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HOME NEWS
NEW BRUNSWICK, NJ
D - 58,100
S - 73,500

JUL 11 1985

1-201-842-1616

Nancy Reagan: Eye on politics, not policy

By ROBERT HEALY
Boston Globe

WASHINGTON — On Wednesday afternoons when things were a bit slow during his first term, President Reagan would take off for the horse country in Virginia.

It was a "photo opportunity," as the White House press office called it, and reporters and photographers would gather on the South Lawn as the president boarded the helicopter. Always on the balcony of the White House was Nancy Reagan, who watched and waved.

Nancy Reagan never takes her eyes off her husband. She is a force in the White House. In a sense, she is the president's agent.

Wives of presidents have played important roles. In the main, they have access, and access is as important as any other element in the decision-making process.

They have used it differently. Rosalynn Carter sat in on White House meetings and once on the road, as a substitute for her husband in the Wisconsin primary campaign against Sen. Edward Kennedy in 1980, said Jimmy Carter would not be afraid to declare war in the Iranian hostage situation.

Nancy Reagan would never have said anything like that during a political campaign, or after.

She has been accused as being behind the removal of Alexander Haig as secretary of state and William Clark as secretary of the interior. She is credited with dumping Richard Allen as national security

adviser. She acknowledges some of these acts because, as she puts it, the president doesn't like to fire anyone.

"She is a good agent," said one who knows her. "She knows him, she knows his style, she knows who is feathering his nest and, when she sees that, it's all over. She does not get involved in the policy area."

In a remarkable interview with Nancy Reagan by Chris Wallace of NBC, she was frank about dealing with people who had ambitions contrary to those of her husband.

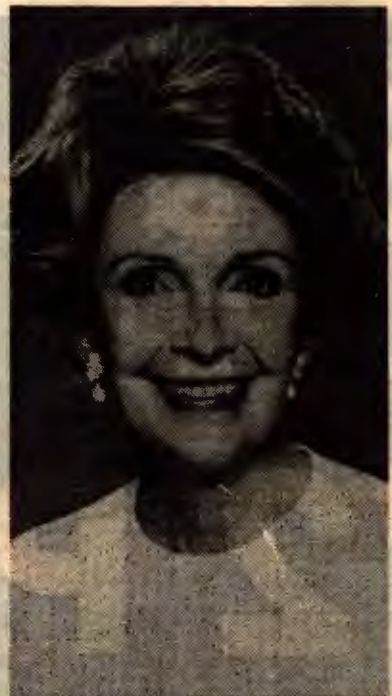
There was that period in 1984 when Reagan was pictured in the campaign as a warmonger. There was a division in the National Security Council about whether the president should see Soviet Foreign Minister Andrei Gromyko. Nancy, according to Reagan political adviser Stuart Spencer, waded in.

Nancy Reagan: "I didn't think it was fair when I'd pick up the paper and I'd read that he was a warmonger, that he was ready to go to war and so on, when I know that that's completely untrue."

Stuart Spencer: "Her involvement in the policy matter of that nature was for the purpose of being re-elected. I took the position that it was political suicide to keep up the hardball rhetoric. We didn't talk about the merit of it; we talked about the politics of it."

And there was a meeting between Gromyko and the president on Sept. 28, 1984.

Said Nancy Reagan about the meeting in the interview with Wallace: "He (Gromyko) turned and



Nancy Reagan acts as the president's agent, behind the scenes in the White House.

looked at me and said, 'Is your husband in favor of peace or war?' And I said, 'Peace.' And he said, 'Are you sure?' And I said, 'I'm sure.' And he said, 'Well then, you whisper "peace" in his ear every night.' And I said, 'I will.'"

About a meeting with Mikhail Gorbachev, which at the time of the interview with Wallace had not been set for November in Geneva, Nancy Reagan was asked would she like to see a summit.

"It would be nice if there was a meeting where the two men could talk, just talk, just to ... get a feel of each other. That would be a good idea, but I'm not talking a summit. I think a meeting should come first."

And that's the way it will be.

THE WASHINGTON TIMES MAGAZINE

WEDNESDAY, JULY 10, 1985 7M

TELEVISION

STATION BREAK / Sue Mullin

21 AND HOLDING

The recent Chris Wallace profile and interview of Nancy Reagan on NBC placed 21st in the Nielsen's, which is not bad for a documentary, particularly in the summer. Mrs. Reagan, who told Mr. Wallace she hadn't "decided" yet how old she is, would probably like the figure "21."

Sacramento, CA
(Sacramento Co.)
Union
(Cir. D. 93,501)
(Cir. S. 92,680)

JUL 7 - 1985

Allen's P. C. B Est. 1888

First Lady

66

The years have been kind to Nancy Reagan, who celebrated her 64th birthday Saturday. Entering the White House 4½ years ago, the First Lady did not enjoy a good press. Rightly or wrongly, she was perceived to be more concerned about costly china and high fashion than being her husband's best emissary.

A polished professional staff, a commitment to combating childhood drug abuse and Mrs. Reagan's widely acknowledged political acumen have changed all that. She is not afraid to be known as her husband's closest, and possibly most influential, adviser and confidante. The worst that a recent NBC-TV special could come up with against her were some opinions by feminist Betty Friedan that somehow Mrs. Reagan is bad for the women's movement.

Mrs. Reagan surmounted an unhappy early childhood and an unspectacular film career to become, with her husband, one of the 20th century's most amazing political success stories. Too bad, some feminists are such captives of Democratic Party politics that they don't recognize the contributions of a highly respected First Lady.

Press Intelligence, Inc.

WASHINGTON, D.C. 20005

Front Page	Editor Page	Other Page

WEST PALM BEACH, FLA.
PALM BEACH POST
MORNING - 74,971
POST-TIMES
SUNDAY - 114,501
JUL 3 1985

Nancy Reagan Last in Line Of Traditional First Ladies

Did you happen to watch the hour-long NBC special on Nancy Reagan last week? Hosted by Chris Wallace, it attempted an in-depth look at how the first lady has changed and grown during her husband's presidency.

To me, the growth came off as minuscule. Yes, she's now actively involved in drug-abuse prevention, which is to be applauded. But I suspect her involvement springs as much from the desire of Reagan's advisers to tone down her rich-lady image as it does from any deep beliefs of her own.

Basically, I think, Nancy is still Nancy, which is fine. People really don't change that much, though none of us could help but be more knowledgeable after living with a president for five years. The hand-holding and devoted husband-gazing which initially were criticized as icky are, I think, quite natural and deserve no criticism.

What's more interesting to consider is that she may be the last of the traditional first ladies. If so, will we miss these women? Do we need them or want them? Sure, Ladybird Johnson did a lot to beautify our landscapes. Betty Ford was terrific in her honesty about alcoholism and breast cancer. Rosalynn Carter worked hard in the area of mental health but got mixed reviews because she sometimes seemed too much the co-president, attending Cabinet meetings and offering foreign policy advice.

The question now is: Are we ready for a first lady who owns her own business and hasn't time for any of the "special concerns" adopted by past presidents' wives? How about a lawyer, busy with her own practice? Or a woman too involved in real estate or retailing or any other field to do much volunteer work for the country?

Ready or not, they're coming.

The rising tide of career women now is reaching into the age groups from which we usually draw presidential candidates. So whether those candidates are male or female, their spouses may very well want to lead independent lives.

This is happening in all fields. For example, ministers' wives once were expected to be co-ministers — without pay, of course — and many heart-

Fran
Hathaway



ily resented it. That's why I was pleased, in talking with a local minister recently, to hear that situation has changed. Several years ago, I did a story on the lives of ministers' wives, and you should have heard what they told me — "off the record," of course — about their real feelings regarding the demands often made by parishioners.

In the NBC special, Nancy Reagan was called "a respected and feared political operative" and "a wife who's discovered she has power and likes it, a more assertive, confident woman." The reason, most think, is exposure to enormous power. But remember that husband Ron is now a lame duck. For Nancy, the end's in sight. So maybe she's just relaxing and enjoying herself more. And if, in the process, she makes a dent in drug abuse, that's a bonus.

Some credit Nancy with cooling her husband's anti-Soviet rhetoric so he wouldn't sound like a warmonger. Reportedly, she also was the one who decided it would look tacky for them to repair to the ranch for a vacation while American hostages remained in Beirut. True or not, both were accurate calls.

Betty Friedan, who attended Smith College with Nancy, calls her "an anachronism. She doesn't represent most women." Maureen Reagan disagrees, saying "Feminism means choices." The fact is, one recent poll gave Nancy the highest approval rating ever for a first lady.

So has she changed, or is she being marketed better? Does it matter?

I don't think so. Nancy Reagan represents the passing of an era. Those who love her should enjoy her while they have her. Those who don't think she represents women today should be patient. More modern role models are visible on the far horizon.

BURLINGTON TIMES
BURLINGTON, NJ
D - 33,200
S - 42,072

JUN 30 1985

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GARDEN STATE PRESS
CLIPPING SERVICE

Sally
Friedman



Nancy Reagan meets the press

Maybe you chanced to watch the special on Nancy Reagan as I did on a recent summer night.

Maybe you, too, were curious enough about our First Lady to tune in to NBC's one-hour special appropriately and simply called — what else — "The First Lady."

For me, the NBC special encapsulated the best — and the worst — of this giant monster we call television.

The interview was done by Chris Wallace who is unmistakably Mike Wallace's son. The style is the same, the voice is hauntingly familiar and the manner is all Mike. There is velvet and steel in that voice, and a disarming but ruthless thoroughness in both father and son.

So there was Nancy Reagan, who had been watched by Chris Wallace for several years in his capacity as White House Correspondent for the network. She looked relaxed. Almost expectant. And yes, older and more wan than in some of the film clips that aired on that program.

Wallace, I suspect, was out to deliver more than just a gentle profile of Nancy Reagan. More than a portrait of her past. There was a certain insistence in the interview that did keep me gripped — but that also left me wondering why Mrs. Reagan had consented to have her life spread out before us with uncompromising thoroughness.

I loved seeing that our First Lady is a spirited soul with enormous grace and gentility. I admire both characteristics in any woman.

I was distressed to watch her squirm on the question of age. She didn't like Wallace's needling about a two year discrepancy in the record, and while her good humor never crumbled under fire, there were definite chinks in her armor as the newsmen pounded away.

And that, friends, brings us back to the best-and-worst issue.

Chris Wallace is the consummate television newshound, and consummate, in this case, translates to intrepid, intrusive and sometimes rude. I suppose that Nancy knew that before she plunked herself down in front of the cameras, but somehow seeing her uncomfortable moments made me feel terrible for her. Public figures relinquish so much when they ascend that teetering ladder into the limelight.

Wallace poked around beyond his subject and queried those close to her. The bottom line question: "Who IS Nancy Reagan anyway?"

So he asked her son, her friends, and anyone who would talk. Some raved, some didn't.

What emerged was a portrait of a devoted daughter, a loyal wife, a lady who has managed to shed her image as "Queen Nancy," reigning monarch of fine china and fashion, and mellowed into Nancy Reagan, warier, wiser and thicker-skinned than when her husband unalterably altered their lives by changing addresses.

Chris Wallace gave us a chance to get breathtakingly close to Nancy Reagan, to watch her chomping on popcorn

(Continued on Page B10)

Nancy Reagan meets the press

(Continued from Page B1)

as she and Ron watched movies, to hear her giggle over the exchange of unlikely anniversary gifts. At its most marvelous, television delivers that intimacy like nothing else can.

But we also saw a woman reduced to very private emotion over an aging mother. Those moments I, for one, don't need. They seem too deeply personal to be exposed, too fragile and painful and poignant to be recorded by cameras for millions.

"The First Lady" may be lauded by the critics for penetrating private lives and even for establishing for Mrs. Reagan a better public image. But in my view, it should also be chastened for going just a bit too far.

Frankly, I found Chris Wallace's own words to a television writer after he'd done the profile almost as interesting as moments in the program itself. "She was more powerful and tougher than I had believed," said Wallace.

Score one for Nancy Reagan.

Sally Friedman is a free-lance writer. Her column appears on Thursday and Sunday.

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WASHINGTON, D.C. 20005

Front Page	Edit Page	Other Page

NEW YORK, N.Y.
NEW YORK TRIBUNE

DAILY - 52,000

JUN 28 1985

B / FRIDAY, JUNE 28, 1985

COMMENTARY/OPINION

C.H. "MAX" FREEDMAN

Eureka! I just saw an unbiased TV special

Tuesday, I found myself committing what, for me, amounted to an aberrant act. I actually contacted a TV network to tell it how unbiased I thought it had been!

The network was NBC, and the program I was moved to comment favorably on was the special on Nancy Reagan the previous night. Given the leanings of the big media, I expected anything done on our First Lady would be at least partially slanted against her; much to my surprise and delight, it was not.

To be sure, warts were exposed. Chris Wallace, who interviewed her, brought up the matter of a discrepancy in her age, and pressed the matter. (In her acting days, it seems she shaved off two years, as is common in that field, and never bothered to correct the record.) But she good naturedly parried the inquiries and that was the end of that.

Then there was the somewhat embarrassing scene that was shown from a real clunker of a movie she once made. But other, more memorable, scenes from better films were shown, too; the overall impression the viewer got was that here was someone who had been more than an adequate actress.

Much was made of her glitzy first days in the White House — the \$10,000 gowns, the expensive china and costly remodeling of the man-

sion. And as for her transformation into a far less showy and much more dedicated, drug-fighting First Lady, it was more than once sug-

Let us digress a bit. The other night, in an entirely different context, Barry Farber on his program paid high tribute to, and lamented

We who feel so bitterly antagonistic concerning the Big Media's inherent bias might serve our cause well by being unbiased ourselves on those occasions when said media merit our praise.

gested that this was not so much a matter of change in character as a heightened perception of the value of good public relations.

Notwithstanding, the overall treatment was more than favorable, and one could picture the Reagans themselves sitting, hand in hand, watching the program with appreciative smiles.

The point in the program where I concluded that the approach was uncommonly fair for network TV occurred when the topic of "women's liberation" was broached. Is Nancy Reagan now a liberated woman?

To get the answer, the camera visited Betty Friedan, who was a classmate of Mrs. Reagan's in college. She, of course, thought that the First Lady's dedication to her husband's career (which, notwithstanding her independent anti-drug efforts, is total) was "an anachronism."

the loss of, the great cartoonist and satirist Al Capp. As of Friedan's appearance on that NBC special, I share Barry's wistfulness.

Twelve years ago, Capp drew a Li'l Abner anti-feminist episode that was so on target as to have had the ERA set squirming in discomfort. In the first panel, Li'l Abner is seen loping home to "mah sweet wife," Daisy Mae, "after a hard day testin' mattresses."

Cut to the Abner homestead and Daisy Mae, whose sweetness, Capp tells us in a narrative insert, "is being soured by Ms. Diana Dorg." We see the gorgeous Daisy Mae standing at her stove receiving a stern lecture by a thoroughly hagish woman who points a bony finger at the ceiling and asserts, "It's time you joined your city sisters in the fight for Female Freedom!!"

C.H. "Max" Freedman is a New York columnist and author specializing in local and domestic affairs.

In the last panel, the dyspeptic Ms. Dorg folds her arms and says, "All we are to men are objects of desire!!" To which the fetching Daisy Mae responds, "Yo' probably is — but Ah hain't," as she sets a steaming plate on the table. (Just at that point, a grinning Li'l Abner enters and, picking up on the theme, says, "Ah is home, dear — ah desires mah supper.")

How I wished, when Friedan appeared on the special, that the network could have shown that cartoon!

