

Ronald Reagan Presidential Library Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Baker, James A.: Files **Folder Title: Military [Political] (1)** **Box: 8**

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:
<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

WITHDRAWAL SHEET

Ronald Reagan Library

Collection: BAKER, JAMES: FILES

Archivist: cas

File Folder: Military ^(A114 d) [1 of 3] ~~GA 10514~~ Box 8

Date: 3/1/99

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1 list	of first family guests (tab A) 1 p.	5/30/84	P6, F6 <i>transferred</i>
2. list	of convention room requirements 1 p. (partial)	5/31/84	P6, F6 <i>B6</i>
3. memo	re Republican National Hotel (proposed presidential site) 1 p. (partial)	10/20/83	F7
4 paper	re Reagan-Bush '84 Initial Media Flight 2 p.	4/13/84	P5
5. paper	re Reagan-Bush '84 Initial Media Flight 2 p.	nd	P5
6. comments	from RGD on the themes paper for the initial media flight 2 p.	4/10/84	P5
7. paper	from RGD re possible problems ahead (peace and prosperity) 2 p.	4/12/84	P5

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].

C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

THE WHITE HOUSE
WASHINGTON

Date: 10/21/11

TO:

Jim Baker

FROM:

Michael A. McManus, Jr.
*Assistant to the President
and Deputy to Deputy Chief of Staff*

- ☒ Information
- ☐ Action
- ☐ Let's Discuss

0014

TIMMONS AND COMPANY, INCORPORATED

1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

PERSONAL

WILLIAM E. TIMMONS
President

TOM C. KOROLOGOS
Executive Vice President

HOWARD G. PASTER
Vice President

KENNETH M. DUBERSTEIN
Vice President

WILLIAM H. CABLE
Vice President

MARY A. SIDLEY
Vice President

MICHAEL J. BATES
Director of Research

June 7, 1984

MEMORANDUM FOR: PAUL LAXALT
✓ MIKE McMANUS
ED ROLLINS
RON WALKER

FROM: WILLIAM E. TIMMONS *By*

SUBJECT: Convention Meeting
June 7, 1984

For your information and guidance, Frank Fahrenkopf, Tom Korologos and I met for 1-1/2 hours today with Senator Howard Baker and Representative Bob Michel to go over convention activities. It was extremely productive from all points of view and very helpful to us all.

Topics included:

- ° RNC convention organization (Walker, Denning, etc.)
- ° Arrival and departures:
 - (a) Fahrenkopf - August 11-24
 - (b) Baker - August 19-24
 - (c) Michel - August 16-24
- ° Accompanying staff: All three have already submitted lists.
- ° Room requirements: Included in submitted lists.
- ° Airline tickets: Will arrange directly with RNC for reimbursement.
- ° Ground transportation: Car and driver committed to each by RNC.
- ° Staff offices: Not necessary other than regular RNC offices at hotel and hall.

June 7, 1984

Page 2

- Telephones: RNC phone in each suite. Each should have beeper.
- Speechwriters:
 - (a) Fahrenkopf - to be prepared by Fahrenkopf
 - (b) Baker - Pat Butler
 - (c) Michel - Bill Gavin
- Speeches: To be held to 7-8 minutes all agreed.
- Receptions:
 - (a) Baker hosting one at hall, Monday, 5-7 p.m.
 - (b) Michel thinking of one at hall, Tuesday, 5-7 p.m.(Note: We encouraged these to get some delegates though security early.)
- Reagan-Bush Caucus Teams: Good idea. Think they may be too busy to commit to work; request chance to join or not as schedules permit. Baker and Michel will make suggestions as to participants from Senate and House.
- Officers of convention: Discussed roles of pending officers, secretary, etc. Michel preferred Senator Kassebaum as Deputy Permanent Chairman for gavel work occasionally, and he'll call her.
- RNC network: Discussed advantages of this new concept and possible use by candidates. Very pleased. Explained Mark Goode's role.
- Official program: General agreement on sessions, timing, and flow of procedure. Korologos fully explained his operation and personnel under podium. Michel recognized House campaign film would not be televised and will drop idea. Baker felt Goldwater should be on program and inevitable will happen when word gets around. Also, Baker believes Tower makes good speech and should be used.

