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SPEECH Taping - REAGAN Roundup

Delivery Date JUNE 14, 1984

Writer \_\_\_\_\_

Researcher \_\_\_\_\_

Due to Ben \_\_\_\_\_

Due to SS \_\_\_\_\_

Due to RR \_\_\_\_\_

# 'Reagan roundup' slated to increase GOP registrants

By Bill Kling  
THE WASHINGTON TIMES

President Reagan's re-election campaign will hold a nationwide "Reagan Roundup" Saturday to qualify 100,000 new Republicans to vote Nov. 6 and to complete launching of a major GOP program to offset recent Democratic Party gains in registered voters.

The wide-ranging roundup, with a country and western theme, will involve 25,000 Republican volunteer workers in 697 separate events in 49 states with 18 teams of GOP party and elected officials, athletes and entertainers appearing at public functions in 70 cities.

Ed Rollins, campaign director of the Reagan-Bush '84 Committee, said the roundup is part of a program by his group and the Republican National Committee.

"We think realistically we can have 4 million new Republican voters identified, targeted and registered by Election Day," Mr. Rollins said at a press conference at Reagan-Bush headquarters. "We will be able to offset the total Democratic voter registration program."

Mr. Rollins called the 1984 presidential race "a contested campaign" that will be close, but that President Reagan is leading in public opinion polls over former Vice President Walter Mondale, the apparent winner of the Democratic presidential nomination.

Democratic Party leaders have vowed to qualify enough new voters to defeat Mr. Reagan in his bid for a second White House term. Thousands of Democrats were registered during the party's presidential primaries and caucuses.

"Any Republican, in order to win, has to have 50 percent of the independent voters in the country [and] we need one out of every four Democrats," Mr. Rollins said.

The Reagan-Bush campaign

director said his committee expects to recruit 2 million GOP voters, while the RNC will register 2 million more. Total cost of the registration drive will be nearly \$10 million, he said, while the roundup will cost about \$250,000.

Mrs. Helen Cameron, director of Reagan-Bush voter programs, said Saturday's "roundup" will add the voter-registration drive, already active in 28 states, to 22 more states. So far, the program has gained the GOP about 750,000 new voters, Mr. Rollins said, and has been signing up unregistered persons at the rate of 100,000 a week.

A test project was conducted June 9 in Michigan, Mr. Rollins said.

The Reagan campaign director said Republican polls show Mr. Reagan ahead in most states, and in some southern states by as much as 30 percent.

"If the electoral votes were cast today, the president would do as well as he did in 1980," Mr. Rollins said. "We have not seen the president behind in any poll we have taken."

Mr. Rollins conceded, however, that some public polls have indicated Mr. Reagan behind in West Virginia, Hawaii and Maryland.

Vice President and Mrs. George Bush will take part in the Saturday roundups, along with a number of Republican congressmen and celebrities, including Jeff Geller, who kissed the ground on returning to the United States after U.S. military forces rescued him and other American students in Grenada.

Locally, a roundup team will visit Fairfax and Gaithersburg. Participating will be Rep. Frank Wolf, R-Va.; Mrs. Loret Ruppe, Peace Corps director; Lacey O'Neal, world-record-setting track star; Jhoon Rhee, a karate instructor; Rep. Marjorie Holt, R-Md., and Jerry Reed, a country and western singer.