Ron and Nancy Reagan are, cultural differences aside, the embodiment of the Li'l Abners — a beautiful American couple, very happy and very much in love. And Friedan, of course, is the embodiment of Ms. Diana Dorg — a frustrated meddler who can't find contentment in her own life and therefore finds it necessary to try and mess up the lives of others.

But getting back to the program, what I applauded most about it was the fact that the producers didn't allow Friedan's remarks to stand uncommented on — as is standard Big Media procedure under such circumstances. While they did not, as some of us might have wished, bring in Phyllis Schlafly to rebut Friedan's bilge, they did call on a political scientist, Barbara Kellerman (whom Wallace described as an "expert on the role of First Ladies"). She said in effect that Friedan inhabits a world that has no



relationship to that of the Ron and Nancy Reagans of this land.

Now no doubt much of my enthusiasm for the program stemmed from my enthusiasm for Nancy Reagan. (When Reagan was beaten out for the nomination in '76, I was at least as disappointed that Nancy wasn't going to be First Lady as I was that Ron wasn't going to be president.) And given her unique ladylike charm, it no doubt would

be difficult to do too much of a hatchet job on her even if one were so inclined.

Still, NBC is to be highly commended for a refreshingly fair and honest program. And we who feel so bitterly antagonistic concerning the Big Media's inherent bias might serve our cause well by being honest and unbiased ourselves on those rare occasions when said media merit our praise.

Chicago Tribune, Thursday, June 27, 1985

Small-screen trade . . .

There's no accounting for taste: Some people like five teaspoons of sugar in their coffee, and they're the ones who fell for Chris Wallace's white-glove NBC-TV interview with Nancy Reagan Monday, which beat out the Yankees versus the Orioles on ABC. Luckily, those who favor a little more reality are still in the majority; they tuned in to "Cagney and Lacey" on CBS. . . . Oprah Winfrey will finally have her rematch with Joan Rivers on the "Tonight" show during the second week in September. Don't count on Oprah to keep up her end of the pair's weight loss bet [Oprah 15 pounds, Rivers 5]. But she does have a better excuse than "bad genes." Steven Spielberg wants her Big for her role in "The Color Purple." . . . The War of the Words between "Good Morning America" and "Late Night with David Letterman" continues to escalate. Before their softball teams met, Letterman called "GMA" staffers "wienies." Then the wienies won, 22-2. Letterman did not take the loss graciously and showed films of a female "GMA" staffer running for third base—wearing a dress. Now David Hartman has called Letterman's team "wimps" and challenged them to a rematch at any time, any place.

DON FREEMAN

A hi-lighted Nancy shows grace, charm

HOLLYWOOD
During the NBC special called *The First Lady: Nancy Reagan*, suddenly Betty Friedan loomed on the screen. She wasn't anyone I expected to see on this program but Friedan, who is one of the founders of the feminist movement, was a classmate of Nancy Reagan's at Smith College.

Did you know that? I didn't know that. And somehow I can't picture them playing field hockey together, Betty and Nancy.

Friedan doesn't seem to care much for Nancy and she said disparaging things when asked about her old classmate. "She isn't doing what she could do in her position," Betty said, snippily, about the First Lady. "She's still living her life through her husband."

And so forth and so on. Maybe

Don Freeman is a writer for Copley News Service.

Friedan figures that the Reagan marriage really isn't working out and, well, you know, the president could have done better if he'd have dated some other ladies who happen to have diplomas from Smith College.

And I began thinking: What if Ronald Reagan had married Betty Friedan? Can you picture it? You can't? Well, try. Just this once.

"Betty," says the Prez, "what do you plan to wear tonight for the biggest White House reception and dinner in history, honoring all the leaders of all the countries in the Free World, plus the leaders from the Soviet Union and the People's Republic of China and all their wives, with coverage by each of the networks and dancing to the music of Peter Duchin?"

"Are you kidding me, buster?" Betty snaps. "I have to go to a NOW meeting tonight. Don't wait up for me."

I began to have suspicions at the very outset of the show when Chris Wallace, the host-narrator, was heard in a voice-over. And he was saying that Nancy Reagan was a First Lady "who had discovered she has power — and likes it."

Oh, really? Well, who doesn't? Chris Wallace, as a big network newsman, has power, too. Bet me that he doesn't like it a lot.

Anyway, that line of Wallace's struck me right off as condescending. Does Wallace think that Nancy Reagan was surprised that a First Lady in the world's most powerful nation has power? Come on!

If a First Lady discovers that she doesn't have power — then Chris Wallace would have a story.

Chris Wallace is a nice-looking, talented fellow with a lot of charm and an interviewing technique that is a bit warmer, softer, more ingratiating than his old man's — Mike Wallace, of course.

They are very skillful interviewers, both of them, and there is also one approach that father and son share. Chris and Mike both use the disarming smile to cover up the penetrating question.

Or, if you're on the receiving end, you might call it the embarrassing question.

"I think I'm aware of those who are trying to take advantage of my husband, to end-run him, to use him," Nancy Reagan says. "All my little antennae are alert."

In a voice-over, Chris Wallace explained that when Nancy Reagan was an actress in Hollywood her studio listed the year of her birth as 1923. Thus, as Chris points out, the studio dropped a couple of years, which was a common practice and probably still is. But, said Chris, the "official New York records" say she was actually born in 1921.

"Which is it?" he asked with the disarming smile.

Nancy was not disarmed. Smiling back, she replied in easy tones: "I haven't made up my mind."

"Yes, but which is it?" Wallace persisted.

Another smile. "I haven't made up my mind," Nancy repeated. Then she disarmed the hell out of Chris: "That's a good answer, don't you

think?"

Chris nodded. But he was flustered. I cheered for Nancy.

The guy is obviously no gentleman. There's an old definition that a gentleman is a man who remembers a woman's birthday but not her age. Besides, as everyone knows, it's in the natural order that women lie about their age and men lie about their height.

What the First Lady should have

said to Chris Wallace was: "It's none of your damned business!"

It's obvious that Nancy Reagan is a powerful force in the Reagan administration. She's hardly the first president's wife in history to make her presence known. Harry Truman once said he never made any decisions as president without consulting Bess. Why is anyone surprised that Nancy has a lot of clout?

But her critics dismiss what Nancy Reagan is doing — her anti-drug program, for instance — as "public relations," as though it were a bad word. Well, of course it's public relations — there are public relations experts on the White House staff and they do their job well. When you're in the public eye and you do something good for people and it's written about — there'll always be cynics who sniff and call it "public relations." But they're wrong in thinking that public relations is a bad word. It isn't. It can be a very good word.

"I think I'm aware of those who are trying to take advantage of my husband, to end-run him, to use him," Nancy Reagan says. "All my little antennae are alert."

Is there anything wrong with that?

By HELEN THOMAS UPI White House Reporter

WASHINGTON (UPI) President Reagan made the tough decision to forgo his Fourth of July vacation at his California ranch to remain at the White House in close touch with the Beirut hostage crisis.

As much as all administrations like to point out that the White House is wherever the president is, it does not quite work out that way. Despite sophisticated communications, the isolation of a president during a time of crisis does not quite work.

The facilities are now such at the ranch that he can have all of his top diplomatic and military advisers flying to the mountaintop to confer with him when face-to-face gatherings at the White House are possible and much more feasible.

If the hostage dilemma is resolved and the Americans are returned home, Reagan still could head for his vacation retreat where he likes to unwind, ride horses and chop wood. But none of those activities would have looked too good while the fate of the hostages is still uncertain.

✓ Image conscious Nancy Reagan apparently was persuasive in urging cancellation of the California trip.

— Dewey Roussel, the 87-year-old mother of deputy White House press secretary Peter Roussel, flew for the first time in her life, and on Air Force One at that.

Her comment: "I don't have much to lose if the plane goes down."

Mrs. Roussel, a former newspaperwoman who lives in Houston, Texas, not only rode in the president's plane. She also got to see the Oval Office, all in one day.

The president greeted her on the plane and signed his autograph, saying: "I'm glad you took your first flight with us."

✓ — Nancy Reagan refused to review the documentary program broadcast by NBC-TV on her life, saying: "Gosh it's hard making a judgment."

But she did add, "I hope people enjoyed it."

NBC's Chris Wallace, who interviewed her, had access to places where the Reagans live but reporters are never allowed to go.

The film captured her influential presence in the White House and the fact that Reagan's top staffers know they also must account to her if they try to make end runs around the president.

— Reporters were held back by Secret Service and Kennedy aides when they tried to interview recently released Beirut Hostage Arthur Targotsidid of Brockton, Mass., during a fund-raiser for the JFK Library at the home of Sen. Edward Kennedy, D-Mass., with President Reagan on hand. The reporters also were held at a distance during the festivities that evoked memories of the past, particularly with the presence of Jacqueline Kennedy Onassis, the former first lady who makes rare appearances in Washington and turns down all invitations to the White House.

Members of the White House press corps are looking forward to reading the forthcoming memoirs of ABC-TV's Sam Donaldson.

Donaldson catapulted to television fame when he began covering the White House during the Carter administration and stayed on in the Reagan years.

continued...

Sorry, Nancy Reagan refuses to review this week's (N-B-C) network T-V documentary her life. In her words, "Gosh it's hard making a judgment." But she does say she hopes people enjoyed it. The story captured the First Lady's influential presence in the White House and the fact that Reagan's top staffers know they also must account to Nancy if they try to make end runs around the president.

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Hollywood, CA
(Los Angeles Co.)
Hollywood Variety
(Cir. D. 19,000)

JUN 26 1985

Just for Variety

By ARMY ARCHERD

* * *

Nancy Reagan was "happy" with NBC's Monday p.m. special, said stepson Mike Reagan, who spoke with her yesterday. Mike also told of his recent "Capitol" doings — he read for John Conboy's CBS series with Al Onorato and Jan Glaser, has a shot at a regular spot. Reagan's serious about his acting career and studies with Rick Walters. "I just want a chance to get to bat," says Mike, adding, "I wonder what Ted Turner would think if CBS signed a Reagan to a contract?" . .



Don Freeman

...Point of View

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Chris nodded. But he was flustered. I cheered for Nancy.

THE GUY IS OBVIOUSLY no gentleman. There's an old definition that a gentleman is a man who remembers a woman's birthday but not her age. Besides, as everyone knows, it's in the natural order that women lie about their age and men lie about their height.

What the First Lady should have said to Chris Wallace was: "It's none of your damned business!"

It's obvious that Nancy Reagan is a powerful force in the Reagan administration. She's hardly the first President's wife in history to make her presence known. Harry Truman once said he never made any decisions as president without consulting Bess. Why is anyone surprised that Nancy has a lot of clout?

But her critics dismiss what Nancy Reagan is doing — her anti-drug program, for instance — as "public relations," as though it were a bad word. Well, of course it's public relations — there are public relations experts on the White House staff and they do their job well. When you're in the public eye and you do something good for people and it's written about — there'll always be cynics who sniff and call it "public relations." But they're wrong in thinking that public relations is a bad word. It isn't. It can be a very good word.

"I think I'm aware of those who are trying to take advantage of my husband, to end-run him, to use him," Nancy Reagan says. "All my little antennae are alert."

Is there anything wrong with that?

Sneed, Lavin & O'Malley

INC.



Faces and places . . .

It's obvious that somebody spooked the Cubs, but who knew it was John Gacy? The infamous Gacy is a big Cubs fan who followed the team closely at Menard Correctional Center until his TV broke. The day he got his TV back was the day the Cubs went into their nose-dive. . . . Has anybody noticed how much Ron Howard and Ted Turner look alike? . . . What would the New York papers have to write about these dog days if it weren't for Chicago actors? Glenne Headly, wife of John Malkovich, is the latest to be profiled by the New York Times. After working with her husband in "Coyote Ugly" and now in "Arms and the Man," both of which he directed, she says, "We argue so much we've both said that after



Shields

this show, we'll hold off on working together for a while. But I don't know if we mean it." . . . Has anybody noticed how much the Reagans are starting to look like the Carters? For all intents and purposes, President Reagan is following former President Jimmy Carter's lead in handling the hostage crisis, and Nancy Reagan has finally admitted she's as powerful a little helpmate as Rosalynn Carter ever was. After 4½ years of denying it, she came out of the closet Monday night in her interview with NBC-TV's Chris Wallace and revealed how much influence she wields and how she has for the last 15 years. If you were wondering why Wallace was nicey-nicey to Mrs. Reagan, perhaps it's because his father, Mike, and Nancy are old, old friends. . . . Making a case for censorship: Remember back in 1981 when photographer Garry Gross won the right to own and display photos of a nude 10-year-old Brooke Shields that he had taken? Well, a 4-by-5-foot blow-up of one of his shots of Brooke, titled "The Woman in the Child," goes on "exhibit" at New York's Limelight disco this week. There's a special admission price of \$15.

Press Intelligence, Inc.
WASHINGTON, D.C. 20005

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CODY, WYOMING
ENTERPRISE

WEEKLY--5,500

JUN 26 1989

Banter

by Beverly Robertson



First Lady improves reputation

FOR THE MOST PART I enjoyed the Chris Wallace interview of Mrs. Reagan on television the other night.

Her struggle in controlling her emotions when she spoke of the death of her stepfather and mother probably gained her a lot of admirers. Just about anyone could identify with her in that respect.

Her admission that she wanted to be liked was something else that she had in common with her viewers. The criticism that she began her term as first lady like she was a reigning queen was dispelled as the interview progressed. If it was a planned campaign, it was a success.

And when her son, Ronnie, told how his mother had a goal of family unity that he seemed to think was slightly unreal, I found myself thinking, she wasn't so far off base. Maybe because I'm a mom too.

On the other side of the coin, I think it's demeaning for a woman of her stature to be coy about admitting her age. I was surprised to learn she's as young as she is and denying or giving evasive answers about a difference of two years struck me as very petty.

Who cares anyway?

PRESERVATION COPY

Having a Man Around the House

THIS WEEK a pair of interesting programs deal with a problem shared by four men and one woman, each of whom stands in the shadow of a famous spouse.

Last night's NBC Report on our first lady, Nancy Reagan, demonstrated that she has found her own light and is running well on her own. The flip side of this problem, tonight's "Public Women, Private Men," takes a look at four men who have married performing women — Marie Osmond, Barbara Mandrell, model Kim Alexis and pop singer Juice Newton — and managed to keep their sanity (8 p.m., Channel 5).

Last night's TV report on the first lady was a frank and flattering portrait of Mrs. Reagan that no one could quarrel with. CBS and reporter Chris Wallace tried to find some major flaw in her personality and obviously gave up.

Wallace was forced to dredge up some of the accusations of the past

Finding nothing of current aggravation in this interesting and attractive woman, Wallace was forced to dredge up some of the aggravations of the past — all of them minus the dinner plates, the decoration and the dresses that seemed extravagant to reporters in the first years of the administration.

Most of that criticism was political. The complainers of 1981 could have been silenced with this simple question:

Would you deny the right of all those working people to make a living — the seamstresses, the upholsterers, the paper-hangers, the painters, the furriers and the rest? The real crime is to leave the money in the bank, doing nothing. As Wallace observed, most of the work was financed by private donations anyway.

I have always had a personal hunch that most Americans want the White House to be the most beautiful home in the nation and the first lady to be the best dressed woman on earth. And hurray for that.

Fortunately, all of this is now behind Mrs. Reagan as her husband steps into his second term and she steps out on her own. Not unexpectedly, the Reagan children were the most candid in their appraisals.

"She's a very shrewd judge of character and has a bloodhound's instinct for people's hidden agendas," observed son Ron. "The bottom line for my mom is whether a person is hurting my father or helping him. And once she comes down on one side or the other, she becomes either a powerful ally or an enemy you don't want to have."

