disposition Date:</b>   |                | <b>MR Disposition Date:</b> |           |

### RESTRICTION CODES

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

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

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.

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THE WHITE HOUSE  
WASHINGTON

31 SEP 27 P2: 47

September 27, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: MARLIN FITZWATER *Marlin*  
SUBJECT: APPEAL BY DAVID BRODER

This appeal by David Broder follows our rejection of his request for an interview about Vice President Quayle. David wants to ask you four basic questions.

1. What first caught your eye about Dan Quayle?
2. What do you think happened during the campaign to give the Vice President such a difficult public image?
3. How do you view his contributions in communicating with Capitol Hill, carrying out diplomacy and directing the Space and Competitiveness Councils?
4. What is the personal Bush-Quayle relationship?

I still think it's inappropriate that you answer these questions, but I do feel a duty to submit David's appeal. You might want to write a summary paragraph of your views about the Vice President that the Post could quote.

THE WHITE HOUSE  
WASHINGTON

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# The Washington Post

1150 15TH STREET, N. W.

WASHINGTON, D. C. 20071

(202) 334-6000

WRITER'S DIRECT TELEPHONE NUMBER

(202) 334-7444

September 27, 1991

The Honorable George H. Bush  
President of the United States  
The White House  
Washington, D.C. 20500

Dear Mr. President:

In the summer of 1988, you asked me to come in for an interview, in which you laid out the process by which you would choose your vice-presidential running-mate. You did that, I expect, not because I had been the "friendliest" or least critical reporter covering your campaign, but because you knew that The Post and I would take the subject seriously, report your plans fully and accurately and that the account would be taken as definitive.

Now The Post is attempting to present as definitive a portrait of the product of that process--Vice President Quayle--as we can possibly set down, one that will cause the public, the politicians and the press to examine their own assumptions about him. Bob Woodward and I have been reporting on him for four months. We have covered all his public appearances and have done extensive interviews with him and Mrs. Quayle, his aides, his Cabinet colleagues, members of the House and Senate, longtime friends and associates, critics and boosters alike. The portrait that emerges is much more complex and interesting than the public caricature of the 1988 campaign. We will lay it out in four or more long stories next month. We want it to be right.

There are certain questions--particularly about his contributions to the first-term record--which you and you alone can credibly answer. I hope you will give me a few minutes to ask them of you.

Yours,



David S. Broder

# Withdrawal/Redaction Sheet

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|--------------------------|--------------------------------------------------------------------------|--------|---------------|--------|
| 03. Memo                 | From Roman Popadiuk to John Sununu<br>Re: Dan Rather Transcripts (1 pp.) | 9/5/91 | <del>P3</del> |        |

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**Subseries:** White House Offices File  
**WHORM Cat.:**  
**File Location:** Press Secretary  
(Fitzwater) (1991)

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(Document Follows)  
By JP (NLGB) on 10/28/05

|                               |                |                             |           |
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THE WHITE HOUSE  
WASHINGTON

THE CHIEF of STAFF  
has seen

September 5, 1991

MEMORANDUM FOR GOVERNOR SUNUNU

FROM: ROMAN POPADIUK *RP*  
SUBJECT: DAN RATHER TRANSCRIPTS

Barbara Cohen, CBS Bureau Chief in Washington, informs us that due to cost-saving measures CBS has not been making transcripts of Dan Rather's Radio Commentary spots for over three years, or any other transcripts. They do have available a majority of the tapes for the past year which we requested. She claims it would cost the White House \$3,500 to have these tapes transcribed. However, she says that CBS is interested in knowing why the White House wants these and it appears to us that they are leaving this as a loophole to possibly deny us transcripts if they don't like our explanation.

Our options are as follows:

- 1) That you elevate this to the highest levels by calling Eric Ober, who is President of CBS News in New York City at (212) 975-6581. Ms. Cohen claims she already discussed the issue with Ober;
- 2) We pay the \$3,500 for the transcripts to be provided to us;
- 3) We ask for dubs of the tapes and ask our own White House stenographers to transcribe them. There is no guarantee that options 2 or 3 would work; or,
- 4) We are checking with numerous data base systems to see if they have those transcripts. We will have the answer tomorrow.

