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THE WHITE HOUSE
WASHINGTON

July 13, 1984

MEMORANDUM FOR: JAMES A. BAKER, III

FROM: FREDERICK J. RYAN, JR. *FR*

SUBJECT: Presidential Contact with James Whelan and The Washington Times

As you requested, we have reviewed the Presidential Diary for all contacts between the President and James Whelan or The Washington Times. The list is as follows:

January 28, 1983

John Lofton with The Washington Times attended a luncheon with the President and key columnists.

May 18, 1983

James Whelan sat at the head table with the President at the White House News Photographers Dinner.

June 21, 1983

Photo opportunity with James Whelan and Caryle Reed, departing Associate Publisher of The Washington Times.

August 9, 1983

The President had a photo with Bill King of The Washington Times, a new member of the White House Press Corps.

December 22, 1983

Interview with James Whelan and representatives of Le Figaro magazine.

December 23, 1983

The President telephoned James Whelan.

March 2, 1984

The President referred to James Whelan in a speech to the Conservative Political Action Conference.

March 12, 1984

The President telephoned Victoria Yokota, a photographer with The Washington Times.

March 29, 1984

Jeremiah O'Leary of The Washington Times attended an off-the-record reception for members of the White House Press Corps.

Additionally, reporters from The Washington Times were included in the Air Force One Press Pool on August 11, 1982, January 26, 1983, and August 1, 1983.

In addition to these recorded contacts, it is possible that on an unscheduled basis, a member of the Senior Staff could have taken James Whelan into the Oval Office. Although these unscheduled meetings are usually included in the Presidential Diary, a brief spontaneous meeting may not have been recorded.

If we can provide any additional information, please let me know.

THE WHITE HOUSE
WASHINGTON

TO:

James Baker

FROM:

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

☒ Information

☐ Action

✓

*See clipped
pages.*

THE WHITE HOUSE

WASHINGTON

April 30, 1984

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Campaign Travel Recommendations

As you requested, I have talked with Lee Atwater about possible campaign trips in the immediate future. He has consulted with Bob Teeter and makes the following recommendations (in order of priority):

1. Trip to Ohio

The Ohio Primary takes place on May 8, 1984. The Campaign recommends that the President visit Ohio as soon as possible after the May primary. Attached is a memorandum from Lee Atwater with suggested events and a copy of Steve Studdert's survey of the proposed sites.

2. Trip to New Jersey

The Campaign has suggested that a Presidential visit take place before the New Jersey Primary on June 5. Possible events proposed by the campaign include an address to the State Legislature and a dedication ceremony for the Thomas McGuire Memorial at McGuire Air Force Base.

3. Trip to Alabama

Although it is not an immediate priority, Lee Atwater suggests that a trip be planned to Alabama. The event should be blue collar/populous oriented. We will work with him to develop some possible events for your consideration. One initial idea would be to build an event around a tribute to Coach Bear Bryant.

One additional point raised by Lee Atwater which merits consideration is the need for the campaign to pay for some travel in the near future. This would be a way to take off some of the heat from the growing number of news stories charging that the President is using official events for campaign purposes.

cc Michael McManus- *oh*
Bill Sittmann *oh*
Margaret Tutwiler *oh*

Shaddert

OHIO EVENT PROPOSALS

The collapse of John Glenn's campaign has created a vacuum in Ohio Democratic politics. Mondale, Hart, and Jackson will campaign heavily in the Buckeye State, but moderate/conservative "Glenn Democrats" have nowhere to go in the May 8 primary.

A great opportunity exists for the President to come to Ohio and win over much of the disaffected Glenn constituency.

Ohio is, after all, a swing state. No Republican has been elected to the White House without carrying Ohio. Recall that Gerald Ford lost Ohio by just 11,000 votes in 1976.

An Ohio event targeted at working and middle class blue collar Democrats and Independents could have reverberations far beyond that single state. As the Democratic Party is moved leftward by the dynamic of the three-way primary battle, we must be ready with our own message of prosperity, traditional values, and peace through strength. Middle of the road Democrats need to be reminded that while they may not have a responsible alternative in May, they will have one in November--Ronald Reagan.

Below are brief summaries of three Ohio event proposals.

1. Cleveland. The President addresses a rally at the Cleveland Coliseum. Working with the Teamsters and Mayor George Voinovich, it would be possible to fill this 18,000 seat arena with cheering blue collar workers. This event could be ready to go by the time the President returns from China.
2. Canton. The President visits the National Football League Hall of Fame. The ideal date would be Friday, July 27, the kickoff of "Football's Greatest Weekend." On the evening of the 27th, the President could address the Enshrinees Civic Dinner which will honor the five most recent enshrinees to the Pro Football Hall of Fame.

Other events could be scheduled to coincide with the Grand Parade (estimated attendance: 300,000) or Hall of Fame Football Game (covered by ABC-TV).

3. Canton. The President could visit the Faircrest Steel Plant. This facility, owned by an American producer (The Timken Company), represents a \$500 million investment in America's future. Eight hundred construction workers are on the job now. When the plant is completed in 1985, Faircrest will permanently employ about 800 steel workers.

The President could visit the Faircrest site at any time. There is an obvious potential tie-in with the Hall of Fame event proposal.

A final note: The Faircrest plant is unionized, as is much of Northeastern Ohio. There is a danger that the unions would make a serious attempt to disrupt a presidential visit to Cleveland or the Canton steel mill. Given enough advance notice, it is even possible that Mondale would stage a counter-rally. The danger of negative union activity will be more acute after the Democratic Convention (July 16-19).

4. Democrats for Reagan-Bush. Roger Stone, Bob Teeter, and Bob Hughes, our Ohio Reagan-Bush Co-Chair, have been recruiting Democrats who will endorse the President. They have come up with 15-25 substantial individuals who are willing to play an out-front role in the campaign.

An Ohio event could be set up in which these Democrats declare that while they would have supported a moderate Democrat in November, they cannot support Mondale, Hart or Jackson.

Another possibility would be to incorporate these Democrats into the Cleveland or Canton events.

cc: Fred Ryan
April 26, 1984

MEMORANDUM TO WILLIAM HENKEL

FROM STEPHEN M. STUDDERT *sm*
SUBJECT Canton & Cleveland, Ohio, Site Survey

I made an on-site visit to these two Ohio cities today and here are my observations.

CANTON, OHIO

1. Pro Football Hall of Fame. This is a museum-like facility located adjacent to I-77. The schedule for the 1984 Pro Football Hall of Fame Festival is as follows for the weekend of July 27-28:

July 27 7:15 a.m.	Friday- Mayor's Breakfast at Canton Memorial Civic Center
July 27 noon	Friday- Fashion Show Luncheon at Canton Memorial Civic Center
July 27 6:00 p.m.	Friday- Enshrinees Dinner at Canton Memorial Civic Center.
July 28 8:30 a.m.	Saturday- Parade through downtown Canton
July 28 12:15 p.m.	Saturday- Enshrinement ceremony at Hall of Fame
July 28 3:00 p.m.	Saturday- Hall of Fame game (Seattle vs Tampa Bay) at Fawcett Stadium adjacent to Hall of Fame.

The Enshrinees Dinner is held in the Civic Center Arena, with seating on the playing floor and stage. The head table is constructed on raised platforms over the side seating area. (A diagram is attached.) Tickets are approximately \$50 (not yet firm). It is reportedly always a sell-out.

The parade is a standard parade, through a typical downtown area. Attendance is reported to reach 300,000, with crowds gathering beginning Thursday night and bringing a general air of festivity to the downtown area.

The Enshrinement ceremony at the Hall of Fame takes place inside, and no tickets are required. Entry for the President could be managed, and magnetometers could be placed without difficulty.

The Hall of Fame game is held in Fawcett Stadium, a small size outdoor facility with seating on four sides but with open stadium corners. There is an elevated press box facility on one side with vehicular access to the rear of that box. This would most probably be the only location which would satisfy the Secret Service. All outside locations in the stadium are very exposed, much of it to passing traffic on I-77.

I see no problems for the President to attend the Enshrinees Dinner as the Civic Center is very workable from our perspective, as is the Hall of Fame itself. On-site indications are that the breakfast and luncheon are the larger crowd events (due to price), use all the function rooms, and are least manageable from our perspective.

2. Faircrest Steel. This is a major steel processing facility currently under construction, with completion slated for 1985. It is located 7.0 miles south of the Hall of Fame on I-77, then 2.7 miles over small rural roads to the site. It is very out in the country.

The facility does present the answer of the U. S. steel industry to the problems of cheaper imported steel: automation, high technology, not labor intensive, new facility, etc. HOWEVER, in that it is not anywhere near as labor intensive as current U. S. steel factories, every on-site indication is that it in fact displaces a large number of employees. Every construction person I spoke with on site said our number of 800 permanent workers was way high, that what workers to be employed will be high tech, and that it will just result in more traditional steel workers becoming unemployed. I was unable to verify this as Bill Sorenson; some very specific research is required.

A visit could be staged with relative ease. You should note that there is significant steel unemployment (layoffs) in the Canton area. This proposed site requires much more research before I could be comfortable in recommending it.

3. Cleveland Coliseum. This is a large indoor arena-type facility located approximately twenty miles from downtown Cleveland, almost equidistant to Akron. The coliseum holds 20,000 with maximum floor seating, but curtains exist which will allow reshaping the hall to accomodate 18-19,000. The facility is a round oval hall used for basketball, ice hockey, concerts, etc.