Even son Michael — who is generally conceded to be the mouse in the family punch bowl — acted in a complimentary and grown-up manner for the CBS cameras.

What appeared to be an end run by feminist Betty Freidan was headed off neatly by Maureen Reagan:

"Any feminist who thinks that Nancy Reagan is a bad role model isn't a feminist and could never be considered one," said Maureen. "Feminism is a choice to be what you CAN be and to be able to make that choice for yourself."

It is apparent that America's first lady has done precisely that, and done it with style.

TONIGHT'S GROUP W report, "Public Women, Private Men," is a look at the men behind the thrones of four performing women and how they cope with their wife's money and their own anonymity.

The men are anything but wimps. Instead, they are four of the most independent and sensible men you are apt to encounter this week on the tube. What might have been a comedy piece turns out to be a surprisingly good manual for all married people, regardless of celebrity status or who calls the shots at hearthside.

San Francisco Chronicle

38 **

6/25/85

TERRENCE O'FLAHERTY



Barbara Mandrell

THE ARIZONA REPUBLIC

Leisure & Arts

Short takes

Monday, June 24, 1985

WHAT'S HAPPENING

TODAY — Profile of a First Lady (9 p.m., Channel 12) —
In an hourlong report, Nancy Reagan emerges as a tough-minded and assertive woman, one who is an ever-growing center of influence in the White House and a power to be reckoned with in her own right. Tom Brokaw hosts.



Reagan

WTBS looks at earth from space; NBC special profiles Nancy Reagan

A look at the earth from outside the normal perspective is provided tonight on the third **World of Audubon** special on WTBS, the Atlanta cable channel.

The program, scheduled for 7:05 p.m., will include spectacular footage shot from the various space shuttle missions and also will include interviews with astronauts Sally Ride and Bruce McCandless. Ride and McCandless will express their views about seeing the earth from space and will describe ways in which the space program is helping in the effort to preserve the planet's environment.

Other segments will include a look at efforts to preserve the California condor and the peregrine falcon and a look at the Florida Everglades, home to more than 30 of the world's endangered species.

Singer Carole King will discuss conservation efforts in Idaho, a state whose massive wilderness areas are being threatened by land developers. A sequence shot in Texas will cover the Species Survival Program in which ranchers and zoos have joined to raise rare animals. The program has been so successful the ranchers now are able to export rare animals back to Africa to replenish herds of zebra and antelope.

The program also will look at the career of John James Audubon, whose dazzling paintings of American birds awakened an awareness of the need to protect the environment.

★ ★ ★

An hour-long profile of Mrs. Nancy Reagan, wife of the president, will be carried at 9 p.m. by NBC and KARK-TV, Channel 4. "The First Lady, Nancy Reagan," with Chris Wallace as the interviewer, will cover her public and private roles.

In a series of interviews conducted over a period of months at the White House, the Reagans' retreat in California and the presidential retreat at Camp David, Mrs. Reagan says that, although she once preferred to remain in the background, she has begun to assume a more active role in her husband's administration.

At one point she admits she keeps a close eye on the people who work for her husband, saying,



Nancy Reagan embraces her dog, 9 p.m., Ch. 4.

Today on TV

Paul Johnson

Gazette Staff

"I think I'm aware of people who are trying to take advantage of my husband, who are trying to end-run my husband, lots of times, who are trying to use him." Asked what she does about this, she says, "I try to stop it." Reagan confidants such as Michael Deaver, Ed Rollins, Lyn Nofziger and Stu Spencer are interviewed about their views of Mrs. Reagan. Ronald Reagan Jr., Michael Reagan and Maureen Reagan also are interviewed.

★ ★ ★

Twenty-seven hours of coverage of the Wimbledon tennis tournament will commence at 4 p.m. on the Home Box Office pay cable channel.

HBO will present taped, same-day coverage of the midweek action at the tournament, a supple-

ment to NBC's weekend coverage of the prestigious event.

Today's three-hour telecast will start the HBO coverage, which will feature announcers Barry Tompkins, Barry MacKay, Arthur Ashe, Billie Jean King and Larry Merchant. The weekday coverage will continue each day through Friday at 4 p.m., with three hours of tennis each day. Matches will be featured on the two main show courts, center court and court 1. There will be additional coverage from other courts as necessary.

★ ★ ★

A collection of some of the sappiest movies ever committed to celluloid will be presented this week by KLRT, Channel 16, as its "Wild Water Movies" festival.

The halfwitted flicks will include "Beach Party" with Annette Funicello and Frankie Avalon at 8 p.m.; "Bikini Beach" Tuesday night; "How to Stuff a Wild Bikini" Wednesday night; "Muscle Beach Party" Thursday night, and "Beach Blanket Bingo" Friday night.

10f2

Press Intelligence, Inc.
WASHINGTON, D.C. 20005

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BALTIMORE, MD.
NEWS-AMERICAN

EVENING - 149,854
SUNDAY - 226,591

JUN 24 1985

TV TONIGHT



A NEW DEAL FOR NANCY: In October 1983, Nancy Reagan talked on the phone with parents of young drug abusers. On TV tonight, she talks about her campaign against drugs, the single most important factor in restructuring her public image, as well as about "growing up" in the White House.

UPI

NBC plays 'hail to the chief's wife'

By Joan Hanauer
United Press International

NEW YORK — Few first ladies have had such a rocky start as Nancy Reagan, but these days she does even better than her husband in the popularity polls.

It's hard to believe the soft-spoken woman with the warm, wry glance that Chris Wallace interviews on the NBC News Special, "The First Lady, Nancy Reagan" — to air tonight from 10 to 11 — began her stay in the White House as "Queen Nancy" amid criticism of her expensive lifestyle and charges of insensitivity.

Wallace said that in late 1981 White House pollster Richard Wirthlin and Reagan aide Michael Deaver began working out a plan to change her image.

"We felt, at least I did, that if the real Nancy Reagan became better known, she would be much better liked, that she would provide some political leverage and some strong support to the presidency," Wirthlin said.

The single most important factor in restructuring Mrs. Reagan's public image — and perhaps her private image of herself — was her campaign against drug abuse.

Since 1982 she has traveled 70,000 miles and visited 44 cities, preaching that parents must help their children resist drugs — and the number of anti-drug parents groups has grown from 300 to 8,000.

Mrs. Reagan no longer is content to remain in the background — Wallace says she has discovered power, and discovered that she likes it. She has two prerequisites to power — access to the president and influence with him.

"She has as much clout as she wants to," said Edward Rollins, assistant to the president for political and governmental affairs. "I think if she wants to weigh in on something, it certainly becomes the focus of his agenda, and certainly can become the focus of a lot of other attention around the White House."

Her son, Ron Reagan, said: "She's a very shrewd judge of character and has a real sort of bloodhound's instinct for people's hidden agendas. The bottom line

for my mom is, is this person hurting my father or helping him?"

She is said to have been a major figure in helping push Alexander Haig and William Clark out of the Cabinet and in helping Deaver and James Baker gain control of the first-term White House staff. She has generally sided with moderates over hard-line conservatives, reflecting her interest in victory for her husband, rather than for ideology.

She told Wallace she would like to see Reagan and Soviet Premier Mikhail Gorbachev meet.

"It would be nice if there were a meeting where the two men could just sit and talk, just talk, just to have a, get a feel of each other. That would be a good idea, but I'm not talking a summit. I think a meeting should come first."

Wouldn't a meeting of the two heads of state constitute a summit?

"Well, a summit, as I understand a summit, is where you have an agenda and you have things, specific things, you're going to talk about."

In the show she talks movingly of her childhood — her often absent but beloved actress mother, the father with whom relations were strained, and her stepfather, who died in 1982. Even now, her eyes fill with tears and her voice becomes husky when she talks of his death.

She acknowledges that the last four years have changed her.

"I don't know how you could help but ... grow," she said. "You're exposed to so many different things, and so many different people, so many different experiences. I mean, in a way, even the negative things that all happened in the beginning were probably part of a growth process, you know?"

Polls show Mrs. Reagan currently is rated second in popularity only to Jacqueline Kennedy among the last six first ladies, starting with Bess Truman. Of that, she said, "I hope they like me. But I think it's been a process of getting to know me and that took a long time."

BALTIMORE, MD.

SUN

M - 183,188

E - 167,721

S - 377,183

JUN 24 1985

TELEVISION REVIEW



United Press International

First Lady Nancy Reagan plays with her dog, Lucky.

'First Lady' on NBC has its good and 'soft' points

By Bill Carter
Sun TV Critic

Is this really the right time for an hour-long documentary on the First Ladyship of Nancy Reagan?

NBC surely thought it was a good idea back when it was planning "The First Lady, Nancy Reagan," a news special on Channel 2 tonight at 10. This could be one of those "soft" documentaries, the kind that are getting made by the networks more and more these days because people tend to watch them (and to stay away from hard-edged news documentaries).

But the timing hasn't been too good. Coming on the heels of more than a week's worth of hard news stories breaking almost daily, this show threatens to slide down a category from "soft" to "frivolous."

"The First Lady" might not seem so utterly unconvincing if it weren't such an overflowing bouquet to Nancy Reagan. NBC will tell you that it's not, or at least that it wasn't intended to be. Chris Wallace, the reporter on the documentary, said in a recent interview that the purpose of the film was to examine the real Nancy Reagan, who she is and what her place in history might be. He felt it was a significant achievement that the show "gets her to admit she's a key player in her husband's administration."

But the result is what can only be called an affectionate portrait. Wallace never lays a glove on Nancy, never really seems to penetrate the official exterior to find the real person underneath. Maybe that was an

See CARTER, 3B, Col. 3

PERFORMANCE

'First Lady' tiptoes its way past 'real' Nancy

CARTER, from 1B

impossible task, and what he got was as good as anyone could get in profiling this intensely public woman.

In that case, maybe NBC shouldn't have done an hour documentary at all. You can certainly make a case that this a legitimate news subject, examining the role of the person closest to the President of the United States. But it looks far more like a segment of a magazine show, one of those famous "60 Minutes" profiles, for example, than a true documentary. That's where a piece like this really belongs; but of course, NBC doesn't have a magazine show at the moment.

Wallace and NBC provide a few insights, take a couple of supposedly intimate looks (how intimate can they be when people are constantly aware a camera is on them?) at the Reagans' private lives, talk to administration officials who all agree this is a woman of substance and influence (What else were they going to say? She's a dodo?)

But the outcome is more or less predetermined: Nancy Reagan will come across as a wonderful wife and a great American. For an hour she comes across this way.

Wallace does take us back to those dark days early in the Reagan presidency when Nancy was stumbling along, unsure of herself and her role because she just didn't know if everyone liked her or not. There's mention of the bad timing that affected her popularity back when the White House was delivered

all that expensive new china at the same time the administration was backing an official policy to have catsup declared a vegetable in school lunches. There are references to her being called nasty things back in those days, like Queen Nancy.

Wallace points out how self-conscious this made Mrs. Reagan, to the point where she couldn't even discuss with a friend what outfit she would be wearing for a dinner with Margaret Thatcher. (In one scene cameras catch her doing just that. She just gets the name Bill Blass out when she notices the camera and shuts down the conversation.)

These were the problems Nancy Reagan had to overcome, we are told, and then we learn how she persevered and did just that. She got more active, she involved herself in a very public project to fight drug abuse by children, she deflected criticism for extravagance by dropping in some well-timed gag lines. She just did it all.

And now she is a formidable woman, confident, mindful of her own place in history. Because she knows people like her now.

That's about what this documentary has to say.

Wallace, whose habit of shouting his delivery is a constant distraction, does press Mrs. Reagan on such newsworthy questions as whether she really has power, whether she really played a major role in the ouster of some Cabinet foes, and the especially critical matter of just how old she really is.

PRESERVATION COPY

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BALTIMORE, MD.

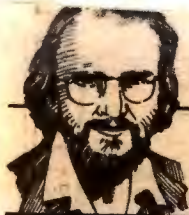
SUN

M - 183,188

E - 167,721

S - 377,183

JUN 24 1989



Television

**Michael
Hill**

A fine show on Nancy despite its contradictions

You're used to seeing Chris Wallace standing in front of the White House for NBC news, that natural incredulity he inherited from his father Mike dominating his dramatic voice as he nails some world leader or another.

But, you're probably not used to seeing him sitting on a couch with Nancy Reagan, using all those journalistic wiles to get the First Lady to say if she was born in 1921, as her official biography read after Hollywood got through with it, or 1923, as the official records say.

"I haven't decided yet," Nancy says coyly and bad boy Chris is reduced to meekly acknowledging that that's a pretty good answer.

That exchange sums up the contradiction that plagues what is essentially a fine documentary. "The First Lady: Nancy Reagan" runs at 10 o'clock tonight on Channel 2 (WMAR).

For one thing, Nancy Reagan's story is quite interesting. Virtually abandoned by her parents, she was raised by an aunt and uncle in Maryland, until her mother remarried when Nancy was 7. The man she married, Royal Davis, adopted her and probably had more influence on her life than anyone else.

He gave Nancy the good life and, in 1943 she graduated from Smith College and set out for Hollywood. There she had a pretty fair career, starring in a number of films of varying quality.

"I think the film clips we included are actually pretty important," Wallace said in a recent interview in Los Angeles. "They show that she was a pretty fine actress so that she gave up a lot when she dedicated herself to Ronald Reagan's career."

(By the way, there's also a brief clip of Reagan. You can judge for yourself what he gave up.)

They married in 1952 and from then on, Ronnie came first. Indeed, several people comment in the documentary that if it weren't for Nancy, Reagan wouldn't be president, that she wanted it for him more than he wanted it for himself.

And, by most accounts, Ronnie still comes first as Nancy is said to be a tough defender of the President's turf, virtually the personnel officer of the White House, deciding, as her son Ronnie puts it, who is for the president and who is against him, supporting the former and going after the latter.

"I think there are two very good stories here," Wallace said. "First, the untold story of the woman's very substantial role in the personnel and policy of the United States government.

"And second, the very interesting human story of a woman to take a real beating when she came to D.C., but has been able to turn that around."

To tell the story Wallace and his NBC crew were granted unprecedented access to the First Family including filmed interview sessions at the California ranch and at Camp David.

Through these interviews and the comments of a variety of present and former White House workers, Wallace does a creditable job of telling his two stories. There is no doubt that this woman's saavy attempts to keep her husband's image polished and popularity peaked make her one of the most powerful people in the country.

The problem is that Wallace cannot treat her like one of the most important people in the country. He must treat her like the First Lady. That doesn't mean he has to fawn and bow and scrape, and Wallace doesn't.

But it does mean that Wallace must feel a victory when he gets her to admit that she looks out for her husband's welfare, a small admission given the fact that she goes on to deny any involvement in specific policy or personnel moves. It also means that he must accept cute answers like "I haven't decided yet" with grace.

The documentary does clearly establish the successful image-altering process that has changed the public's perception of Nancy's style from china-buysing royalty to down-to-earth drug abuse fighter, while apparently making few alterations to her substance.

The problem is that the contradiction of establishing that the First Lady is a powerful national figure but not being able to question her as such means that it's almost impossible for Wallace and his documentary not to be part of that image-altering process.

Certainly "The First Lady, Nancy Reagan" is that or else she would never have agreed to do it. But there is more than enough information here about the way our country is run to make it a worthwhile hour.

BROOKLYN, MASS.
ENTERPRISE

EVENING - 60,503
SUNDAY - 59,160

JUN 24 1985

Portrait of a First Lady

Documentary takes affectionate look at Nancy Reagan

By Bill Carter
THE BALTIMORE SUN

Is this really the right time for an hour-long documentary on the First Ladyship of Nancy Reagan?