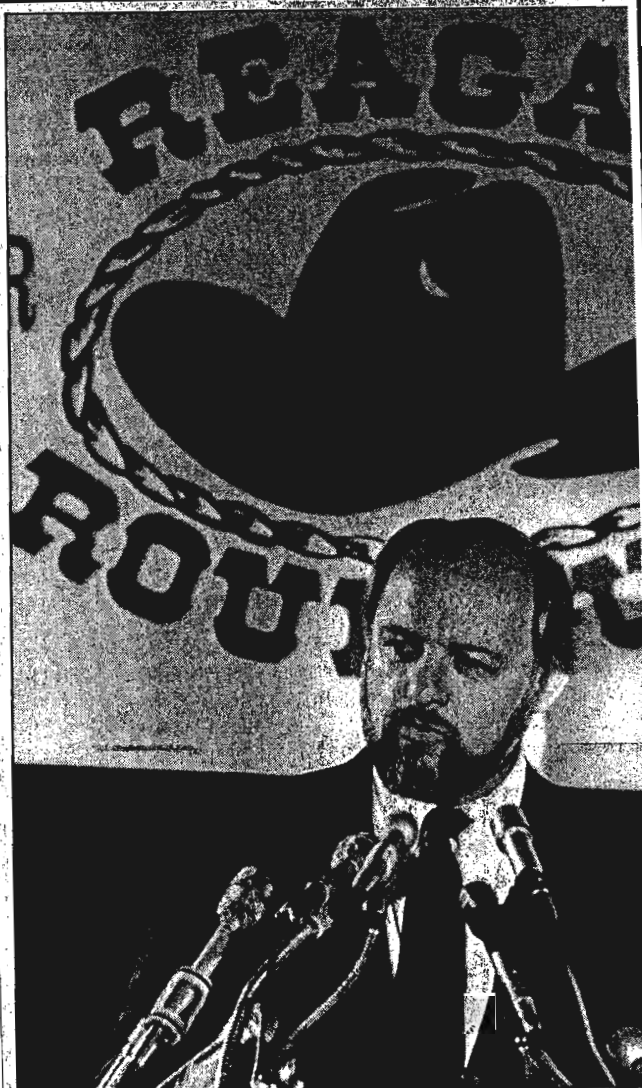


Photo by Kimberly Slevin

Ed Rollins, director of the Reagan-Bush '84 Campaign Committee, outlines the goals of the "Reagan Roundup" voter registration drive.

PRESERVATION COPY

# Reagan roundup pled to increase GOP registrants

9  
TIMES

t Reagan's re-election will hold a nationwide "roundup" Saturday to recruit 2 million new Republicans to the GOP and to complete a major GOP program to register Democratic Party voters.

The "roundup", with a "Western" theme, will recruit 2 million Republican volunteers in 697 separate events with 18 teams of GOP "registered officials, athletes and others" appearing at public events in 70 cities.

Ed Rollins, campaign director of the Reagan-Bush '84 Committee, said the "roundup" is part of a program to register the Republican Party's "realistically we can win" new Republican voters, targeted and registered on "Reagan Day," Mr. Rollins said at a press conference at his headquarters. "We want to offset the total Democratic registration program," he said.

Rollins called the 1984 presidential election "a contested one that will be close, but Reagan is leading in the opinion polls over former President Walter Mondale, the winner of the Democratic nomination."

Democratic Party leaders have already enough new voters for Reagan in his bid for a second House term. Though Democrats were registering the party's primaries and caucuses, in order to win, 50 percent of the voters in the country [and] are out of every four," Mr. Rollins said.

Reagan-Bush campaign

director said his committee expects to recruit 2 million GOP voters, while the RNC will register 2 million more. Total cost of the registration drive will be nearly \$10 million, he said, while the roundup will cost about \$250,000.

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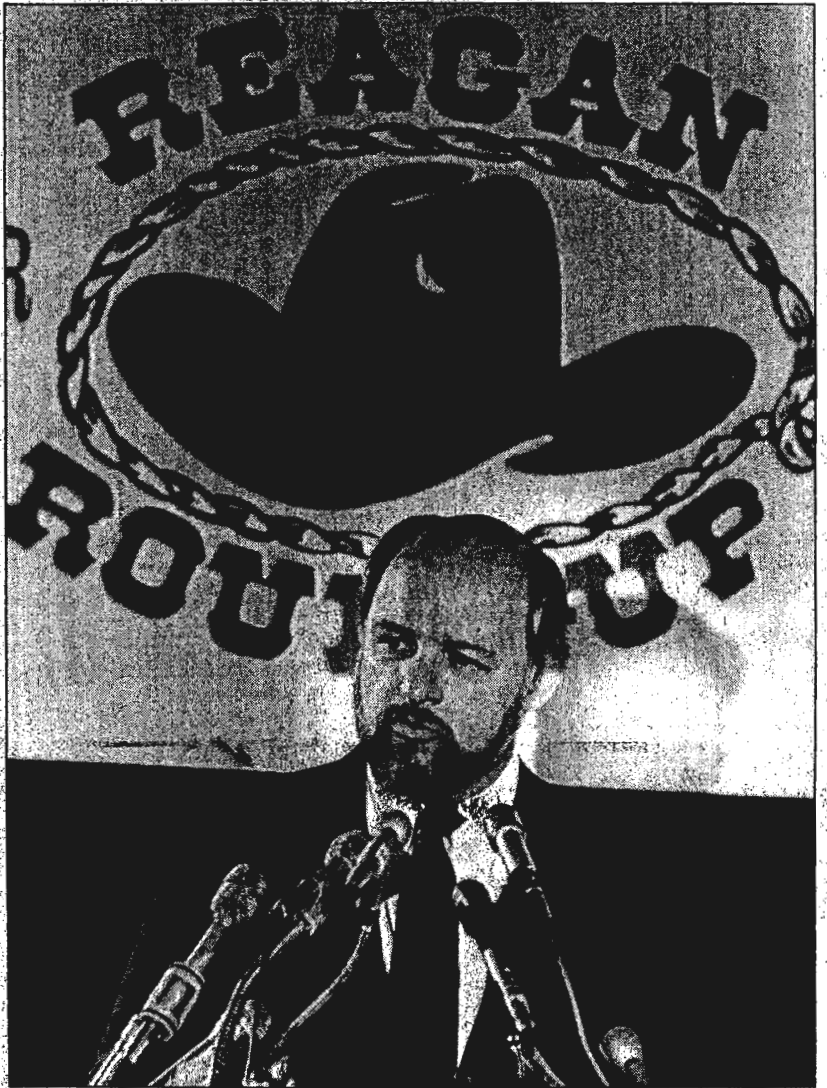
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Ed Rollins, director of the Reagan-Bush '84 Campaign Committee, explains the goals of the "Reagan Roundup" voter registration drive set for Saturday.