The facility itself is a workable site for a Presidential event such as a rally.

My biggest concern would be the distance from population centers to the site. It is located near the intersection of I-77 and I-271 on Route 303. There is basically nothing else around it.

According to the Cuyahoga County Commission, unemployment is still very high, particularly in the blue collar skills such as found in the steel industry. Further, the economy there in general is not very healthy, with the metropolitan area loosing a quarter of a million population in the last ten years.

Bill, I did not sense that "it would be possible to fill this 18,000 seat arena with cheering blue collar workers." In fact, I think it would take a major effort to fill it with any category people that far from the population centers. And to do this "by the time the President returns from China" would be a very major effort. I do believe we could stage an effective rally with plenty of lead time at a site much closer to population.

✓
THE WHITE HOUSE
WASHINGTON



TO:

Tim Baker

FROM:

MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

- ☒ Information
☐ Action
- ✓

THE WHITE HOUSE

WASHINGTON

April 30, 1984

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. *FR*
SUBJECT: Presidential Events, May - August 1984

This memo suggests general themes and specific Presidential events for the period from May - August 1984. Attached is a Presidential Block Calendar with proposed events included in bold type.

I. SENIOR CITIZENS

With May being "Older Americans Month," there is a natural "hook" for planning some senior citizens events during this time frame.

1. Mothers' Day lunch at nearby senior citizens home - We have located two potential senior citizens homes that the President could visit while en route back from Camp David on Mothers' Day, May 13. Both are designed for middle class senior citizens and are predominately women. The locations in Wheaton, Maryland and Manassas, Virginia are ready to be surveyed by the Advance Office.
2. Luncheon with prominent senior citizens, May 16, 1984 - This luncheon at the White House could be used to recognize senior citizens who have excelled as senior citizens. This would include older individuals who have broken athletic records, excelled in their profession at an older age (i.e., Strom Thurmond) or deserve recognition for their special service (i.e., outstanding volunteer service, etc.).

II. BLUE COLLAR

This category includes sporting events, veterans events, and outdoor activities.

1. Visit nearby truck stop to sign Transportation Week proclamation - May 14, 1984 - There are several major truck stops in helicopter range from Washington where the Transportation Week (May 13 - 20) proclamation could be signed. We have a list of possible locations that we will forward to the Advance Office if you would like a survey conducted.
2. Armed Forces Day event, May 19, 1984 - One possible option would be the event the campaign is suggesting at McGuire Air Force Base in New Jersey (see campaign memorandum). However, I suggest that we consider a live Presidential address via satellite on radio and television to every U.S. military installation around the world.

It could be incorporated into many of the Armed Forces Day events that will be taking place at military bases around the world. The visuals of the President addressing every serviceman or woman in the U.S. military would be fantastic. The groups would vary from large family gatherings at major bases to small numbers of servicemen huddling around a radio at some of the more remote outposts. The President's remarks could be in the form of a tribute to the men and women in the military and a thank you from the country that they are defending.

3. Ceremony for Viet Nam Tomb of the Unknown Soldier - This is presently scheduled for Memorial Day, May 28, 1984.
4. Flag Day event at Fort McHenry, June 14, 1984 - A very patriotic Flag Day event could be created at this site where the Star Spangled Banner was written.
5. Attend 50th Anniversary of the Smokie Mountain National Park Gatlinburg, Tennessee June 15, 1984 - This has been highly recommended by the Department of the Interior and supportive environmentalists as a perfect site for a Presidential event. The park was created in 1934 by President Roosevelt and will be 50 years old on June 15, 1984.
6. Address Army Boot Camp at Fort Dix, New Jersey, June 20, 1984 - This would provide great visuals of the President talking to these new recruits about a strong America and the role that they will be playing.
7. Visit to an animal habitat supported by the Duck Stamp, July 2, 1984 - There are several habitats that are supported by the Duck Stamp in Virginia and Maryland. If you are interested in this proposal, Steve Studdert could be dispatched to survey which site presents the best possibilities.
8. Statue of Liberty Centennial event July 4, 1984 - On Independence Day the kick off will begin for the Centennial celebration of the Statue of Liberty. It would be a good opportunity to go back to Liberty Park, New Jersey for a repeat of the fantastic Labor Day event in 1980.
9. Attend 60th Anniversary Ceremony at Boy Scout "Camp Arrowhead" Springfield, Missouri - "Camp Arrowhead" is one of the largest summer camps in the United States. This summer will be the 60th year that it has been in operation. They are planning a reunion of some of the boy scouts who have attended over the years and would be willing to schedule it at the President's convenience.
10. Chesapeake Bay Oystermen's Event June 17, 1984 - This would be an opportunity to reschedule the event that we had previously considered for early April with the Oyster Fishermen to highlight the clean up of the Bay.

11. Attend the Little League World Series - Williamsport, Pennsylvania August 22, 1984 - This all-American event would be a great prelude to the President's attendance at the Republican Convention.
12. Address the V.F.W. National Convention - Chicago, Illinois August 24, 1984

III. CATHOLICS

1. Commencement Address to Loyola University - Chicago, Illinois Saturday, May 26, 1984 - This would be a good opportunity to reach the ethnic Catholic community. In addition to the commencement address, we could include an ethnic event in Chicago. Possibilities include attending a backyard party in honor of one of the local ethnic graduates or a visit to a Chicago ethnic restaurant.
2. Commencement Address to Mount St. Mary's College - Emmitsburg, Maryland, Sunday, May 27, 1984 - This commencement address could be delivered on Sunday afternoon en route back to Washington from Camp David.
3. Address to the Knights of Columbus National Convention - Denver, Colorado, August 7, 1984 - Although this falls during the time that the President is scheduled to be at the Ranch, it could be done during a day trip to Denver. This is the premier Catholic forum in the country and should not be missed during an election year.

IV. WASTE AND FRAUD

Although I know that Richard Wirthlin's data is continuing to show that waste and fraud in government spending is of major importance to the American public, I suggest that we pursue this with caution. Until we are able to make some major progress in cutting waste and fraud in the Defense Department, the media will certainly "balance" any story about cutting waste in other departments with a defense story.

In addition to the events suggested in Pam Bailey's communication plan, I suggest the following possibilities:

1. White House Event to Recognize "Waste and Fraud Fighters" - This would include federal employees from every department that have made suggestions which have reduced waste and eliminated fraud. Certificates could be presented to those whose suggestions have resulted in major savings.
2. Opening Statement at Presidential Press Conferences - In order to be able to go directly to the public to report on waste and fraud, he could make a brief statement to report on accomplishments in reducing waste since the last press conference.

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Presidential Events,
May - August 1984
April 30, 1984

IV. MISCELLANEOUS OPEN EVENTS

The following events could be added to the President's schedule at a time and location that you feel is appropriate.

- visit a volunteer fire department
- visit a fishing tournament
- visit the Police Memorial and Hall of Honor - Miami, Florida
- visit a county fair
- spontaneous visit to an ethnic restaurant in Washington or on the road

cc Micheal A. McManus
William Sittmann

THE WHITE HOUSE

WASHINGTON

April 30, 1984

MEMORANDUM FOR MICHAEL K. DEEVER
MICHAEL A. McMANUS

FROM:

PAM BAILEY

PAB

SUBJECT:

Communications Plans

Per your request, enclosed are several planning items for your review:

TAB A: A new two-week plan covering May 3 - May 19.

TAB B: Several targetted communications plans for the next several months on:

- Education
- Senior Citizens
- Government Waste
- Jobs
- Family

TAB C: A calendar reflecting the major communications themes over the next month as proposed in this package.

TAB A: Two-Week Plan. This plan includes events already on schedule as well as those that I understand will be proposed by Fred Ryan or are recommendations for communication purposes. All proposed items are marked **.

Primary themes of emphasis over this planning period are: volunteerism, small business, jobs -- especially minorities and youth, education, senior citizens and inter-American affairs with the de la Madrid visit.

Not included but clearly a pressing issue is the matter of Central America.

Thursday, May 3

ACTION

MAJOR EVENT: (National Day of Prayer)

- 11:30 a.m. RR photo with Far East Economic Review. _____
- 11:45 a.m. Photo - E. Robinson. _____
- _____ Further trip follow-up? _____

Friday, May 4

MAJOR EVENT: (Unemployment Statistics Released.)
Camp David (RR) _____

Saturday, May 5

MAJOR EVENT: Radio Address: Employment and
Trade and Pacific Basin?
China? _____

Monday, May 7

MAJOR EVENT: Volunteer Lunch

- 12:00 noon Volunteer Action Awards Lunch.
RR remarks on American tradition of
volunteerism and "American heroes." _____
- Action and Media Relations coordinating
out-of-town media coverage before and
after event. _____

Tuesday, May 8

ACTION

MAJOR EVENT: Harry Truman Centennial Luncheon

- Breakfast briefing for small business trade press (Jim Sanders, Jack Svahn, Secretary Regan) on Administration economic policies affecting small business.
- 9:30 a.m. RR Bipartisan Leadership. (T)
- 12:00 noon RR at Harry Truman Centennial Luncheon.
- SBA Women's Business Lunch - Secretary Dole talks about Administration's programs for women and business, Transportation's policies regarding gas tax and women's business opportunities and DOT and space/business.
- Afternoon - Room 450 briefings for small business people from around the country.
- Evening - SBA procurement banquet.

Wednesday, May 9

MAJOR EVENT: RR Press Conference (?)

