

Materials of
Ronald Ziegler
Among Nixon Presidential Materials, 1969-74

The Presidential historical materials of Ronald Ziegler are in the custody of the National Archives and Records Service, General Services Administration, under the provisions of Title I of the Presidential Recordings and Materials Preservation Act of 1974 (P. L. 93-526, 88 Stat. 1695) and implementing regulations. In accordance with the act and regulations, archivists reviewed the file group to identify personal and private materials as well as non-historical items. These materials have been returned to Ziegler.

Materials covered by the act have been archivally processed and are described in this register. Items which are security classified, or otherwise restricted under the act and regulations have been removed and placed in a closed file. A Document Withdrawal Record (GSA Form 7279) with a description of each restricted document has been inserted at the beginning of each folder from which materials have been removed. A Document Control Record marks the original position of the withdrawn item. Employees of the National Archives will review periodically the unclassified portions of closed materials for the purpose of opening those, which no longer require restriction. Certain classified documents may be declassified under authority of Executive Order 12065 in response to a Mandatory Review Request (GSA Form 7279) submitted by the researcher.

Linear feet of materials: 22 linear feet, 4 linear inches

Approx. number of pages: 42,500

Biographical Note

1939, May 12	Born, Covington, Kentucky
1958-60	Jungle Boat Ride Operator, Disneyland, Anaheim, California
1961	B. S., University of Southern California
1961-62	Press Director, California Republican Central Committee, Salesman, Proctor & Gamble Distributing Company, Los Angeles, California
1962-68	Account Representative, J. Walter Thompson & Company, Los Angeles, California
1962	Press Aide to Richard Nixon in California gubernatorial campaign
1964	Part-time Volunteer, George Murphy's senatorial campaign
1966	Part-time Volunteer, Robert Finch's campaign for Lieutenant Governor of California
1968-69	Press Aid to Richard Nixon during 1968 Presidential campaign and transition period
1969-74	Press Secretary to President Nixon
1973 - June 74	Assistant to the President
1974 - Feb. 1975	Press Aide to former President Nixon, San Clemente, California
1975-1980	Manager, International Services, Syska Hennessy, Inc., Alexandria, Virginia
1980-	President, National Association of Truck Stop Operators, Alexandria, Virginia

Special Files Materials*¹

Scope and Content Note

The Ronald Ziegler file group combines materials brought into the White House Special Files from three different file groups: those of Ronald Ziegler, Agnes Waldron, and the Press Office. The materials in this file group reflect most strongly Agnes Waldron's work as head of the Correspondence Research office, though some of the materials arranged by type into the last two series may have been kept apart from Waldron's research file.

The file group is arranged in eight series: Alphabetical Subject File; Subject File; Numerical Subject File, Foreign Affairs and Defense; Numerical Subject File, Presidential Meetings; Briefing Materials, Meetings with Heads of State; Foreign Policy Position Papers; Talking Points Memoranda; and Press Office News Summaries. All of the files reflect the first imperative of the Press Secretary--the need to be informed. They are in character primarily background materials, briefing papers for the Press Secretary intended to educate him so that he could explain and defend the administration's positions. The files cover many of the events and issues on which Ziegler had to give briefings and answer questions--in particular, the President's trips and meetings, the Vietnam peace negotiations, Watergate, and the President's finances.

Ronald Ziegler served throughout the Nixon administration, from January 1969 August 1974, as Press Secretary to the President. He was the man in the vanguard of the White House's public relations apparatus who met every day, sometimes twice a day, with members of the press to hold briefings and answer questions on issues of interest to the administration. In a

*The White House Special Files Unit maintained files considered sensitive either for reason of political content or security classification. This scope and content note does not describe all of the materials of Ronald Ziegler. As other groups of his materials are processed and described, the resulting finding aids will be attached.

memorandum to H. R. Haldeman on November 11, 1972, Ziegler described the Press Office as "a reactive operation geared to fast, spot responses and ferreting out positions and guidance for the morning briefings."

The Press Office staff in late 1972 consisted of approximately fifteen people divided between five offices: the personal staff of the Press Secretary; the Office of News Operations, headed by Gerald Warren; the Domestic Affairs Office, headed by Ken Clawson; the Foreign Policy Office, headed by Andrew Falkiewicz; and Correspondence Research, headed by Agnes Waldron. This arrangement had developed within the Press Office during the first Nixon administration. A White House Staff personnel list, dated September 11, 1969, suggests that at the administration's beginning, the organization was much less well formalized. Ziegler had the title "Special Assistant to the President" at this earlier time, Gerald Warren was the "Deputy Press Secretary," and the other significant aides were simply "Staff Assistants."

The functions of the Press Office often overlapped those of other White House offices and of the public information offices of departments and agencies. This was particularly true of Herbert Klein's Office of Communications. Klein, in his book Making It Perfectly Clear, described three key differences between his office and Ziegler's Press Office. First, his responsibility spread throughout the executive branch, and was not confined, like Ziegler's, to the White House. Second, television was his domain, insofar at least as concerned the appearances of members of the executive branch. Third, he was responsible for maintaining White House liaison with publishers and broadcasters; Ziegler's responsibilities, in contrast, were confined for the most part to relations with the White House press corps.

The distinctions between the Office of Communications and the Press Office became lost in a gradual evolution that in June 1973 resulted in Herbert Klein's resignation, and Ronald Ziegler's succession as Assistant to the President, with augmented responsibilities. Besides retaining his duties as Press Secretary, Ziegler took over Klein's responsibilities and assumed as well an intimate advisory role to the President. The task of conducting daily press briefings passed to Deputy Press Secretary Gerald Warren. This structure lasted for the remainder of the administration.