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But the result is what can only be called an affectionate portrait. Wallace never lays a glove on Nancy, never really seems to penetrate the official exterior to find the real person underneath. Maybe that was an impossible task, and what he got was as good as anyone could get in profiling this intensely public woman.

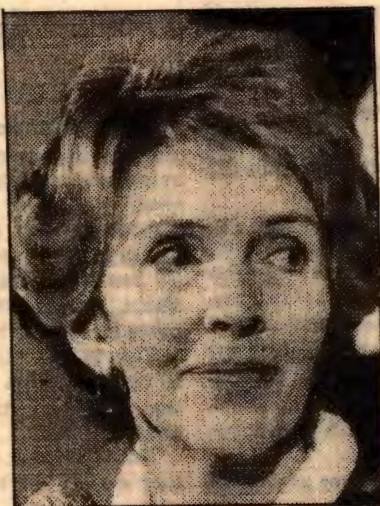
In that case, maybe NBC shouldn't have done an hour documentary at all. You can certainly make a case that this a legitimate news subject, examining the role of the person closest to the President of the United States.

But it looks far more like a segment of a magazine show, one of those famous "60 Minutes" profiles, for example, than a true documentary. That's where a piece like this really belongs; but of course, NBC doesn't have a magazine show at the moment.

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But the outcome is more or less predetermined: Nancy Reagan will come across as a wonderful wife and a great American. For an hour she comes across this way.

Wallace does take us back to those dark days early in the Rea-



THE ASSOCIATED PRESS

"The First Lady," airing tonight on NBC, is a tribute to Nancy Reagan.

gan presidency when Nancy was stumbling along, unsure of herself and her role because she just didn't know if everyone liked her or not. There's mention of the bad timing that affected her popularity back when the White House was delivered all that expensive new china at the same time the administration was backing an official policy to have catsup declared a vegetable in school lunches. There are references to her being called nasty things back in those days, like Queen Nancy.

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Wallace, whose habit of shouting his delivery is a constant distraction, does press Mrs. Reagan on such newsworthy questions as whether she really has power, whether she really played a major role in the ouster of some Cabinet foes, and the especially critical matter of just how old she really is. The major news that comes out of these stiff interrogations is:

That she does think she has some power because she stays "aware" of people who are trying to "end run" and "use" her husband, and when she sees this. "I try to stop it."

That she doesn't admit to forcing anyone out of the administration but some insiders say she helped push Alexander Haig and William Clark out the door.

That she "hasn't decided yet" how old she is.

This show is eminently watchable; there are some interesting things here about Nancy Reagan. But labeling it a news documentary is calling it something it is not.

This is a celebrity profile, People magazine journalism. News documentaries are completely different animals. Or at least they used to be.



On the Air/ By ALAN PERGAMENT

A Balanced Portrait of the First Lady

AS "READING RAINBOW" proves, starting this morning (10 o'clock Channel 17), kids can do the darndest things.

As Chris Wallace's portrait of first lady Nancy Reagan proves this evening (10 o'clock, Channel 2), so do first ladies.

Let's take first ladies first.

Wallace, who had the first TV interview with Mrs. Reagan after her husband's inauguration in 1981, spent a total of three hours interviewing the president and the first lady over five months to form the backbone of this documentary.

Besides those interviews, Wallace interviewed members of the first family and former and present members of the Reagan Cabinet.

Based on excerpts of the uncompleted hour, what emerges is an interesting and balanced piece that shows the first lady's sensitivity and vulnerability, as well as her determination to put her husband in the best light and her vindictiveness if things go wrong.

We are not talking about a Barbara Walters portrait here. This is a portrait of a savvy woman who apparently has even more influence on the president than many people have acknowledged.

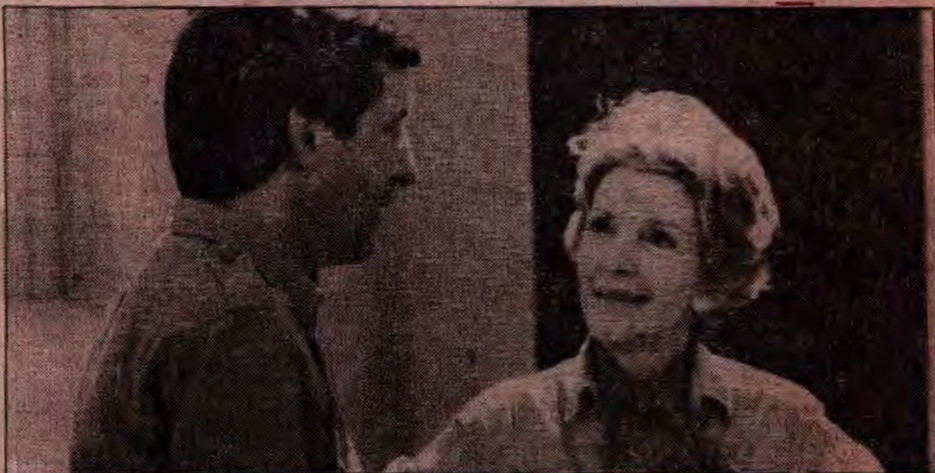
The first lady has sometimes appeared in public as an aloof, calculating woman almost devoid of emotion.

By far the most touching moment of the hour occurs when Mrs. Reagan discusses the influence of her stepfather's life on her and the pain of his death. She cries but quickly composes herself.

THE FOOTAGE of Mrs. Reagan's acting career gives the hour a needed pause for entertainment that helps make this documentary even more watchable. The footage shows that Mrs. Reagan was a good actress who wasn't immune to making some bad films.

The big question is why Mrs. Reagan decided to allow the American public to see this portrait of her now.

"I'll only give you a guess," Wallace said in an interview in Los Angeles. "The last election is over, and that has been a liberating factor for her. Secondly, she is popular, and that has made



First lady Nancy Reagan talks with Chris Wallace in Santa Barbara.

her more secure. She says, "I'm better when people like me." "

"She's the First Lady to understand who she is and what her life and background are, and she wanted people to understand what an important role she has had with Ronald Reagan's career and Ronald Reagan in the White House. I think she is beginning to think a little bit about her place in history.

"SHE'S AN extremely complicated person," Wallace said. "She was more powerful and tougher than I believed. On the other hand, she's more vulnerable and warmer than I believed her to be. She also has all kinds of defense mechanisms."

Wallace acknowledged that Mrs. Reagan likes him, and that didn't hurt in getting the interview. He also said it didn't prevent him from being aggressive.

"She likes me, but she has other favorites. I'm not alone. We were the first people who suggested, 'Let's do a documentary,' and it's a pretty attractive offer and obviously an offer she couldn't refuse."

Mrs. Reagan, however, could refuse to answer one of Wallace's questions definitively. There was the question of age, a subject that always seems to pop up with the Reagans.

Wallace wanted to know if the first lady had indeed fudged her age in Hollywood and is two years older than she says she is. Mrs. Reagan gives a non-denial denial.

"She gave a wonderful, disarming answer," Wallace said. "I didn't know she'd have such a good answer."

From the hour, you might even conclude that Mrs. Reagan has more good answers than the president.

NOW, BACK to the kids.

"Reading Rainbow," the PBS reading series co-produced by Channel 17, returned to the schedule this morning for its third season. The show is repeated again at 5:30 weekdays.

"Reading Rainbow," which is targeted for children between ages 5 and 8, features a children's book narrated by a famous actor or actress. With host LeVar Burton, the series has five new episodes this season. One of the shows, "Hill of Fire," includes some spectacular footage of an active volcano erupting in Hawaii.

The star of that show, however, is Liam McAllister of Orchard Park, who is one of three Buffalo-area schoolchildren who get to review a book in that popular segment of the show.

The 100 TV critics who watched the volcano show in Phoenix obviously enjoyed McAllister's entertaining review and his inventive flip book as much as the volcano footage.

Dr. Twila Liggett, executive producer of the series, says a fourth season of five new episodes is assured and adds that she's hoping to get a 3-year commitment so the series eventually can have a total of 60 shows to run for 12 weeks of the summer. The series currently has 25 episodes.

"Reading Rainbow" is the kind of ageless and educational series that should run on PBS as long as "Sesame Street."

Years from now, I suspect I'll be doing a whatever happened to Liam McAllister story.



On the Air/ By ALAN PERGAMENT

A Balanced Portrait of the First Lady

AS "READING RAINBOW" proves, starting this morning (10 o'clock Channel 17), kids can do the darndest things.

As Chris Wallace's portrait of first lady Nancy Reagan proves this evening (10 o'clock, Channel 2), so do first ladies.

Let's take first ladies first.

Wallace, who had the first TV interview with Mrs. Reagan after her husband's inauguration in 1981, spent a total of three hours interviewing the president and the first lady over five months to form the backbone of this documentary.

Besides those interviews, Wallace interviewed members of the first family and former and present members of the Reagan Cabinet.

Based on excerpts of the uncompleted hour, what emerges is an interesting and balanced piece that shows the first lady's sensitivity and vulnerability, as well as her determination to put her husband in the best light and her vindictiveness if things go wrong.

We are not talking about a Barbara Walters portrait here. This is a portrait of a savvy woman who apparently has even more influence on the president than many people have acknowledged.

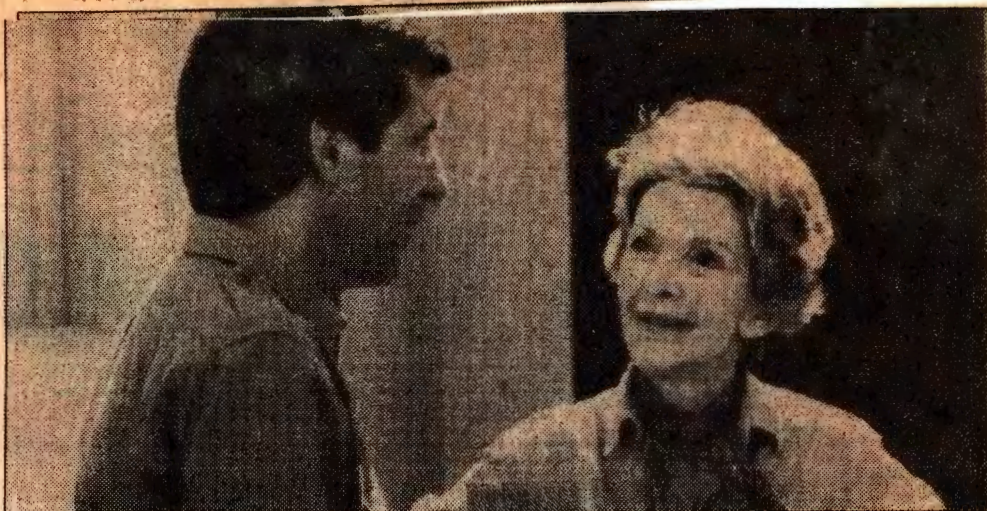
The first lady has sometimes appeared in public as an aloof, calculating woman almost devoid of emotion.

By far the most touching moment of the hour occurs when Mrs. Reagan discusses the influence of her stepfather's life on her and the pain of his death. She cries but quickly composes herself.

THE FOOTAGE of Mrs. Reagan's acting career gives the hour a needed pause for entertainment that helps make this documentary even more watchable. The footage shows that Mrs. Reagan was a good actress who wasn't immune to making some bad films.

The big question is why Mrs. Reagan decided to allow the American public to see this portrait of her now.

"I'll only give you a guess," Wallace said in an interview in Los Angeles. "The last election is over, and that has been a liberating factor for her. Secondly, she is popular, and that has made



First lady Nancy Reagan talks with Chris Wallace in Santa Barbara.

her more secure. She says, "I'm better when people like me."

"She's the First Lady to understand who she is and what her life and background are, and she wanted people to understand what an important role she has had with Ronald Reagan's career and Ronald Reagan in the White House. I think she is beginning to think a little bit about her place in history.

"**SHE'S AN** extremely complicated person," Wallace said. "She was more powerful and tougher than I believed. On the other hand, she's more vulnerable and warmer than I believed her to be. She also has all kinds of defense mechanisms."

Wallace acknowledged that Mrs. Reagan likes him, and that didn't hurt in getting the interview. He also said it didn't prevent him from being aggressive.

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Press Intelligence, Inc.

WASHINGTON, D.C. 20005

Front Page	Edit Page	Other Page
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BUFFALO, N.Y.
NEWS

D - 320,000
C - 370,000

JUN 24 1989

CHICAGO, ILLINOIS
SUN-TIMES

M - 651,579
S - 677,681

JUN 24 1985

NBC special paints appealing portrait of Nancy Reagan

TELEVISION

By Daniel Ruth

We've never quite figured out what to do with first ladies. We don't like them too strong-willed like Rosalynn Carter. Neither do we like them too demur like Pat Nixon.

We like them to have causes like Lady Bird Johnson's crusade for shrubs. But we don't like the cause to be too much of a cause, like Betty Ford's campaigning for the ERA.

And then there is Nancy Reagan, known at various times as Queen Nancy, the Evita of Bel Air, a brilliant campaign strategist, the one enemy you don't want to have, and always the first lady.

Tonight, NBC examines her life, her power, her popularity and her image in an intriguing documentary anchored by reporter Chris Wallace, over WMAQ-Channel 5 at 9.

There are basically two reasons for this special. First, Nancy Reagan is a fascinating national figure, who stumbled on the public relations doormat on her way into White House but rebounded to achieve a new respect.

Second, Americans have always regarded the presidency as the closest thing to royalty we have. We remain curious about the lives of the president and his family.

In Nancy Reagan, Wallace finds a little bit of many former first ladies. There is the strong-willed

The First Lady, Nancy Reagan

★★★

Anchor Chris Wallace
Produced by Bob Rogers, airs over
WMAQ-Channel 5 from 9 to 10 p.m.

political operative, whispering advice into her husband's ear and getting results—like Rosalynn Carter.

There is the elegant, upper-class savant, hostess to world leaders and determined to make the White House a decent place to live—like Jackie Kennedy.

There is the woman with the social consciousness, fighting for important issues, such as drug abuse—like Eleanor Roosevelt fought for the coal miners, Lady Bird Johnson for the environment and Betty Ford for the ERA.

By everyone's estimation, Nancy Reagan has power and isn't afraid to use it, Wallace reports, noting she played a major role in President Reagan's 1980 and 1984 elections, helped soften the administration's harsh anti-Soviet rhetoric and has been the prime mover in several White House personnel changes, from the firing of Secretary of State Alexander Haig, to the transfer of William Clark to the Interior Department.

With the start of President Reagan's first term in 1981, Nancy Reagan came under fire for her stylishness, the costly redecorating of the White House during a recession and her perceived aloofness and insensitivity.

But toward the end of the president's first term, Nancy Reagan emerged to confront her critics head on and take the lead on several social issues.

Today, her popularity rating has moved upward, Wallace notes of the woman many believe is more ambitious than her husband.

Nancy Reagan is seen at home, on the road and at the western White House in California as a doting wife, but thin-skinned to criticism. On camera she refuses to divulge her age, which is either 64 or 62.

Ultimately, this is a flattering portrait of Nancy Reagan, made more appealing by the inclusion of the rough edges too.

'First Lady, Nancy Reagan' renews TV tradition

It all started with a First Lady named Jacqueline Kennedy, a TV correspondent named Charles Collingwood and moving pictures of the living quarters at 1600 Pennsylvania Ave.

America's fascination with the woman who married the president probably goes back to Martha Washington, though she was never enjoined to answer pushy questions about those wooden teeth her husband, George, sported.

In the early 1960s, television caught up with Jackie Kennedy and stoked a nation's love affair with its youthful and attractive First Family. CBS-TV took us inside the presidential mansion, showed us the presidential dining-room table and listened as the First Lady talked, in that tiny voice, about her husband, the President of the United States.

