

# Ronald Reagan Presidential Library

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*Last Updated: 03/06/2024*

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TPA-NANCY-SHOW:0389

NANCY REAGAN TRIES TO STOP THOSE WHO USING PRESIDENT REAGAN  
WASHINGTON (AP) - NANCY REAGAN SAYS SHE IS MORE AWARE THAN HER  
HUSBAND, PRESIDENT REAGAN, WHEN PEOPLE ARE TRYING TO USE HIM, AND  
BECAUSE OF THAT SHE SAYS SHE TAKES IT ON HERSELF TO FERRET OUT WHITE  
HOUSE PERSONNEL PROBLEMS.

"I'M VERY AWARE OF PEOPLE WHO ARE TRYING TO TAKE ADVANTAGE OF MY  
HUSBAND, WHO ARE TRYING TO END-RUN HIM, LOTS OF TIMES, WHO ARE TRYING  
TO USE HIM. I'M VERY AWARE OF THAT," MRS. REAGAN SAID. "ALL MY  
LITTLE ANTENNAS GO UP."

MRS. REAGAN SAID SHE WILL "TRY TO STOP" SUCH PROBLEMS EITHER BY  
"TELLING HIM OR BY TELLING SOMEONE ELSE."

MRS. REAGAN, WHO PREVIOUSLY HAD DENIED SHE PLAYED ANY ROLE IN THE  
DISMISSAL OF ADMINISTRATION OFFICIALS, COMMENTED IN INTERVIEWS FOR AN  
HOUR-LONG SPECIAL ON THE FIRST LADY THAT WAS PREVIEWED FOR REPORTERS  
THURSDAY. IT WILL BE AIRED MONDAY ON NBC-TV.

IN THE PROGRAM, PRESIDENT REAGAN EXPLAINS THAT HE'S "A SOFT  
TOUCH," SAYING: "IT'S DIFFICULT FOR ME IF THERE IS SOME  
DISCIPLINING THAT IS NEEDED, OR EVEN SOME CHANGE OF PERSONNEL."

RON REAGAN, ALSO INTERVIEWED FOR THE PROGRAM, SAID HIS MOTHER WAS  
"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."

THE SHOW, FEATURING INTERVIEWS WITH REAGAN FAMILY MEMBERS AND  
FRIENDS, GIVES A RARE GLIMPSE OF MRS. REAGAN'S LIFE AND PORTRAYS HER  
AS AN EVER-GROWING CENTER OF INFLUENCE IN THE WHITE HOUSE.

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  
BECOMES THE FOCUS ON HIS AGENDA, AND CERTAINLY CAN BECOME THE FOCUS  
OF A LOT OF OTHER ATTENTION AROUND THE WHITE HOUSE," ROLLINS SAID.

STUART SPENCER, A LONG-TIME REAGAN POLITICAL CONSULTANT, ADDED: "IF  
THAT PHONE THERE RANG . . . AND SHE WAS ON IT, AND SHE'D SAY: 'STU, I  
WANT YOU TO JUMP,' I'D SAY: 'HOW HIGH?'"

AP-NY-06-21-85 0806EDT



# A frank, affectionate meeting with Nancy

By Arthur Unger

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

## TELEVISION

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 relations 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



One of the most powerful of first ladies

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 First Lady" is not a puff piece, despite the fact that it is almost impossible to view it without emerging from the hour with great affection and admiration for Nancy Reagan and her unique relationship with her husband. It is a sensitive, delightful, sometimes moving character sketch of a "woman behind the man," who is emerging as her own woman.



BOSTON, MASS.  
CHRISTIAN SCIENCE  
MONITOR

MORNING - 174,191

JUN 21 1989

## A frank, affectionate meeting with Nancy

By Arthur Unger

New York

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PRESERVATION COPY



BOSTON, MASS.  
GLOBE

JUN 21 1985

M - 514,817  
S - 781,502

## Nancy Reagan talks about her influence in White House decisions

Associated Press

WASHINGTON - President Reagan's wife, Nancy, says she uses "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.

The president, meanwhile, says this occurs because he is a "soft touch" when it comes to disciplining or dismissing people. Mrs. Reagan had previously denied that she played any role in the dismissal of administration officials.

The president and his wife made the comments in interviews for an hourlong special on Mrs. Reagan that will be broadcast Monday on NBC-TV.

The show was previewed for reporters yesterday.

In the interview, Mrs. Reagan says she would like the president to hold a "get-acquainted" meeting with the Soviet leader, Mikhail S. Gorbachev, so they "could just sit and talk" and "get a feel of each other."

An NBC correspondent, Chris Wallace, interviewed Mrs. Reagan over several months and was given exclusive glimpses of the Reagans' life at their Santa Barbara,

Calif., ranch and the presidential retreat at Camp David, Md.

Wallace reported that Reagan aides said Mrs. Reagan "was a major figure in helping push Alexander Haig and former national security affairs adviser William Clark out of the Cabinet." Haig was secretary of state.

Mrs. Reagan told Wallace that after her husband's re-election last year, she wanted a purge of the Cabinet "to get rid of people who had outlived their usefulness."

"Instead, the president asked the entire Cabinet to stay on," he reported.

Asked if she thought Gorbachev is a "better propaganda spokesman for the Soviet Union," Mrs. Reagan replied: "I think that's so. I think he has ... yes, it's more of a PR feel."

On the question of whether she would like to see a Reagan-Gorbachev summit meeting, she said:

"It would be nice if 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.

"Just to get acquainted," she said.

NBC, NBC News Special: "Profile of a First Lady" (tentative title) \_ An unprecedented look into the private and public life of First Lady Nancy Reagan.

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Nancy Reagan says she'd like the president to hold a "get acquainted" meeting with Soviet leader Mikhail Gorbachev so they "could just sit and talk." The first lady talks about her husband in an (N-B-C) interview to be aired Monday.