NOTE: In discussion of possible floor fights and parliamentary procedures, the platform executive committee members were discussed. Apparently Baker and Michel were not consulted on the selection of House and Senate Members. Baker particularly upset over Senate representations and cited constitutional prerogatives of Senate in foreign policy area. He feels Senate "regulars" will revolt when learn of stacked committee. Fahrenkopf to call Lott and ask Lott to check with Baker and Michel. This area will be a problem right through the convention in my opinion.

THE WHITE HOUSE
WASHINGTON

Date: 6/14/84

TO:

Jim Baker

FROM: **Michael A. McManus, Jr.**
*Assistant to the President
and Deputy to Deputy Chief of Staff*

- ☐ Information
- ☐ Action
- ☐ Let's Discuss

*Attached is a revised
briefing paper.*

THE WHITE HOUSE

WASHINGTON

June 13, 1984

✓
REVISED

MEETING WITH THE LOUIS HARRIS GROUP

DATE June 14, 1984

TIME 3:30 - 4:30 p.m.

LOCATION OEOB, Room 474 (Indian Treaty Room)

FROM: MICHAEL McMANUS

PREPARED BY: MARY JO JACOBI

I. PURPOSE

To brief this group of corporate and investment banking executives on the Administration's policies and views on the state of the economy, the economic outlook, financial institutions deregulation, and other issues.

II. BACKGROUND

This group of Louis Harris clients is comprised of corporate and investment banking executives from about 40 of the nation's leading corporations and financial institutions. They have been assembled by Louis Harris to participate in his Political Leadership Symposia, an effort to provide clients with a dissection of the election process and a thorough analysis of the key issues of the day. The purpose of these Symposia is to provide clients with information on public policy issues. This information in turn will be considered by these executives when investment decisions are made.

Present at this briefing will be approximately 40 corporate and investment banking executives representing such companies as Exxon, Morgan Guaranty Trust, Kemper Financial Services, AT&T, Citibank, and the Bank of Boston.

This group, for the most part, has been supportive of the President and his various policies.

III. PARTICIPANTS

Approximately 40 Louis Harris corporate and investment banking clients and staff.

IV. PRESS PLAN

No press coverage

V. SEQUENCE OF EVENTS

3:30 p.m. MARY JO JACOBI, Special Assistant to the President for Public Liaison - welcomes group and introduces R.T. (Tim) McNamar.

- 3:35 p.m. R.T. (TIM) McNAMAR, Deputy Secretary of the Treasury - remarks on the state of the economy, the economic outlook, and financial institutions deregulation.
Q & A
- 4:15 p.m. MARY JO JACOBI, Special Assistant to the President for Business Liaison - remarks on outreach to the business community.
Q & A
- 4:30 p.m. Meeting adjourns.

THE WHITE HOUSE
WASHINGTON

Date: 6/14/84

TO: *Jim Baker*
FROM: **Michael A. McManus, Jr.**
*Assistant to the President
and Deputy to Deputy Chief of Staff*

- ☐ Information
- ☐ Action
- ☐ Let's Discuss

*Attached is briefing paper
for you Re: Lou Harris
briefing today*

THE WHITE HOUSE

WASHINGTON

June 13, 1984



MEETING WITH THE LOUIS HARRIS GROUP

DATE June 14, 1984

TIME 3:30 - 4:30 p.m.

LOCATION OEOB, Room 474 (Indian Treaty Room)

FROM: MICHAEL McMANUS *MM*

PREPARED BY: MARY JO JACOBI

I. PURPOSE

To brief this group of corporate and investment banking executives on the Administration's policies and views on the state of the economy, the economic outlook, financial institutions deregulation, and other issues.