*4/2/84*

**L**ARIAT OVER THE LAND... Meanwhile, there's hushed hand-rubbing at Reagan-Bush '84. It's over last weekend's "Reagan Round-Up" campaign. This had Western-style videotapes of the Prez sent to 697 Republican Hoe-Downs 'round the country, along with the real, live bodies of Surrogate Reagans. The SRs ranged from George Bush, through eight Cabinet members and 50 Senators and Congressmen, all the way up, down or over to Chad Everett and Dorothy Lamour. The take: 200,000 spanking-new registered Reagan voters. And that's without Chad's doctor suit or Dot's sarong. Watch this space with care.

**T**ALK ON THE TOWN... Mr. Demo. Bob Strauss.



(ROBINSON)

JUNE 14, 1984

TAPING: REAGAN ROUNDUP

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(ROBINSON)

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# # #

(Robinson/BE)

June 13, 1984

1:00 p.m.

KW  
⇒ ER

PRESIDENTIAL TAPING: REAGAN-BUSH ROUNDUP  
THURSDAY, JUNE 14, 1984

Welcome to the Reagan-Bush Roundup.

Two hundred and eight years ago, America was founded on the noble principle of self-government, and today, the right to vote remains our Nation's crowning liberty. Yet in recent years, the percentage of eligible Americans who exercised their right to vote actually fell. This decline in voter participation showed just how frustrated the American people had become with their Government.

After all, why should the people vote for a better life, only to see big Government turn that dream of freedom and prosperity into a nightmare of double-digit inflation and record-breaking interest rates? Why vote for safe streets, only to have the criminal justice system victimize the innocent while coddling the criminal? Why vote for a strong America, only to see our Armed Forces weaken and our foreign policy become a medley of self-doubt and hesitation?

Then, in 1980, the voters sent a message to Washington: Give us a new beginning; let us build a free and prosperous America. We listened, and together, we've taken America in a new direction: In 3-1/2 years, we've gone from weakness to strength.

Our Administration has cut the growth of Government spending, pruned needless regulations, passed an across-the-board income tax cut, and enacted tax indexing, an historic reform that means Government will never again benefit from inflation at the

people's expense. Today America is in the midst of a vast and powerful economic expansion. Inflation and interest rates have plummeted. America's basic industries have come back to life. New high-tech industries are growing by leaps and bounds. The unemployment rate has fallen below its level when we were elected, and today more people have jobs than ever before in our Nation's history.

We're moving against waste and fraud in Government. We're fighting drug smuggling, and we've proposed a new criminal code to crack down on crime. We've begun rebuilding our Nation's defenses and morale in our Armed Forces. From Grenada, to Europe, to Asia, we've given a new sense of purpose and direction to our foreign policy, and our Nation is again respected throughout the world as a powerful force for freedom and peace.

We heard the people in 1980, and we acted. As a result, Americans across the country understand that their votes can once again make a difference.

Today, I urge each of you to register as many voters for our cause as you can. The Reagan-Bush campaign needs people like Bri [Bry] Loftis of Dallas, who has registered more than 800 voters by starting up conversations while shopping. When Bri finds someone on our side, she pulls a registration form out of her purse and lassos a voter on the spot.

Then there's Maggie Orth in Arizona. She broke her foot one night, but didn't want to go to the hospital because she was busy preparing a breakfast for volunteers like you. When she did have



a cast put on, it was barely dry before she was going door-to-door, rounding up Reagan-Bush supporters.

And there's Bob Brostrom of Virginia. He was a polio victim as a child and still depends on crutches to get around. But that's not stopping Bob from going door-to-door to find the new voters who can keep our success story going.

In my inaugural address 3-1/2 years ago, I said, "I do not believe in a fate that will fall on us no matter what we do. I do believe in a fate that will fall on us if we do nothing." Each of you has chosen to do something -- to give of yourselves to the country that has given so much to all of us. We simply must register voters in order to win in November. But I'm confident that, with your help, we'll bring thousands of new voters into our fold, and go on to a great victory.

Thank you and God bless you.