- USA Today special page on small business.
- 10:45 a.m. Small Business Week Signing Ceremony. SBA award winners announced.
- 11:30 a.m. RR meeting with Masire of Botswana.
- 12:15 p.m. Lunch with Masire.
- 1:30 p.m. Departure.

Supplemental Activities

- Mailing of small business fact sheet and RR Rose Garden remarks to editors, small business publications, and business page editors. Special emphasis on hometowns of award winners.

ACTION

- Talking points distributed to Administration spokesmen on RR's policies and positive impact on small business.
- Sanders op-ed piece on progress of small business placed in hometown papers of small business award winners.
- Wire feature story on Secretary Dole's policies on business and women -- i.e., gas tax and small business women and space/business responsibilities with woman heading office.
- Media Relations to work with SBA and Press Office on one-on-one interviews with small business and women's business press with Carolyn Gray, Becky Norton Dunlop and Bay Buchanan on their programs.
- Media Relations, with SBA, to provide hometown coverage of all award winners. Women's small business and Hispanics press especially targetted.
- Biznet features on RR ceremony and interviews with winners.

Thursday, May 10

MAJOR EVENT: RR Address to NAR Convention.
RR Remarks to H/S Dinner.

- Secretary Bell embargoed press briefing (at Education) on one year of progress since Commission reported. Bell releases his report: The Nation Responds: Recent Efforts to Improve Education.
- Media Relations briefing for Chalkin chain of newspapers.
- 11:30 a.m. Enrico Fermi Awards.
- 1:15 p.m. RR address to NAR.
(Focus on economic recovery?)
- 7:30 p.m. RR remarks at H/S Dinner.
(Focus?)

Friday, May 11

ACTION

MAJOR EVENT: Excellence in Education one year later and Academic Fitness Awards.

- 9:30 a.m. - 10:30 a.m. - Roosevelt Room briefing for columnists on Bell report with Secretary Bell.
- 11:00 a.m. - RR meeting with National Commission on Excellence to receive their comments after one year.
- 11:30 a.m. - RR ceremony in Rose Garden to give Academic Fitness Awards. Signs proclamation for year of Academic Excellence. Remarks focus on significant year of progress and RR's vision for the future.
- Education does specialized local release on each award winner.
- Interviews with hometown media on lawn following event.
- Secretary Bell does afternoon interview with UPI radio roundtable to run on radio all weekend.
- McNeil-Lehrer and Nightline targetted for special segments.
- Major media markets targetted for radio talk show interviews with Education spokesmen, Jones, Bauer and Roberts.
- Education report and fact sheet distributed to press corps.

Saturday, May 12

MAJOR EVENT: Radio Address: Education and Mother's Day

ACTION

Sunday, May 13

MAJOR EVENT: Mother's Day?

- ** ● RR and Mrs. Reagan drop-in, on Mother's Day,
to honor the women residents of a local
nursing home on their special day.
-

Monday, May 14

MAJOR EVENT:

- ** ● RR drops by Virginia truck stop to sign
Transportation Week proclamation.
- o Specialized press included and targetted
for follow-up.
 - o Secretary Dole placed on a.m. t.v. shows
regarding Administration's Transportation
accomplishments.
-

Tuesday, May 15

MAJOR EVENT: President de la Madrid State Visit

- 10:00 a.m. RR greets de la Madrid.
 - 2:00 p.m. CCHR presents family package
to RR.
 - o 3:00 p.m. Secretary Heckler briefs press
regarding package.
 - 7:15 p.m. de la Madrid State Dinner.
-

Wednesday, May 16

ACTION

MAJOR EVENT: RR Lunch Honoring Senior Citizens.

- ** ● Morning News Shows Secretary Donovan discusses youth wage differential and new support for it.
- Breakfast Secretary Donovan announces at Capitol Hill Club Headliner breakfast that youth differential legislation will be introduced that day.
- ** ● 9:00 a.m. to 2:00 p.m. - Special White House 450 briefing for writers from senior citizens publications and representative local reporters on the senior citizen "beat." Briefers to include Surgeon General Koop (himself a senior citizen); Aging Commissioner Tolliver; Medicare Administrator Davis; Social Security Commissioner Shasteen; Dorcas Hardy on nutrition; Lois Herrington on crime victims legislation and Treasury spokesmen.
 - o RR drop-by.
 - o Special fact sheets prepared and distributed on each of these program areas.
- ** ● 11:00 a.m. RR meets with Secretary Donovan, Senate and House sponsors and black mayors (Johnny Ford) on legislation and prospects.
- ** ● 11:30 a.m. Secretary Donovan briefs WH press on legislation (with black mayors?).
 - o RR message to Congress transmitting legislation. Fact sheet summarizing bill.
 - o Nationwide mailing to newspapers with circulation over 50,000 columnists and minority press.
 - o Coordination with Hill for supportive statements regarding RR's initiative.
 - o Secretary Donovan op-ed mailed to regional press.
 - o One-on-one interviews arranged for Donovan and/or black mayors.

- ** ● 12:00 noon RR hosts White lunch, marking Older Americans month, for prominent senior citizens and "unsung heroes" among the older generation.
- Interviews on lawn arranged with hometown press.
 - Follow-up notification to hometown press of attendance at White House.
- RR luncheon remarks piped in to Media Relations briefing. (Lunch at Blair House for senior citizen press?)
- Month-long intensive effort initiated in major media markets to place key Administration spokesmen on radio shows (from D.C.) and on t.v. shows and print interviews while on travel. Utilize Koop, Shasteen, Tolliver, et.al.
- Talking points distributed to surrogates on RR's accomplishments vis-a-vis senior citizens.
- Coordination with campaign regarding emphasis on this issue during this time period.

Thursday, May 17

MAJOR EVENT: Kick off Summer Jobs Program.

- ** ● 10:00 a.m. RR meets with Secretary Donovan for Oval Office briefing by South Carolina employer on his success on hiring 8,000 minority youths through targetted job tax credit.
- 10:45 a.m. RR remarks at PSI event marking kick-off of summer jobs program.
- Hometown media interviews arranged for participants.
- 11:45 a.m. RR receives report of White House Conference on Productivity.

Friday, May 18

HOLD DAY

Saturday, May 19

MAJOR EVENT: Radio Address: Topic?
Summer Jobs and Job Training Programs or
Armed Forces Day Address?

TAB B

TAB B: Targetted Communications Plans:

- Education. As the plan suggests, this major RR accomplishment can be highlighted in two segments:
1) The White House events May 11 and radio speech May 12; 2) The PSI and Presidential Scholar events June 18 and 19. A key component of the plan is indepth follow-up in major media markets by the Education Sub-cabinet and campaign surrogates.
- Government Waste. This plan will need further discussion. I've identified options in May, June and July but what happens when obviously depends upon how much you want to add to May's already very crowded schedule.
- Jobs. Several opportunities are possible in May, June and July to emphasize not only RR's successes in increasing employment but also his job training initiatives to benefit minorities, youth, and the disadvantaged. JTPA and the targetted jobs tax credit are two big pluses.
- Family. With what's already on schedule or proposed for May we have some good family themes: education, youth summer jobs, Mother's Day, senior citizens, etc. I recommend that when the Cabinet Council family policy package is finalized we develop a detailed communications plan on that.
- Women. Nothing in this time frame is directly targetted as "women's" communications. Again, volunteerism, the family events, education, etc. clearly relate to women's concerns. Our Child Support Enforcement legislation passed the Senate last week and now goes to conference. When ready for signature, it will be a major RR accomplishment. Coming up in late June will be Bay Buchanan's Women Business Ownership report to RR and Lois Herrington's Family Violence Task Force report.

EDUCATION

Objective: 1) To increase public awareness of the significant education reforms that have occurred across the country in the past year; and 2) To associate those achievements with the President's leadership in rallying the nation to a renewed commitment to excellence in education.

Background: With the RR events on May 11 and the simultaneous release of Secretary Bell's report on the year of progress, we have a unique opportunity over the next few months to call attention to all that's been achieved as a result of RR's leadership. This is an issue of solid RR leadership and achievement. We should maintain and reinforce this strength.

Message: Using the Presidency as a "Bully Pulpit" RR has inspired states, localities, parents, and the private sector to take dramatic action to improve their schools. He has proven: 1) That the proper role of the Federal Government is leadership not more money and 2) That back to basics, parental and community involvement, more discipline and rewards for good teachers are means of improving education.

Thursday, May 10

ACTION

- Secretary Bell embargoed press briefing (at Department of Education) on one year of progress since Commission reported. Bell releases his report: The Nation Responds: Recent Efforts to Improve Education.
- White House briefing for Chalkin chain of newspapers to include Education Under Secretary Gary Jones. Embargoed release of Bell report.

Friday, May 11

- Morning News Shows - Secretary Bell reports on year of accomplishment.
- 9:30 a.m. - 10:30 a.m. Roosevelt Room briefing for columnists on Bell report with Secretary Bell.
- 11:00 a.m. RR meeting with National Commission on Excellence. Receives their comments after one year.
- 11:30 a.m. RR ceremony in Rose Garden. Gives Academic Fitness Awards. Signs proclamation for Year of Academic Excellence. Remarks focus on significant year of progress and RR's vision for the future.
 - Education does specialized local release on each award winner.
 - Interviews for participants with hometown media on lawn following event.
 - Secretary Bell does afternoon interview with UPI radio roundtable for actualities to run on radio news all weekend.
 - McNeil-Lehrer and Nightline targetted for special segments.
 - Major media markets targetted for radio talk show interviews with Education spokesmen: Jones, Bauer and Roberts.
 - Education report and fact sheet distributed to press corps.