A TV genre was born, and it's being revived at 9 p.m. Monday on NBC-Ch. 5. Chris Wallace, whose father, Mike, grew up in television with the aforementioned Collingwood, conducts "The First Lady, Nancy Reagan."

This NBC News special provides a measuring stick for just how far the business of First Ladying has come since America wondered what Bess Truman thought of Harry's language, and what Ike thought of Mamie Eisenhower's bangs.

Before Nancy Reagan's hour is complete, she has been assessed as a female role model, analyzed as a White House policymaker, critiqued as an actress and prodded with a touch of pop psychology. But NBC never lays a glove on her.

Like her predecessor in the White House, Rosalynn Carter, Mrs. Reagan has discovered that a

goodly number of slings and arrows have worked their way into the job description.

Nancy Reagan had more trouble during the first term of her husband's presidency than her husband. There were those \$5,000 gowns, and there was the \$800,000 collected from friends and admirers to spruce up the White House and there was \$200,000 worth of donated china hauled in a few days before the Reagan administration tried to have school-lunch catsup declared a vegetable.

And there was the perception that Ronald and Nancy Reagan didn't have any friends who didn't own at least one island.

It's clear from watching "The First Lady" that a conscious, organized White House effort was mounted to reform Nancy Reagan's image, to make her likable. Did Bess Truman ever have these problems?

White House pollster Richard Wirthlin tells Wallace, "the press took the White House china issue and made symbolic that this would be a regal presidency. And they used Nancy Reagan very much as that symbol."

Wirthlin and presidential aide Michael Deaver understood that the First Lady was becoming a political liability. And Wirthlin admits that near the end of 1981, he and Deaver sat down for a plateful of crisis management.

And, as Wallace tells it, the "new" Nancy Reagan was revealed just a few days later, at a political dinner in New York, when she offered a one-liner at her own expense.

"There's a postcard of me as a queen," said Mrs. Reagan. "I'd never wear a crown. It messes up your hair."

From that moment on, at least in the context of NBC's morality play, the book on Nancy Reagan changed. We all like her much better, don't we? Don't we?

Correspondent Wallace brandishes network polls that seem to indicate that America likes Nancy Reagan better than three-day weekends or soft ice cream. "In our new poll," Wallace breathlessly reports, "she rose to second place [in popularity among recent First Ladies], trailing only Jacqueline Kennedy."

Somehow, that seems altogether fitting. After 25 years in the public eye, the reality of Jacqueline Kennedy Onassis remains as much a mystery as it was on the morning John F. Kennedy was inaugurated.

Says Ron Reagan of his mother, "She's a very private person. She guards her privacy very jealously, and doesn't like intrusions into that privacy, and when they happen, her thin skin makes her react."

So is Nancy Reagan a nice woman, a friend to man, a credit to the Reagan presidency? "The First Lady" won't tell you, though it will offer you some orchestrated insight into her relationships with her husband, her children and her stepchildren.

Chris Wallace will show you, will prove to you, that the First Lady has the ear of the president. What he can't tell you is what Nancy Reagan has to say when her husband is listening.

CHICAGO, ILL.

TRIBUNE JUN 24 1985

M - 751,024

S - 1,116,403

'First Lady, Nancy Reagan

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Press Intelligence, Inc.
WASHINGTON, D.C. 20005

Front Page Edit Page Other Page

CINCINNATI, OHIO
POST

EVENING - 190.303

JUN 24 1985

The Cincinnati Post, Monday, June 24, 1985 7B

Television / Radio

First lady gets kid-glove treatment in 'documentary'

By Bill Carter
The Baltimore Sun

Is this really the right time for an hour-long documentary on the first ladyship of Nancy Reagan?

NBC surely thought it was a good idea back when it was planning "The First Lady, Nancy Reagan," a news special tonight at 10 (channels 5 and 23).

But the timing hasn't been too good. Coming on the heels of more than a week's worth of hard-news stories breaking almost daily, this show threatens to slide down a category, from "soft" to "frivolous."

"The First Lady" might not seem so utterly un compelling if it weren't such an overflowing bouquet to Nancy Reagan. NBC will tell you that it's not, or at least that it wasn't intended to be. White House correspondent Chris Wallace said in a recent interview that its purpose was to examine the real Nancy Reagan, who she is and what her place in history might be. He felt it was a significant achievement that the show "gets her to admit she's a key player in her hus-

TV review

band's administration."

But the result is what can only be called an affectionate portrait. Wallace never lays a glove on Nancy, never really seems to penetrate the official exterior to find the real person underneath. Maybe that was an impossible task; perhaps what he got was as good as anyone could get in profiling this intensely public woman.

In that case, maybe NBC shouldn't have done an hour documentary at all. You can certainly make a case that this is a legitimate news subject, examining the role of the person closest to the president of the United States. But it looks far more like a segment of a magazine show—one of those famous "60 Minutes" profiles, for example—than a true documentary. That's where a piece like this really belongs; but, of course, NBC doesn't have a magazine show at the moment.

Wallace and NBC provide a few insights, take a couple of



Chris Wallace interviews the Reagans on 'The First Lady, Nancy Reagan.'

supposedly intimate looks (how intimate can they be when people are constantly aware a camera is on them?) at the Reagans' private lives, talk to administration officials who all agree that this is a woman of substance and influence (What else were they going to say? She's a dodo?)

But the outcome is more or

less predetermined: Nancy Reagan will come across as a wonderful wife and a great American. For an hour she comes across this way.

Wallace does take us back to those dark days early in the Reagan presidency, when Nancy was stumbling along, unsure of herself and her role because she

just didn't know if everyone liked her or not. There's mention of the bad timing that affected her popularity back when the White House was delivered all that expensive new china at the same time the administration was backing an official policy to have catsup-declared a vegetable in school lunches.

There are references to her being called nasty things back in those days, like Queen Nancy.

Wallace points out how self-conscious this made Mrs. Reagan, to the point where she couldn't even discuss with a friend what outfit she would be wearing for a dinner with Margaret Thatcher. (In one scene, cameras catch her doing just that. She just gets the name Bill Blass out when she notices the camera and shuts down the conversation.)

These were the problems Nancy Reagan had to overcome, we are told, and then we learn how she persevered and did just that. She got more active, she involved herself in a very public project to fight drug abuse by children, she deflected criticism for extravagance by dropping in some well-timed gag lines. She just did it all.

And now she is a formidable woman, confident, mindful of her own place in history. Because she knows people like her now.

That's about what this documentary has to say.

(OHIO)
Monday, June 24, 1985/The Columbus Dispatch/7 B.

WASHINGTON, D.C. 20005

Front Page	Edit Page	Other Page

COLUMBUS, OHIO
DISPATCH

E - 200,141
S - 330,942

JUN 24 1985

RADIO & TV

Portrait of Nancy too sketchy

By David Jones
Dispatch Radio-TV Critic

NBC knew what it was doing when it decided to whip up a "Who is Nancy Reagan?" piece. The lure is definitely there.

Unarguably, there are plenty of preconceptions about the first lady that just about everyone wants to prove or disprove in their minds:

Does she really suffer from a foolish preoccupation with exorbitantly priced clothing and is she insensitive to the poor? Can she honestly be termed an "ice queen," unable or unwilling to open herself up to the press and, therefore, the public? How heavily do her opinions weigh with her husband, the most powerful man in the free world? Is the *Father Knows Best* family image she supposedly seeks simply a public relations facade?

There are other natural attractions for this program, not the least of which is Mrs. Reagan's surprisingly sudden rush of popularity after a slow start. In some national polls, she now holds a general approval rating exceeding that of President Reagan himself.

PERHAPS MOST important, summer is here and NBC is running out of prime-time cork to stuff in its late Monday slots that used to be filled by movies.

So, for one full hour tonight, NBC presents a *Special Report: Portrait of a First Lady*, reported by NBC newsmen Chris Wallace. Unfortunately, the product does not meet the demand.

A general warning: Do not expect any great revelations about the "inner" Nancy Reagan to come from this program. The most striking thing one learns is that, yes, she does seem to be quite a private person. Mrs. Reagan is ever ready to erect an invisible screen when the questions become too personal or pointed, and the Washington-based Wallace may have tried to skirt this wall so long that he is resigned to its impregnability. Barbara Walters he is not.

First Lady begins with an analysis of Mrs. Reagan's "power" over her husband. This segment comes away with largely unsubstantiated claims that she, indeed, enjoys great influence over presidential matters. Actually, the most concrete conclusion one can make is that Nancy Reagan acts as a warning alarm for the president, pointing out aides who she believes are not team players.

WE ARE told that she is a "tough enemy," but never hear from someone such as Alexander Haig or William Clark, both of whom, it is stated, Mrs. Reagan helped bounce from the cabinet.

As for the insensitivity issue, Mrs. Reagan is never really forced to confront it. As obnoxious as ABC's Walters can be, she would not have hesitated to ask, "Was it smart to buy \$5,000 dresses when the president was enacting his early budget cuts? And anyway, isn't it excessive?"

However irritating such direct questions may be, they can breed direct, intriguing answers that expose the fiber of a

JUN 24 1989

By Nancy McAlister
Television Editor

LOS ANGELES — When Nancy Reagan was a newcomer to Washington, she was dubbed "Queen Nancy" for her lavish clothes and \$800,000 redecoration of the White House.

The country was sliding into a recession and social programs were being cut. The timing was bad for any such extravagances, NBC correspondent Chris Wallace said.

"It made her look frivolous at the least, and insensitive at the worst," he told TV critics at the recent NBC

Nancy Reagan agrees to do

press preview in Los Angeles.

Today, the polls show that Mrs. Reagan is more popular, which has made her a more secure and confident first lady, Wallace said.

It's because of that new confidence that Wallace believes Mrs. Reagan allowed him and NBC News cameras to invade her personal life. The result is tonight's one-hour special *The First Lady, Nancy Reagan* (10 p.m., WJKS TV-17).

Wallace said his camera crew was the first one permitted in the presidential retreat at Camp David. Wallace conducted three hours of interviews with Mrs. Reagan either by herself or with the president. At Camp David, the couple are seen watching a movie, eating popcorn and holding hands.

The hour also includes interviews with the children, members of the White House inner circle and a few

who were pushed to the outside.

A key point is Mrs. Reagan's clout in White House personnel matters. After the first term, for example, some said that she wanted to purge the entire cabinet.

"There's no doubt in my mind she had a role in [Alexander] Haig leaving," Wallace said. While the president is described as a soft touch in hiring and firing, she's depicted as a tough infighter and protector.

TV special

"I think I'm aware of people who try to use him, and take advantage of him," she said. Wallace told reporters that because Reagan is so "remarkably passive" about staff problems, his wife has been happy to fill the vacuum.

Wallace said that the first lady's driving ambition has been largely responsible for her husband's political life.

Former presidential aide Lyn Nof-

ziger comments in the special, "I sometimes think that if there wasn't a Nancy Reagan, there wouldn't be a President Reagan."

Wallace told TV writers that Mrs. Reagan wishes others to know the role she played in her husband's career and currently plays in the White House.

Once the first lady agreed to the documentary, NBC News spent about a month negotiating with her staff. That led to no restrictions on reporting and what Wallace terms

(See NANCY, Page C-3)

Nancy Reagan has a few surprises

(From Page C-1)

"extraordinary access."

Besides exploring Mrs. Reagan's White House influence, the hour paints a picture of a woman with considerable insecurities. When Wallace presses her about the disparity in accounts of her life, she evades the question with, "haven't made up my mind yet."

Mrs. Reagan has scars left from her early years. She was raised by relatives after her father left the family and her mother pursued a career. She has difficulty talking about her natural father and describes one incident when he locked her in the closet after an argument.

Even today, "I can't stand a locked door," she says.

Those experiences have given her a desire for a close family, but in a family structure that is idealized. Son Ron Jr. describes her as a sensitive, private person but adds, "She can be a handful. I don't think I'd want her to be my boss."

One rare glimpse of Mrs. Reagan comes in a selection of her feature films shown as part of tonight's special.

"She was a pretty good actress," Wallace said. *Delcats of the Navy*, a film in which both Reagans appear, was omitted because everyone's tired of it, he said.

After spending parts of five months on this portrait, Wallace said he has come away with impressions of an extremely complicated person with a few surprises.

"She was more powerful and tougher than I thought but on the other hand more vulnerable and warmer than I thought. She has all kinds of defense mechanisms set up. She wants to be considered the best first lady ever — right up there with Eleanor Roosevelt."

HOME NEWS
NEW BRUNSWICK, NJ
D - 58,100
S - 73,500

JUN 24 1985

1-201-842-1616
GARDEN STATE PRESS
CLIPPING BUREAU

TODAY'S HIGHLIGHTS



An in-depth look into the private and public lives of America's First Lady, Nancy Reagan, will be broadcast tonight at 10 on NBC-TV. Here, the First Lady enjoys a laugh with correspondent Chris Wallace and the president.

Special examines role of First Lady

First Lady Nancy Reagan's private and public roles will be the focus of an NBC News special to be telecast today at 10 p.m. on NBC-TV.

NBC News White House correspondent Chris Wallace is the reporter for the program, which analyzes her influence and how she uses it.

The telecast is based on a series of interviews with Mrs. Reagan conducted by Wallace over a period of months in the White House living quarters, the Reagans' mountaintop California ranch and the presidential retreat at Camp David.

The First Lady admits she keeps a close eye on the people who work for her husband.

Wallace also talks with White House insiders such as Michael Deavers, former White House deputy chief of staff, and Ed Rollins as well as Reagan confidants Lyn Nofziger and Stu Spencer. Spencer says "she has power. You can get power in many ways, but two of them are access and leverage and she has access."

Mrs. Reagan talks about her early childhood loneliness, her sometimes difficult relations with her own children and her marriage.

Wallace also interviews Ronald Reagan Jr. and Mrs. Reagan's stepchildren, Michael and Maureen, as well as long-time family friends such as William F. Buckley.

A special week of broadcasts on the elderly starts today on "Best Talk in Town" at 11:30 a.m. on

Channel 11, WPIX.

Today, Jay Hamilton reports on the growing group of senior citizens who are taking a strong stand on issues of Medicare, Medicaid, housing and Social Security.

On Long Island a dedicated group of seniors is donating time to spend with foster and orphan children. Darren Weisenbach has the story of the Foster Grandparents Program.

Also planned for today is the "best talk" on how to choose a top nursing facility for the elderly and the facts on alternative living situations.

Coming up during the week are talks on Alzheimer's Disease, forced retirement, a New Jersey bill that sets strict standards for nursing home facilities in the state, taking care of elderly relatives as a family affair and the emotional strain families have when faced with decisions about caring for an elderly mother or father.

On Friday, an articulate group of seniors will discuss what it feels like to grow old and a visit will be made to a model home on Long Island that features aids for the elderly and handicapped.

"Reading Rainbow" and "Everybody Here" will begin broadcasting today on channel 13 and continue through Aug. 30.

"Reading Rainbow," which will be seen Monday through Friday at 10 a.m. and 5 p.m., is a 25-part series hosted by LeVar Burton. "Everybody Here," which airs Monday

through Friday at 10:30 a.m. and 5:30 p.m., celebrates the stories, songs, rhymes, jokes and games of many cultures.

The programs are in relation to the channel's Rainbow Express Club, the club designed to provide children aged 6 to 10 with quality book selections, related television programming and design activities throughout the year.

A new production of Tennessee Williams' "Cat on a Hot Tin Roof" will be shown today at 9 p.m. on American Playhouse on Channel 13.

The presentation stars Jessica Lange, Tommy Lee Jones, Rip Torn and Kim Stanley.

The program is produced by KCET/Los Angeles and was directed by Jack Hofsis.