II. BACKGROUND

This group of Louis Harris clients is comprised of corporate and investment banking executives from about 40 of the nation's leading corporations and financial institutions. They have been assembled by Louis Harris to participate in his Political Leadership Symposia, an effort to provide clients with a dissection of the election process and a thorough analysis of the key issues of the day. The purpose of this Symposia is to provide clients with information on public policy issues. This information in turn will be considered by these executives when investment decisions are made.

Present at this briefing will be approximately 40 corporate and investment banking executives representing such companies as Exxon, Morgan Guaranty Trust, Kemper Financial Services, AT&T, Citibank, and the Bank of Boston.

This group, for the most part, has been supportive of the President and his various policies.

III. PARTICIPANTS

Approximately 40 Louis Harris corporate and investment banking clients and staff.

IV. PRESS PLAN

No press coverage

V. SEQUENCE OF EVENTS

3:30 p.m. MARY JO JACOBI, Special Assistant to the President for Public Liaison - welcomes group and introduces R.T. (Tim) McNamar.

- 3:35 p.m. R.T. (TIM) McNAMAR, Deputy Secretary of the Treasury - remarks on the state of the economy, the economic outlook, and financial institutions deregulation.
Q & A
- 4:00 p.m. Speaker yet to be determined.
- 4:30 p.m. Meeting adjourns.

HARRIS 1984 POLITICAL GIVING EDGE
WHITE HOUSE GUEST LIST

<u>NAME</u>	<u>TITLE</u>	<u>BUSINESS ADDRESS</u>
John R. Anderson,	Assistant Vice President	ROYAL INSURANCE 150 William Street New York, New York 10038
Philip E. Arnold,	President	FIDUCIARY MANAGEMENT ASSOCIATES 135 South LaSalle Street, Suite 3300 Chicago, Illinois 60603
Merl Baker,	Vice President	LOUIS HARRIS & ASSOCIATES 630 Fifth Avenue New York, New York 10111
Walter C. Bean,	Vice President, Head of Equity Division	FIRST CHICAGO INVESTMENT ADVISORS Three First National Plaza Suite 0419 Chicago, Illinois 60670
Jack Bober,	Chairman	AUTRANET, INC. 140 Broadway New York, New York 10005
Charles T. Bouvet,	Senior Vice President, Marketing	AUTRANET, INC. 140 Broadway New York, New York 10005
William L. Cobb, Jr.,	Vice President and Senior Investment Officer	MORGAN GUARANTY TRUST 9 West 57th Street New York, New York 10019
Mary Jo Cowan,	Executive Secretary to the President	LOUIS HARRIS AND ASSOCIATES 630 Fifth Avenue New York, New York 10111
Nicholas Csendes,	Senior Investment Officer	SUN LIFE ASSURANCE CO. OF CANADA 1 Sun Life Executive Park Wellesley Hills, MA 02181
Leonard F. Cutugno,	Vice President	HOME LIFE INSURANCE 253 Broadway New York, New York 10007
John L. Furth,	President	WARBURG PINCUS COUNSELORS, INC. 277 Park Avenue New York, New York 10172