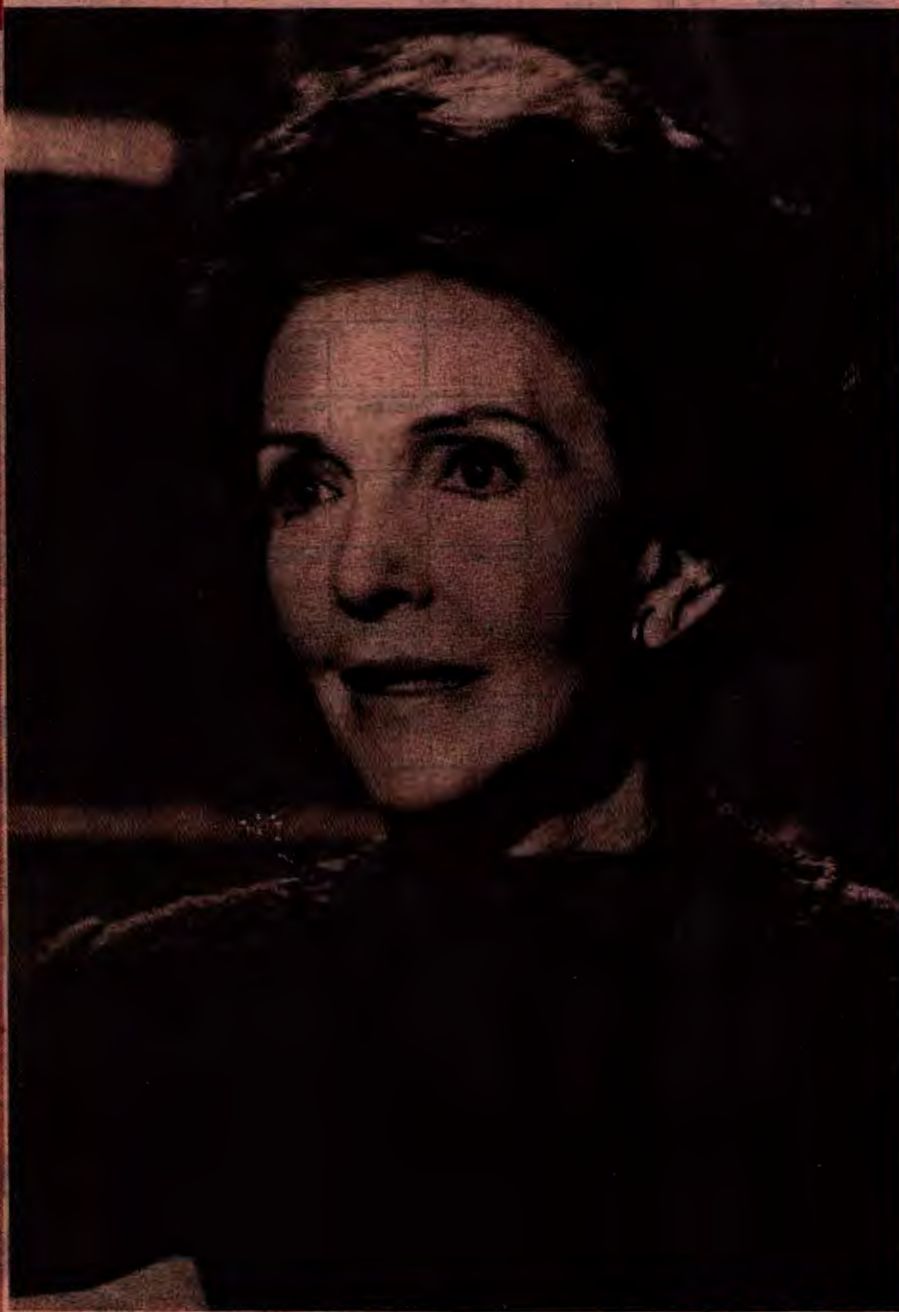
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NEWS  
MOUNT AIRY, N. C.

JUN-21-85



**THE WORLD OF NANCY REGAN-** The first lady is the subject of an NBC News documentary, airing Monday, June 24.

# The Philadelphia Inquirer

Friday, June 21, 1985

## NEWSMAKERS

### *Giving notice*

Nancy Reagan comes clean in an NBC special on her to air Monday. In the show, the first lady contradicts previous statements that she wields no influence over administration hirings and firings. "I'm very aware of



Nancy Reagan

people who are trying to take advantage of my husband, who are trying to end-run him, lots of the time, trying to use him," she said. "I'm very aware of that. All my little antennas go up." She said she would "try to stop it" by either "telling him or by telling someone else."



HOUSTON, TEXAS

POST

M - 401,850

S - 463,264

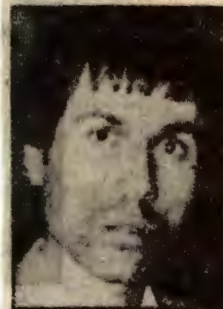
JUN 21 1985



**N. REAGAN:**  
Spots problems



**R. REAGAN:**  
'Soft touch'



**AGCA:**  
Repaid friend?



**JOHN PAUL:**  
Agca's victim



**HAUPTMANN:**  
Spouse innocent

## Names

### First lady has a say in area of personnel

Nancy Reagan says she uses "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. President Reagan, meanwhile, says this occurs because he is a "soft touch" when it comes to disciplining or firing people. The president and his wife make the comments in interviews for an hour-long special on the first lady, which will be aired Monday on NBC-TV.

• • •

A judge suggested Thursday in Rome that Turkish terrorist Mehmet Ali Agca tried to repay a childhood friend for taking part in the shooting of Pope John Paul II by refusing to identify him as a third gunman allegedly involved in the attack. Agca, who said Wednesday a third Turkish terrorist was in St. Peter's Square during the May 13, 1981, attack, insisted Thursday he knew the man only by the code name Akif.

• • •

Six visiting emissaries of the Dalai Lama will not be allowed to enter Tibet, which was annexed by the Chinese in 1951, a delegation member said Thursday in Peking. "The Chinese do not want us to go," said the unidentified envoy. He said the Chinese will only let them visit western China's Qinghai province, which has a large Tibetan population and is considered by many Tibetans to be part of their former kingdom.

• • •

Comedian Milton Berle was released from Cedars-Sinai Medical Center in Los Angeles in good condition Thursday, 10 days after undergoing quadruple heart bypass surgery. "His recovery has been absolutely outstanding," a hospital spokesman said. "They had planned on releasing him Friday, but his condition was so good they decided to release him today." Berle, 76, the cigar-smoking "Uncle Miltie" to millions of television fans in the late 1940s and 1950s, underwent the four-hour heart operation June 10.

• • •

Anna Hauptmann, widow of Bruno Richard Hauptmann, executed 51 years ago for kidnapping and murdering the son of famed aviator Charles Lindbergh, asked a federal appeals court Thursday in Philadelphia to allow her to prove her husband was innocent of the crime. "He never kidnapped any baby, never," she said prior to oral arguments in the 3rd U.S. Court of Appeals on her effort to revive a civil lawsuit dismissed last year in New Jersey. The suit named the state, the FBI and the Hearst Corp., and alleged a conspiracy to conceal evidence.



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ST. AUGUSTINE, FLA.  
RECORD

EVENING - 9,031

JUN 21 1985

## A close look at First Lady Nancy Reagan

"There's never been a first lady quite like her," says Bob Rogers, the producer of an NBC documentary profiling Nancy Reagan that airs Monday. "With the possible exception of Rosalynn Carter, there's hasn't been a first lady who's been involved with her husband's career to this extent. Pat Nixon, for instance, was really just the president's wife. But Nancy Reagan, as far back as 1966, has been a mover and shaker in her husband's career."

The NBC crew, led by Rogers and reporter Chris Wallace, were given extraordinary access to Mrs. Reagan. Rogers says no subjects were off-limits, but Mrs. Reagan often answers with a curt "I'm not going to tell you" when a sensitive subject is broached. For example, at one point, Wallace asks Mrs. Reagan if the

staff uses her to send messages to the president. She replies: "I'm not going to tell you."