(Robinson/BE)

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(Robinson/BE)  
June 13, 1984  
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We're moving against waste and fraud in Government. We're fighting drug smuggling, and we've proposed *tough new legislation* ~~a new criminal code~~ to crack down on crime. We've begun rebuilding our Nation's defenses and morale in our Armed Forces. From Grenada, to Europe, to Asia, we've given a new sense of purpose and direction to our foreign policy, and our Nation is again respected throughout the world as a powerful force for freedom and peace.

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In my inaugural address 3-1/2 years ago, I said, "I do not believe in a fate that will fall on us no matter what we do. I do believe in a fate that will fall on us if we do nothing." Each of you has chosen to do something -- to give of yourselves to the country that has given so much to all of us. We simply must register voters in order to win in November. But I'm confident that, with your help, we'll bring thousands of new voters into our fold, and go on to a great victory.

Thank you and God bless you.

THE WHITE HOUSE  
WASHINGTON

Date: 6/13

KW  
Reagan/Bush Taping

TO: Ben Elliott

FROM: J. Douglas Holladay  
Office of Public Liaison

SUBJECT:

The attached is for:

- |   |   |
|---|---|
| <input type="checkbox"/> Information                | <input type="checkbox"/> Review & Comment       |
| <input checked="" type="checkbox"/> Direct Response | <input type="checkbox"/> Appropriate Action     |
| <input type="checkbox"/> Draft Reply                | <input checked="" type="checkbox"/> Per Request |
| <input type="checkbox"/> File                       | <input type="checkbox"/> Signature              |

Comments:



# WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/12/84 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. TODAY

SUBJECT: PROPOSED PRESIDENTIAL TAPINGS: See Below

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/> P	<input checked="" type="checkbox"/> SS	SVAHN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	VERSTANDIG	<input type="checkbox"/>	<input type="checkbox"/>
FIELDING	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input type="checkbox"/>	WIRTHLIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	ELLIOTT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
McFARLANE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	HENKEL	<input type="checkbox"/>	<input checked="" type="checkbox"/>

## REMARKS:

- (1) REAGAN-BUSH ROUNDUP (6/12/84 - 10:00 a.m. draft)
- (2) VOTER REGISTRATION PROGRAM OF THE AMERICAN COALITION FOR TRADITIONAL VALUES (6/12 - 8:00 a.m. draft)

Please provide any edits/comments directly to Ben Elliott, with a copy to my office, by close of business today. Thank you.

## RESPONSE:

Richard G. Darman  
Assistant to the President  
Ext. 2702

(Robinson/BE)  
June 12, 1984  
10:00 a.m.

PRESIDENTIAL TAPING: REAGAN-BUSH ROUNDUP  
THURSDAY, JUNE 14, 1984

Welcome to the Reagan-Bush Roundup. . .  
*We need your help to complete the job that you sent us here to do. We simply must register new voters in order to muster the strength to win in November.*  
Two hundred and eight years ago, America was founded on the

noble principle of self-government, and today, the right to vote remains our Nation's crowning liberty. Yet in recent years, the percentage of eligible Americans who exercised their right to vote actually fell. This decline in voter participation showed just how frustrated the American people had become with their Government.

After all, why should the people vote for a better life, only to see big Government turn that dream of freedom and prosperity into a nightmare of double-digit inflation and record-breaking interest rates? Why vote for safe streets, only to have the criminal justice system victimize the innocent while coddling the criminal? Why vote for a strong America, only to see our Armed Forces weaken and our foreign policy become a medley of self-doubt and hesitation?

Then, in 1980, the voters sent a message to Washington: Give us a new beginning; let us build a free and prosperous America. We listened, and together, we've taken America in a new direction: In 3-1/2 years, we've gone from weakness to strength.

Our Administration has cut the growth of Government spending, pruned needless regulations, passed an across-the-board income tax cut, and enacted tax indexing, an historic reform that means Government will never again benefit from inflation at the

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Thank you and God bless you.

(Robinson/BE)  
June 12, 1984  
10:00 a.m.

PRESIDENTIAL TAPING: REAGAN-BUSH ROUNDUP  
THURSDAY, JUNE 14, 1984

Schedule X  
Proposal - 5/24/84

Welcome to the (Reagan-Bush) Roundup.

Two hundred and eight years ago, America was founded on the noble principle of self-government, and today, the right to vote remains our Nation's crowning liberty. Yet in recent years, the percentage of the voting age population in our country that eligible Americans who exercised their right to vote actually fell. This decline in voter participation showed just how frustrated the American people had become with their Government.

After all, why should the people vote for a better life, only to see big Government turn that dream of freedom and prosperity into a nightmare of double-digit inflation and record-breaking interest rates? Why vote for safe streets, only to have the criminal justice system victimize the innocent while coddling the criminal? Why vote for a strong America, only to see our Armed Forces weaken and our foreign policy become a medley of self-doubt and hesitation?