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(202) 334-7444

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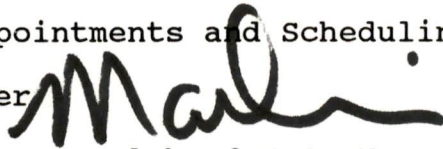
THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

September 4, 1991

TO: Kathy Super  
Director of Appointments and Scheduling

FROM: Marlin Fitzwater 

REQUEST: Interview with Ken Walsh of U.S. News & World Report.

PURPOSE: To discuss the Persian Gulf War for a book U.S. News & World Report is doing on the conflict.

BACKGROUND: Unlike The Commanders, this book will focus more on the Presidential decisions than on the military. I believe this would be a fair and useful forum to present some of your thinking for historical purposes. They would like overall reflections.

PREVIOUS PARTICIPATION: December 14, 1989 with Ken Walsh for a year-end interview. No other Persian Gulf War participation.

DATE AND TIME: By September 13  
TIME: TBD  
Duration: 30 minutes

LOCATION: The Oval Office

PARTICIPANTS: The President  
Ken Walsh  
General Scowcroft  
Marlin Fitzwater

OUTLINE OF EVENTS: The guest enters the Oval Office, exchanges brief greetings and begins the interview.

REMARKS REQUIRED: None

MEDIA COVERAGE: None

RECOMMENDED BY: Marlin Fitzwater

OPPOSED BY:

*Roman will get questions in writing*

THE WHITE HOUSE  
WASHINGTON

Date: September 4, 1991

TO: Governor Sununu

FROM: **KATHY SUPER** *K.S.*  
**Deputy Assistant to the President  
for Appointments and Scheduling**

This is the schedule request from Marlin that I mentioned to you this morning.

I think 20 minutes would be workable from Marlin's point of view. There would be time on September 9, Monday.

Let me know what you think.

THE CHIEF of STAFF  
has seen

*Q. - IN WRITING -*

*353 4814*

# Withdrawal/Redaction Sheet

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**WHORM Cat.:**  
**File Location:** Press Secretary  
(Fitzwater) (1991)

**Document Partially Declassified**  
**(Copy of Document Follows)**

By JF (NLGB) on 10/28/05

|                               |                |                             |           |
|-------------------------------|----------------|-----------------------------|-----------|
| <b>Date Closed:</b>           | 12/28/2004     | <b>OA/ID Number:</b>        | 29182-010 |
| <b>FOIA/SYS Case #:</b>       | 1998-0004-F[2] | <b>Appeal Case #:</b>       |           |
| <b>Re-review Case #:</b>      | 2005-0426-S    | <b>Appeal Disposition:</b>  |           |
| <b>P-2/P-5 Review Case #:</b> |                | <b>Disposition Date:</b>    |           |
| <b>AR Case #:</b>             |                | <b>MR Case #:</b>           |           |
| <b>AR Disposition:</b>        |                | <b>MR Disposition:</b>      |           |
| <b>AR Disposition Date:</b>   |                | <b>MR Disposition Date:</b> |           |

### 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  
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(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

August 6, 1991

MEMORANDUM FOR THE PRESIDENT

FROM: MARLIN FITZWATER *Marlin*

SUBJECT: PRESS NOTES FOR KENNEBUNKPORT

1. We will maintain a daily Press Office routine at Kennebunkport, which includes a 10:00 a.m. report on the President's activities for the day, pools to accompany your activities off Walker's Point, and a beeper system that allows us to be in contact with the press corps on a 24-hour-a-day basis. I will be in Kennebunkport the first week, Gary Foster the second week, Judy Smith the third week, and Roman Popadiuk the fourth week. [REDACTED] (b)(6)  
[REDACTED] In addition, our on-duty staff in Kennebunkport is available to serve you at anytime.
2. Dorrance, working with our staff, has scheduled a press briefing for Maine reporters on Friday, August 16. It will be an informal ropeline press conference outside of your office. Our staff will provide briefing materials, including clippings and questions, from local newspapers.
3. Sig has arranged for a Sports Illustrated reporter to accompany you on some sporting events during the day Thursday, August 8. We anticipate a minimum disruption.
4. U.S. News & World Report is preparing a book on the Persian Gulf war to be published later this year. It will be an historic profile, with heavy emphasis on your role in managing the crisis. Ken Walsh is writing much of the book. I have spoken with him at length. He would like to talk to you at some point during the Kennebunkport stay, either in-person or by telephone. If you ever get a slow afternoon, I believe this would be a worthwhile interview for historical reasons.