As is true for many file groups in the Special Files coverage is selective both in subject and time period. Ronald Ziegler and Agnes Waldron each have Staff Member and Office Files in the White House Central Files (94 cu. ft. and 100 cu. ft. respectively), and in many cases these files complement those in the Special Files. One can find there, for example, other segments of the numerical subject files, or missing chronological sequences of the talking points memoranda or the foreign policy guidance papers.

Other Press Office figures who have file groups in the White House Central Files are Ken W. Clawson (6 cu. ft.), John G. Carlson (2 cu. ft.), Harold P. Leinbaugh (1 cu. ft.), Alvin Snyder (13 cu. ft.), and Andrew Falkiewicz (2 cu. ft.). J. Bruce Whelihan and Gerald Warren have file groups in the Staff Member and Office Files of the White House Special Files (6 cu. ft. and 1 cu. ft. respectively).

Description of Series

Container Nos.

Series

1-18

ALPHABETICAL SUBJECT FILE, 1969-74

Memoranda, correspondence, notes, speeches and drafts of speeches, press releases, reports, news summaries, transcripts of news programs, background and briefing papers, real estate and tax records, schedules, telegrams, telegraphs, a mail action log, printed materials and photographs. Subjects covered include the President's finances, Henry Kissinger's 1972 press briefings, the President's trips, Watergate, selected foreign policy issues, and Press Office operations. Arranged alphabetically by subject; arrangement within folders is only occasionally in a discernible chronological or reverse chronological order.

18-22

NUMERICAL SUBJECT FILE, 1969-73

Memoranda, correspondence, press releases, notes, reports, telegrams, wire service stories, clippings, and printed material. This series is concerned almost exclusively with domestic issues, and most of the material is from the period 1970-71. The Press Office apparently kept this file in a numerical scheme, and the numbers assigned are still carried on the folder titles. The numerical scheme itself has been abandoned and arrangement is instead alphabetical by subject, and thereunder in reverse chronological order.

23-31

NUMERICAL SUBJECT FILE, FOREIGN AFFAIRS AND DEFENSE, 1969-73

Memoranda, correspondence, notes, briefing papers, press releases, wire service stories, transcripts of television news programs, and clippings. The Vietnam War dominates the series; but other subjects covered included are foreign aid, the anti-ballistic missile system, chemical and biological warfare, the Middle East, and the Soviet Union. The arrangement is in accordance with a numerical scheme, devised by the Press Office; arrangement within folders is in reverse chronological order.

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<u>Container Nos.</u>	<u>Series</u>
32-34	<p>NUMERICAL SUBJECT FILE, PRESIDENTIAL MEETINGS, 1969-72</p> <p>Memoranda, background and talking points papers, press releases, notes, wire service stories, transcripts of news programs, schedules, clippings and printed materials. The arrangement follows the numerical scheme assigned by the Press Office; items within folders are arranged in reverse chronological order.</p>
35-42	<p>BRIEFING MATERIALS, MEETINGS WITH HEADS OF STATE, 1971-74</p> <p>Briefing books, including background and talking points papers and biographical profiles on members of foreign governments, prepared for the President and his staff for use in connection with their meetings with heads of State. Also includes memoranda, trip or meeting schedules, lists of participants and members of the press, joint communiqués and agreements, notes, press releases, and telegrams. Arrangement is chronological.</p>
43-45	<p>FOREIGN POLICY POSITION PAPERS, 1972-73</p> <p>The Foreign Policy Position Papers series includes primarily memoranda from Leslie A. Janka, an assistant to Henry Kissinger, providing guidance to Ronald Ziegler on responses to questions about administration foreign policy. Also included are similar memoranda from others in the administration, notes, drafts of administration announcements and statements, background memoranda, official communiqués, transcripts of press conferences, wire service stories and clippings. Arrangement is chronological.</p>

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Series

45-47

TALKING POINTS MEMORANDA, 1973

The Talking Points Memoranda series is composed primarily of memoranda intended for the President's use in preparing for meetings with members of his administration, heads of state and other representatives of foreign governments, members of Congress, representatives of state and local governments and private organizations, and individuals. Also included are drafts of proposed Presidential remarks, list of meeting participants, background memoranda, schedules, press releases, and clippings. Arrangement is chronological.

47-51

PRESS OFFICE NEWS SUMMARIES, 1973

The news summaries in the Press Office News Summaries and Announcements series are distinct from the news summaries prepared for the President by the Office of Media Analysis and Speechwriting. The former were apparently prepared within the Press office for its use only. Their coverage is for the most part restricted to network news programs, the Washington Post and the New York Times. Also included in the series are memoranda, notes, Press Office announcements, speeches, schedules, press releases, and clippings. Arrangement is chronological.

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April 17 and April 30, [President's Statements
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[Domestic Council, April-December 1970]

East Side Personal [First Lady's staff]

Economic Speech [Sept. 1973]

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Generated [The President's Taxes]

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IDA [International Development Association]/ADB
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Kissinger Briefing – Vietnam, 1/25/72, 7:55 p.m.

Kissinger On the Record Brief, 2/7/72

Kissinger Briefing – On the Record, 2/9/72

Kissinger Backgrounder to PRC Correspondents-Fed.
City Club – March 1, 1972 [Empty]

Kissinger Briefing (Russia trip), 4/25/72

Kissinger Briefing-East Room-on record, 4/26/72

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OEP [Office of Emergency Preparedness] Functions-Press Action [1973]

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Ronald Ziegler

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