Saturday, May 12

- RR radio speech on education/Mother's Day.

Sunday, May 13

- Possible topic for Face The Nation or David Brinkley?

Supplemental Activities

- Education to mail their report and fact sheet to members of House and Senate, mayors, local officials and education associations.
- White House to mail RR radio speech and Education report and fact sheet to editorial page editors.
- Talking points prepared for surrogates.
- Education preparing detailed communications plan for May, June, and July. Utilizing Bell, Bauer, Jones and Roberts to hit all major media markets with editorial boards, t.v. and radio talk shows on RR's education progress in past year (and vision for the future).
- Secretary Bell op-ed placed in regional papers.
- Work with surrogates to 1) Emphasize use of Department of Education surrogates during this time period (May - August); 2) Distribute education talking points to all surrogates; 3) Have surrogates emphasize RR education achievements during May - August.

Monday, June 18

- ** ● RR Partnership in Education event. To mark end of one year of Partnership in Education by bringing in PSI participants and to emphasize need for private sector to also find Jobs for America's Graduates.
 - o Jim Coyne to do interviews with regional radio shows.
 - o Hometown media interviews set-up and media follow-up provided for participants.

Tuesday, June 19

- 1:15 p.m. RR Presidential Scholars Ceremony. RR remarks reiterate his accomplishments with special emphasis on his vision for the future.
 - o White House and Education Department work on hometown press of scholars.

Wednesday, June 20

- ** ● Morning through Lunch. Media relations White House briefing for regional press. First in series of 4. (Region T.B.D. Southwest?) Emphasis would be on education and jobs.
- ** o RR remarks and Q&A at lunch.

SENIOR CITIZENS

Objective: To improve understanding among senior citizens of RR's achievements directly impacting upon them, especially in the areas of primary concern: Social Security, economic security, Medicare, health maintenance, nutrition, and crime victims. Also, to improve the perception among this age group of RR's concern and sensitivity for the needs of all Americans.

Background: May, as Older Americans Month, provides an opportunity to initiate a communications plan targetted to senior citizens. After May, events could be added -- as RR travels -- that give him an opportunity to be seen in an upbeat, active setting with senior citizens. Equally important as events with seniors, may well be the positive impact of more non-targetted events that emphasize RR's restoration of traditional values and vision for the future.

Message: This President has worked to the benefit of older Americans through his policies of economic recovery and measures to strengthen and preserve Medicare, Social Security and nutrition programs. He has implemented innovative health maintenance programs and improved the safety of older Americans through his criminal justice policies and proposals for victims of crime legislation. This comprehensive record of accomplishment is unrivaled.

RR is a sensitive, caring President who understands the concerns of the elderly. His preservation of traditional values and vision for the future will continue to work to the benefit of the elderly, their children and grand-children.

Sunday, May 13

ACTION

- ** ● RR and Mrs. Reagan drop-in, on Mother's Day,
to honor the women residents of a local
nursing home on their special day.

Wednesday, May 16

- ** ● 9:00 a.m. - 2:00 p.m. - Special White House
450 briefing for writers from senior citizens
publications and reporters for daily press
who cover senior citizens. Briefers to
include Surgeon General Koop (himself a senior
citizen); Aging Commissioner Tolliver; Medicare
Administrator Davis; Social Security Commissioner
Shasteen or Jack Svahn; Dorcas Hardy on senior
nutrition programs; Lois Herrington on crime
victims legislation and a Treasury spokesman on
economic policy.

o RR drop-by.

o Special fact sheets prepared and
distributed on each of these
program areas.

- ** ● 12 noon - RR hosts White House lunch. Marks
Older Americans month. For prominent senior
citizens and "unsung heroes" among the
older generation.

o Interviews on lawn arranged with
hometown press and senior citizens
press here for briefing.

o Follow-up notification to hometown
press of attendance at White House.

o RR luncheon remarks piped in to
Media Relations briefing. (Lunch
at Blair House for senior citizen
press?)

o Month-long intensive effort initiated
in major media markets to place key
Administration spokesmen on radio
shows (from D.C.) and on t.v. shows
and print interviews while on travel.
Utilize Koop, Shasteen, Tolliver, et.al.

- o Talking points distributed to surrogates on RR's accomplishments vis-a-vis senior citizens.
- o Coordination with campaign regarding emphasis on this issue during this time period.

Other possible events while RR travels or as time permits in June and July could include:

- Drop-by one of the new Wells Fargo game fields specially designed for the elderly throughout the country.
- Participation in the Senior Olympics held in at least ten different locations around the country over the next several months.
- Drop-by a S.C.O.R.E. or Foster Grand-parents program site.
- An event with senior citizens that emphasizes RR's victims of crime legislation, a key concern of this vulnerable age group.
- Square-dancing with seniors at one of the 400 square dance clubs in Southern California or 3 million members nationwide.
- Signing ceremony for reauthorization of the Older Americans Act, now pending in Congress.

GOVERNMENT WASTE

Objective: To increase public recognition of RR's significant achievements in reducing government waste.

Background: On all fronts -- improved management systems, tough IG's in each department, the Grace Commission, etc. -- RR has implemented a get-tough policy on government waste, fraud, and abuse.

A dual strategy of 1) A highly visible communications program to the general public highlighting the waste achievements and 2) Targetted communications on management initiatives such as Reform 88 to more specialized audiences could increase public awareness of RR's accomplishments.

Message: Reducing the size of government and its bite from each American's paycheck is a primary RR goal. It's what he has stood for and worked toward all his political life. RR rejects the easy approach of tax increases.

RR is the first President in history to have a comprehensive program to track down waste and fraud.

After three and a half years in office, this Administration has made significant progress toward fulfilling RR's commitment "to follow every lead, root out every incompetent and prosecute every crook that we found cheating the people of this Nation.

Tuesday, May 15

ACTION

- OMB-HUD jointly hold press briefing for specialty press (at OMB) on recent HUD inspector general findings. First in a series of monthly briefings by a department IG and OMB.

Options for RR events in May include:

- RR White House event thanking the 2,000 participants in the Grace Commission study. RR remarks highlight major findings and Administration successes in implementing commission recommendations and plans for continued improvement. (Detailed communications would be developed for local press and industry press relevant for participants.)
- RR presents annual Paul Boucher Public Service Award to the I.G. with the most outstanding record over the past year. (Option could be for RR to travel to Department to present award).
- RR submits Annual Paperwork Reduction Report to Congress. RR has reduced government paperwork requirements on Americans 32% -- or 39 million work days. Photo opportunity would include example of paperwork reduction: dramatic reduction in the amount of paper -- some dating back to George Washington's Administration -- that a boat owner must complete to register with the Coast Guard. This reduction benefits not only pleasure boat owners (speed boats, etc.) but also small business people like fishermen.
- RR drop-by (or Rose Garden event) on May 25 -- Reform 88 regional employee kick-off meeting. This is the start of 10 regional meetings over the next several months to involve regional employees in Reform 88 initiatives. RR remarks could review Administration accomplishments and call attention to certain employees who have been responsible for significant waste reduction.

May to September - Regional Reform 88 Meetings

- OMB to develop detailed communications plan utilizing Joe Wright and/or Arlene Triplett in each region for local t.v. and radio shows, editorial boards, business magazines and speeches to business groups, i.e., in Chicago: Mid-America Club and Crain's Chicago Business. Publications

such as Fortune, Business Week and Working Woman would also be targetted for features. (Note: Utilizing Arlene provides the added benefit of an articulate administration woman explaining these reforms to the business community and general public.)

- RR could drop-by one of these regional meetings if schedule coincides.

June options include:

- RR has a Friday Cabinet room lunch with PCIE (Inspector Generals) for them to update him on progress and give him their 6-month report. Most recent report detailed \$8 billion in cost efficiencies.
- RR Saturday radio address features latest update on war on waste and specific examples reported to him by IGs.
- DOD plans to release the results of its spare parts audit. (A working group should work with OMB and DOD for a comprehensive plan.)

July options include:

- RR meeting with the President's Council on Management Improvement to receive 6-month report on management improvements in government.
- RR submits his first Management Report to Congress. Singles out for honor an employee whose suggestion contributed to dramatic waste reduction. (Option: RR honors an employee while on the road.)
 - o Press briefing and surrogate statements would be part of follow-up communications plan. Also targetted communications to business press.

August options:

- RR honors the top 10 nominees from each agency in East Room ceremony for their contributions to reducing fraud, waste and abuse in government.

September options include:

- RR participates in teleconference with Federal employees in all ten regions for report on successes of Reform 88 Regional Conferences.

- RR remarks could be a "vision of the future" speech on what he has accomplished in government reform and what he plans.

- Local press communications plan would be implemented in 10 cities and major media markets.

JOBS

Objective: To visibly demonstrate: 1) That RR's economic policies have resulted in more jobs for more Americans than ever before and 2) That RR has specific initiatives working to include minorities, youths, disadvantaged Americans and dislocated workers in this future of expanded employment opportunity.

Background: Endorsement by the black mayors of RR's youth wage differential, graduation of the first JTPA classes, the PSI initiative for minority youth summer jobs and the great success of the targetted job tax credit (see attached Time article and April 28th Washington Post editorial) provide an opportunity during May, June and July to emphasize RR's innovative -- and successful -- policies for jobs for youths and minorities.