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Statistics 1984  
Abstract  
p. 202 - 1980  
62.8%  
1980  
62.6%  
Also a in  
distribution  
of voting age  
population  
by decade  
Derry Jennings  
Census Bureau  
763-5179

1984  
1976  
X 1984

1980 CPI  
+ 12.4%  
Econ. Rep. of Pres  
1984, p. 283  
Jan 1981 - Present  
Rate 21.5 - 20  
ERP, p. 299

RR elected  
Facts on File  
11/9/80

1980 12.4%  
Oct. 1980 7.5  
U.S. Gov't  
Budget FY85  
p. 114-5



people's expense. Today America is in the midst of a vast and powerful economic expansion. Inflation and interest rates have plummeted. America's basic industries have come back to life. New high-tech industries are growing by leaps and bounds. The unemployment rate has fallen below its level when we took office, and today more people have jobs than ever before in our Nation's history.

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Then there's Maggie Orth in Arizona. She broke her foot one night, but didn't want to go to the hospital because she was busy preparing a breakfast for volunteers like you. When she did have

Robert? Vallancey cen 5000  
See Stockman's comments &

NABIS - YP. heads up!  
Bob Kabel

Ellen Conway  
by way of Carolyn  
R-B Voter Registration  
383-5705

Will Handley  
R-B 84  
383-5709

Econ. Indic.  
5/84  
1980 - CPI 12.9  
4/84 - " 6.2  
1/81 Price 21.50  
5/81 12.50  
11/80 7.50  
5/84  
Kitty Furlow  
cen 5062  
U.S. Gov't  
Budget FY83  
P. 717  
Cong. Quail  
4/26/1983  
P. 1033  
DoD Budget  
FY83 - P. 44,7  
OK'd  
FRANSEC W  
A  
NSC

Will House  
Voter Reg.  
383-5109

a cast put on, it was barely dry before she was going door-to-door, rounding up Reagan-Bush supporters.

X

And there's Bob Brostrom of Virginia. He was a polio victim as a child and still depends on crutches to get around. But that's not stopping Bob from going door-to-door to find the new voters who can keep our success story going.

PR Inaug.  
Jan 20, 1981  
By: [unclear]

In my inaugural address 3-1/2 years ago, I said, "I do not believe in a fate that will fall on us no matter what we do. I do believe in a fate that will fall on us if we do nothing." Each of you has chosen to do something -- to give of yourselves to the country that has given so much to all of us. I'm confident that, with your help, we'll bring thousands of new voters into our fold and go on to a great victory in November.

Thank you and God bless you.

MASTER

(Robinson/BE)

June 12, 1984

10:00 a.m. → JJ

PRESIDENTIAL TAPING: REAGAN-BUSH ROUNDUP  
THURSDAY, JUNE 14, 1984

Welcome to the Reagan-Bush Roundup.

Two hundred and eight years ago, America was founded on the noble principle of self-government, and today, the right to vote remains our Nation's crowning liberty. Yet in recent years, the percentage of eligible Americans who exercised their right to vote actually fell. This decline in voter participation showed just how frustrated the American people had become with their Government.

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Thank you and God bless you.

Kim W  
4726

MEMORANDUM

NATIONAL SECURITY COUNCIL

June 12, 1984

MEMORANDUM FOR BEN ELLIOTT

FROM:

ROBERT M. KIMMITT *Paul H. Thompson to*

SUBJECT:

Proposed Presidential Tappings:  
Reagan-Bush Roundup; Voter Registration Program  
of the American Coalition for Traditional Values

The NSC has reviewed the attached proposed Presidential tapings and suggests one change on page 2 of the Reagan-Bush Roundup.

Attachment

As stated

cc: Richard G. Darman

04 JUN 84 P 1:17  
 WHITE HOUSE STAFFING MEMORANDUM

URGENT

DATE: 6/12/84 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. TODAY

SUBJECT: PROPOSED PRESIDENTIAL TAPINGS: See Below

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	OGLESBY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
STOCKMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
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FULLER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	TUTWILER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HERRINGTON	<input type="checkbox"/>	<input type="checkbox"/>	WIRTHLIN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HICKEY	<input type="checkbox"/>	<input type="checkbox"/>	ELLIOTT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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 (2) VOTER REGISTRATION PROGRAM OF THE AMERICAN COALITION FOR  
 TRADITIONAL VALUES (6/12 - 8:00 a.m. draft)

Please provide any edits/comments directly to Ben Elliott, with  
 a copy to my office, by close of business today. Thank you.