5. Many other reporters have asked for interviews with you during this period. We have declined them all. Contrary to what you might hear, we have made no other commitments on your behalf.

6.



(b)(6)

Have a great vacation.

# Withdrawal/Redaction Sheet

## (George Bush Library)

| Document No.<br>and Type | Subject/Title of Document                                                                             | Date    | Restriction             | Class. |
|--------------------------|-------------------------------------------------------------------------------------------------------|---------|-------------------------|--------|
| 06. Memo                 | From Marlin Fitzwater to POTUS<br>Re: Interview Opportunities [FOIA RESTRICTIONS<br>REDACTED] (3 pp.) | 3/25/91 | <del>P-3</del> , (b)(6) |        |

**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 Secretary  
(Fitzwater) (1991)

Document Partially Declassified  
(Copy of Document Follows)  
By JP (NLGB) on 10/27/05

|                               |                |                             |           |
|-------------------------------|----------------|-----------------------------|-----------|
| <b>Date Closed:</b>           | 12/28/2004     | <b>OA/ID Number:</b>        | 29182-010 |
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### RESTRICTION CODES

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THE WHITE HOUSE

WASHINGTON

March 25, 1991

AC/ER

MEMORANDUM FOR THE PRESIDENT

THROUGH: GOVERNOR SUNUNU

FROM: MARLIN FITZWATER

*Marlin*

SUBJECT: INTERVIEW OPPORTUNITIES

I. HISTORY OF DESERT STORM

A. ABC-TV Documentary

I recommend this documentary on the basis of ABC's proposal: "There would be no outside interviews, no editorializing, and no outside experts analyzing the results of those decisions." The story will be told entirely through one interview with the President, and interviews with his senior national security advisers. This is the most pure, historic, TV presentation by a major network that we could ever hope for. I recommend we take it. *sh*

B. Cramer Book

A 30-minute interview with Richard Cramer, who is wrapping up his book on President Bush and the Presidential candidates of 1988. The President Bush section obviously would overshadow all other parts of this book. It begins with the President's involvement in World War II and ends with the President's conduct of Desert Storm. *✓ sh*

II. PRESIDENT BUSH'S ROLE IN WORLD AFFAIRS

A. Bush Book

A book to be published by Edward Klein, entirely dedicated to one day in the life of the President and Mrs. Bush. This would only require one day of the President's time, but would involve having Klein in every meeting from dawn 'til dusk. Klein will then flesh-out the book with interviews of the staff about all the issues and decisions that the President faced during that one day. This involves a minimal Presidential intrusion to secure a product of lasting value. I would compare it to the Joe Hyams book on George Bush at war. *Maybe*

B. Talbott-Beschloss Book

A 30-45 minute interview with Strobe Talbott and Michael Beschloss for their book on U.S.-Soviet relations. I note that while Strobe has not always been favorable, Michael Beschloss consistently praised the President's role in the Persian Gulf in all of his comments as CNN's expert on history. General Scowcroft has been interviewed by Strobe at length for this book. I now believe that the President's astounding success with Desert Storm, and events in the Soviet Union which have diminished Gorbachev's role, guarantee a successful interview for this book. I do recommend, however, that it be done on a "not for attribution" basis. This means that the President would discuss phone calls and decisions with regard to the Soviet Union, and the book would report them. NO

[REDACTED]

III. DESERT STORM CELEBRATIONS (b)(6)

We recommend that the President continue to do small town celebrations such as Sumter, South Carolina. We also recommend that one major dominating appearance by the President be selected for the Fourth of July. This would be one event which the President would attend and make his own, thereby negating the need to endorse or attend a multitude of other events that will be planned for that time period.