Message: RR inherited an economy and job training program that offered no hope for the future. He changed all that with his policies that produced economic recovery and targetted employment programs for those who faced the toughest barriers: minorities, disadvantaged Americans and dislocated workers.

JTPA and the targetted job tax credit, as well as the Private Sector Initiative, and the youth wage differential, are RR policies that not only represent a break with the old, ineffective government make-work job programs -- they are actually succeeding in providing real training and real jobs.

Such policies are part of RR's vision for the future.

Wednesday, May 9

ACTION

- 2:00 - 3:30 p.m. White House Office of Public Liaison briefing for key constituent groups on summer youth differential legislation, scheduled for introduction May 16. (DOL fact sheet distributed.)

Wednesday, May 16

- ** ● Morning News Shows Secretary Donovan discusses youth wage differential and new support for it.
- Breakfast Secretary Donovan announces at Capitol Hill Club Headliner breakfast that youth differential legislation will be introduced that day.
- ** ● 11:00 a.m. RR meets with Secretary Donovan, Senate and House sponsors and black mayors (Johnny Ford) on legislation and prospects.
- ** ● 11:30 a.m. Secretary Donovan briefs WH press on legislation (with black mayors?).
 - RR message to Congress transmitting legislation. Fact sheet summarizing bill.
 - Nationwide mailing to newspapers with circulation over 50,000 columnists and minority press.
 - Coordination with Hill for supportive statements regarding RR's initiative.
 - Secretary Donovan op-ed mailed to regional press.
 - One-on-one interviews arranged for Donovan and/or black mayors.

Thursday, May 17

- ** ● 10:00 a.m. RR meets with Secretary Donovan
for Oval Office briefing by South Carolina
employer on his success on hiring 8,000
minority youths through targetted job tax credit.
- 10:45 a.m. RR remarks at PSI event marking
kick-off of summer jobs program.
- o Hometown media interviews arranged for
participants.

Saturday, May 19

- RR radio talk. Topic? Summer jobs and
minority kids?

May 21, 22, and 23

- Secretary Donovan does targetted jobs tax
credit and summer youth opportunity wage
promotional swing through Southwest,
emphasis on Hispanic audiences.

Last Week June, 1st Week July

During this time period the first of the JTPA classes will be graduating and \$1.9 billion will be distributed July 1 to the states for JTPA block grants.

Options for calling attention to these accomplishments could include:

- o White House event with representative of Private Industry Councils (PICS) established in each community to administer JTPA.
- o RR JTPA Site Visit. RR could have roundtable meeting with a local PIC -- composed of local labor, business, citizen and government representatives. He could meet with JTPA trainees, including minorities, former displaced worker and welfare mother now trained for employment. Could participate in a JTPA graduation ceremony.
- o White House lunch for mayors and governors. To brief them on variety of employment and training uses of JTPA block grant. Would provide a chance to highlight successful programs such as Jobs for America's Graduates.

Saturday, June 30

- RR radio talk could review the job and job training accomplishments and options.

TAB C

FAMILY

Sometime ago you had agreed that the time between Mother's Day and Father's Day would be a period of emphasis on RR's family initiatives. The idea was that RR's announcement of a "family initiative" would be the launching point.

Tuesday, May 15, the CCHR is tentatively scheduled to present its working group report to RR on the Chapman family policy proposals.

Because at this time it is unclear what will be in the CCHR report and because the May schedule is already full, I recommend that Cabinet Affairs, OPD, and myself work out a detailed communications plan for your review when we have a sense of the final policy components. At that time we can decide whether more events should be added in May or whether a June, July spread would be more workable.

Events already scheduled or proposed for the May, June time frame that relate to family themes but are not currently tied to the Chapman package include:

- o Education Excellence, May 11.
- o Education/Mother's Day radio speech, May 12.
- ** o Mother's Day senior citizen home drop-by, May 13.
- ** o Senior Citizens Lunch, May 16.
- o Youth Summer Jobs, May 17.
- ** o Missing Children Center, May 25.
- ** o Loyola University graduation, May 26.

