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THE WHITE HOUSE

WASHINGTON

March 18, 1987

MEMORANDUM FOR TOM GRISCOM

FROM: MARI MASENG 
SUBJECT: Next 100 Days

The first two and a half weeks of the campaign to revitalize the Presidency has gone very well. It has been done largely by reaching out to constituents most able to do the President either good or harm -- whether they be conservatives or Members of Congress. It has been done largely through small, symbolic gestures or meetings. Because of the priority given them, this has spoken volumes to them, the press and the public. Now we need to move into a much larger arena to accomplish substantive goals as well as those of politics and perception. Hence, your request for ideas for a 100-day plan.

This plan should determine goals, list issues to accomplish those goals, identify constituencies to advance both goals and issues, and finally propose use of the President's time to accomplish all of the above.

GOALS

- ° Refocus the President's core constituency. Ronald Reagan was swept into office in 1980 by a broader coalition than any Republican in recent memory. The coalition was built around a core attracted by his stands on issues. That group is confused by Iran/Contra actions it neither understands nor approves. Were this group allowed to continue to drift, our coalition will collapse from within. It is only by maintaining a strong base that we are able to reach out for the support of the broader elements required to govern.
- ° Reassert the President's leadership. We need to demonstrate that the President is aware, involved and successful.
- ° Take advantage of the one remaining, unassailed attribute: that of a caring, decent man.
- ° Rebuild support politically.

ISSUES

There are both those issues which must be addressed because they are moving independently -- the legislative calendar will force many issues upon us -- and those we can choose to suit our purposes. A sample is as follows:

- ° The budget (including spending, taxes and process)
- ° Trade
- ° Overall competitiveness (sweeping in the other, softer elements such as education, labor, excellence issues)
- ° Welfare reform
- ° SDI
- ° Arms control
- ° Central America/Contra funding
- ° Family issues

CONSTITUENTS

There are, of course, any number of available groups with which to work. Some of the most obvious are business, ethnics (Hispanics, Jewish groups, Asians, East Europeans, etc.), religious groups (Knights of Columbus, evangelicals, religious broadcasters, etc.), blue-collar (a few labor groups, VFW, the Legion, rank and file workers, etc.), senior citizens, women, blacks and others. We have not included some key constituents such as the press, military, members of state, local and federal branches of government, including our own workers. Other offices are better equipped to advise on strategies for these constituents.

THE PRESIDENT'S SCHEDULE

As indicated earlier, use of the President's time should be divided between addressing directly those issues which tend to attract key constituents, and reaching out to key constituents in a manner which sends symbolic, issue messages. Done well, both methods will contribute to each of our goals.

There are also a host of "color" events that the Advance Office, under Bill Henkel's leadership, has always done so well. Last fall, Bill wrote an excellent memo analyzing the President's schedule in the early years. In that, he listed some of these "color" or "people" events:

Drop-by a Boston pub for a beer; cafeteria lunch and dialogue with autoworkers; Q & A with former steelworkers in a Pittsburgh re-training center; visit a New York City Police Precinct; lunch in a Cuban diner in Miami; visit Sun City, Arizona senior citizen volunteer law enforcement training session; visit a plywood factory, Chrysler assembly line, high tech plants, etc.

We should let Advance "have its head" to do this again.

For examples of specific constituent events available to us in the next 100 days, please see attachment.

Need schedules proposals on the computer by 4 pm today

ATTACHMENT
(Scheduling Opportunities)

Hispanics:

Rudy

April 15-17, 1987 - Address SER-Jobs for Progress, Inc. - 21st Annual Conference. SER is a national network of organizations that support Hispanic education, training, employment and business development.

Rudy

May 5, 1987 - Cinco de Mayo - Address Hispanic American community leaders and supporters of the President's new Amnesty Law on immigration which goes into effect May 5th. Either Rose Garden or San Antonio location is appropriate.

Rudy
Rudy

May 20, 1987 - Cuban Independence Day in Miami or New York City to meet with Cuban Americans.

June 24-28, 1987 - Address League of United Latin American Citizens (LULAC) annual conference in Corpus Christi. There will be 3,000 attendees.

Rudy

Open - Meet with Hispanic American leaders. Could be scheduled in Los Angeles during the President's visit on April 10th.

Jewish:

Matt

May 17-20, 1987 - Address AIPAC in Washington. AIPAC would honor President Reagan as the most pro-Israel president ever.

Blacks:

- April 9, 1987 - Address the 12th National Conference on Blacks in Higher Education at the Washington Hilton. There will be approximately 3,000 attendees.
- May 21-22, 1987 - Drop-by 20th Anniversary of the National Urban Coalition in Washington. There will be approximately 2,000 attendees.
- June 7-11, 1987 - Address annual convocation of Opportunities Industrialization Centers of America (OIC) at the Washington Hilton. There will be approximately 2,000 attendees.
- June, 1987 - Commencement address at one of the historically black colleges.
- Open - Cabinet Room meeting with a cross-section of 10-12 renowned Black leaders for a discussion economic independence.

Rudy

- Open - Address 150 members of the Coalitions of America (representatives of all major grassroots organizations supportive of the President) in Washington.

Religious:

- April 6, 1987 - Drop-by 450 briefing for 200 key leaders of the Association of Christian School Administrators in town for their convention. The Association represents 2,300 schools with 400,000 students across the country.
- May 1, 1987 - Address the 25th Anniversary celebration in Washington of Dr. D. James Kennedy's Evangelism Explosion organization. The address would be broadcast via satellite to at least one million viewers. They are interested in foreign policy because of its immediate impact on the missionaries they train in over 80 countries around the world.
- June 14-15, 1987 - Address the Southern Baptist Convention's annual pastors conference in St. Louis, representing over 14 million members.
- August 4-6, 1987 - Address Knights of Columbus' annual convention in New Orleans. Approximately 47,000 attendees are expected.

Defense/SDI:

Max

May, June, 1987 - Address a national military academy commencement ceremony.

Max

- June, 1987 - Visit to SDI research facility in Federal Republic of Germany, which has recently been granted a \$110 million SDI contract. The visit would be scheduled as a side trip after the Economic Summit in Italy.

Max

Open - Cabinet Room meeting with pro-SDI scientists, including Robert Jastrow, Edward Teller and Fred Seitz.

Max

Open - Visit to SDI research facility at the University of Texas at Austin. Dr. Hans Mark, University Chancellor, is pro-SDI.

Max

Open - Roosevelt Room luncheon with pro-SDI columnists.

Contra Aid:

Max

April, 1987 - East Room or Rose Garden signing ceremony for National Year of the Americas 1987 proclamation.

Max

Open - Cabinet Room meeting with key private sector supporters of U.S. aid to the resistance.