## RESPONSE:

Richard G. Darman  
 Assistant to the President  
 Ext. 2702

(Robinson/BE)  
June 12, 1984  
10:00 a.m.

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THURSDAY, JUNE 14, 1984

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Thank you and God bless you.



EXECUTIVE OFFICE OF THE PRESIDENT  
OFFICE OF MANAGEMENT AND BUDGET  
WASHINGTON, D.C. 20503  
June 12, 1984

KW  
William

MEMORANDUM FOR BEN ELLIOTT

FROM: DAVID STOCKMAN *DS*  
SUBJECT: PROPOSED PRESIDENTIAL TAPINGS

On page two of the Reagan-Bush Round-up remarks, the phrase "The unemployment rate has fallen below its level when we took office" should be changed to read "The unemployment rate is where it was when we took office and I can confidently predict it will drop."

In January, 1981 the civilian unemployment rate was 7.5% and the total unemployment rate was 7.4%. The May, 1984 figures are identical in both cases. ]

cc: Dick Darman



## OMB STAFFING OF WHITE HOUSE PAPERS

Action: X Info        Doc Date: 6/12/84 Paper from: Darman  
 Subj: Proposed Presidential Tapings: See Below

DISTRIBUTION WITHIN OMB

	<u>Action</u>	<u>FYI</u>		<u>Action</u>	<u>FYI</u>		<u>Action</u>	<u>FYI</u>
Stockman	<u>      </u>	<u>      </u>	Wright	<u>      </u>	<u>X</u>	Gerson	<u>✓</u>	<u><del>X</del></u>
Moran	<u>      </u>	<u>      </u>	Ballentine	<u>      </u>	<u>      </u>	DeMuth	<u>      </u>	<u>      </u>
Horner	<u>      </u>	<u>      </u>	Triplett	<u>      </u>	<u>      </u>	Dale	<u>      </u>	<u>      </u>
Cogan	<u>      </u>	<u>      </u>	Leg/Affairs	<u>      </u>	<u>      </u>	Frey	<u>      </u>	<u>      </u>
Keel	<u>      </u>	<u>      </u>	Horowitz	<u>      </u>	<u>      </u>	Sowle	<u>      </u>	<u>      </u>
Khedouri	<u>      </u>	<u>      </u>	Modlin	<u>      </u>	<u>      </u>	Bryant	<u>      </u>	<u>      </u>
Hause	<u>      </u>	<u>      </u>		<u>      </u>	<u>      </u>		<u>      </u>	<u>      </u>

\*Please call/send your comments in to:                     .

\*\*Should receive first        page(s) only.

RESPONSE TO WHITE HOUSE

Lead responsibility for preparing response: Gerson

Address response to ELLIOTT  
CC → DARMAN for signature of D7.5

Response should arrive at White House or Corres. Unit by: 5:15 PM TUE!

IF RESPONSE GOES DIRECTLY TO WHITE HOUSE, SEND A COPY TO CORRESPONDENCE UNIT

IF RESPONSE IS CALLED IN, ADVISE CORRESPONDENCE UNIT EVEN IF "NO COMMENT"

BRIEFING MATERIAL PREPARATION

Lead responsibility for preparing for meeting:                     

Material should be in David Gerson's office by:                     

Comments:

1. Reagan-Bush Roundup (6/12/84 - 10:00am draft)
2. Voter Registration Program of the American Coalition for Traditional Values (6/12 - 8:00am draft)

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 6/12/84 11:55 ACTION/CONCURRENCE/COMMENT DUE BY: c.o.b. TODAY

SUBJECT: PROPOSED PRESIDENTIAL TAPINGS: See Below

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MEESE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MURPHY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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- (1) REAGAN-BUSH ROUNDUP (6/12/84 - 10:00 a.m. draft)
- (2) VOTER REGISTRATION PROGRAM OF THE AMERICAN COALITION FOR TRADITIONAL VALUES (6/12 - 8:00 a.m. draft)

Please provide any edits/comments directly to Ben Elliott, with a copy to my office, by close of business today. Thank you.

## RESPONSE:

Richard G. Darman  
Assistant to the President  
Ext. 2702

(Robinson)  
June 11, 1984  
6:00 p.m.

*Kim W.*

PRESIDENTIAL TAPING: REAGAN-BUSH ROUNDUP  
THURSDAY, JUNE 14, 1984

Welcome to the Reagan-Bush Roundup.

Two hundred and eight years ago, America was founded on the noble principle of self-government, and today, the right to vote remains our Nation's crowning liberty. Yet in recent years, the percentage of eligible Americans who exercised their right to vote actually fell. This decline in voter participation showed just how frustrated the American people had become with their government .