The documentary's point of view is "objective," Rogers maintains. Among those interviewed are three of the Reagan children as well as former and current associates. The program examines Mrs. Reagan's family history and film career, but mostly focuses on the first lady's role in the White House.

"Several of the people interviewed believe that Ronald Reagan wouldn't be president without her," says Rogers. "She takes care of the hard stuff that he doesn't like to do. She's also a woman who's protective of her husband, taking steps to stop what would hurt him. She worries that the president doesn't complain about a problem, until, in her opinion, it's gone too far.



Nancy Reagan

She believes it's easier to stop it right at the beginning."

A portrait of a shrewd, bull-headed woman emerges. Wallace asks if the president ever says no to her. "Yes," she says. Asks Wallace: "Does that end it?" "Not always," replies Mrs. Reagan.

"If people are expecting a White House tour, they shouldn't watch this program," says Rogers. "It's a profile of a first lady who's very much a political player, but it's also the story of a 33-year love affair that's remarkable to see."

—TV Data



WATERVILLE, MAINE  
SENTINEL

MORNING - 24,219

JUN 21 1985

## NBC gets 'unprecedented' in-depth look at Nancy Reagan

An unprecedented in-depth look into the private and public lives of America's First lady, Nancy Reagan, will be broadcast in a special one-hour NBC News program Monday at 10 p.m.

"The First Lady, Nancy Reagan" will be anchored by White House Correspondent Chris Wallace, who has been given extraordinary access to Mrs. Reagan, her family and friends. Bob Rogers is the producer of the program.

In addition to interviews with Mrs. Reagan and President Ronald Reagan at both their Santa Barbara ranch and Camp David, Wallace will talk with Edith Davis, the First Lady's 88-year-old mother at her home in Arizona; son Ronald Reagan Jr.; Mrs. Reagan's stepchildren, Maureen and Michael; and friends of the First Family, including Bonita Granville Wrather (former actress and producer).

Through these and other interviews, "The First Lady, Nancy Reagan," will present a heretofore unknown side of Mrs. Reagan — how she deals with the task of juggling the most public life possible and maintaining a semblance of normalcy in the private life of the Reagan family.

"Rather than examining just the role of First Lady, we will examine the personal side of Mrs. Reagan through the eyes of those closest to her," says producer Rogers of the NBC News special program.

NBC photo

White House Correspondent Chris Wallace, left, enjoys a good laugh with the President and Mrs. Reagan at their beloved Rancho Del Cielo in Santa Barbara, Calif.





Intelligence, Inc.

WASHINGTON, D.C. 20003

Front Page	Editor	Other
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HOLLYWOOD, FLORIDA  
SUN-TATLER

EVENING - 41,250

JUN 21 1985

*Sun-Tattler FL.*

3

# NBC special presents profile of Nancy Reagan

By Andrew J. Edelstein  
Newspaper Enterprise Association

"There's never been a first lady quite like her," says Bob Rogers, the producer of an NBC documentary profiling Nancy Reagan that airs Monday, June 24 (10-11 p.m., Channels 5 and 7). "With the possible exception of Rosalynn Carter, there hasn't been a first lady who's been involved with her husband's career to this extent.

"Pat Nixon, for instance, was really just the president's wife. But Nancy Reagan, as far back as 1966, has been a mover and shaker in her husband's career."

The NBC crew, led by Rogers and reporter Chris Wallace, were given extraordinary access to Mrs. Reagan. Rogers says no subjects were off-limits, but Mrs. Reagan often answers with a curt "I'm not going to tell you" when a sensitive subject is broached. For example, at one point in the special, Wallace asks Mrs. Reagan if the staff uses her to send messages to the president. She replies: "I'm not going to tell you."

The documentary's point of view is "objective," Rogers maintains. Among those interviewed are three of the Reagan children as well as former and current associates. The program examines Mrs. Reagan's family history and film career, but mostly focuses on the first lady's role in the White House.

"Several of the people interviewed believe that Ronald Reagan wouldn't be president without her," says Rogers. "She takes care of the hard stuff that he doesn't like to do. She's also a woman who's protective of her husband, taking steps to stop what would hurt him. She worries that the president doesn't complain about a problem until, in her opinion, it's gone too far. She believes it's easier to stop it right at the beginning."

A portrait of a shrewd, bull-headed woman emerges. Wallace asks if the president ever says no



NBC correspondent Chris Wallace  
talks with Mrs. Reagan at her ranch

to her. "Yes," she says. Asks Wallace: "Doesn't that end it?" "Not always," replies Mrs. Reagan.

When Wallace asks former Reagan aide Lyn Nofziger if it was true that Mrs. Reagan wouldn't talk to him for six months, he replies, "Make it three months — let's not exaggerate."

"If people are expecting a White House tour, they shouldn't watch this program," says Rogers. "It's a profile of a first lady who's very much a political player, but it's also the story of a 33-year love affair that's remarkable to see."



LOS ANGELES, CA.  
TIMES

M - 1,038,499  
S - 1,294,274

JUN 21 1985

Friday, June 21, 1985/Part VI

23

## HOW POWERFUL IS SHE?

# DOCUMENTARY LOOKS AT MRS. REAGAN

By BETTY CUNIBERTI,  
Times Staff Writer

**W**ASHINGTON—For those intrigued by the Nancy Reagan mystery, a one-hour NBC documentary to be aired Monday night at 10 offers a substantial peek behind her curtain of privacy.

Is she a rich, traditional wife who cares only about her husband and her clothes? Or is she a powerful, political force in the White House, the person pulling the President's strings?

The documentary suggests that she is a little of both.

The First Lady admits, if vaguely, that she plays a key role in White House personnel decisions—something that has long been reported but that she has always denied.

Knowing her reputation for coy evasiveness, NBC White House correspondent Chris Wallace said he warned her before they began taping that he already had film of several credible people describing her powerful role. "And I told her," said Wallace, "that if she giggled and said, 'Who, me?' that she would look stupid."

Mrs. Reagan tells Wallace that she is "aware of people who are trying to take advantage of my husband," and then, when she sees something she doesn't like, "I try to stop it . . . by telling him or telling someone else."

She never admits to any specific instance where she had a voice in having someone removed. As is her nature, she doesn't delve deeply into details on any subject that is considered controversial for her, offering lengthy thoughts only on such subjects as the assassination attempt ("I remember the voices . . . the smells . . . I remember everything") and the death of her stepfather, which brings tears to her eyes. But she offers enough new glimpses and hints to add more clarity to her somewhat blurry image.

Wallace spent five months on the piece and obtained the heart of her portrait from other people:

Her son, Ron, saying that she is "not always the easiest person to



Mrs. Reagan now has the freedom of no more campaigns.

get along with . . . a very shrewd judge of character . . . either a very powerful ally or an enemy you don't want to have."

Her stepson, Michael, saying, "Without her, Dad probably wouldn't be President of the United States."