The play was produced first on stage 30 years ago, winning the Pulitzer Prize and Drama Critics Award, and later was made into a film.

Grand Sumo Wrestling, the national sport of Japan, will debut in a one-hour special on the Madison Square Garden Network today at 8 p.m.

The program will show the Grand Sumo Tournament from Madison Square Garden, a three-day event. The tournament highlights top-ranking Rikishi (wrestlers) ranging in weight from 230 to 500 pounds. They are shown in open-handed battles of strength and spirit.

THE MARVIN KITMAN SHOW

A flattering portrait of the First Lady



Executive Producer

There is a very sympathetic portrait of Nancy Reagan tonight at 10 on NBC. The First Mommy, as she may be remembered in history, is examined in both her private and public roles in "The First Lady, Nancy Reagan," reported by Chris Wallace, the White House correspondent for NBC News.

The one-hour documentary tells us the story of the remarkable changes in the image of the First Lady. She began as a woman of elegance and eloquence, Queen Nancy I, as she was called in 1981 when she arrived in Washington with the royal family of California, Betsy Bloomingdale and the Annenbergs, and the other royals. She was a woman whose \$5,000 designer housedress shimmies captivated the press, who was converting the White House into a Versailles East, while the president was reducing spending for federal school lunches. "Let them eat ketchup," could have been the slogan during the period when the White House was advancing ketchup as a vegetable for school kids.

But something happened to Nancy Reagan's image during the second administration. She is now

known as a social activist. She has come out strongly against drugs for school kids. She travels widely, what the politicians call the Eleanor Roosevelt bit.

Her jobs originally were limited to showing the president where the flag was as they saluted, and mumbling under her breath words that the prompted president quickly repeated. She became known as the First Ventriloquist.

Once seen as the adoring wife in the background, she is now proving the theory that in front of every great woman there is a man being pushed. It's fascinating to see how they defer to her in the White House now. No more of the 95-pound weakling stuff. Even while talking about her favorably — and that's the only kind of interview there is tonight — everybody chooses words carefully. Even Chris Wallace is picking his way carefully, like he is walking on bird-of-paradise eggs during the Easter roll at Versailles.

Nancy Reagan, the documentary says, is emerging as a top adviser, a key player in the administration. Not only does she keep the president awake and on his toes. But she has clout. Especially in the area of personnel. Nobody end-runs around him with Nancy on guard. The president is too trusting, too soft about people. She gets credit for putting the kibosh on the likes of Haig and Clark.

"You can be relentless!" Wallace asks. "True?" They say that the acorn never falls far from the tree. But with Chris Wallace they may be wrong. She so easily disarms the unrelentless young Wallace, it is to wonder at.

The most fascinating part for the few American TV viewers who will waste their valuable escapist time watching this documentary is seeing the interviews with several of her kids. The Reagan family, in the beginning, seemed like a "Father Knows Best" script gone berserk. They had a son who was a flake, a ballet dancer yet. There was Patti, the vegetarian, who lived with a rock (Eagles) guitarist and thought she was Jane Fonda. The actress who started off the Reagan years with a bit part in "Valley of the Dolls II" is conspicuous in her absence tonight. Michael, the latest one to give a stepmother agita, Ron, Maureen, all showed up to say a few good words.

There are also some fascinating clips of Nancy from her early MGM movies and a scene or two from a TV series in which she appeared with Ronald Reagan. There is an argument with Wallace about her age, which she wins.

She is more candid about her childhood as a motherless waif during the years her mother worked as an actress. She reveals many heartfelt emotions from her difficult childhood, the effect of the illness of her mother and passing of her doctor stepfather. It's very touching, perhaps the fruit of Wallace's gentle questioning.

The former co-anchor of the "Today" show — he served briefly in the troika with Jane Pauley and Bryant Gumbel — Wallace is the son of Mike Wallace, a stepson of Bill Leonard (former president of CBS News), credentials of heredity in the news business, whose members are like rulers of a country. He was destined for superstardom when one day in 1982 he suddenly found himself the White House correspondent.

Wallace was cordially despised at the "Today" show. He was arrogant, people say, worse than his father. But none of this unfriendliness came across in his interviews with Nancy Reagan. Margarine wouldn't melt in his mouth.

He doesn't ask too many vexing or cross questions tonight. He wouldn't be getting invited to the Reagan ranch if he were snippy like the Village Voice's Jack Newfield or columnist Alexander Cockburn or probing like Newsday's Jim Klurfeld or Mike Waldman.

With an unkind hostile interviewer, Nancy wouldn't be confiding so many secrets as she does to Wallace, such as she gets pickups and lawn mowers for her birthday from the president. Not to mention "a manure spreader."

Arts & Entertainment starts on Page 15

Press Intelligence, Inc.
WASHINGTON, D.C. 20005

Front Page	Edit Page	Other Page
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GARDEN CITY, N.Y.
NEWSDAY

E - 507,350
S - 570,724

JUN 24 1985



Of the two images illustrated in the documentary, which is the true Nancy? Did they manipulate things so that she put the original elegant wealthy Nancy away in the closet, like a slightly used \$5,000 Bill Blass dress? Could this new sensitive social activist Nancy doing good works among the drug-ridden also go into the closet? Are there only two outfits in her wardrobe?

I wouldn't want the new Chris Wallace to be reviewing the Emperor's Clothes next spring for me. He seems to be very congenial with his sources. I find the abrasiveness of Sam Donaldson less suspicious.

On another level, "The First Lady, Nancy Reagan" can be seen as a strange and wonderful story. It's like a movie script, a grade B movie, with a happy ending, the story of a poor girl and a big happy-go-lucky lug, who became Mr. and Mrs. President of the United States. I was thinking of this in a scene where the Reagans are shown relaxing, watching old movies, eating popcorn, like two teenagers on a date. And it's probably as real as anything is real in this showbiz era of American history, which we won't accept as being here until David Susskind is our next president. /H

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HERALD-JOURNAL
Syracuse, N.Y.

JUNE 24 85

Nancy Reagan reflects on her role in TV special

By Joan E. Vadeboncoeur
Entertainment Editor

"She's an extremely complicated woman. She's a worrier. She meddles because he doesn't like dealing with certain problems, so she's happy to fill the vacuum." Chris Wallace on the wife of President Ronald Reagan.

The NBC News correspondent was reflecting on the experience that resulted in tonight's portrait, "The First Lady, Nancy Reagan," which airs at 10 on WSTM.

The brainchild of his boss, Larry Grossman, the project took a month of negotiations before the White House. Mrs. Reagan and her staff agreed to permit Wallace and crew to undertake the program. Wallace contends that "no limitations" were placed on him. "Once it was decided, they gave us extraordinary access," he said. "We were in the White House family quarters several times, and I'm sure it was the first time cameras were allowed at Camp David, the presidential retreat."

In addition, despite trying to keep his presence quiet, other members of the press corps caught Wallace and the couple via telephoto lens at the Reagans' Santa Barbara ranch at Easter.

Wallace said the green light was given out of a newly acquired sense of security and a desire to set the first lady's place in history. "The last election is over for the Reagans. That's a liberating factor. She doesn't have to watch herself. She is popular. She does very well in polls. The atmosphere is much more kindly toward her than in 1981. She's more confident," he said.

"I believe Mrs. Reagan has an interest in having people understand her — who she is and her importance, to understand her role in his White House career. She is clearly thinking about her place in history."

History, Wallace said, will rank Mrs. Reagan "right up there in area of influence" along with



NBC correspondent Chris Wallace takes a look at the life of Nancy Reagan.

Eleanor Roosevelt and Rosalynn Carter. Yet it was her predecessor who made Mrs. Reagan wary when she moved to Washington, Wallace said. "She was worried about being perceived as a puppeteer."

Asked why he thought Mrs. Reagan received volumes of criticism over her designer wardrobe and her purchase of new china for the White House when Jacqueline Kennedy was accorded praise, Wallace said, "Jackie got criticism for her clothes, too, early on. I think the thing is the timing. She was spending an awful lot of money at a time when her husband was cutting programs for the poor and we were starting to slide into a recession."

Regardless of the concern about being labeled a puppeteer, the special will reveal Mrs. Reagan as a prime mover in her husband's career. Wallace said it was tough to get Mrs. Reagan to admit "she is a key player in her husband's administration. 'She's more powerful and tougher than I believed,'" he said.

He succeeded on that score and was able to reinforce it with comments from such insiders as Michael Deaver, former deputy chief of staff at the White House, and long-time Reagan confidants Stu Spencer and Lyn Nofziger. On the telecast, Nofziger said, "I sometimes think that if it weren't for Nancy Reagan, there wouldn't be a President Reagan or even a Governor (of California) Reagan."

"Mrs. Reagan calls a lot of people in the White House — not just Mike Deaver," Wallace said. It is not simply to wield power; it is also to keep abreast of events. So is, Wallace explained, "reading a lot," adding that the president and his wife "watch all three news shows every night."

Wallace fared less well on the topic of age. Her official biography lops two years off what birth records show. Pressed a couple of times, Nancy Reagan smiled and hedged, saying, "I haven't decided yet." After another attempt, Wallace abandoned his questions. "It was a wonderfully disarming answer," he said.

The special also shows a tearful Mrs. Reagan as she talks about her father, Dr. Loyal Davis, who died after Reagan became president, and a gentle woman smiling sweetly and bravely as she tends to her wheelchair-bound mother, Edith Davis, at her mother's Arizona home. Those moments, plus her conduct during interviews, led Wallace to conclude that Mrs. Reagan is "more vulnerable and warmer than I expected."

Nancy Reagan reflects on her role

By Joan E. Vadeboncoeur
Entertainment Editor

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in TV special

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Press Intelligence, Inc.

Washington, D.C. 20005

Front Edit Other
Page Page Page

HOLLYWOOD, FLORIDA

SUN-TATLER

JUN 24 1985

EVENING - 41,250

Monday, June 24, 1985

TELEVISION

NBC offers profile of Nancy Reagan

By Lori Mirrer
Sun-Tatler TV editor

Tonight's NBC News special, "The First Lady, Nancy Reagan" (10-11 p.m., Channels 5 and 7) is a gentle yet fairly thorough look at the person closest to the President of the United States.

Chris Wallace, son of "60 Minutes" muckraker/dramatist Mike Wallace, shows none of his dad's taste for blood in interviewing Mrs. Reagan. Nor does he aim for a glossy "puff piece." He's nicely balanced in between.

The program features interviews with past and present Reagan aides (more the former than the latter, it seems) about Mrs. Reagan. The Reagans' children Ron Jr., Michael and Maureen also present surprisingly frank comments on their mother/stepmother.

There's also much footage of the Reagans just being together — sharing popcorn and a movie at Camp David; having an outdoors lunch at their California ranch.

And, of course, there is the interview with Mrs. Reagan herself. She comes off as a thoughtful woman, devoted to her husband yet very much her own person.

Gee, maybe the Reagans could switch places and let Nancy be president for a while.

Other Monday fare

Dick Loudon (Bob Newhart) doesn't know what he's started

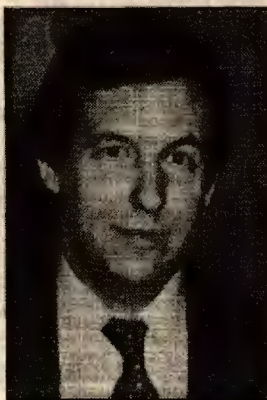
when he gets into a feud with Larry (William Sanderson) and his brothers Darryl (Tony Papenfuss) and John Voldstad on "Newhart" (9:30 p.m., Channel 4). The fireworks begin thanks to the brothers' marauding goat . . .

Sentimental as it is, Michael Landon's "Highway to Heaven" is a breath of fresh air compared to its predecessor, "Little House on the Prairie." That series bogged down into a multi-hankerchief affair, a trend that continued on the post-series "Little House" specials. In tonight's presentation, "Look Back to Yesterday" (8-10 p.m., Channels 5 and 7), The Ingalls family is reunited just in time for the impending death of young Albert (Matthew Laborteaux). Melissa Gilbert, Dean Butler and Victor French are all back for the sob-session . . .

"The Jury Box" (9-10 p.m., Channel 17) features a discussion about whether a party host should be blamed if a drunken guest doesn't make it home safely. Attorneys Linda J. Amidon and Charles R. Lipcon take sides on the issue . . .

Tommy Lee Jones and Jessica Lange try their hand at Tennessee Williams' "Cat on a Hot Tin Roof" on tonight's "American Playhouse" (9-11:30 p.m., Channel 2). If this production looks familiar, it's because it has already aired on Showtime pay-cable . . .

Warren Beatty made his film debut in 1961's "Splendor in the Grass" (9:05-11:40 p.m., WTBS/At-



NBC newsmen Chris Wallace



First lady Nancy Reagan

lanta 17). He and Natalie Wood play teenagers in 1920s Kansas who get just a bit too friendly with each other. Writer William Inge won an Oscar for his work.

Monday pay-cable

The antics get very strange indeed in "The Trouble With Harry" (10 p.m., Movie Channel). Alfred Hitchcock's quirky, comic tale of a corpse and a group of people who don't know what to do with it. John Forsythe does fine things with a plum role; he was quite a hunk in

1955, too . . .

"Hambone and Hittie" (8 p.m., HBO) lasted a whole day or two on the cinema circuit, but then a film without flying saucers or naked girls doesn't do too well nowadays. Lillian Gish stars as a woman separated from her precious pooch; the pooch embarks on a cross-country journey to find her . . .

"The Big Break" (9:30 p.m., Cinemax) is a fun look at the early efforts of such megastars as Dustin Hoffman, Sally Field and Jamie Lee Curtis.

HOUSTON, TEXAS
CHRONICLE

M - 419,869
S - 502,654

JUN 24 1985



NBC White House correspondent Chris Wallace talks to President and Mrs. Reagan for a special NBC News program profiling the first lady. It airs at 9 tonight on Ch. 2.

PERSONALITY

NBC profile of Nancy Reagan shows power of the first lady

By BOB GRACE
Houston Chronicle

NBC's *The First Lady: Nancy Reagan* is an interesting profile of a woman who has slowly transformed her public image from an extravagant wife to a caring individual.

White House correspondent Chris Wallace presents this report (at 9 tonight on Ch. 2), which recalls how Mrs. Reagan began her role as first lady under a cloud of controversy.

She was severely criticized in 1981 for her glamorous lifestyle, her designer dresses and her expensive White House china at a time when the Reagan administration was cutting funding to the poor and trying to get ketchup declared a vegetable on school menus.

But during the past four years, she has slowly transformed that image to a more compassionate, less frivolous one. This is verified by polls that say she now exceeds the president in popularity and ranks second in the public's mind — behind the former Mrs. John F. Kennedy — among the past six first ladies.

NBC's report is interesting not only because of the profile it paints of Mrs. Reagan but because of the insight it presents into the role of a first lady in today's world. Mrs. Reagan, who is supported by a personal staff of 15 people, is shown as a woman who openly admits she's a key adviser to the president and is not afraid to use her clout.

Political advisers to the president who were interviewed for the program all say Mrs. Reagan was a key element in her husband's political career. Lyn Nofziger even goes so far as to call her "indispensable — Reagan wouldn't be where he is today without her." At the same time, he acknowledges that she is a formidable political adversary. (Nofziger admits at one point that Mrs. Reagan did not speak to him for three months.)

Mrs. Reagan is given credit for helping break a deadlock by encouraging the president to meet with Soviet Foreign Minister Andrei Gromyko during last fall's campaign and thereby stem much of the criticism from the Democrats. She does not, however, always get her way. She wanted the president to purge his entire Cabinet after the first term and thereby rid himself of people whom she believed had outlived their usefulness. Instead, he asked the whole Cabinet to stay on.

