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DAComm's TO CLF 10:10 AM, 11/9/84

17

THE WHITE HOUSE
WASHINGTON

November 8, 1984

TO: CRAIG FULLER

FROM: **PAM BAILEY** *PAB*
Office of Communications Planning

SUBJECT: Post-Election Communications Plan

Attached is a revised communications plan for the post-election period reflecting the input from this morning's meeting. Your wise counsel was missed. If I'd realized you weren't going to be there, I'd have been sure to talk to you yesterday. I think we've put in most, if not all, the groups you requested.

I'll call you Friday -- for your reaction and further guidance.

*I've also enclosed
a copy of Fred's
recent planning block
calendar reflecting
all this.*
Pav

THE WHITE HOUSE

WASHINGTON

November 8, 1984

MEMORANDUM TO MICHAEL K. DEEVER

THROUGH: MICHAEL A. McMANUS

FROM: PAMELA G. BAILEY

SUBJECT: Post-Election Communications Plan

Attached is a revised post-election communications plan reflecting the changes made at this morning's meeting.

TAB A Communications Theme and Message

TAB B Communications Plan
(Nov. 11 through Dec. 18)

Attachment

I. POST-ELECTION COMMUNICATIONS THEME

RR back at the White House following his historic reelection victory, goes to work on shaping a budget and legislative package for achieving his vision of America.

- o As RR works he seeks to unify America for the hard work ahead, asking for support and cooperation from those who opposed him and thanking his backers. He is confident, forward-looking, magnanimous and gracious.
- o The series of events that span this time period simultaneously emphasize our roots and basic values, point out the interrelationship and unity of the North and South and East and West and look to the future while celebrating the promise of space and the future of high tech.
- o Above all else during this time period, the President is a leader seeking to energize and inspire Americans to look beyond special interests to the work to be done to benefit all Americans. [Laying such groundwork now can reap rewards in January when introduction of the budget tempts special interests to focus on narrow concerns at the expense of the greater good.]

II. POST-ELECTION COMMUNICATIONS MESSAGE

The President's basic message throughout these events is that our future has no limits if Americans work together.

- o America's best days are yet to come. We've done the impossible before, and we'll do it again because our nation will be strong and our people united.
- o RR would lay out his vision and his goals, seeking agreement from Americans and the individual groups he meets with on where we want to be as a Nation.
- o If the focus can be kept now on where we want to go, the "how-to" that comes in January can be kept in perspective.

III. OUTREACH COMMUNICATIONS PLAN

A. RR Meetings

While RR's basic message is a national one, transcending special interests, there are certain groups with whom he would want to reinforce it: A) those who opposed him (labor, blacks, etc.) and B) those who will be key to passage of necessary legislation.

The proposed schedule provides opportunities for RR to meet with individuals and groups in both categories, including:

- (A) o Mondale/Ferraro (Nov. 14)
 o Black leaders (Nov. 16)
 o Labor leaders (Nov. 26)
- (B) o High tech groups (Nov. 20)
 o American Farm Bureau (Nov. 29)
 o Business leaders [U.S. Chamber, etc.]
 (Dec. 5)
 o NY Stock Exchange (Dec. 5)
 o School principals (Dec. 7)
 o Space groups (Dec. 17)
 o Science awards (Dec. 18)

Not scheduled but also likely during this time period, would be meetings with the new Hill leadership, new Republican Congressmen and Senators, etc.

Where appropriate, meetings with RR would also include detailed briefings by key administration officials. Relevant follow-up communication activities, including mailings, satellite interviews, etc. would be incorporated into each two-week plan.

B. Cabinet Meetings

Parallel with RR's outreach strategy, Cabinet members at the November 15 meeting would be asked to plan their own meetings/briefings with key groups relevant to their departments and to submit an outline of this plan to MKD.

The purpose of these meetings would be for the Cabinet secretaries to personally carry RR's basic message to their key constituents. Like RR, they would seek agreement from these groups on national principles and goals and the need to put the good of the whole before narrow interests.

COMMUNICATIONS PLAN

Sunday, November 11

MAJOR EVENT: Vietnam Memorial Ceremony

- o TBS RR participates in Vietnam Veterans Memorial Ceremony.
 - oo Speech lays out unity theme and principles for post-election period.

Monday, November 12

FEDERAL HOLIDAY

Tuesday, November 13

MAJOR EVENT: Grand Duke Jean State Visit

- o 10:00 A.M. Grand Duke Jean Arrival.
- o 5:00 p.m. Interview with Washington Times

Wednesday, November 14

- o TBS RR meets with Mondale/Ferraro at White House.
- o 1:15 p.m. RR meets with Task Force on Legal Equity for Women.
 - oo RR receives report. Charges Task Force with completing work and moving ahead on unfinished legislative agenda. Renews commitment to eliminating legal barriers.
 - Dorcas Hardy does one-on-one interviews.