After all, why should the people vote for a better life, only to see big government turn that dream of freedom and prosperity into a nightmare of double-digit inflation and record-breaking interest rates? Why vote for safe streets, only to have the criminal justice system victimize the innocent while coddling the criminal? Why vote for a strong America, only to see our armed forces weaken and our foreign policy become a ~~med~~alley of self-doubt and hesitation?

Then in 1980, the voters sent a message to Washington -- one more plea for a free and prosperous America. The difference was that, this time, somebody listened.

Our Administration has slashed the growth of government spending, pruned needless regulations, passed an across-the-board income tax cut, and enacted tax indexing, an historic reform that means government will never again benefit from inflation at the peoples' expense. Today America is in the midst of a vast and

powerful economic expansion. Inflation and interest rates have plummeted. America's basic industries have come back to life. New high-tech industries are growing by leaps and bounds. The unemployment rate has fallen below its level when we took office, and today more people have jobs than ever before in our Nation's history.

In 1980, the people said they wanted a new beginning. We've given them one. We've moved against waste and fraud in Government. We've fought drug smuggling and proposed a new criminal code to crack down on crime. We've begun rebuilding our Nation's defenses, and morale in our armed forces has soared. From Grenada, to Europe, to China, we've given a new sense of purpose and direction to our foreign policy, and our Nation is again respected throughout the world as a powerful force for freedom and peace.

We heard what the people wanted in 1980, and we did it. As a result, Americans across the country understand that their votes can once again make a difference.

Today, I urge each of you to register as many voters for our cause as you can. The Reagan-Bush campaign needs people like Bri (Bry) Loftis of Dallas, who has registered more than 800 voters by starting up conversations while shopping. When Bri finds someone on our side, she pulls a registration form out of her purse and lassos a voter on the spot.

Then there's Maggie Orth in Arizona. She broke her foot one night, but didn't want to go to the hospital because she was busy preparing a breakfast for volunteers like you. When she did have

a cast put on, it was barely dry before she was going door-to-door, rounding up Reagan-Bush supporters.

And there's Bob Brostrom of Virginia. He was a polio victim as a child and still depends on crutches to get around. But that's not stopping Bob from going door-to-door to find the new voters who can keep our success story going.

In my inaugural address 3-1/2 years ago, I said, "I do not believe in a fate that will fall on us no matter what we do. I do believe in a fate that will fall on us if we do nothing." Each of you has chosen to do something -- to give of yourselves to the country that has given so much to all of us. I'm confident that with your help, we'll bring thousands of new voters into our fold and go on to a great victory in November.

Thank and God bless you.

1 1/2 in / 1 1/2 in  
x 3.5 = 4 mm

(Robinson)  
June 11, 1984  
6:00 p.m.

Ben  
K White

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Give us a new beginning!

Let us build  
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~~we've taken America in a new direction: In 3 1/2 years, we've gone~~  
~~that, this time, somebody listened.~~  
~~From weakness to strength. Cut~~

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~~Q. B. A.~~  
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Thank<sup>yw</sup><sub>^</sub> and God bless you.



Martin O'Connell

Jerry Jennings  
763-5174

Karen Groome  
Alfredo Ramirez

547-5000  
223-4300

Jan 21  
Social  
Source

① How many voted in 1960 Pres. election — Page-wise?  
How many in 1976?  
In 1980?

Did Page of eligible voters fall?

Bookette Bob Kabe

1/2 year  
Jan - 1983

American Votes -

% of voting age population

1980 - 47.4  
1982 - 38.1

Census bureau  
figures

Boston Herald  
A Heritage Features  
Syndicate  
513 C St., NE

% of voting age population

Committee For the  
Study of the American  
Electorate

60	-	84.3 % of reg. voters
64	-	81.1 %
68	-	82.2 %
72	-	74.0 %
76	-	75.0 %
80	-	75.2 %

55.5 %  
54.3 %  
53.9 %

Congressional 1982 -

60.7 % of reg.  
41.1 % of population

[Voting age population]

Cruise package

CO Feb 4, 1984

3 + 9 + 1 = 13

Sen. passed  
cruise package  
in Feb

House holding  
it up

Mr. Joe  
du

(213) 482-4192

Alfredo  
Ramirez  
Alfredo



## Registering Republicans

# GOP Bids to Offset Rivals' Gains

By RICH JAROSLOVSKY

Staff Reporter of THE WALL STREET JOURNAL  
CHATTANOOGA, Tenn.—It's the night for a Reagan-Bush voter registration blitz, and not even an east Tennessee "toad-strangler"—the local term for a drenching thunderstorm—can dampen it.

By evening's end, 55 somewhat bedraggled volunteers report their door-to-door canvass has registered 115 new voters who say they're for Ronald Reagan. "That's not bad, given the weather," says Sam Glover, an earnest, 28-year-old party activist who helped organize the effort. "Everybody's kind of pumped up to do it again."

