

The original documents are located in Box 20, folder “Scott, Stanley S. - Job Responsibilities, November 20, 1972” of the Stanley Scott Papers at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

November 20, 1972

MEMORANDUM FOR: Herbert G. Klein
Kenneth Clawson

FROM: Stan Scott *SS*

SUBJECT: Job Responsibilities

As an Assistant to the Director of Communications for the Executive Branch, my chief responsibility, as I see it, has been to bridge communications gaps that might exist between the Administration and the American ethnic community. This covers the flow of information from Federal agencies as well as Cabinet departments. This responsibility is to deal directly with the media and support each agency in its relationship with the media and the public.

DEPARTMENTAL COMMUNICATIONS

In support of the above listed goals, an Administration-wide communications study was conducted under the guidance of Herbert Klein to determine if additional improvements could be made.

Consequently, the study initiated by my office showed that each Department had missed many opportunities for generating positive coverage of Presidential initiatives in the ethnic media.

MINORITY MEDIA LIAISON

My office developed an Administration-wide communications strategy for the ethnic media. This included such points as the designation of an appropriate public affairs professional in the news services units of each Department to be responsible for minority media liaison. Under my guidance, and with Carlos Conde's assistance in reaching the Spanish-speaking media, these individuals have developed programs for maximizing the Administration's positive coverage by minority media. The individuals designated by the Departments were given a training session on the techniques most useful to the minority media (e.g., two-page press releases,



translation of press releases, feature stories on middle and upper echelon minority appointees, extensive use of photos of minority appointees, minority mailing lists, etc.). This has been supplemented by close monitoring of the Departmental minority media representatives' performance.

Also working with the Departmental representatives, my office developed an Administration-wide communications strategy for the minority media. This included such points as:

- Target audiences, including lists of minority papers, magazines, TV and radio stations, metropolitan areas with large concentration of minorities, etc.

- Inventory of programs of particular interest to minority audiences.

- Techniques which should be used by public affairs offices to gain the most mileage with minority media.

Our checks have found that the Departments are following through on these plans. More importantly, the amount of favorable coverage by the minority media has increased.

In connection with this overall Administration plan, my office monitors 50 to 60 ethnic publications each week to determine the effectiveness of news dissemination from each Department and Agency of government.

WHITE HOUSE COMMUNICATIONS

Upon assuming my position on the Communications staff, I initiated a plan that included photographic and/or news release coverage of any event involving an ethnic minority's visit to the President's office.

In view of the fact that most of these ethnic publications (mostly weeklies) do not subscribe to wire-photo news services, I do a follow-up mailing to these publications on a weekly basis to assure that the President's initiatives reach the various ethnic communities.

WHITE HOUSE ETHNIC COMMUNICATIONS INITIATIVES

- Weekly mailings and releases to ethnic media supporting Presidential initiatives.

- Major minority contract signings with photo sessions at the White House. (Contracts and grants through SBA and OMBE.)

- Ethnic media representatives participate in all White House and regional news briefings.

RAUL D. FORL

In addition to directing the flow of communications from the White House and Departments and Agencies to the ethnic media, I represent the Administration at various ethnic publishers' conventions and assure their access to governmental officials and information.

Additional responsibilities include staffing visits to the President's office, travel with Cabinet and White House officials to news briefings and ceremonies out in the country, staffing visits to Liberia, Africa, with Presidential Counselor Robert Finch.

Other major activities during the past eighteen months have included:

- Serving as a Presidential spokesman during news conferences, conducting briefings for minority leaders, defending the Administration's civil rights record. (See attachments.)

- Planning and implementing ethnic communications programs during the Republican National Convention, joint planning of historic Washington Hilton fund-raiser which grossed \$200,000 in support of President's re-election.

- Scheduled and directed black surrogates program for the Committee to Re-Elect the President.

- Appeared in 10 states to deliver 15 speeches on behalf of the President.

- Assisted Bob Brown's office in the coordination of minority endorsements for Presidential campaign.

- Our communications activities contributed to the fact that black newspapers nationwide departed from tradition during the 1972 Presidential election by not overwhelmingly endorsing the Democratic candidate.

In addition to the correction by our office of Administration-wide weaknesses in Departmental and Agency communications with the ethnic media, our monitoring shows that the amount of favorable coverage of Administration initiatives by the ethnic media has increased fivefold.