Thursday, November 15

MAJOR EVENT: Sperling Breakfast

- o 9:30 a.m. RR meets with Sperling Breakfast group
 - oo Major points to emphasize?
- ChF o 1:30 p.m. RR meets with Cabinet regarding Budget Process.
 - oo Cabinet receives budget overview.
 - oo RR asks Cabinet to meet with their key groups to convey the President's basic goals and principles and ask for their support. Cabinet briefing plans to go to MKD.

Friday, November 16

MAJOR EVENT: RR meets with Black Leaders

- Coord w/ CLF o TBS RR meets with Black Leaders at the White House.
 - oo Asks their help in building America with opportunity for all Americans.
 - oo Black media targetted in follow-up interviews.
- o 1:15 p.m. Thanksgiving Turkey Presentation.

Monday, November 19

MAJOR EVENT: RR Speech at Gettysburg

- o TBS RR speaks at Gettysburg Address Anniversary.
 - oo Major RR address on unity. Ties Civil War battles to nation's past, basic values, present and future.
 - oo RR lays out his vision for a united nation with a limitless future.

Tuesday, November 20

MAJOR EVENT: ?

- o TBS RR drops by 450 briefing for high tech industry representatives.
 - oo High tech trade press targetted for coverage and follow-up interviews.
 - oo Industry representatives grouped by region or media market and put on satellite interviews to hometown media.

Wednesday, November 21

MAJOR EVENT: (RR travels to Santa Barbara.)

Thursday, November 22

THANKSGIVING

Friday, November 23

RANCH

Monday, November 26

MAJOR EVENT: RR meets with Labor Leaders

o TBS RR meets with Labor Leaders in Cabinet
Coord w/ CHF Room. (Group includes both supporters
a CHF and opponents.)

oo Leaders briefed by administration officials prior to RR meeting.

oo Administration spokesmen placed on radio interview shows in major industrial cities.

Tuesday, November 27

MAJOR EVENT: ?

o 11:30 a.m. RR meeting with Prime Minister of Fiji.

Wednesday, November 28

MAJOR EVENT: (Hold for foreign visit)

o Evening RR attends dinner honoring Senator Tower and Senator Baker.

Thursday, November 29

MAJOR EVENT: ?

Friday, November 30

MAJOR EVENT: Meeting with American Farm Bureau

- o TBS RR meets in Cabinet Room with leaders of American Farm Bureau.
- Coord w/ CHF
- or CHF oo Follow-up interviews targetted with local media in agricultural states.

Monday, December 3

MAJOR EVENT: ?

Tuesday, December 4

MAJOR EVENT: State Visit of Lusinchi of Venezuela.

- o 10:00 a.m. RR meets with President Lusinchi of Venezuela.

Wednesday, December 5

MAJOR EVENT: RR travels to New York Stock Exchange and meets with Business Leaders in Washington.

- CHF - Am Stock Exchange
- o 10:00 a.m. RR visits New York Stock Exchange for opening bell.
- o Afternoon RR meets at White House with business leaders -- U.S. Chamber, NAM, NFIB, etc.
- oo Administration officials brief leaders prior to RR meeting.

Thursday December 6

MAJOR EVENT: RR Press Conference

o 8:00 p.m. RR holds press conference.

Friday, December 7

MAJOR EVENT: RR Ceremony Honoring School Principals.

CHF

o TBS RR participates in ceremony honoring
nation's outstanding school principals.

oo RR remarks focus on education goals and
vision for youth opportunity through
education.

Monday, December 10

MAJOR EVENT: Human Rights Day

o TBS RR participates in Human Rights Day
Ceremony.

Tuesday, December 11

MAJOR EVENT: RR Meeting with President of Niger.

o 11:30 a.m. RR meets with President Kouniche of
Niger.

Wednesday, December 12

MAJOR EVENT: ?

Thursday, December 13

MAJOR EVENT: RR Trip to Plymouth Rock.

- o TBS RR travels to Plymouth Rock. Tours village and gives speech.
 - oo RR remarks stress the nation's roots and basic values that have brought us to the present and will carry us to a future of promise and opportunity.

Friday, December 14

MAJOR EVENT: ?

Monday, December 17

MAJOR EVENT: RR travels to Kitty Hawke and meets with space exploration groups at the White House.

- o TBS RR travels to Kitty Hawke on anniversary of first flight.
 - oo RR remarks continue theme of a unified America rooted in basic values. Notes the "impossible" dreams of the Wright Brothers and today's space flight. Points out we've done the impossible before and we'll do it again.
- o TBS RR meets with groups representing government, industry and academic community interested in space exploration.
 - oo Groups briefed by administration officials preceding meeting with RR.

Tuesday, December 18

MAJOR EVENT: Medals of Science Ceremony

o TBS RR presents Medals of Science.

CLF

[oo Briefings for scientific groups before
event?]