Political consultant Stuart Spencer, who has worked on campaigns for both Reagan and Gerald Ford: "She'd call me and say, 'Spency, you really screwed up.' . . . We include her in a lot of decision making in the political process when we're in the campaign."

Longtime Reagan aide Edward Rollins: "I think that she wanted him to be President probably more than he wanted to be President."

And Michael Deaver, the former Reagan aide who dealt with her the most in the first term: "I think she understands better now than she did at the beginning that she is in a position for the first time in her life to be more than just Mrs. Ronald Reagan . . . that she can do something with her life independently which can make a change for the good."

Wallace presents her as a woman who has changed since her hus-

band took office, "liberated by her new popularity, by her greater awareness of the platform she has, by the fact she'll never have to face another election." But he also quotes another reporter as saying that she merely has learned better "how to play the game," to present herself better.

After a month of negotiating, the filming began, and Wallace was given access to many places that are off-limits to reporters: the White House living quarters, Camp David, the ranch in Santa Barbara, the inside of the Vatican and even her ailing mother's residence in Arizona.

Mrs. Reagan appeared to be more comfortable and open with Wallace than she has been with other reporters. He interviewed her several times for a total of about three hours.

"I think she wants people to know what a key player she is in her husband's success," Wallace told The Times. "She would deny it, but I think she looks to history, to spreading some of the credit around, at least in her subconscious."



MARYVILLE-ALCOA, TENN.  
TIMES

EVENING - 19,821

JUN 21 1985

6/21/85

Maryville, TN

# Times entertainer



Nancy Reagan is the subject of the documentary "Profile of a First Lady," airing Monday, June 24, on NBC. Reporter Chris Wallace narrates.



FOND DU LAC, WISC.  
REPORTER

EVENING - 22,581

SUNDAY - 22,567

JUN 21 1985

Fond du Lac Wis. Reporter

Page 5

TV HIGHLIGHTS

## NBC looks at

# Nancy Reagan's world

Sunday Extra, June 23, 1985



### At the Reagans' ranch

An in-depth look into the private and public lives of America's first lady, Nancy Reagan, will be taken in a special NBC News program airing from 9 to 10 p.m. Monday. White House correspondent Chris Wallace, left, enjoys a laugh with the President and Mrs. Reagan at their Rancho Del Cielo in Santa Barbara, Calif.

By ANDREW J. EDELSTEIN

"If people are expecting a White House tour, they shouldn't watch this program," says Bob Rogers, producer of an NBC News documentary about first lady Nancy Reagan airing Monday, June 24.

"It's a profile of a first lady, who's very much a political player, but it's also the story of a 33-year love affair that's remarkable to see.

"There's never been a first lady quite like her," says Rogers. "With the possible exception of Rosalynn Carter, there hasn't been a first lady who's been involved with her husband's career to this extent. Pat Nixon, for instance, was really just the president's wife. But Nancy Reagan, as far back as 1966, has been a mover and shaker in her husband's career."

The NBC crew, led by Rogers and reporter Chris Wallace, were given extraordinary access to Mrs. Reagan. Rogers says no subjects were off-limits, but Mrs. Reagan often answers with a curt "I'm not going to tell you" when a sensitive subject is broached. For example, at one point, Wallace asks her if the staff uses her to send messages to the president. She replied: "I'm not going to tell you."

The program examines her family history. She was abandoned by her father when she was one year old and lived with relatives until age seven, when her mother married Dr. Loyal Davis and he adopted her.

"This perhaps explains her expectations for perfection in her family life," says Rogers. It also looks at her film career.

"I am probably the only person in America to watch every film Nancy Davis ever made," says Rogers. "One of them, 'Night Into Morning,' isn't all that bad."

But most of the program focuses on the first lady's role in the White House.

"Several of the people interviewed believe that Ronald Reagan wouldn't be president without her," says Rogers. "She takes care of the hard stuff that he doesn't like to do."

"She's also a woman who's protective of her husband, taking steps to stop what would hurt him. She worries that the president doesn't complain about a problem until, in her opinion, it's gone too far. She believes it's easier to stop it right at the beginning."

A portrait of a shrewd, bull-headed woman emerges: Wallace asks if the president ever says no to his wife. "Yes," the first lady replies. Asks Wallace: "Does that end it?" "Not always," she replies.

When Wallace asks former Reagan aide Lyn Nofziger if it was true that Mrs. Reagan wouldn't talk to him for six months, he replies, "Make it three months — let's not exaggerate."

Rogers insists that the timing for the show is right and that it's not an early-summer puff piece.

"Mrs. Reagan is newly self-confident," he says. "When she went to see the Pope it wasn't as a president's wife wearing a lace mantilla, but as a woman in a business suit with a cause. She was a big hit in Europe, while her husband was stumbling at Bitburg."



SAN DIEGO, CALIF.  
TRIBUNE

EVENING - 127,672

JUN 21 1989

# Nancy Reagan: She's sugar and spice ... and steel

**L**OS ANGELES — Nancy Reagan. Is she the power behind the White House throne? Does she tell her husband what to do about the issues of our times? Is she a fierce protector of the presidential nest? Or is she a dutiful, sensitive and vulnerable housewife?

At various times, according to NBC White House correspondent Chris Wallace, America's first lady is all of the above.

"In brief, she wants America to remember the Reagan presidency with love and affection," Wallace said. "For herself, she wants to be remembered as America's best first lady."

Wallace talked about the Reagans here after a preview showing of a one-hour NBC News program called "The First Lady, Nancy Reagan," which will be aired on Channel 39 at 10 p.m. Monday.

The program offers a rare, revealing and intimate view of some of the things that go on behind usually closed White House doors. Wallace and his crew began work on the Nancy Reagan project last fall, interviewing the family, several White House assistants and friends.

Wallace said he talked with Mrs. Reagan and her husband for more than three hours in three places: in the White House living quarters, at Camp David and at the Santa Barbara ranch.

Wallace also chatted with Edith Davis, Mrs. Reagan's 88-year-old mother, at her home in Arizona; with son Ronald Reagan Jr., and with stepchildren Maureen and Michael.

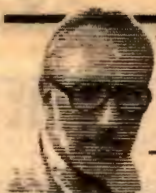
What emerges from all the talk is a complex woman and, when the program is over, viewers still might not be able to make up their minds about Mrs. Reagan.

"Those who admire her will be reinforced by our presentation," Wallace said. "Anti-Reagan people no doubt will see the negatives and say, 'I told you so.'"

The program does demonstrate that Mrs. Reagan has power, that she advises her husband, but also that he does not always follow her advice.

After the Reagan re-election, for instance, she wanted to "purge" the cabinet, to drop certain people she felt weren't doing their jobs, but the president refused.

Even so, Wallace said, "In terms of influence, she's going to rank right up there (with the most powerful



**Gus  
Stevens**

TV/RADIO CRITIC

presidential wives). She's an extremely complicated person ... more than I believed ... On the other hand, she's more vulnerable and warmer than I believed. She reads a great deal, she talks all the time, especially on the telephone, she worries about many things going on in and around the presidency. They (the Reagans) watch all three news shows (on television) every night."