May 1984

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday																																																								
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	7 Volunteers	8 (Small Business non-RR)	9 Small Business	10 Economic Recovery	11 Education	12 Education/ Mother's Day																																																								
13 Mother's Day Senior Citizens	14 Blue Collar	15 World Leadership	16 Youth Jobs Senior Citizens	17 Youth Jobs	18	19 Youth Jobs or Peace																																																								
20	21	22 Government Waste?	23 Trade	24	25	26 Traditional Values																																																								
27 Traditional Values	28 Patriotism	29 Colorado Springs • Olympic Site • Graduation	30	31 NATO Ministers	<div>April 1984</div> <table> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr> <tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr> </table> <div>June 1984</div> <table> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td></td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> </table>		S	M	T	W	T	F	S	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	S	M	T	W	T	F	S							1	3	4	5	6	7	8		10	11	12	13	14	15	16
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Proposed & Tentative or Administrative Use Only</p> <p>— First Lady — Away from White House — Tentative</p>		<p>1</p> <p>N★ To Fairbanks, Alaska</p> <p>[CROSS DATELINE]</p> <p>ON FAIRBANKS</p>	<p>2</p> <p>N★ Fairbanks N★ 9:30 Mtg. w/Pope John Paul II</p> <p>N★ Rel. to Washington</p> <p>N★ 10:15 Arrive WH</p> <p>ON WASHINGTON D.C.</p>	<p>3 National Day of Prayer</p> <p>11:30 Photo w/Far East Economic Review</p> <p>11:45 Photo-E. Robinson</p> <p>12:00 Lunch w/VP</p> <p>1:00 H-HOLD</p> <p>N★ Aft. To Camp David</p> <p>ON CAMP DAVID</p>	<p>4</p> <p>N★ Camp David</p> <p>ON CAMP DAVID</p>	<p>5</p> <p>N★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>N★ Camp David</p> <p>N Rel. to WH N Eve. Dinner for Smithsonian Bd. of Directors</p> <p>ON WASHINGTON D.C.</p>	<p>7</p> <p>11:30 Private Mtg. 12:00 Vol. Action Awards Luncheon</p> <p>4:00 Mtg. w/German F.M. Genscher</p> <p>4:30 Private Meeting</p> <p>5:00 Taping Session</p> <p>ON WASHINGTON D.C.</p>	<p>8</p> <p>T 9:30 Bi-Part Leadership</p> <p>T 11:00 NSC</p> <p>N 12:00 Harry Truman Centennial Luncheon</p> <p>1:30 Ceremony Honoring Disabled Volunteers</p> <p>HOLD AFTERNOON</p> <p>ON WASHINGTON D.C.</p>	<p>9</p> <p>10:45 Small Business Week Signing Ceremony</p> <p>11:00 Masire Bfg.</p> <p>11:30 Mtg. w/Pres. Masire of Botswana</p> <p>12:15 Lunch w/Masire</p> <p>1:30 Depart. Sims. HOLD AFTERNOON AND EVENING</p> <p>ON WASHINGTON D.C.</p>	<p>10</p> <p>11:30 ENRICO FERMI AWARDS</p> <p>T 11:45 SUMMER JOBS PROGRAM</p> <p>★ 12:00 LUNCH w/VP</p> <p>★ 1:15 ADDRESS NAR CONVENTION</p> <p>T 2:00 CABINET TIME</p> <p>4:00 PERSONNEL TIME</p> <p>4:30 PHOTO H/S DINNER CHAIRMEN</p> <p>N 5:00 RECEP. F/H/S DINNER COMMITTEE</p> <p>N★ 7:30 H/S DINNER B-TIE</p> <p>ON WASHINGTON D.C.</p>	<p>11</p> <p>11:00 Mtg. w/Natl. Comm. on Excellence on Education</p> <p>11:30 Natl. Comm. on Excellence in Education Report Cere.</p> <p>1:00 Admin. Time</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>12</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>3 Mothers Day</p> <p>Mother's Day Luncheon at Randolph Nursing Home</p> <p>TN Rel. to WH</p> <p>ON WASHINGTON D.C.</p>	<p>14</p> <p>Visit Truck Stop for Signing Cere. for National Transportation Week.</p> <p>12:00 Issues Lunch</p> <p>2:00 Mtg. w/Sherpa Team</p> <p>4:30 Private Mtg.</p> <p>ON WASHINGTON D.C.</p>	<p>15</p> <p>9:30 de la Madrid Briefing</p> <p>N 10:00 Arrival-Pres. de la Madrid of Mexico</p> <p>10:30 Mtg. w/de la Madrid</p> <p>T 2:00 Cabinet Time</p> <p>5:00 H-HOLD</p> <p>N 7:15 State Dinner B-TIE</p> <p>ON WASHINGTON D.C.</p>	<p>16</p> <p>12:00 Luncheon with Prominent Sr. Citizens</p> <p>1:15 Dropby Briefing I/Amer. Retail Federation</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>T★ 7:30 Dropby WH News Photographers Dinner</p> <p>ON WASHINGTON D.C.</p>	<p>17</p> <p>T 11:45 Receive Report - WH Conf. on Productivity</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time</p> <p>4:30 Admin. Time</p> <p>5:00 Press Reception</p> <p>ON WASHINGTON D.C.</p>	<p>18</p> <p>HOLD DAY</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>19</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>Armed Forces Day Teleconference</p> <p>ON CAMP DAVID</p>
<p>20</p> <p>TN★ Camp David</p> <p>TN Rel. to WH</p> <p>ON WASHINGTON D.C.</p>	<p>21</p> <p>11:30 Olympic Coin Ceremony</p> <p>N 12:00 Lunch w/Duke of Edinburgh</p> <p>4:30 Photo w/Arthritis Poster Child</p> <p>5:00 Taping Session</p> <p>ON WASHINGTON D.C.</p>	<p>22</p> <p>T 11:00 NSC</p> <p>T 12:00 Issues Lunch</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Intv. Briefing</p> <p>4:30 Int. w/S.E. Newspapers</p> <p>ON WASHINGTON D.C.</p>	<p>23</p> <p>11:45 World Trade Week Ceremony</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>2:00 Taping for GOP Congressmen</p> <p>ON WASHINGTON D.C.</p>	<p>24</p> <p>★ 11:00 Dedication of New CIA Building</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time</p> <p>4:30 Admin. Time</p> <p>5:00 Taping for GOP Congressmen</p> <p>ON WASHINGTON D.C.</p>	<p>25</p> <p>T 11:00 NSC</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>26</p> <p>Congress Recess thru 5/29</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>Commencement Address at Loyola Univ. Chicago, Illinois</p> <p>ON CAMP DAVID</p>
<p>27</p> <p>TN★ Camp David or Commencement Address to Mt. St. Mary's College, MD</p> <p>TN Rel. to WH Eve. Phone Call to 6th Annual Convention of Russian American Congress</p> <p>ON WASHINGTON D.C.</p>	<p>28 MEMORIAL DAY OBSERVED</p> <p>12:00 Issues Lunch</p> <p>Memorial Day Event</p> <p>Vietnam War Unknown Soldier Ceremony</p> <p>ON WASHINGTON D.C.</p>	<p>29</p> <p>T 11:00 NSC</p> <p>T 2:00 Cabinet Time</p> <p>4:30 H-HOLD</p> <p>★ Late Aft. Depart for Colorado Springs, CO</p> <p>ON COLORADO SPRINGS</p>	<p>30 Memorial Day Congress Reconvenes</p> <p>★ Colorado Springs</p> <p>★ 9:30 Commencement Address US Air Force Academy</p> <p>★ Aft. Rel. to Washington</p> <p>7:30 NATO Ministerial Working Dinner</p> <p>ON WASHINGTON D.C.</p>	<p>31</p> <p>9:00 Mtg. w/NATO Foreign Ministers</p> <p>12:00 Lunch w/VP</p> <p>1:30 Mtg. w/Secy. Weinberger & Sen. Tower</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time</p> <p>4:30 Admin. Time</p> <p>ON WASHINGTON D.C.</p>		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>Proposed & Tentative or Administrative Use Only</p> <p>— First Lady — Away from White House — Tentative</p>					<p>1</p> <p>N★ 9:00 Depart for Ireland</p> <p>ON IRELAND</p>	<p>2</p> <p>N★ Ireland</p> <p>★ TBD Radio Talk</p> <p>ON IRELAND</p>
	<p>4</p> <p>N★ Ireland</p> <p>N★ Eve. To London</p> <p>ON LONDON</p>	<p>5</p> <p>N★ London</p> <p>ON LONDON</p>	<p>6 D-DAY</p> <p>N★ London</p> <p>N★ To Normandy, France</p> <p>N★ Ret. to London</p> <p>ON LONDON</p>	<p>7</p> <p>N★ SUMMIT</p> <p>ON LONDON</p>	<p>8</p> <p>N★ SUMMIT</p> <p>ON LONDON</p>	<p>9</p> <p>N★ SUMMIT</p> <p>★ TBD Radio Talk</p> <p>ON LONDON</p>
<p>10</p> <p>N★ Ret. to Washington</p> <p>ON WASHINGTON, D.C.</p>	<p>11</p> <p>12:00 Issues Lunch</p> <p>ON WASHINGTON, D.C.</p>	<p>12</p> <p>T 9:30 GOP Leadership</p> <p>T 11:00 NSC</p> <p>T 2:00 Cabinet Time</p> <p>ON WASHINGTON, D.C.</p>	<p>13</p> <p>1:30 Mtg. w/Secy Shultz</p> <p>2:00 H-HOLD</p> <p>HOLD AFTERNOON</p> <p>ON WASHINGTON, D.C.</p>	<p>14 FLAG DAY</p> <p>Flag Day Event at Ft. McHenry</p> <p>12:00 Lunch w/VP</p> <p>HOLD AFTERNOON AND EVENING</p> <p>ON WASHINGTON, D.C.</p>	<p>15</p> <p>★ 11:00 Dedication Ceremony at Natl. Geographic Society</p> <p>To Tenn: Attend 50th Anniv. of Smokey Mountain National Park</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>16</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>17 FATHERS DAY</p> <p>TN★ Camp David</p> <p>N★ To Nassau Co., NY</p> <p>N★ Attend Intl. Games of The Disabled</p> <p>N Ret. to Washington</p> <p>ON WASHINGTON, D.C.</p>	<p>18</p> <p>9:30 Jayewardene Briefing</p> <p>N 10:00 Arrival-Pres. Jayewardene of Sri Lanka</p> <p>10:30 Mtg. with Jayewardene</p> <p>N 7:15 State Dinner B-Tie</p> <p>ON WASHINGTON, D.C.</p>	<p>19</p> <p>T 9:30 Bi-Part Leadership</p> <p>T 11:00 NSC</p> <p>1:15 Presidential Scholars Cere.</p> <p>T 2:00 Cabinet Time</p> <p>4:30 Reception for GOP Candidates</p> <p>ON WASHINGTON, D.C.</p>	<p>20</p> <p>Address Army Boot Camp at Ft. Dix, NJ</p> <p>1:15 Mtg. w/Natl. Youth Governors</p> <p>1:30 Mtg. w/Secy Shultz</p> <p>ON WASHINGTON, D.C.</p>	<p>21</p> <p>12:00 Lunch w/VP</p> <p>1:30 Mtg. w/Mulroney of Canada</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time</p> <p>4:30 Admin Time</p> <p>N 7:00 Congressional "Fish Fry"</p> <p>ON WASHINGTON, D.C.</p>	<p>22</p> <p>T 11:00 NSC</p> <p>1:00 Intl. Youth Year Ceremony</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>TN★ To Camp David</p> <p>(N 7:00 Rain Date Congressional "Fish Fry")</p> <p>ON CAMP DAVID</p>	<p>23</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>24</p> <p>TN★ Camp David</p> <p>TN Ret. to WH</p> <p>ON WASHINGTON, D.C.</p>	<p>25</p> <p>T 11:45 Dropby Briefing for Black Appointees</p> <p>12:00 Issues Lunch</p> <p>1:30 Cong. Medal to family of Hubert Humphrey</p> <p>5:00 Taping for GOP Senators</p> <p>ON WASHINGTON, D.C.</p>	<p>26</p> <p>T 11:00 NSC</p> <p>T 2:00 Cabinet Time</p> <p>5:00 H-Hold</p> <p>ON WASHINGTON, D.C.</p>	<p>27</p> <p>11:00 PEPAB</p> <p>1:30 Mtg. w/Secy Shultz</p> <p>ON WASHINGTON, D.C.</p>	<p>28</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time</p> <p>4:30 Admin Time</p> <p>ON WASHINGTON, D.C.</p>	<p>29</p> <p>T 11:00 NSC</p> <p>1:30 Mtg. w/Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>30 Congress Recess thru 7/22</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>1</p> <p>TN★ Camp David</p> <p>TN Rel. to WH</p> <p>ON WASHINGTON D.C.</p>	<p>2</p> <p>Visit Hospital Supported by Duck Stamp</p> <p>12:00 Issues Lunch HOLD AFTERNOON</p> <p>ON WASHINGTON D.C.</p>	<p>3</p> <p>T 11:00 NSC</p> <p>HOLD AFTERNOON AND EVENING</p> <p>5:00 H-Hold</p> <p>ON WASHINGTON D.C.</p>	<p>4 Independence Day Statue of Liberty Event</p> <p>ON WASHINGTON D.C.</p>	<p>5</p> <p>Address "Gold Star" Wives</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time 4:30 Admin. Time</p> <p>ON WASHINGTON D.C.</p>	<p>6</p> <p>9:00 Photo-Army Herald Trumpeters</p> <p>T 11:00 NSC</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>7</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>8</p> <p>TN★ Camp David</p> <p>TN Rel. to WH</p> <p>ON WASHINGTON D.C.</p>	<p>9</p> <p>Visit Boy Scout "Camp Arrow Wood" Springfield, Missouri</p> <p>12:00 Issues Lunch</p> <p>ON WASHINGTON D.C.</p>	<p>10</p> <p>T 11:00 NSC</p> <p>T 1:45 Food for Peace Ceremony</p> <p>T 2:00 Cabinet Time</p> <p>ON WASHINGTON D.C.</p>	<p>11</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>ON WASHINGTON D.C.</p>	<p>12</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time 4:30 Admin. Time</p> <p>ON WASHINGTON D.C.</p>	<p>13</p> <p>T 11:00 NSC</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>14</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>15</p> <p>TN★ Camp David</p> <p>TN Rel. to WH</p> <p>ON WASHINGTON D.C.</p>	<p>16 FYI: DEMOCRATIC</p> <p>12:00 Issues Lunch</p> <p>ON WASHINGTON D.C.</p>	<p>17...CONVENTION...</p> <p>T 11:00 NSC</p> <p>T 2:00 Cabinet Time</p> <p>5:00 H-Hold</p> <p>Chesapeake Bay Oysterman's Event</p> <p>ON WASHINGTON D.C.</p>	<p>18...thru JULY 20...</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>ON WASHINGTON D.C.</p>	<p>19.....</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time 4:30 Admin. Time</p> <p>ON WASHINGTON D.C.</p>	<p>20.....</p> <p>★ 11:00 POW/MIA Recognition Ceremony</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>TN★ To Camp David</p> <p>ON CAMP DAVID</p>	<p>21</p> <p>TN★ Camp David</p> <p>★ 12:06 Radio Talk</p> <p>ON CAMP DAVID</p>
<p>22</p> <p>TN★ Camp David</p> <p>TN Rel. to WH</p> <p>ON WASHINGTON D.C.</p>	<p>23 Congress Reconvenes</p> <p>12:00 Issues Lunch</p> <p>ON WASHINGTON D.C.</p>	<p>24</p> <p>T 11:00 NSC</p> <p>1:30 Future Farmers of America</p> <p>T 2:00 Cabinet Time</p> <p>ON WASHINGTON D.C.</p>	<p>25</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>ON WASHINGTON D.C.</p>	<p>26</p> <p>12:00 Lunch w/VP</p> <p>T 2:00 Cabinet Time</p> <p>4:00 Personnel Time 4:30 Admin. Time</p> <p>ON WASHINGTON D.C.</p>	<p>27</p> <p>T 11:00 NSC</p> <p>1:30 Mtg. with Secy. Shultz</p> <p>4:00 H-Hold</p> <p>ON WASHINGTON D.C.</p>	<p>28</p> <p>Opening XXIIIrd Olympiad</p> <p>12:06 Radio Talk</p> <p>N★ To Los Angeles Opening Ceremony Summer Olympics</p> <p>ON TBD</p>
<p>29</p> <p>ON TBD</p>	<p>30</p> <p>ON TBD</p>	<p>31</p> <p>ON TBD</p>				<p>Proposed & Tentative For Administrative Use Only</p> <p>N — First Lady</p> <p>★ — Away from White House</p> <p>T — Tentative</p>