HARRIS 1984 POLITICAL CUTTING EDGE
WHITE HOUSE GUEST LIST

pg. 2

<u>NAME</u>	<u>TITLE</u>	<u>BUSINESS ADDRESS</u>
David Dean Hale,	Chief Economist and Vice President	KEMPER FINANCIAL SERVICES 120 South LaSalle Street Chicago, Illinois 60603
Lawrence S. Harris,	Senior Vice President	MANUFACTURERS HANOVER 600 Fifth Avenue New York, New York 10020
Louis Harris,	Chairman	LOUIS HARRIS AND ASSOCIATES 630 Fifth Avenue New York, New York 10111
Aubrey E. Hayes,	Vice President of Corporate Bonds	G.E. TRUST INVESTMENT COMPANY 112 Prospect Street Stamford, CT 06904
Richard E. Heier,	Vice President, Investments	WISCONSIN VALLEY TRUST P.O. Box 209 Wausau, Wisconsin 54401
Ira Craig Hester,	Vice President	INTERFIRST INVESTMENT MANAGEMENT, INC 503 Congress Street Austin, Texas 78781
Robert D. Hill,	Executive Vice President of Favia Hill and Associates Senior Vice President of Chemical Bank	FAVIA-HILL AND ASSOCIATES 30 Rockefeller Plaza New York, New York 10043
Geri-Ann Israel,	Vice President	LOUIS HARRIS AND ASSOCIATES 630 Fifth Avenue New York, New York 10111
Charles T. Kimball,	Vice President	MORGAN GUARANTY TRUST 9 West 57th Street New York, New York 10019
Manown Kisor, Jr.,	Executive Vice President	COMERICA BANK 211 Fort Street Detroit, Michigan 48226
David Kennedy Krane,	Executive Assistant to the President	LOUIS HARRIS AND ASSOCIATES 630 Fifth Avenue New York, New York 10111

HARRIS 1984 POLITICAL CUTTING EDGE
WHITE HOUSE GUEST LIST

pg. 3

<u>NAME</u>	<u>TITLE</u>	<u>BUSINESS ADDRESS</u>
Nicholas B. Kronwall, President		KRONWALL CAPITAL MANAGEMENT 6300 East El Dorado Plaza, Suite C Tucson, Arizona 85715
James McConkey Lane, Senior Vice President, Chief Investment Officer		NATIONAL BANK OF DETROIT 611 Woodward Detroit, Michigan 48232
Henry J. Lartigue, Jr., Manager of Public Affairs		EXXON, U.S.A. P.O. Box 2180 Houston, Texas 77001
Robert F. Lindner, Manager of Investments		COMMONWEALTH EDISON 140 South Dearborn, 6th Floor Investments Department Chicago, Illinois 60690
John J. McCabe, Vice President		BANKERS TRUST COMPANY 280 Park Avenue New York, New York 10017
Bruce J. McCowan, Chairman		McCOWAN ASSOCIATES 70 Pine Street New York, New York 10270
Eric T. Miller, Senior Vice President and Chief Investment Officer		DONALDSON, LUFKIN, AND JENRETTE 140 Broadway New York, New York 10005
Charles Edward Porter, Executive Vice President, Chief Investment Officer		PUTNAM MANAGEMENT 1 Post Office Square, 11th Floor Boston, MA 02109
Sally Veit Reed, Vice President		LOUIS HARRIS AND ASSOCIATES 630 Fifth Avenue New York, New York 10111
Frank J. Scott, Vice President		EQUITABLE INVESTMENT MANAGEMENT CORP. EQUITABLE LIFE ASSURANCE 1285 Avenue of the Americas New York, New York