Mrs. Reagan often helps with sensitive and embarrassing matters concerning staff.

She says of her husband: "He has a very difficult time with personnel problems."

The president: "It's difficult for me if there's changes needed."

Mrs. Reagan: "It's harder for him."

The president: "Because I'm a soft touch."

The presumption is that Mrs. Reagan is not.

Wallace, who describes himself as a "Nancy watcher" for the past five years, is considered a favorite of the Reagans among members of the Washington press corps. Wallace got the first interview with Mrs. Reagan after the inauguration in 1981. Wallace said that for Monday's interview program the Reagans imposed no limits on topics to be talked about.

The documentary shows tape of Mrs. Reagan doing her famous "prompting" as the president appears to lose his train of thought during a meeting with the press. (She said she were merely talking out loud to herself.) However, she also is shown on her crusade against drug abuse, a mission that has taken her from the Vatican to ghetto schools. Mrs. Reagan also is seen on a tender visit with her mother whom, she says, she calls every day, no matter where the Reagans are.

Still, top-level presidential aides in the White House (including Ed Rollins, Mike Deaver and Stu Spencer) are impressed with her steel:

"She watches over (the president) like a lioness protecting her cub ... I sometimes think if there hadn't



been a Nancy Reagan there never would have been a President Reagan or a Gov. Reagan. ...

"She has power ... You get power in two ways, access and leverage, and she has access. ...

"If she told me to jump, I'd say, 'How high?'"

Soviet Foreign Minister Andrei Gromyko once asked Mrs. Reagan if her husband wanted peace or war.

"Peace," she replied.

"Then whisper 'peace' in his ear every night."

"All right. I'll whisper it in your ear, too."

Mrs. Reagan, according to Wallace, has had her good years and bad in Washington.

"In the beginning it was her expensive clothes," Wallace said, "redecorating the White House and buying china during a time when her husband was cutting welfare programs, and the assassination attempt. All these brought her weight down to 95 pounds.

"Now she's perceived as being a warmer person who cares about people."

Some gossipy comments from Wallace:

"A lot of TV newsmen would love to be able to read a TelePrompTer as well as Ronald Reagan can. ...

"She holds a grudge with the best of them. ...

"There's not a doubt in my mind that she had a role in Alexander Haig leaving (the cabinet). ...

"She can be like a visiting head of state. ...

"She granted the interviews because the last (Reagan) election is over, she's popular with the country, and we were the first people to offer an hour on prime time."

Ronald Reagan Jr., their dancing son, said of his mother: "She can be a handful ... She's a perfectionist ... I don't think I'd want her to be my boss."

Mrs. Reagan's reply: "I know what I want. If I were working for somebody, I'd want to know what they wanted."

Mrs. Reagan played cat and mouse with Wallace about her true age. When she became an actress, two years were shaved from her birth date by her movie studio press agents (and now her official biography), proposing that she was born in 1923. New York state records indicate she was born in 1921.

Which is correct? "I haven't decided yet," she said. Ronald Jr. says 1921. "He wasn't there."

Family friend William F. Buckley, in a rare abuse of



NANCY REAGAN

"The First Lady" airs Monday at 10 p.m. on 39

English grammar, said of Mrs. Reagan: "She thinks (her husband) is absolutely unique, that he should be on Mount Rushmore."

Mrs. Reagan summed up the consequences of living in the world spotlight where every triumph — and every pratfall — is magnified a thousand times: "You're lucky if you can have a private life and solve your problems privately."



# The TV Observer

The News and Observer, Raleigh, N.C.  
June 21-June 28, 1985

## Magazine



**Nancy Reagan profiled  
Monday on NBC**  
Story on page 3



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Front Page	Edit Page	Other Page
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RALPH, N.C.

NEWS & OBSERVER

JUN 21 1985

MORNING - 129,177

SUNDAY -- 163,111

## A portrait of a shrewd first lady

By ANDREW J. EDELSTEIN

TV Data

"If people are expecting a White House tour, they shouldn't watch this program," says Bob Rogers, the producer of "Profile of a First Lady," an NBC News documentary airing Monday at 10 p.m.

"It's a profile of a first lady, who's very much a political player, but it's also the story of a 33-year love affair that's remarkable to see.

"There's never been a first lady quite like her," says Rogers. "With the possible exception of Rosalynn Carter, there hasn't been a first lady who's been involved with her husband's career to her extent. Pat Nixon, for instance, was really the president's wife. But Nancy Reagan, as far back as 1966, has been a mover and shaker in her husband's career."

The NBC crew, led by Rogers and reporter Chris Wallace, were given extraordinary access to Mrs. Reagan. Rogers says no subjects were off-limits, but Mrs. Reagan would often answer with a curt "I'm not going to tell you" when a sensitive subject was broached. For example, at one point, Wallace asked Mrs. Reagan if the staff uses her to send messages to the president. She replied: "I'm not going to tell you."

The documentary's point of view is "objective," Rogers maintained. Among those interviewed are three of the Reagan children as well as former and current associates. The program examines her family history (she

was abandoned when she was a year old and lived with relatives until adopted by Dr. Loyal Davis when she was 7) and her film career. "I am probably the only person in America to watch every film Nancy Davis ever made" says Rogers. "One of them, 'Night Into Morning,' isn't all that bad."

But most of the program focuses on Mrs. Reagan's role in the White House.

"Several of the people interviewed believe that Ronald Reagan wouldn't be president without her," says Rogers. "She takes care of the hard stuff that he doesn't like to do. She's also a woman who's protective of her husband, taking steps to stop what would hurt him. She worries that the president doesn't complain about a problem until, in her opinion, it's gone too far. She believes it's easier to stop it right at the beginning."

A portrait of a shrewd, bullheaded woman emerges. Wallace asks if the president ever says no to his wife. "Yes," the first lady replies. Asks Wallace: "Does that end it?" "Not always," replies Mrs. Reagan.

Rogers insists that the timing for the show is right and that's it's not an early-summer puff piece. "Mrs. Reagan is newly self-confident," he says. "When she went to see the pope it wasn't as a president's wife wearing a lace mantilla, but as a woman in a business suit with a cause. She was a big hit in Europe, while her husband was stumbling at Bitburg."



By JOAN HANAUER UPI TV Reporter

NEW YORK (UPI) — 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 June 24, 10-11 p.m. Eastern time — 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 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, reelecting 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."

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## TV WORLD

### NANCY REAGAN: GROWING ON THE JOB

BY JOAN HANAUER

UPI TV REPORTER

NEW YORK (UPI) -- 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 JUNE 24, 10-11 P.M. EASTERN TIME -- 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 DEEVER 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 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 DEEVER AND JAMES BAKER GAIN CONTROL OF THE FIRST TERM WHITE HOUSE STAFF. SHE HAS GENERALLY SIDED WITH MODERATES OVER HARD-LINE CONSERVATIVES, RELECTING 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."