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>posed & Tentative Administrative Use Only</p> <p>- First Lady - Away from White House - Tentative</p>			1	2	3	4
			ON TBD	ON TBD	ON TBD	1206 Radio Talk ON TBD
	6	7	8	9	10	11
		To Denver Colorado to Address the Knights of Columbus Convention				Congress Recess thru 8/26 12:06 Radio Talk ON TBD
ON TBD	ON TBD	ON TBD	ON TBD	ON TBD	ON TBD	ON TBD
2 Closing- XXIIIrd Olympiad	13	14	15	16	17	18
	12:00 Issues Lunch	T 11:00 NSC T 2:00 Cabinet Time 5:00 H-HOLD	1:30 Mtg. with Secy. Shultz	12:00 Lunch w/VP T 2:00 Cabinet Time 4:00 Personnel Time 4:30 Admin. Time	T 11:00 NSC 1:30 Mtg. with Secy Shultz TN★ To Camp David	TN★ Camp David ★ 12:06 Radio Talk
ON WASHINGTON, D.C.	ON WASHINGTON, D.C.	ON WASHINGTON, D.C.	ON WASHINGTON, D.C.	ON WASHINGTON, D.C.	ON CAMP DAVID	ON CAMP DAVID
9 N★ Camp David	20	21	22	23	24	25
	Repub. Natl. Convention 12:00 Issues Lunch	Repub. Natl. Convention T 11:00 NSC T 2:00 Cabinet Time	Repub. Natl. Convention N★ Depart for Dallas Attend Little League World Series in Williamsport, Penn.	Repub. Natl. Convention N★ Dallas	To Washington Address VFW Convention Chicago, Illinois N★ To Camp David	N★ Camp David ★ 12:06 Radio Talk
N Return To WH	ON WASHINGTON, D.C.	ON WASHINGTON, D.C.	ON DALLAS	ON DALLAS	ON CAMP DAVID	ON CAMP DAVID
ON WASHINGTON, D.C.	27	28	29	30	31	
6 ★ Camp David	Congress Reconvenes 12:00 Issues Lunch	T 11:00 NSC T 2:00 Cabinet Time 5:00 H-HOLD	1:30 Mtg. w/Secy. Shultz	12:00 Lunch w/VP T 2:00 Cabinet Time 4:00 Personnel Time 4:30 Admin. Time	T 11:00 NSC 1:30 Mtg. w/Secy. Shultz TN★ Camp David	
Return to WH			ON WASHINGTON, D.C.	ON WASHINGTON, D.C.	ON CAMP DAVID	

THE WHITE HOUSE

WASHINGTON

3/14/84

MEMORANDUM TO: MIKE DEEVER

FROM: JAMES A. BAKER, III



The attached is a note from Ted Stevens, who is asking for five minutes for the President to sign a resolution which he is having Congress pass, and to give it to Elmer Rasmuson when we are in Alaska, presumably on the way back from China.

He told me this could be considered in lieu of any fundraiser for him. That seems to me to be a pretty good trade, but I am committed to getting it scheduled for him. Please let me know if you see any problem.

Many thanks.

Della Femina, Travisano & Partners Inc.

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

JAB
read these - particularly
the OUI letter. I think
this helps considerably.

February 28, 1984

Mr. Michael A. McManus Jr.
Assistant to the President
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Michael:

Attached are three of the letters we discussed, written
by the following people:

1. Mr. David Dolgenos
Marshall, Bratter, Greene, Allison & Tucker
2. Mr. Mort Persky, Editor
OUI MAGAZINE
3. Mr. Donald E. Creamer, Chairman & Chief Executive Officer
Creamer Advertising

Yours sincerely

Jerry Della Femina
Jerry Della Femina
Chairman

ENCS.

Della Femina, Travisano & Partners Inc.

This is a letter of advice from my lawyer
regarding my intention to bring a lawsuit
for libel against OUI MAGAZINE and the
writer.

OUI MAGAZINE refused to release the tapes.
The writer claimed they were "not available."

MARSHALL, BRATTER, GRLENE, ALLISON & TUCKER

430 PARK AVENUE, NEW YORK, N.Y. 10022 • (212) 421-7200

1140 CONNECTICUT AVENUE, N.W.

WASHINGTON, D.C. 20036

(202) 223-9100

2029 CENTURY PARK EAST

LCS ANGELES, CA 90067

(213) 557-1000

December 15, 1980

PRIVILEGED AND CONFIDENTIAL

Mr. Jerry Della Femina
Chairman
Della Femina Travisano & Partners Inc.
625 Madison Avenue
New York, New York 10022

Dear Mr. Della Femina:

You advised us that you were misquoted and quoted out of context in a recent article in OUI magazine and wish to sue for libel. We have advised you that if you were deliberately misquoted to the damage of yourself or your Agency you could bring a lawsuit in libel against OUI magazine and the writer. We suggest the following procedure:

1. First, send a letter to OUI magazine requesting the tapes of the interview. We suggest that you do not send this letter, nor take other action, until the current issue of OUI magazine has been withdrawn from circulation because the publicity attendant to any action on your part might occasion additional interest in the current article.

2. Check the tapes against the article for inaccuracies.

3. If the inaccuracies are material and deliberate, and if there is consequent damage to you and/or the Agency, you could then maintain an action for libel.

4. If the judge or jury finds the misquotes were deliberate, material and damaging, you and/or the Agency could both recover damages and obtain a finding that the libelous material was untrue.

Mr. Jerry Della Femina
December 15, 1980
Page Two

Jerry, I do not want to discourage you in your determination to sue, but I feel compelled to tell you that historically a suit of this kind will occasion additional publicity.

Very truly yours,

MARSHALL, BRATTER, GREENE,
ALLISON & TUCKER

By:  _____

Della Femina, Travisano & Partners Inc.

This letter from the editor of OUI MAGAZINE was in response to a letter sent to him by Saul Waring, President of Waring & LaRosa Advertising. In his letter, Mr. Waring condemned the article and the way in which the introduction depicted advertising and the advertising industry.

Mr. Waring is one of the most respected members of the advertising profession, and an officer in the American Association of Advertising Agencies.

January 7, 1981.

Mr. Saul Waring
Waring & LaRosa, Inc.
555 Madison Avenue
New York, New York 10022

Dear Mr. Waring:

I just received my copy of your letter to Derick Daniels. It reminds me that someone once characterized the press as a playful bear who slaps you on the back and sends you reeling three blocks down the street. That appears to be the effect we've achieved here, to no positive purpose whatsoever.

I don't think there were any bad intentions at work, just a lot of carelessness and naivete leading to the same bad results. When I was in New York two weeks ago, Henry Marks asked me to come into his office and then read to me -- with feeling, as only Henry can do -- the lead-in to the Della Femina article. Henry managed to communicate a sense of outrage at least as strong as yours, maybe stronger.

Let me explain that I'm the new editor of OUI, that when I got here last September the issue in question was on the assembly line. I may be innocent of originating the piece, but I can't absolve myself, or any of us, from guilt in letting that introduction break into print. It's the sort of thing that should never have been written, but most certainly never should have reached the printed page. It should have been caught by any one of several different staff members. That it wasn't caught testifies to the age of our staff (very young, to match the age of our readers). Along with youth, alas, goes a sometimes dismaying tendency to criticize institutions and overlook interests that can't be ignored. The words themselves, though, were written by a freelance interviewer. I think it's fair to say that they were written for cleverness and effect with little or no regard for who got hurt in the process.