The program also covers Mrs. Reagan's relationship with her family.

Three of the Reagan children are interviewed, and we see Mrs. Reagan with her ailing mother.

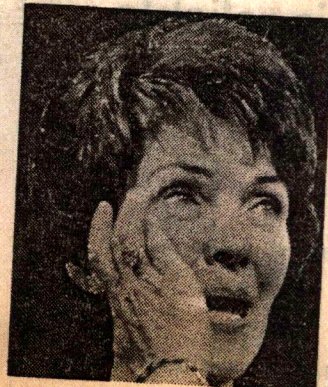
There also are glimpses of the family living quarters in the White House and at the Reagans' California ranch. One of the more amusing moments in the program is the revelation that Mrs. Reagan's presents to her husband are exceedingly, shall we say, practical. They have ranged from a pickup truck to a manure spreader.

Then there are clips presented from her brief film career. Her movies were mostly B pictures, and one clip is from a film (*Donovan's Brain*) that she probably would just as soon forget.

The most interesting aspect of this profile of Mrs. Reagan is that it shows her growth and emergence as a confident and capable first lady who has found a cause — fighting drug abuse. Regardless of one's political leanings, *The First Lady: Nancy Reagan* is an intriguing hour.



In 1952, Nancy Reagan was known as Nancy Davis, an actress for MGM (above left). In 1967, as wife of Ronald Reagan, she wiped away a tear as her husband was sworn in as governor of California (above right).



Early in the 1976 campaign for the presidential nomination, Mrs. Reagan made a campaign stop in Houston (above left). In 1981 she arrived at the Washington hospital where her husband was recovering from an assassination attempt (above right).



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Houston, TX
Chronicle
(Cir. D. 393,730)
(Cir. S. 481,319)

JUN 24 1985



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HUTCHINSON, KANSAS
NEWS

DAILY --- 45,757

SUNDAY -- 43,130

JUN 24 1985

There's a secret side to Nancy Reagan

By Rheta Grimsley Johnson
Scripps-Howard News Service

Nancy Reagan's perfect record is blotted, and I'm just sick about it.

She almost made it all the way through two terms without revealing a personality. And now this.

Until now, the Nancy we all knew and loved never said anything more daring than, "Drugs are evil," a declaration about as unassailable as they come.

She waved a lot. She bought a lot. She kept to herself a lot. It was impossible to disagree with her, because she voiced no opinion. On anything.

Oh, you might fuss a little when she spent \$200,000 for china. Or you might assume she was putting on the dog with all those hairdressers, French recipes and designer rags.

But those were acceptable, predictable, female excesses, and, my, wasn't it nice to have some class back in the White House, anyway, after those tacky ol' Carters from Georgia?

Now this scandal.

A new book, "The Quest For The Presidency 1984," says Nancy fussed and fumed and harried the political experts during the last campaign.

The porcelain doll actually spoke her mind. The ice princess who would make Kaw-liga the Wooden Indian look animated told the menfolks what to do.

With this news out, Nancy could be headed for disgrace, just like Rosalynn Carter and other first ladies who dared venture a thought about something other than the color of curtains for the Red Room.



This regal woman, who must keep a crick in her neck from looking up adoringly and constantly at Ronnie, supposedly said she didn't like the way things were going in the last campaign.

She wasn't just prompting the president with his lines at the time, either. She was speaking for herself.

And what did Ronnie — El Mano, Mano — do while Nancy threw her little fits?

Well, according to the book, "... he would hunker down behind a newspaper or stare fixedly at the television when she was on the warpath."

Say it ain't so.

Ronnie sitting there hunkering, watching Love Boat reruns while Nancy ran things.

Just when we get comfortable with a president who can heft an ax and humble his woman, some busybodies have to dredge up this dirt.

While we all assumed Nancy was busy warming the president's bedroom slippers or feuding with his children by another marriage, she actually was nagging aides to set up phone banks and conduct political polls.

Her "meddling" cost the campaign an additional \$1 million, the book said. And while that's cheaper than most of her little hobbies, it still doesn't look good to have Novocain Nancy coming on so strong.

How will we cope with Nancy, now that we know she walks and talks and eats aides for breakfast?

I, for one, don't like it. Part of the Reagan deal the country bargained for was a docile missus who wore smart tailored suits and a frozen smile.

Nancy simply had no business butting into things. Why in the world should she worry?

After all, Ronnie already had a stable of the keenest and most politically savvy minds, including Richard Nixon's, to run his campaign.

What he didn't need was Nancy acting unladylike.

From Intelligence, Inc.
SEARCHED INDEXED
SERIALIZED FILED
JUN 24 1985

LEWISTON, MAINE
SUN

MORNING - 32,954

JUN 24 1985

The Lewiston (Maine) Daily Sun Monday, June 24, 1985 23

First Lady subject of NBC special

By Arthur Unger
*The Christian Science
Monitor News Service*

NEW YORK — In popularity polls these days, Nancy Reagan does even better than her husband. According to an NBC News poll, more than 69 percent of the American people approve of her, making her America's second most favorite First Lady, trailing only Jacqueline Kennedy.

But it wasn't always that way. The First Lady: Nancy Reagan (NBC, Monday, June 24, 10-11 p.m.), reported by Chris Wallace, traces her phenomenal rise in the affection of the country, as well as in political power, since 1981. The woman who was once perceived as interested only in designer clothes and expensive dinnerware is now recognized by White House insiders, the news media, and the general public as a serious fighter against youthful drug abuse, a major adviser to her husband, and an indirect political force to be reckoned with by anyone dealing with the Reagan administration.

Under the aegis of executive producer Robert Rogers, Chris Wallace probes mercilessly and doesn't leave a brickbat unexamined as he delves into the life and times of the First Lady. He talks to members of her family, who speak apparently honest words about a woman they love and admire, yet somehow treat gingerly. Those who work for her husband seem to be impressed by her loyalty to him, her demands for perfection, her unerring sense of who is attempting to misuse her husband's position.

Wallace does not gloss over the negatives — he muses on the public rela-

tions aspect of her image and allows feminist Betty Friedan to disdainfully call Nancy Reagan "an anachronism . . . denying the reality of American women today and what they want to be. . . ." But he also allows daughter Maureen to defend her stepmother: "Any feminist who thinks that Nancy Reagan is a bad role model is not a feminist. Feminism is a choice to be what you can be and to do what you can do . . . and to be able to make those choices for yourself." The documentary makes it clear that Nancy Reagan has become one of the most powerful of first ladies because of the behind-the-scenes power she wields, seemingly judiciously, on presidential attitudes.

One of the most revealing film clips is an old one, but it is important because it reveals a charming, self-deprecating Nancy Reagan sense of humor. It contains perhaps her most famous quip about herself, one that may have been a turning point in the press attitude toward her because it uncovered a side of her that had seldom surfaced before. "There's a picture post card of me as queen," she said. "Now that's silly, because I'd never wear a crown . . . it messes up your hair."

Chris Wallace probes gently into Nancy Reagan's early relationships — her unhappy childhood, her love for her natural mother as well as for her adoptive mother and father. Several times, Mrs. Reagan verges on tears as she recalls early trauma.

But the sadness in this documentary is balanced with lovely moments of candid husband-wife banter, picturing their solid relationship as seldom seen anywhere else.

The Miami Herald
Monday, June 24, 1985

In Focus

This special takes a look into the private and public life of America's first lady, Nan-



cy Reagan. It will present an unknown side of Reagan and how she deals with the task of juggling the

N. Reagan most public life possible and maintaining a semblance of normality in the private life of the Reagan family. Among the scenes shown are the Reagans relaxing at the Presidential weekend retreat, Camp David in Maryland. On **NBC News Special: Profile of a First Lady** at 10 p.m. on Channels 7, 5 and 20.

television

THE MARVIN KITMAN SHOW

A flattering portrait of the First Lady



Executive Producer

There is a very sympathetic portrait of Nancy Reagan tonight at 10 on NBC. The First Mommy, as she may be remembered in history, is examined in both her private and public roles in "The First Lady, Nancy Reagan," reported by Chris Wallace, the White House correspondent for NBC News.

The one-hour documentary tells us the story of the remarkable changes in the image of the First Lady. She began as a woman of elegance and eloquence, Queen Nancy I, as she was called in 1981 when she arrived in Washington with the royal family of California, Betsy Bloomingdale and the Annenbergs, and the other royals. She was a woman whose \$5,000 designer housedress shimmies captivated the press, who was converting the White House into a Versailles East, while the president was reducing spending for federal school lunches. "Let them eat ketchup," could have been the slogan during the period when the White House was advancing ketchup as a vegetable for school kids.

But something happened to Nancy Reagan's image during the second administration. She is now

known as a social activist. She has come out strongly against drugs for school kids. She travels widely, what the politicians call the Eleanor Roosevelt bit.

Her jobs originally were limited to showing the president where the flag was as they saluted, and mumbling under her breath words that the prompted president quickly repeated. She became known as the First Ventriloquist.

Once seen as the adoring wife in the background, she is now proving the theory that in front of every great woman there is a man being pushed. It's fascinating to see how they defer to her in the White House now. No more of the 95-pound weakling stuff. Even while talking about her favorably — and that's the only kind of interview there is tonight — everybody chooses words carefully. Even Chris Wallace is picking his way carefully, like he is walking on bird-of-paradise eggs during the Easter roll at Versailles.

Nancy Reagan, the documentary says, is emerging as a top adviser, a key player in the administration. Not only does she keep the president awake and on his toes. But she has clout. Especially in the area of personnel. Nobody end-runs around him with Nancy on guard. The president is too trusting, too soft about people. She gets credit for putting the kibosh on the likes of Haig and Clark.

"You can be relentless!" Wallace asks. "True?" They say that the acorn never falls far from the tree. But with Chris Wallace they may be wrong. She so easily disarms the unrelentless young Wallace, it is to wonder at.

The most fascinating part for the few American TV viewers who will waste their valuable escapist time watching this documentary is seeing the interviews with several of her kids. The Reagan family, in the beginning, seemed like a "Father Knows Best" script gone berserk. They had a son who was a flake, a ballet dancer yet. There was Patti, the vegetarian, who lived with a rock (Eagles) guitarist and thought she was Jane Fonda. The actress who started off the Reagan years with a bit part in "Valley of the Dolls II" is conspicuous in her absence tonight. Michael, the latest one to give a stepmother agita, Ron, Maureen, all showed up to say a few good words.

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She is more candid about her childhood as a motherless waif during the years her mother worked as an actress. She reveals many heartfelt emotions from her difficult childhood, the effect of the illness of her mother and passing of her doctor stepfather. It's very touching, perhaps the fruit of Wallace's gentle questioning.

The former co-anchor of the "Today" show — he served briefly in the troika with Jane Pauley and Bryant Gumbel — Wallace is the son of Mike Wallace, a stepson of Bill Leonard (former president of CBS News), credentials of heredity in the news business, whose members are like rulers of a country. He was destined for superstardom when one day in 1982 he suddenly found himself the White House correspondent.

Wallace was cordially despised at the "Today" show. He was arrogant, people say, worse than his father. But none of this unfriendliness came across in his interviews with Nancy Reagan. Margarine wouldn't melt in his mouth.

He doesn't ask too many vexing or cross questions tonight. He wouldn't be getting invited to the Reagan ranch if he were snippy like the Village Voice's Jack Newfield or columnist Alexander Cockburn or probing like Newsday's Jim Klurfeld or Mike Waldman.

With an unkind hostile interviewer, Nancy wouldn't be confiding so many secrets as she does to Wallace, such as she gets pickups and lawn mowers for her birthday from the president. Not to mention "a manure spreader."

Arts & Entertainment starts on Page 15

20/2

NEWSDAY, MONDAY, JUNE 24, 1985



Of the two images illustrated in the documentary, which is the true Nancy? Did they manipulate things so that she put the original elegant wealthy Nancy away in the closet, like a slightly used \$5,000 Bill Blass dress? Could this new sensitive social activist Nancy doing good works among the drug-ridden also go into the closet? Are there only two outfits in her wardrobe?

I wouldn't want the new Chris Wallace to be reviewing the Emperor's Clothes next spring for me. He seems to be very congenial with his sources. I find the abrasiveness of Sam Donaldson less suspicious.

On another level, "The First Lady, Nancy Reagan" can be seen as a strange and wonderful story. It's like a movie script, a grade B movie, with a happy ending, the story of a poor girl and a big happy-go-lucky lug, who became Mr. and Mrs. President of the United States. I was thinking of this in a scene where the Reagans are shown relaxing, watching old movies, eating popcorn, like two teenagers on a date. And it's probably as real as anything is real in this showbiz era of American history, which we won't accept as being here until David Susskind is our next president. /II

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Television

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Nancy Reagan washes the dog—and helps run the country

By SUSANNE M. SCHAFER
Associated Press Writer

WASHINGTON — Nancy Reagan, wearing jeans and a work shirt, is giving the White House dog, Lucky, a scrubbing.

As she hoses down the black Bouvier puppy in a metal wash-tub, her wedding ring plops into the soapy water. The first lady pokes repeatedly into the water, mildly frantic until the golden band is recovered.

"I found it! I found it!" Mrs. Reagan exclaims, the dog still squirming in her arms.

Such charmingly simple scenes of a relaxed, confident first lady — contrasted against the formal glitter and glamour of the Reagan White House — are part of the NBC-TV special *The First Lady: Nancy Reagan* to be shown tonight (10 p.m. on Channel 5).

The show, which offers views of the Reagans' private rooms in the White House, their Santa Barbara mountaintop ranch and the presidential hideaway at Camp David, Md., provides a rare glimpse into the life of President Reagan and his wife.

But it also portrays Mrs.



Nancy Reagan

President Reagan says his wife steps in because he is a 'soft touch' when it comes to disciplining or firing people.

Reagan as a tough-minded and assertive woman, one who is an ever-growing center of influence in the White House and a power to be reckoned with in her own right.

Besides tracing her sometimes painful childhood and early days as an actress, with scenes from films like *Donovan's Brain* that might be best forgotten, the show also details her rather rocky development as first lady.

Buffeted by criticism of her thousand-dollar designer dresses

and purchase of expensive White House china while the nation lapsed into a painful recession, the show reveals how Mrs. Reagan became the focus of a calculated White House effort to give her a more compassionate image.

Mrs. Reagan plunged into her highly praised anti-drug campaign, topped off most recently with her visit in Rome with Pope John Paul II. As if her clothes were meant to show her mind set, Mrs. Reagan is shown wearing a business suit, having shunned her

veil and long gown to lend a more serious note to her talks with the pontiff.

In moments culled from nearly three hours of interviews with reporter Chris Wallace, Mrs. Reagan admits to using "all my little antennas" to ferret out White House personnel problems and will "try to stop it" if she thinks someone is not serving her husband well.

Reagan says his wife steps in because he is a "soft touch" when it comes to disciplining or firing

people.

Or as their son Ron puts it, she has "a real sort of bloodhound's instinct" for people who are trying to use the president for their own ends.

"The bottom line for my mom is, is this person hurting my father or helping him?" Ron said. "And, once she's come down on one side or the other, then she's gonna be either a very powerful ally or an enemy you don't want to have."

In the show, Mrs. Reagan even drops her normal reticence to speak out on policy issues, saying she would prefer that her husband and Soviet leader Mikhail Gorbachev hold a "get-acquainted" session rather than a formal summit.

Interviews with longtime political aides and friends also throw some light on Mrs. Reagan's role.

Edward Rollins, one of Reagan's chief political advisers, said Mrs. Reagan has "as much clout as she wants to."

"I think if she wants to weigh in on something, it certainly be-

comes the focus on his agenda, and certainly can become the focus of a lot of other attention around the White House," Rollins said.