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THE NATION'S NEWSPAPER

# USA TODAY

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## Nancy opens door on her life, power

Special for USA TODAY

Nancy Reagan wants the president to hold a get-acquainted meeting with Soviet leader Mikhail Gorbachev to "get a feel of each other."

She made the remarks in a candid interview to be broadcast on NBC-TV at 10 p.m. EDT Monday. The program includes glimpses of the Reagans' life at the White House and their ranch in California.

Mrs. Reagan also said:

■ She is intrigued by Gorbachev's Westernized style.

■ She uses "all my little antennas" to ferret out White House personnel problems. When she learns of such problems, she will "try to stop it" by either "telling him or by telling someone else."

■ She wanted a purge of the Cabinet after Reagan's re-election "to get rid of people who had outlived their usefulness."

Also in the program:

■ Ron Reagan said his mother has "a real sort of bloodhound's instinct" for those trying to use the president. He added she can "be either a very powerful ally or an enemy you don't want to have."

■ The president admitted: "It's difficult for me if there is some disciplining that is needed, or even some change of personnel. ... In other words, I'm a soft touch."



JUN 20 1985

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## Nancy Reagan's life is explored in NBC special

By Marc Minnelli

"Nancy Reagan," a 9-year-old English boy once announced on British television, "is in charge of America."



Chris Wallace

Many Americans agree. It shows by the way we've dubbed first lady Anne Frances Nancy Robbins Davis Reagan. She's been called the Queen of the United States, Naughty Nancy and — in reference to Argentina's former controversial first lady, Eva Peron — Nanita.

Then there are the nasty titles, expletives that remain unprintable. The first lady's lavish lifestyle — the monies spent on White House china, Adolfo originals and private parties — cause constant comment. Says one Pontiac, Ill. woman: "Nancy Reagan reminds me of Marie

Antoinette. Let them eat Lenox."

But the image most people have of Nancy Reagan will be challenged when NBC broadcasts an authorized, in-depth portrait of her. The special, hosted and cowritten by NBC White House correspondent Chris Wallace, airs Monday, June 24 on NBC.

"Mrs. Reagan cannot be described in one word," says Wallace, 37. "It takes many, including: complicated, smart, funny, weary and tough. She has many layers to her — she's perfect, warm, pushy, savvy — but a person's image of the first lady depends where he or she stops. As a baby, Mrs. Reagan was abandoned by her mother and father, and all her life she's been insecure. She finally realizes her popularity is growing, but there will always be those who mistake her insecurity for aloofness."

Wallace, who waited four weeks for the White House's permission to begin the special, claims his opinion of Mrs. Reagan changed after working on the documentary. "I have a healthy respect for her now," he says. "Her assertiveness has grown and she has a keener understanding of what it means to be first lady. And she's a good politician. She isn't Catherine the Great or Evita, simply one of the White House's top players — someone who wants to leave her mark on history. And someone who will."



By HELEN THOMAS

UPI White House Reporter

WASHINGTON (UPI) — Nancy Reagan says she would like the president to hold a "get acquainted" meeting with Soviet leader Mikhail Gorbachev so they "could just sit and talk" and "get a feel of each other."

She made the remarks in an hourlong interview and documentary entitled "The First Lady, Nancy Reagan" to be broadcast on NBC-TV at 10 p.m. EDT Monday.

NBC correspondent Chris Wallace interviewed the first lady over several months and was given exclusive glimpses of the Reagan's lifestyle at their Santa Barbara, Calif., ranch and the presidential retreat at Camp David, Md.

The program stresses her new-found confidence, political clout and influence on the official side of the White House, particularly in personnel matters.

Wallace reported that Reagan aides said the first lady "was a major figure in helping push (former Secretary of State) Alexander Haig and former national security affairs adviser William Clark out of the Cabinet."

Mrs. Reagan told Wallace that after her husband's re-election last year, she wanted a purge of the Cabinet "to get rid of people who had outlived their usefulness."

"Instead, the president asked the entire Cabinet to stay on," he reported.

Asked if she thought Corbachev is a "better propaganda spokesman for the Soviet Union," Nancy Reagan replied: "I think that's so. I think he has ... yes, it's more of a P.R. (public relations) feel."

On the question of whether she would like to see a Reagan-Gorbachev summit meeting, she said:

"It would be nice if 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."

"Just to get acquainted," she added.

Wallace quoted members of the National Security Council crediting Mrs. Reagan for breaking the deadlock in the administration between hardliners and moderates over Soviet policy.

He said: "Mrs. Reagan pushed her husband to cool his anti-Soviet rhetoric" and she would get upset over the labeling of Reagan as a "war monger."

On another subject, she said, "I think I'm aware of people who are trying to take advantage of my husband, who are trying to end run him, lots of times, who are trying to use him. I'm very aware of that. All my little antennas go up."

Wallace interviewed three of the Reagan children and several close advisers regarding the first lady's personality.

Only her daughter Patti, with whom relations have sometimes been strained, refused to be interviewed.

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

He added she can "be either a very powerful ally or an enemy you don't want to have."

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# 'First Lady, Nancy Reagan' <sup>W12</sup> thorough, candid documentary

HOLLYWOOD — No matter how you feel about the Reagan administration, you will be impressed by "The First Lady, Nancy Reagan," a remarkably revealing profile Monday night on NBC and Channel 3.

Impressed favorably or otherwise, of course. Very little of what comes out of the White House these days is received with indifference.

If you admire Reagan, you're likely to find this hour unfairly tough. If you despise him, you will probably condemn this program as too soft. Whichever, it will tell you things about this woman you hadn't known.

In extraordinarily candid fashion, the Reagans allowed NBC White House correspondent Chris Wallace and his cameras exclusive access in this program to areas heretofore strictly off-limits — the family quarters in the White House, the Santa Barbara ranch, the Camp David hideaway.

"There were no holds barred for this project," Wallace told us after the screening here the other day. "That was a condition we set before we began this project five months ago."

Her clout and power within the administration are freely admitted by Mrs. Reagan, who sees her role as that of protectress of her husband against those whom she regards as would-be manipulators.

"It's difficult for me to discipline the staff or move personnel," says the President of the United States of America in this program in acknowledgement of his wife's role. He adds with a grin: "I'm a soft touch!"

We see the Reagans at breakfast at the ranch, exchanging views on the role to be played by Donald Regan who is now the president's chief of staff. At another point, we hear Mrs. Reagan's opinion of the charisma of Soviet leader Mikhail Gorbachev and his wife — impressive public-relations appeal.

In this fascinating profile, Nancy Reagan emerges ultimately as a complicated person — tough, private, sensitive, powerful and, according to some adversaries, relentless.

"Relentless?" she ponders the question by Wallace. "I think I know what I want ... I want people to love him as much as I do — I think they do, don't you? Well, maybe not ALL of them ..."