Wednesday, December 19

HANUKKAH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Proposed & Tentative For Administrative Use Only T Tentative N First Lady ★ Away from White House				1 ★ 10:20 To Boston f/Rally ★ 1:15 To Rochester, NY f/Rally ★ 4:10 To Wayne Co. Michigan f/Rally	2 ★ 9:45 To Saginaw, MI f/Rally ★ 11:05 To Cleveland, OH f/Rally ★ 2:30 To Springfield, IL f/Rally ★ 4:30 To Little Rock, AR	3 ★ Little Rock, AR ★ 10:10 Rally ★ 11:30 To Iowa for F "ly & Tour of John Wayne Home ★ 3:35 To Milwaukee to Attend Bazaar & Dinner & Rally
				ON DETROIT	ON LITTLE ROCK	(N)ON MILWAUKEE
4 N★ 10:30 To St. Louis for Rally N★ 1:55 To Chicago for Rally N★ 4:35 To Sacramento ON SACRAMENTO	5 N★ Sacramento N★ 10:30 Rally N★ 11:45 To Woodland Hills, CA for Rally N★ 3:00 To San Diego N★ 5:20 To Los Angeles ON LOS ANGELES	6 Election Day N★ Los Angeles N★ 9:00 To Santa Barbara to Vote N★ 12:00 Arrive back Los Angeles ★ 1:00 Intv. Briefings ★ 1:30 Intv. TIME ★ 1:45 Intv. -NEWSWEEK ★ 2:00 Intv. - L. Cannon N★ 6:00 Pvt. Dinner N★ Eve. Attend Victory Party ON LOS ANGELES	7 N★ Los Angeles N★ To Santa Barbara ON SANTA BARBARA	8 N★ Santa Barbara ON SANTA BARBARA	9 N★ Santa Barbara ON SANTA BARBARA	10 N★ Santa Barbara ON SANTA BARBARA
11 Veterans Day N Return to Washington ON WASHINGTON, D.C.	12 Veterans Day Observed 12:00 Issues Lunch 4:15 Photo-Sports Illustrated Magazine 4:30 Taping Session 5:00 H-Hold ON WASHINGTON, D.C.	13 9:30 Jean Briefing N 10:00 Arrival Grand Duke Jean of Luxembourg 10:30 Mtg. w/Jean T 2:00 Cabinet Council T 4:00 Intv. Briefing T 5:00 Intv. with Wash. Times N 7:15 State Dinner B-Tie ON WASHINGTON, D.C.	14 Meeting w/ Mondale and Ferraro 1:10 Photo-Lt. Col. Gorton 1:15 Task Force on Legal Equity for Women 1:30 Mtg. w/Secy. Shultz 2:00 Private Appt. ON WASHINGTON, D.C.	15 9:00 Bkft. Briefing 9:30 Godfrey Sperling Breakfast Meeting w/Black Leaders 1:00 Mtg. w/S. Vaughan 1:30 Cabinet Time 4:00 Personnel Time 4:30 Admin. Time 5:00 Recep. for American Security Council ON WASHINGTON, D.C.	16 11:00 NSPG 1:15 Thanksgiving Turkey Presentation 1:30 Mtg. with Secy. Shultz TN★ To Camp David ON CAMP DAVID	17 TN★ Camp David ON CAMP DAVID
18 TN★ Camp David TN★ Return to WH ON WASHINGTON, D.C.	19 Gettysburg Anniversary Event 4:30 Diplo. Creds 5:20 Photos w/"Victory '84" Committee N 5:30 Recep. for "Victory '84" Committee ON WASHINGTON, D.C.	20 T 11:00 NSC Meeting with High Tech Leaders ON WASHINGTON, D.C.	21 N★ To Santa Barbara ON SANTA BARBARA	22 Thanksgiving Day N★ Santa Barbara ON SANTA BARBARA	23 N★ Santa Barbara ON SANTA BARBARA	24 N★ Santa Barbara ON SANTA BARBARA
25 N Return to Washington ON WASHINGTON, D.C.	26 Meeting with Labor Leaders 12:00 Issues Lunch 4:30 Diplo. Creds. 5:00 H-Hold ON WASHINGTON, D.C.	27 11:00 Mara Briefing 11:30 Mtg. with P.M. Mara of Fiji 12:15 Lunch with Mara 1:30 Depart. Stms. T 2:00 Cabinet Time ON WASHINGTON, D.C.	28 1:30 Mtg. with Secy. Shultz N★ Eve. Attend Dinner Honoring Sen. Tower & Sen. Baker B-Tie ON WASHINGTON, D.C.	29 12:00 Lunch with VP T 2:00 Cabinet Time 4:00 Personnel Time 4:30 Admin. Time ON WASHINGTON, D.C.	30 Meeting with American Farm Bureau TN★ To Camp David ON WASHINGTON, D.C.	

10:30 a.m. (S)

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