The results of all this are much more villainous than the intentions. But a man who's been sent reeling down the street by a bear's backslap may not care much about that.

...2

OUI MAGAZINE

8560 Sunset Boulevard, Los Angeles, California 90069, 213-652-7870

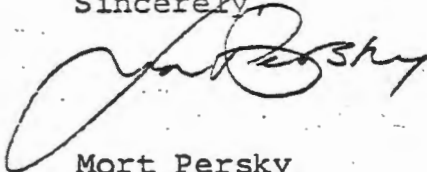
page two

Anyway, we don't think it's "our right" to publish material of this kind, and we're not in business to make our friends feel "embarrassed and betrayed". If we were going to invoke our "rights" it ought to be in the name of responsible journalism -- which this is not. I wouldn't expect anything like this to happen again: but if anything remotely resembling it found its way into print, I would expect you to hold me directly accountable.

Alas, all I can do now is apologize for all of us.

With all good wishes, and I hope you will want to sit down and chat one of these days.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Mort Persky', written over a horizontal line.

Mort Persky
Editor

Della Femina, Travisano & Partners Inc.

This is a letter that I received from Donald Creamer,
Chairman of Creamer Advertising, in response to a
note I sent him regarding the article.

CREAMER INC

ADVERTISING

DONALD E. CREAMER
CHAIRMAN AND
CHIEF EXECUTIVE OFFICER

28 January 1981.

Mr. Jerry Della Femina,
Chairman of the Board,
DELLA FEMINA, TRAVISANO
& PARTNERS, INC.,
625 Madison Avenue,
New York, N.Y. 10022

Jerry:

Thank you for your telephone call on Friday and, of course, your observations that you were convinced I knew nothing about the anonymous note sent to Mr. Lewis. I share with you a feeling of repulsion in matters of this kind and I feel particularly upset to think that someone, presumably on our staff, would take such action.

Incidentally, I share with your clients the conviction that the comments attributed to you could not have been yours. They simply are not vintage Della Femina. It was particularly good to hear from you that your clients not only recognize this, but have come to your support.

We will indeed have that lunch!



DONALD E. CREAMER.

Della Femina, Travisano & Partners Inc.

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

February 27, 1984

Mr. Michael A. McManus Jr.
Assistant to the President
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500


Dear Michael:

You asked for a list of people who you or I could call on for statements in the remote possibility that this article ever crops up again. Attached is a list of names in advertising, communications, and business who would be more than happy to state that I am nothing like the person who was depicted in the article.

I can give you 100 more, I may even be able to give you 1,000 more, and, if pressed (and I'm not boasting) I could probably give you 10,000 names.

The fact is that anyone who has met me or known me, or heard me speak, will be happy to speak out on my behalf.

Yours sincerely,



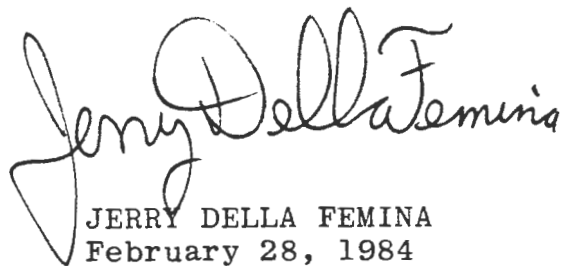
Jerry Della Femina
Chairman

ENC.

The so called "interview" in the January 1, 1981 issue of OUI MAGAZINE is filled with falsehoods and misstatements. If it were even remotely accurate, Della Femina, Travisano & Partners could not have become a \$200 million agency that is one of the most respected in the industry.

The statements attributed to me in OUI MAGAZINE are not what I believe, and are not what I advocate. It is an article that has been dismissed as a lie and a bad joke by every responsible member of the advertising and business community who has known and worked with me.

Perhaps the best and certainly the final words on this article should be those of Mort Persky. He said, "The article was not responsible journalism". He also said, "It was written for cleverness and effect with little or no regard for those who got hurt in the process". Mr. Persky was the Editor of OUI MAGAZINE at the time.



JERRY DELLA FEMINA
February 28, 1984

Della Femina, Travisano & Partners Inc.

JERRY DELLA FEMINA
CHAIRMAN OF THE BOARD

February 28, 1984

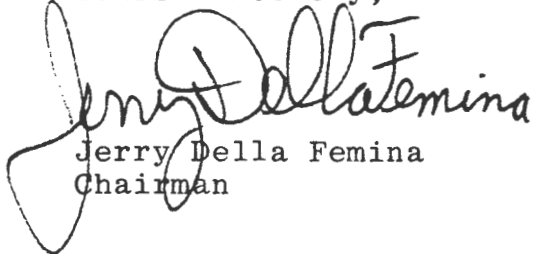
Mr. Michael A. McManus, Jr.
Assistant to the President
The White House Office
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Michael:

The attached is my statement regarding the article which appeared in the January 1, 1981 issue of OUI MAGAZINE.

I am sorry this has held up the very important advertising work that must be done to ensure the reelection of President Reagan. Lets get to work.

Yours sincerely,



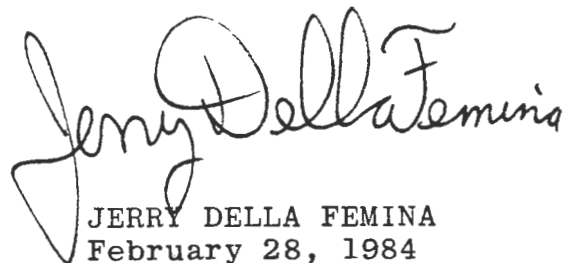
Jerry Della Femina
Chairman

Robert Lipp	President, Chemical Bank New York
Alvin Shoemaker	Chairman, First Boston Corporation
Phil Dougherty	Advertising columnist, <u>The New York Times</u>
Fred Wilpon	President, The New York Mets Baseball Team
Nelson Doubleday	Chairman, Doubleday Publishing
Ed Kosner	Editor in Chief, New York Magazine
Michael Kramer	Political columnist, New York Magazine
Bill Beutel	Newscaster, WABC-TV
Jeff Greenfeld	Newscaster, WABC-TV
Jay Chiat	Chairman, Chiat/Day Advertising
Rev. Michael Shaser	St. John's Parish, Lewisboro, New York
John O'Connor	Editor in Chief, Advertising Age
Saul Waring	President, Waring & LaRosa Advertising
Marvin Sloves	Chairman, Scali, McCabe & Sloves Advertising
Jack Bowen	Chairman, Benton & Bowles
Rory Grace	Chairman & Exec. Creative Director of Doyle, Dane Bernbach Advertising
William Claggett	Director of Advertising & Marketing, Ralston Purina Company.
Phil Dusenberry	Vice Chairman & Exec. Creative Director, BBDO
Jack Reilly	Senior Vice President, General Manager, Isuzu Motors, Inc.
Joel Siegel	Television Commentator, Good Morning America

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JERRY DELLA FEMINA
February 28, 1984

THE WHITE HOUSE
WASHINGTON

TO: MIKE DEEVER

JAB RECEIVED A TELEPHONE CALL FROM DAVID SUSSKIND, THE TELEVISION PRODUCER, WOULD LIKE TO DO A FILM ON THE PRESIDENT FEATURING A DAY IN THE LIFE OF RONALD REAGAN. IT WOULD MEAN SHADOWING HIM FOR A DAY, BUT THEY WOULD BE VERY DISCREET AND RR COULD CALL THE SHOTS.

HE THINKS AMERICA AND THE WORLD WOULD BE FASCINATED TO SEE WHAT THE PRESIDENT DOES ALL DAY. HE THINKS ONE WAS DONE ON PRES. KENNEDY. HE WOULD LIKE TO PRODUCE SUCH A FILM IF YOU ARE INTERESTED.

JAB ASKED ME TO REFER THIS TO YOU FOR YOUR CONSIDERATION.

DAVID SUSSKIND
212/765-0505

Barbara

February 17, 1984


BARBARA B. HAYWARD
Office of James A. Baker III
456-6797

THE WHITE HOUSE

WASHINGTON

February 3, 1984

MEMORANDUM TO JAMES A. BAKER, III

FROM: MICHAEL K. DEAVER 
SUBJECT: Fifty States Project

I have spent far too much time on this subject but after months of trying to direct some results I would like to make the following recommendation:

1. The project be moved from the Public Liaison Office to the Office of Inter-Governmental Affairs.

The reasons for this are as follows:

1. Cost saving in reducing duplication of travel.
2. Coordination of all current contacts on key issues facing state legislatures.
 - a. Live-item vetoes
 - b. Balanced-Budget
 - c. Enterprise Zones
 - d. Fifty-States Project

If you agree, please notify Faith.

THE WHITE HOUSE

WASHINGTON

January 10, 1984

MEMORANDUM TO: MIKE DEEVER

FROM: JAMES A. BAKER, III

Tom Wyman, President of CBS, called me today. He has been in the Dominican Republic visiting with Jorge Blanco, the President. Blanco mentioned to him that he is extremely anxious to see the President during the course of this year, and that a request has been in for some time. Constantine Menges with the NSC tells me that the National Security Community is solidly behind this request.

As you know, I have always been one to try to hold down the number of foreign visitors, but it occurs to me that we are in the middle of a major effort to sell our Central American and Caribbean policies and that a visit which CBS supports might not hurt.

What do you think?

JAB, III