In this regard, the President has agreed to some participation in the Roger Ailes/CBS production. We recommend against a Presidential commitment to the David Frost extravaganza. We believe it is improper for the President to make a commitment for any event in which his commitment becomes the basis for the production. Surely, the Frost proposal is in this category. Rather, we would advise all producers to plan their shows without Presidential participation. Thus, the White House is not in a position of guaranteeing the success of any celebration.

IV. DESERT STORM SUPPORTERS GROUP INTERVIEW

Charles Krauthammer, Fred Barnes, Georgie Anne Geyer,  
Morton Kondracke, Paul Gigot.

sh

V. NEWSPAPERS

We don't recommend any newspaper interviews. They want  
to focus on spot news, upcoming events, i.e., Mid-East  
peace, domestic policy. The open press conference is a  
better forum for discussing these matters.

No  
✓



*Aboard Air Force One*

July 18, 1991  
(enroute Athens, Greece)

Dear Tom:

Thank you for your letter of June 30 about Dan Rather. I think there are some concerns that may have existed about the objectivity of CBS's coverage that have been taken up with CBS's chairman. In spite of my now-famous confrontation with Dan Rather, I bear him no personal animosity and have told him so. If there are fences to be mended, the need to do that, in my view, lies elsewhere.

I am told there have been some disturbing assessments by people that study the media that indicate that on an overall basis, CBS is a little tougher on my Administration than the other networks.

I shall keep your suggestion in mind; but whatever happens, I appreciate the spirit behind your thoughtful offer.

Sincerely,

A handwritten signature in dark ink, appearing to be "G. Bush".

Mr. Thomas W. Moore  
1740 Conn Valley Road  
St. Helena, California 94574

bcc (w/incoming):

John Sununu

Marlin Fitzwater

# THOMAS W. MOORE

1740 CONN VALLEY ROAD • ST. HELENA, CALIFORNIA 94574

June 30, 1991

President George Bush  
The White House  
Washington, D.C., 20500

Dear Mr. President:

After a lifetime in broadcasting, I spend a lot of time in retirement observing the medium and talking to many associates still active.

One of my good friends is Dan Rather. While I don't agree with him very often, we have much in common. He and his wife have just spent their vacation here and we had a chance to discuss many things.

The broadcast of his interview with you when you tangled just before the Iowa primary in 1988 is a source of continuing conversation. Dan has mellowed and recognized he has made mistakes. Whether it is true or not, he perceives that you and your associates regard him as persona non grata and indeed the bete noire of your administration. He and his associates in the CBS news division believe they have paid dearly for the strained relations. They see the edges going to NBC, ABC and CNN. It has hurt that he is never invited to the White House functions while his competitors have enjoyed that honor. There have been many other partialities to which they can point.

Whatever the situation may be in fact, I feel there is a real opportunity to clean the slate and go into the '92 campaign with CBS leaning over strongly to be very fair to our cause (the Bush/Republican position.)

Certainly, our side should not let any tension continue and I believe the resolution is simple.

I would arrange for Dan to phone Patty and ask for an informal few minutes with the president--no reporting, no attribution--just a chance to say hello. There is no other agenda. We cannot go through your staff nor can he go through his people and the Washington bureau of CBS.

At that brief slate-clearing session, he will tell you as he has me, of his feelings and his hope that his and CBS's relations can be on a more solid basis. Following the meeting, you can pass the word, clear up any lasting negatives, perhaps invite the Rathers to some White House function.

If you agree with me that this is worthwhile, I can set it in motion in the proper way. Should you have questions, please phone me, of course.

Sincerely yours,

 (707) 963 1887

GEORGE BUSH LIBRARY

THIS FORM MARKS THE FILE LOCATION OF ITEM NUMBER 7  
LISTED IN THE WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