On a personal note, Mrs. Reagan is shown in touching moments with her aged mother, Edith Davis. When she recounts the death of the man who adopted her, Loyal Davis, tears well up in her eyes.

Even Michael Reagan, the son of the president and his first wife, Jane Wyman, and one who has openly feuded with his stepmother, gives her credit.

"She is probably one of the most caring people in the world," he said. "And really cares about family and home life."

Mrs. Reagan acknowledges that it has taken time for her to be able to laugh at herself and allow herself to be more open, so that people can learn to know her. "If I think people like me, I'm better," she says.

GROWING INTO THE SHOES OF THE 1ST LADY

By JOAN HANAUER

FEW first ladies have had such a rocky start as Nancy Reagan, but these days she does even better than her husband in the popularity polls.

It's hard to believe the soft-spoken woman with the warm, wry glance that Chris Wallace interviews on tonight's NBC News Special *The First Lady: Nancy Reagan* (from 10 to 11 p.m.) began her stay in the White House as "Queen Nancy" amid criticism of her expensive lifestyle and charges of insensitivity.

Wallace said that in late 1981 White House pollster Richard Wirthlin and Reagan aide Michael Deaver began working out a plan to change her image. "We felt, at least I did, that if Nancy Reagan became better known, the real Nancy Reagan became better known, she would be much better liked, that she would provide some political leverage and strong support to the presidency," Wirthlin said.

The single most important factor in restructuring Mrs. Reagan's public image — and perhaps her private image of herself — was her campaign against drug abuse.

Since 1982 she has traveled 70,000 miles and visited 44 cities, preaching that parents must help their children resist drugs — and the number of anti-drug parents groups has grown from 300 to 8000.

Mrs. Reagan no longer is content to remain in the background — Wallace says she has discovered power, and discovered that she likes it. She has two prerequisites to power — access to the president and influence with him.

"She has as much clout as she wants to," said Edward Rollins, assistant to the president for political and governmental affairs. "I



Nancy forgets to introduce The President.

think if she wants to weigh in on something, it certainly becomes the focus of his agenda, and can become the focus of a lot of other attention around the White House."

Her son, Ron Reagan, said: "She's a very shrewd judge of character and has a real sort of bloodhound's instinct for people's hidden agendas. The bottom line for my mom is, is this person hurting my father or



helping him?"

She is said to have been a major figure in helping push Alexander Haig and William Clark out of the cabinet and in helping Deaver and James Baker gain control of the first term White House staff.

In the show she talks movingly of her childhood — her often absent but beloved actress mother, the father with whom relations were strained, and her stepfather, who died in 1982.

She acknowledges that the last four years have changed her. "I don't know how you could help but grow," she said. "You're exposed to so many different things, and so many different people, so many different experiences. I mean, in a way, even the negative things that all happened in the beginning were probably part of a growth process, you know?"

Polls show Mrs. Reagan currently is rated second in popularity only to Jacqueline Kennedy among the last six first ladies, starting with Bess Truman. UPI



Nancy Reagan gets a kiss from Mickey Mouse as her husband looks on, at a recent visit to EPCOT Center.

Special Looks at Nancy Reagan and Her Power

By JOHN CORRY

WHO is Nancy Reagan? What is she? "The First Lady, Nancy Reagan" addresses the questions, and if the answers are not explicit and clear, at least they are earnestly sought. The NBC News special, on Channel 4 at 10 o'clock tonight, is well worth watching.

Why is Mrs. Reagan important? She is the wife of the President of the United States, of course, the partner of his joys and sorrows. NBC News assumes, however, that she is a good deal more than that. She probably is, but what does this mean? When the lights go out, does she whisper in her husband's ear, "Let's hit the Nicaragua beaches."

NBC News doesn't answer that, but it does make clear that Mrs. Reagan is, as White House folks say, a player. She has power. In an interview, Stuart Spencer, the President's oldest and perhaps closest political adviser, describes its source.

"You get power in several ways," he says, "but two of them are access and leverage, and she has access."

Put aside now the question of how or whether Mrs. Reagan uses her access and consider that in Washington the appearance of power is as good as the real thing. In fact, appearance



Nancy Reagan and the President being interviewed at Camp David, Md.

and reality are inseparable. Power flows to the person who appears to have it already. The other players see to that. They fear that if they offend or displease someone who seems to have more power than they do, they will be hit by a retaliatory strike.

Therefore, the other players behave accordingly. They invest the player they fear, or whose patronage they want to solicit, with power that player didn't have to begin with. Thus they change the appearance into the reality. It's tricky, but you can't understand Washington unless you understand that.

"The First Lady, Nancy Reagan," which is produced by Bob Rogers, gives us some of this. Mrs. Reagan appears to have power; therefore, the power must be real. Chris Wallace, NBC's White House correspondent, asks Mrs. Reagan, for example, if she favors a summit meeting between her husband and Mikhail S. Gorbachev, the Soviet leader. (She says it might be nice.) The question assumes that she will be instrumental in setting up or preventing such a meeting.

Whether Mrs. Reagan has that kind of authority is arguable. On the other hand, NBC does persuade us that she is not to be taken lightly. "I sometimes think," says Lyn Nofziger, another old Reagan adviser, "that if it weren't for Nancy Reagan, there wouldn't be a President Reagan or even a Governor Reagan."

Others of the President's men agree. Michael K. Deaver says that Mrs. Reagan "has probably got the best public relations instinct of any woman I've ever known." Mr. Spencer says she was involved in "a lot of decision making in the political process in the campaign." He also says that when he temporarily left Mr. Reagan — to run Gerald R. Ford's

1976 Presidential campaign — Mr. Reagan treated him like a leper.

A moment later, Mr. Wallace asks Mr. Nofziger if it is true that Mrs. Reagan, annoyed by something he did, would not talk to him for six months.

"Make it three months," Mr. Nofziger says gravely. "People tend to exaggerate."

Meanwhile, Mrs. Reagan is modest about all this, more or less saying that she wants only to help her husband. Indeed, she is downright charming on television, even winsome, and if you think Mr. Reagan is a master of the medium, then you really ought to see his wife. The Reagans haven't looked so good on a network news program since Barbara Walters did a Thanksgiving Day program from their California ranch.

Thus Mr. Wallace tries, but he's clearly met his match. He thrusts; Mrs. Reagan parries. He says that her official biography says she was born in 1923 but that her son says she was born two years earlier.

"Oh, well," Mrs. Reagan says, "he wasn't there."

Mr. Wallace persists: "Well, which is it?"

"I haven't made up my mind yet," Mrs. Reagan says.

"Are you fudging two years?" Mr. Wallace asks.

"I might," Mrs. Reagan answers. "I haven't made up my mind yet."

And so on. Does Mrs. Reagan actually make political appointments or help to determine major policies? Mr. Wallace reports that "they say" she was "a major figure" in shaping the Cabinet and White House staff; that "they say" she has sided with "moderates over hard-line conservatives," and that "they say" she "gets involved in personnel problems." But all this is like the question of Mrs. Reagan's age. It's not followed up. It's inconclusive.

Still, remember that it is hard to draw a line between the appearance and reality of power. It is unlikely that the White House itself could sort everything out. "The First Lady, Nancy Reagan" does not answer all the questions, but it does give us a fascinating portrait of Mrs. Reagan.

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Ogden Standard-Examiner, Monday, June 24, 1985 11A

People

Nancy Reagan on TV

By LEE WINFREY
Knight-Ridder Newspapers

After almost three years of watching Nancy Reagan at close range, Chris Wallace probably knows as much as any television correspondent about her personality and style. He'll tell you what he's learned in an interesting one-hour special Monday.

Wallace, 37, has been the White House correspondent for NBC since September 1982. He will anchor "The First Lady, Nancy Reagan," beginning at 10 p.m. EDT on NBC.

To Wallace, one of the most interesting things about Nancy Reagan is how she has improved her public image since she was criticized early in her husband's administration for spending \$800,000 to redecorate the White House, plus a few thousand more for her fashionable clothes.

"She was spending this kind of money at a time when her husband was cutting programs for the poor, which made her look frivolous and insensitive," Wallace said in a recent interview.

As he expresses it on Monday night's show, "In 1981, she was attacked for her fancy lifestyle. They called her 'Queen Nancy.' Now she is seen in far less glamorous settings, trying to keep children off drugs."

Wallace attributes this change to "a highly sophisticated White House effort over the last three years to give Mrs. Reagan a more compassionate, less frivolous public image."

For the show, Wallace inter-

viewed President Reagan and the first lady, who have been married for 33 years, at their ranch near Santa Barbara, Calif., and at the presidential retreat at Camp David, Md.

One unusually informal scene shows the president and his wife eating popcorn while watching a movie. In another scene, an amusing exchange of dialogue features Wallace vainly trying to get Mrs. Reagan to admit that in her official biography she has cut two years off her actual age. Here, clearly, there are limits to Mrs. Reagan's cooperation.

Others interviewed Monday night include Ronald Reagan Jr., who says of his mother, "She's a very shrewd judge of character and has a real sort of bloodhound's instinct for people's hidden agendas. The bottom line for my mom is: Is this person hurting my father or helping him? And once she's come down on one side or the other, then she's gonna be either a very powerful ally or an enemy you don't want to have."

Asked recently why Mrs. Reagan agreed to do the show, Wallace offered a variety of possible reasons:

"Her husband is never going to run for office again. That's a liberating factor. Also, she is popular. That has made her more secure and confident.

"She wanted people to understand what an important role she has played in Ronald Reagan's career. I think she is beginning to think a little about her place in

history.

"Clearly, in terms of influence, she is going to rank right up there. She is very involved in personnel matters. The dynamics of her relations with the president — he's remarkably passive in a lot of areas and she is happy to fill the vacuum.

"She's an extremely complicated person. She was more powerful and tougher than I believed. She was more vulnerable and warmer than I thought she would be. I think she wanted people to have a greater understanding of who she is."

Wallace contrasted Mrs. Reagan's willingness to do the show with her husband's attitude toward the news media.

"He is very inaccessible," said Wallace. "He has held fewer news conferences than any president in the TV era. It's a packaged presidency. He likes to do it in controlled situations."

Wallace credits Mrs. Reagan with sharp political awareness and savvy. "She has a keen sense of how the White House is working," he said, "of who's doing a good job and who isn't."

"She really is ambitious for him and wants him to win," Wallace continued. "What she wants most of all is for him to be loved."

Summing up a variety of opinions he holds about the first lady, Wallace concluded: "She holds a grudge with the best of them. She's thin-skinned, a perfectionist, a worrier. I think she wants to be considered the best first lady ever."

QUINCY, MASS.
PATRIOT LEDGER

EVENING - 75,105

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The Patriot Ledger, Mon., June 24, 1985

NBC documentary portrays a

'new' Nancy Reagan

It seems as though there have been two Nancy Reagans. The "old" Nancy Reagan was not the most appealing personality. She was icy-cold, brittle and humorless. She seemed old-fashioned and behind the times in this age of women's liberation — a woman who lacked her own identity and whose main mission in life was to stand by her man. (Who can forget those adoring looks at her husband during public appearances?)

To be sure, in the traditional role of helpmate she was always an influential member of Ronnie's inner political circle — but best not to let the word get out on that little secret.

Worst of all, the press dubbed her Queen Nancy because of her country-club friends and ritzy life style. In 1980, as the times grew more austere, Nancy was publicly criticized for spending \$800,000 to fix up the White House while Ronnie was slashing federal programs for the poor.

There was also her taste for designer dresses and, perhaps her worst public relations blunder, the time she spent \$200,000 for china (granted, most of the money came from private donations) just when Ronnie was announcing cutbacks in nutrition programs.

NBC will serve up some revisionist history tonight with a documentary called "The First Lady: Nancy Reagan" (Channels 4 and 10 from 10 to 11). Produced by Bob Rogers and reported by White House correspondent Chris Wallace, the program argues that the "old" Nancy Reagan has been replaced by a "new" Nancy Reagan.

Television



Terry Ann Knopf
Patriot
Ledger staff

By the program's own contention, the brilliant public relations team at the White House was beginning to regard her as "a liability" and went to work on her image.

The "new" Nancy Reagan now conducts her own press briefings. She has her speechwriters throwing in jokes about herself. Forget Bill Blass. At a Gridiron dinner, she even sang "Second Hand Rose" and threw a china plate at the crowd.

Most of all, Nancy is now being marketed as a more contemporary woman — more assertive, more involved in White House decision-making.

She even has her own good cause — speaking out against drug abuse. Hence her appearance on "Diff'rent Strokes" and even, last Christmas, sitting on the lap of Mr. T, who was dressed up as Santa Claus, to get her message across.

Noting that Nancy traveled to Rome to discuss her drug project with the Pope, Chris Wallace observes she was "clearly pleased to have made the trip on her own." Apparently, the reporter momentarily forgot the First Lady is a mature woman in her 60s perfectly capable

of boarding a plane all by herself.

Nancy's solution for preventing drug abuse is actually quite modest — advocating that parents take a more active role. But while much is made of her cause, the program glosses over Administration cutbacks in drug abuse programs and never directly confronts her on this.

After all, why waste time on such frivolous lines of inquiry when you have a rich selection of photo opportunities to show idyllic scenes of America's most romantic couple? One scene shows Nancy hugging Ronnie before he meets the press to announce his tax reform program. Another shows Nancy and Ronnie at their private screening room at Camp David munching popcorn and watching a movie together, as Wallace puts it, "like two kids together on their first date."

My favorite scene shows Nancy embracing her dog Lucky as she gives the pooch a bath in the laundry room of the family quarters in the White House.

One of the more puzzling aspects of this video valentine is the presence of Wallace, ordinarily a competent political correspondent, who comes off here more as public relations flack than inquiring reporter. Perhaps he was simply smitten with his subject. Perhaps he did not want to jeopardize his White House sources. Perhaps he was guilty of a little male chauvinism and didn't want to be too hard on the little lady. Perhaps he felt beholden because of the "unlimited access" the network says he received from the White House.

Wallace's toughest line of inquiry is to probe "the great birthday con-

trovery." Noting that her official biography states she was born in 1923, he confronts her with the fact that one of her own sons says she was born two years earlier. "Are you fudging two years?" he asks pointedly. Deftly fielding the question, she answers: "I haven't made up my mind yet."

The documentary's most illuminating moments come when son Ron Reagan offers some candid remarks about his mother. "She can be a handful. She's not always the easiest person to get along with. . . . She's a bit of a perfectionist. I don't think I'd want her to be my boss."

In many ways, the role of presidential spouse is not an easy one. Although the U.S. Constitution doesn't specify the duties of the position, social and cultural pressures have mounted for our presidential wives to have a more active role. And perhaps Betty Friedan (who appears briefly at the program's end) is right in branding Nancy Reagan "an anachronism."

But Nancy Reagan is who she is — a very traditional woman who is most comfortable serving, supporting and protecting her husband's interests. More likely, her more visible role these days mostly reflects a carefully orchestrated change of image, rather than a fundamental change in her personal makeup. (Not surprisingly, recent polls, including one conducted by NBC for this documentary, show that the First Lady's popularity has zoomed.)

The shrewdest assessment of Nancy Reagan comes at the program's close. Says Barbara Kellerman, a professor at Farleigh Dickinson Uni-



First Lady Nancy Reagan giving her dog Lucky a bath in a scene from tonight's NBC documentary on Channels 4 and 10, from 10 to 11.

versity and an expert on First Ladies, "It's very unlikely that Ronald Reagan would have as his wife someone like Betty Friedan or for that matter

even Rosalynn Carter. He's a particular kind of man and that particular kind of man would choose as his wife someone like Nancy Reagan."