The program contains clips from some of the better movies of Nancy Reagan — she was a pretty good actress. It deals with



**By Bill Barrett**  
TV Critic

her family relationships. It discloses that she calls her mother every day, no matter where she is. It shows Mrs. Reagan in a visit with her mother — embracing her, stroking her, the hour's most

touching moment.

Anchor Chris Wallace was asked why Nancy Reagan would submit to this revealing interview.

"I can only guess," he replied. "I think she now has some interest in showing who she is and what her importance is. I think she is concerned now with her place in history."

He was asked for his perception of her, views gathered in his five months on this project.

"She's an extremely complicated person," he replied. "Tougher than I believed — and at the same time more vulnerable and warmer than I thought. She has a good sense of humor — and she holds a grudge with the best of them."

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(Cir. M. 136,685)  
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JUN 19 1985

# Special provides insight into

## first lady Nancy Reagan

LOS ANGELES — Often the portraits of famous people presented on television are less than revelatory. In fact, they usually fall somewhere between embarrassing fawning and a hatchet job.

Chris Wallace's portrait of Nancy Reagan is a cut above average. In the hourlong special, *First Lady, Nancy Reagan* (at 9 p.m. Monday, June 24, KTVV-TV, Channel 36 Cable 4), NBC's White House reporter burrows through the Reagan Cabinet and comes up with some fascinating descriptions and comments about Mrs. Reagan.

"I'm not heavily into fawning," said Wallace in a recent interview. "It seemed to me that there were two stories to investigate. One is this woman's substantial clout on the personnel and policies of the government; the other is the recent turnaround in her image."

Wallace, who is the son of CBS's Mike Wallace, said he was surprised at the almost unlimited access he and his NBC crew had to Mrs. Reagan over a period of weeks. He spent a day with President and Mrs. Reagan at their Santa Barbara ranch at Easter, and he spent time with them in the family quarters at the White House, Camp David, and a ski lodge in Aspen, Colo.

Asked why he thought the previously private Mrs. Reagan suddenly agreed to let TV cameras into her private life, Wallace had some interesting comments.

"Her husband's last election is over, and that has been a liberating factor for her," he said. "She doesn't have to watch herself as closely any more. Also, she's more popular now, and that gives her security and confidence."



Chris Wallace spends time with President and Mrs. Reagan in *First Lady, Nancy Reagan*.

For those who do not remember the uproar that accompanied Mrs. Reagan into the White House, she was criticized for everything from her designer clothes to her china. Wallace thinks the drumming she took was not totally unjustified.

"She was spending \$800,000 redoing the White House while her husband was slashing the budget," he said. "It was conspicuous consumption that many people saw as frivolous at best and insensitive at worst."

But the public's perception of Mrs. Reagan has changed, partly because of the President's popularity but also because of her own efforts to change her image. A television portrait showing her softer side undoubtedly is part of the plan. *First Lady* is not a particularly soft portrait, but most viewers will probably like what they see.

"I think she wants people to know who she is and how important she's been and continues to be





## Television

Diane Holloway

"I told her I had interviews with several people in the administration who talked about her power and clout and that I wanted her to talk about it on camera," said Wallace. "I told her if she giggled and said 'Who me?' she'd look silly. Ultimately I did convince her, but breaking through her reserve and getting her to admit to being a key player in the administration was not easy."

The result of Wallace's behind the scenes arm-twisting makes for a compelling look at the First Lady's influence on politics and policy, which she previously insisted did not exist.

For a look at the personal side of Mrs. Reagan, Wallace talked with her son Ronald, Jr.; her stepchildren, Michael and Maureen; and her 88-year-old mother, Edith Davis.

The program is not fawning; nor is it a hatchet job.

There are some awkwardly staged "casual" scenes of the President and First Lady having a private lunch together — with a huge camera crew watching. And, yes, she gets misty talking about her stepfather's death and the attempted assassination of the President. Those are predictable moments. But through most of the program, she is unguarded. She isn't even dressed up, made up, or coiffed as impeccably as usual.

Wallace said he came away

from his assignment with a different view of Mrs. Reagan.

"She's an extremely complicated person. She is much more powerful and tougher than I'd believed, but she's also more vulnerable and warmer than I'd expected. In terms of influence, she ranks way up there (among First Ladies). The President is remarkably passive in a lot of areas. She's by far the more dynamic of the two."

...

ABC threw a block party on the 20th Century-Fox lot to celebrate the pending departure of critics. There wasn't a huge turnout, but a couple of stars from *Dynasty* did attend.

Not that it's a great surprise, but John James, who plays Jeff Colby, definitely survived the cliffhanger massacre. He is scheduled to star in his own *Dynasty* spinoff which debuts in November.

"I've always played supporting characters, but now it's time to step out," James said. He said the spinoff will be launched with a two-hour movie in *Dynasty's* sixth episode. When pressed, he also admitted quietly that he has a contractual arrangement with the producers and ABC to return to *Dynasty* if *The Colbys* fails.

Michael Praed, who plays wimpy Prince Michael, attended the party dressed in a funky black-and-white ensemble. Asked if his presence indicated he had survived, Praed said, "I don't know. Ask my agent."

Producer Esther Shapiro also refused direct comment on the cliffhanger massacre but did say that Amanda, who married Prince Michael, and Claudia have major storylines in the coming season.

In Ronald Reagan's career," said Wallace. "She would never admit it, but I think she's also thinking a little bit about her place in history now."

In addition to more than three hours of interviews with Mrs. Reagan, Wallace also spoke with key members of the Reagan administration and the President's inner circle. He thinks his biggest coup in the assignment was persuading Mrs. Reagan to talk about her influence at the White House.



# The Washington Times

TUESDAY, JUNE 18, 1985

## DIANA HEARS

Nancy Reagan's face beaming on the upcoming TV Guide (Chris Wallace's one-hour Nancy Special, polished off yesterday, airs June 24 at 10 pm)...

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### NBC will look at Nancy Reagan

NBC News plans "an unprecedented, in-depth look" into the private and public life of Nancy Reagan during an hour-long documentary, "The First Lady, Nancy Reagan." The June 24 program will be anchored by White House correspondent Chris Wallace (son of Mike), who was given "extraordinary access" to Mrs. Reagan, her family and friends, according to the network.

JUN- 3-65

In addition to interviews with the president and his wife at their Santa Barbara ranch and at Camp David, Wallace will talk to Edith Davis, Mrs. Reagan's 88-year-old mother, at her home in Arizona; the Reagan's son, Ron Prescott Reagan, and Mrs. Reagan's stepchildren, Maureen and Michael.



Press Intelligence, Inc.

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Front Page Edit Page Other Page

WYTHEVILLE, VIRGINIA  
SOUTHWEST VIRGINIA  
ENTERPRISE  
TWICE WEEKLY-5,200

JUN 17 1985

*Wytheville*

# THE ENTERPRISE'S ON THE SET

TUESDAY, JUNE 17, 1985



The life of first lady Nancy Reagan will be explored in an authorized one-hour documentary, airing Monday, June 24 on NBC. The special, hosted by White House correspondent *Chris Wallace*, will feature talks with Mrs. Reagan, her family and friends.