8  
1989 - 1991

PRESS CONFERENCES

1989 -- 32  
1990 -- 55  
1991 -- 7  
  
Total -- 94

INFORMAL PRESS CONFERENCES

1989 -- 15  
1990 -- 19  
1991 --  
  
Total -- 34

INTERVIEWS

1989 -- 54  
1990 -- 52  
1991 --  
  
Total -- 106

OVAL OFFICE POOLS

1989 -- 6  
1990 -- 0  
1991 --  
  
Total -- 6

RADIO AND TELEVISED ADDRESSES

1989 -- 6  
1990 -- 5  
1991 -- 7  
  
Total -- 18

"ANY SATURDAY" RADIO INTERVIEWS

1989 -- 0  
1990 -- 2  
1991 --  
  
Total -- 2

Updated: 3/4/91

THE WHITE HOUSE

WASHINGTON

February 28, 1991

MEMORANDUM FOR THE PRESIDENT

THROUGH: GOVERNOR SUNUNU  
GENERAL SCOWCROFT

FROM: MARLIN FITZWATER *Malin*

SUBJECT: 10-DAY GULF MEDIA PLAN

Thursday, February 28

11:00 a.m. Scowcroft or Baker Briefing on war termination, post-war planning. \*

9:00 p.m. Governor Sununu on "Larry King Live" to discuss Presidential decision-making.

No Presidential Statement today to allow issues to sort out about cease-fire, U.N., Soviets, withdrawal, etc.

Friday, March 1

11:00 a.m. Presidential News Conference  
-- Opening Statement on cease-fire,  
Baker trip, coalition status.

3:00 p.m. Tape Presidential Radio Message to the Nation for Saturday release as tribute to troops. Five-minute address -- possibly declaring National Day of Honor for troops.

Sunday, March 3

Administration Officials do all talk shows.

Tuesday, March 5/Wednesday, March 6

TBD Presidential Address to Joint Session of Congress.

Thursday, March 7

TBD

Presidential Interview with four network correspondents, Residence Study, on personal reflections of the war.

Friday, March 8 - Friday, March 15

TBD

Series of Presidential interviews with groups of print reporters.

# # #

**CBS  
NEWS**

A Division of CBS Inc.  
2020 M Street, N. W.  
Washington, D. C. 20036  
(202) 457-4321

THE CHIEF of STAFF  
has seen

Jan 14 90

Dear Gov. Sununu,

I hear you "chewed me for lunch" yesterday! Frankly, I thought we were both serious and to the point - no nonsense - . I thought it ~~was~~ an excellent interview.

Thank you for Face. We're all thrilled you're back and hope whatever the problem was - it's gone, and that you'll come on again soon - and often.

I'm enclosing a Confidential memo on our ratings. The idea of an invincible Brinkley Show is a myth perpetrated by ABC. We beat them frequently.

Wish I had a FACE mag. Please find also enclosed a memento from our late Night Show - for you to use

over

When you're chewing lunch!!

Again - Many Thanks.

All the best,

Lesley

P.S. picture with  
your sons to follow.

## RATINGS FOR FACE THE NATION

- 1) FACE, for the four weeks ending 11/18 and 11/25, beat Brinkley and Meet nationally.
- 2) WE BEAT OR TIED THEM IN THE four big cities, in the last quarter of 1990...

### WASHINGTON

\*\* FACE wins Washington overall -- 6 of 15 weeks, for an average of 3.6/9  
MEET also wins 6 of 15 weeks, for an average of 3.3/11  
BRINKLEY wins only 3 weeks, for an average of 3.0/8.

This is good news for us, but more than that, it's bad news for Brinkley...  
MEET beat them too. It lays waste to the concept of Brinkley dominance.

### NEW YORK

\*\* FACE wins number of weeks, 8 of 15  
BRINKLEY wins 7 of 15

### CHICAGO

~~\*\* FACE wins 8 of 15 weeks, average 4.3/12~~  
\*\* FACE wins 7 of 15 weeks, average 4.2/13  
BRINKLEY wins 6 of 15 weeks, average 4.1/11

### LA

FACE wins 5 of 15 weeks, ties one week with Brinkley, average of 3.1/8  
BRINKLEY wins 4 of 15 weeks, average of 3.2/9  
MEET wins 5 of 15 weeks, average of 3.2/10

This past week (1/6) we had a 3.8/12 NATIONAL RATING to Brinkley's 4.3/13. Our clearances were 89% (usually 86%) and theirs were 94% (usually 98-99%). It's not that people don't want to watch us... it's whether they're given the choice.