That effort, with variations, is being repeated throughout the south and most of the rest of the country. Using everything from the latest high-tech gadgets to a lot of old-fashioned shoe leather, the Republican Party and Reagan-Bush '84, the president's reelection campaign, are in the midst of what they say is a massive registration drive. With the luxury of no primary opponent, the Republicans and the Reagan committee have earmarked \$8 million for voter registration, hoping to add two million GOP voters to the rolls by the November election.

Those are hefty numbers. But then, as GOP officials see it, they have a hefty problem. His name is Jesse Jackson. In state after state where Mr. Jackson has taken his

Democratic presidential campaign, he has registered and brought to the polls large numbers of black voters. Mr. Jackson isn't likely to be on the Democratic ballot in November, so some of those people mightn't vote. But those who do will vote overwhelmingly Democratic.

### Problem for GOP

In the South alone, political analyst Kevin Phillips estimates, black turnout in November may be 600,000 to 800,000 above 1980. Because many states in the region were so closely contested four years ago, that makes registering new voters—white and Republican-leaning—essential to the GOP.

"Frankly, it's a matter of survival," says Warren Tompkins, executive director of the South Carolina Republican Party. He can recite the numbers: In 1980, Ronald Reagan carried the state by fewer than 12,000 votes out of nearly 900,000 cast. Meanwhile, about 22,000 new black voters have registered just since last November, spurred by the campaign of Mr. Jackson, who was born in Greenville.

The situation is even tighter here in Tennessee. Mr. Reagan carried it by fewer than 5,000 votes out of 1.6 million cast four years ago. In the May 1 Democratic primary, however, Mr. Jackson won an impressive 25% of the vote. In Chattanooga, "Brother Jesse just came through here and registered 600," says Charles Peavyhouse, the principal of

Falling Water Elementary School and a figure in the local GOP and Reagan-Bush organizations.

Owing to his strength in the Chattanooga suburbs, Mr. Reagan in 1980 carried Hamilton County by 15,000 votes—triple his statewide margin. To register new voters this time, volunteers are being sent into the 23 precincts where Mr. Reagan ran strongest last time.

"Bottom line is, we go where the ducks are," explains Ellen Conaway, a Reagan-Bush field organizer down from the national headquarters in Washington. The campaign figures that, in an area where 75% to 80% of the registered voters like Mr. Reagan, about the same proportion of unregistered ones will too.

### Special Mailing Lists

Locating the would-be Reaganites, though, takes work and money. In many areas of the country, the GOP buys specialized mailing lists—new utility hook-ups in affluent subdivisions, for example. They may also pay students and housewives to operate telephone banks. In some places, they hire expensive automatic-dialing computers to phone target homes, record electoral preferences and give Reagan backers a pre-recorded registration pitch.

The Tennessee operation, by contrast, is fairly low-tech. The campaign uses a city directory listing houses and residents and compares it to voter lists purchased from the local registrar in what staffers call a "merge and purge." The process identifies people in the target precincts who don't seem to be registered.

On this wet Monday evening, teams of two or three volunteers are combing just a few neighborhoods in the white, prosperous-looking suburbs. The volunteers, wearing Reagan-Bush buttons, are white and prosperous-looking too. Their encounters with the residents are carefully scripted. They

claim to be conducting a political survey; people who say they're for the president but aren't registered can be signed up on the spot in Tennessee. Volunteers are instructed not to attack the Democrats; if the reaction to Mr. Reagan isn't positive, they are to beat a polite but hasty retreat without raising the subject of registration.

### Mixed Reception

This kind of canvassing is hit-or-miss, and tonight Mr. Glover, the earnest volunteer, misses a few. His first call registers an Indian-born engineer and his wife, but his next one runs into a middle-age man in a bulging polo shirt who barks "That's enough" and slams the door as soon as Ronald Reagan's name is mentioned. On another call, Mr. Glover himself cuts short his spiel. "Did you see the look in her eye?" he mutters. "Not friendly."

National campaign officials say they hope for 25,000 to 30,000 new voters in Tennessee, and have budgeted \$100,000 for the effort. Local organizers hope to use some of that money for a computerized list of prospects once the new, updated voter rolls are available. In the Memphis area, large-scale

telephone banks are also planned.

On a nationwide basis, Reagan-Bush and Republican National Committee officials estimate they're already perhaps a third of the way to their two-million goal. Major registration drives are under way in such vital states as Texas and New Jersey, and officials plan to step up the pace by pouring more money into sophisticated lists and telephone banks. Also on tap are a series of "Reagan Roundups"—one-day registration

blitzes in which hundreds of party volunteers will blanket

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PRESERVATION COPY



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RICH JAROSLOVSKY

OF THE WALL STREET JOURNAL

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