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JUN 14 1985

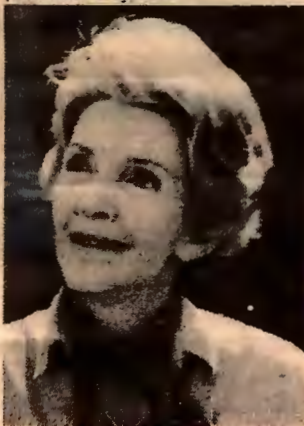
EVENING - 9,048

SUNDAY - 9,876

## NBC documentary profiles Mrs. Reagan

By Andrew J. Edelstein

"There's never been a first lady quite like her," says Bob Rogers, the producer of an NBC documentary profiling Nancy Reagan that airs Monday, June 24. "With the possible exception of Rosalynn Carter, there's hasn't been a first lady who's been involved with her husband's career to this extent. Pat Nixon, for instance, was really just the president's wife. But Nancy Reagan, as far back as 1966, has been a mover and shaker in her husband's career."



Nancy Reagan

The NBC crew, led by Rogers and reporter Chris Wallace, were given extraordinary access to Mrs. Reagan. Rogers says no subjects were off-limits, but Mrs. Reagan often answers with a curt "I'm not going to tell you" when a sensitive subject is broached. For example, at one point, Wallace asks Mrs. Reagan if the staff uses her to send messages to the presi-

dent. She replies: "I'm not going to tell you."

The documentary's point of view is "objective," Rogers maintains. Among those interviewed are three of the Reagan children as well as former and current associates. The program examines Mrs. Reagan's family history and film career, but mostly focuses on the first lady's role in the White House.

"Several of the people interviewed believe that Ronald Reagan wouldn't be president without her," says Rogers. "She takes care of the hard stuff that he doesn't like to do. She's also a woman who's protective of her husband, taking steps to stop what would hurt him. She worries that the president doesn't complain about a problem until, in her opinion, it's gone too far. She believes it's easier to stop it right at the beginning."

A portrait of a shrewd, bull-headed woman emerges. Wallace asks if the president ever says no to her. "Yes," she says. Asks Wallace: "Does that end it?" "Not always," replies Mrs. Reagan.

When Wallace asks former Reagan aide Lyn Nofziger if it was true that Mrs. Reagan wouldn't talk to him for six months, he replies, "Make it three months — let's not exaggerate."

"If people are expecting a White House tour, they shouldn't watch this program," says Rogers. "It's a profile of a first lady who's very much a political player, but it's also the story of a 33-year love affair that's remarkable to see."



# First lady runs her own show

By TIM BOXER

**HOLLYWOOD** — Nancy Reagan has been a tremendously huge influence on her husband, Chris Wallace found.

The NBC White House correspondent anchors a one-hour special, *The First Lady, Nancy Reagan*, on June 24, at 10 p.m. on NBC.

"It's the untold story of this woman's substantial clout on the government in Washington," Wallace says.

Several people on the program talked about Mrs. Reagan's clout. They've seen her often on the phone talking to a network of people. Wallace found her to be an extremely complicated person.

"She's tougher and more powerful than I believed. She's also warmer and more vulnerable than I believed."

"She holds a grudge with the best of them."

Wallace was surprised at how passive Reagan seemed most of the time. He says Nancy seemed more dynamic.

"He's passive and she willingly fills the vacuum. She's been a big influence on Rea-



**NANCY REAGAN**  
*Lots of clout.*

gan's life."

## Nancy Reagan subject of NBC in-depth study set to air June 24

WASHINGTON (UPI) — First lady Nancy Reagan will be the subject of an in-depth study by Chris Wallace on NBC's "The First Lady, Nancy Reagan," to air 10 p.m. June 24.

The show includes interviews with President and Mrs. Reagan, at their Santa Barbara ranch and at Camp David, as well as talks with first mother-in-law Edith Davis, 88, and Nancy Reagan's son, Ron Jr.

Also on the show will be Mrs. Reagan's stepchildren, Maureen and Michael, and such family friends as Bonita Granville Wrather.



NEW YORK POST, THURSDAY, MAY 30, 1985

## CINDY ADAMS



### Guided tour

NANCY REAGAN will tiptoe through the White House on NBC-TV, on a one-hour documentary called, tentatively, *Portrait of the First Lady*. It's an informal look at her lifestyle.

The interlocutor is Chris Wallace, Mike's son. Chris is a friend of the family. Thus, the program will make nice. No hooks, no rams, no errors. Chris is editing the footage now.

A TV news service, eager for a quickie interview to accompany the airing of the documentary, was told that Mrs. Reagan hasn't the time; that they should submit 12 questions in writing; that she'll mail back the answers. That's despite the fact that the program took plenty of hours to do and Mrs. R allowed plenty of hours to do it.

It's scheduled for Monday,  
June 24, 10 to 11 p.m.

★ ★ ★



**STATION BREAK** / Sue Mullin

## Nancy Reagan In Depth

**F**irst lady Nancy Reagan will be the subject of an in-depth study by Chris Wallace on "The First Lady, Nancy Reagan," to air June 24, NBC has announced. The show includes interviews with President and Mrs. Reagan at their Santa Barbara, Calif., ranch and at Camp David, as well as talks with the "first mother-in-law," Edith Davis, 88, and Nancy Reagan's son, Ron Jr. Also on the show will be Mrs. Reagan's stepchildren, Maureen and Michael, and such family friends as Bonita Granville Wrather.



Nancy Reagan

☆☆☆

Television networks are waging a quiet but savage struggle for film footage with Reagan—Nancy, not Ronald. Since the First Lady agreed to appear in one TV documentary on her life, competitors have been beating down the White House doors demanding equal access and time.

US News + World  
Report

April 29, 1985



**MAKING UP?** Deaver, who was reportedly on the outs with Nancy Reagan recently, may have found a way to atone. He has been instrumental in paving the way for what is expected to be a highly laudatory NBC commentary on the First Lady in June. And among the many Nancy experts to be interviewed is Deaver himself. ✓



# Life

WEDNESDAY, APRIL 17, 1985

## LIFELINE

A QUICK READ ON WHAT PEOPLE ARE TALKING ABOUT

### NIGHT WITH NANCY:

First lady Nancy Reagan will open heart and hearth to NBC News for an hourlong biographical documentary airing June 24. Chris Wallace reports the documentary which features interviews with Reagan, her mother and close friends.

Compiled by Craig Wilson

WEDNESDAY, APRIL 17, 1985

THE WASHINGTON POST

## The TV Column

By John Carmody  
Washington Post Staff Writer

### Also in the News

NBC said yesterday that its one-hour NBC News Special, "The First Lady, Nancy Reagan," will air at 10 p.m. the night of June 24 . . .