

The President's Full Day

A Promise On Press Relations

Washington

The Ford Administration promised yesterday to conduct a "professional" press relations operation and to schedule "regular" presidential news conferences.

Press Secretary Jerald F. terHorst, announcing new appointments to his staff, said that he would not tolerate a "Madison Avenue public relations approach" in the press office.

"This is going to be a professional operation and not a politicized operation," he said, in what was taken as a clear expression of a break with recent practices.

The President yesterday, in addition to conferences with King Hussein of Jordan on the Middle East situation, concentrated on economic issues and deciding on his vice presidential choice.

The announcement of his vice presidential nominee, originally expected by this weekend, now is not planned before Tuesday.

In his second conference of the week with a major labor leader — he met Tuesday with AFL-CIO President George Meany — Mr. Ford won a pledge of support from Teamsters President Frank Fitzsimmons, one of the few labor chiefs to support former President Nixon.

Fitzsimmons said after



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PRESIDENT FORD AT THE WHITE HOUSE
He looked over vice presidential suggestions

the meeting that he told the President America needs to be "shocked back into reality" with a freeze on prices and wages and with new restraints on "all financial transactions."

The President listened but made no comment on the suggestion, Fitzsimmons reported.

In announcing new appointments to his office, terHorst said that Ken W. Clawson, who ran the White House Communications Office and directed a major campaign in the former President's Watergate defense, plans to return to journalism. Political work performed by the Clawson office will in the future be done by the Republican National Committee, terHorst said.

In the future, there will be no director of communications, but the office will be continued with two assistant press secretaries under terHorst performing various functions, such as maintaining contact with editors and broadcasters outside Washington.

They will be Paul Miltich, a former Michigan newspaperman and spokesman for Mr. Ford when he was vice

president, and James Holland, who was Clawson's deputy.

As deputy press secretary succeeding Gerald W. Warren, terHorst said that the President had picked John W. Hushen, press officer at the Justice Department since 1970. Hushen is a former Michigan newspaperman who was press secretary to Senator Robert P. Griffin (Rep-Mich.), before joining the Justice Department.

TerHorst also said that John W. Roberts, former

Washington bureau chief of McGraw-Hill's and Time-Life's broadcasting division and a member of Mr. Ford's staff since December, would work principally on radio and television matters.

Larry Speakes, a former aide to Senator James O. Eastland (Dem-Miss.), and later to Clawson, will join the press office, terHorst said. He announced the retention of John Carlson and Thomas DeCair as press assistants. Andrew T. Falkiewicz will remain as a deputy for liaison with the foreign press.

TerHorst paid high tribute to departing Deputy Press Secretary Gerald Warren, who he said will remain on the staff during the transition to advise him and to work on a variety of matters, including liaison with the former President.

TerHorst told a breakfast meeting with reporters that the "adversary relationship" between press and government "is great and should be continued" but it does not have to be "a hostile relationship."

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