HARRIS 1984 POLITICAL CUTTING EDGE
WHITE HOUSE GUEST LIST

pg. 4

<u>NAME</u>	<u>TITLE</u>	<u>BUSINESS ADDRESS</u>
Linda L. Segnar, (Mrs. Samuel F. Segnar)		INTERNORTH, INC. 223 Dodge Street Omaha, Nebraska 68103
Samuel F. Segnar, President and Chief Executive Officer		INTERNORTH, INC. 223 Dodge Street Omaha, Nebraska 68102
Robert H. Selleck, Corporate Vice President - Public Relations, Strategies		AT&T CORPORATE HEADQUARTERS 550 Madison Avenue New York, New York 10022
Mark R. Shenkman, President		FIRST INVESTORS ASSET MANAGEMENT, INC 120 Wall Street New York, New York 10005
Wayne Allan Stork, Executive Vice President		DELAWARE INVESTMENT ADVISORS, INC. 10 Penn Center Plaza Philadelphia, Pennsylvania 19103
Humphrey John Fausit Taylor, President		LOUIS HARRIS AND ASSOCIATES 630 Fifth Avenue New York, New York 10111
John W. Vander Vliet, Executive Vice President		DEAN WITTER INTERCAPITAL 1 World Trade Center, 59th Floor New York, New York 10048
Peter H. Vermilye, Senior Vice President and Chief Investment Officer		CITIBANK, N.A. One Citicorp Center 153 East 53rd Street New York, New York 10043
James N. Von Germeten, President and Chief Investment Officer		THE BOSTON COMPANY, INC. P.O. Box 2145 One Boston Place Boston, MA 02106
John A. Weed, Vice President		MORGAN GUARANTY TRUST 9 West 57th Street New York, New York 10019
Peter M. Whitman, Jr., Senior Vice President		BANK OF BOSTON P.O. Box 1986 Boston, MA 02105

THE WHITE HOUSE

WASHINGTON

May 31, 1984

MEMORANDUM FOR BILL TIMMONS

FROM: MIKE McMANUS *malom*

This is to reconfirm our telephone conversation of last Friday. I will be traveling to Dallas on June 18th and 19th. Accompanying me on this trip will be Bill Henkel and a large contingent of advance support staff including staff from the Vice-President's office, the Secret Service and the Military office. The purpose of this trip is to work on the hotel plan.

Also I have attached a comprehensive memo which summarizes the costs for which the White House is responsible and a detailed update on the housing requirements list. Please note Tab B is the Vice-President's list for which we are waiting their detailed list.

If you have any questions, I would be happy to discuss them with you.

Thank you.

cc: Jim Baker✓
Mike Deaver
Margaret Tutwiler

THE WHITE HOUSE

WASHINGTON

May 30, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: WILLIAM HENKEL

SUBJECT: CONVENTION HOUSING

Attached, per your request, is an update on where we stand on convention housing for The White House. The attached packet includes an update on the following:

- * an official/political breakdown
- * White House Staff
- * First Family
- * First Family guests (Tab A)
- * The Vice President's Office (Tab B)

Also attached is a copy of the memorandum that Robert Gubitosi sent to Ron Walker (Oct. '83) outlining the draft requirements for the advance team (Tab C). We will, as you know, have to factor the advance team into our room requirements.

After the survey/pre-advance on June 18th and 19th, we will be in a better position to determine our exact advance team requirements.

05/30/84 4:00 p.m.

First Family Guests

1. M/M Jorgensen (2 BR Suite adjoining the Wilsons')	arr: 21st	dpt: 24th
2. Amb/Mrs. Wilson (2 BR Suite adjoining the Jorgensens')	arr: 21st	dpt: 24th
3. M/M Robert Adams (1 BR Suite or 1 <u>nice</u> BR)	arr: 21st	dpt: 24th
4. Mrs. Alfred Bloomingdale (1 BR, next to Zipkin's)	arr: 20th	dpt: 24th
5. Mr. Jerome Zipkin (1 BR, next to Bloomingdale's)	arr: 20th	dpt: 24th
6. M/M Armand Deutsch (1 BR Suite)	arr: 21st	dpt: 24th
7. M/M Jack Wrather (1 BR w/2 DBL Beds)	arr: 21st	dpt: 24th
8. Dr/Mrs Norman Sprague (1 BR Suite)	arr: 21st	dpt: 24th
9. M/M Charles Wick (1 BR Suite)	arr: 21st	dpt: 24th
10. M/M Diego Redo (1 BR near the Wilsons')	arr: 21st	dpt: 24th
11. M/M Frank Sinatra (2 BR Suite w/allowance for a security guard to be posted outside)	arr: 22nd	dpt: 24th
12. Ms. Adrianna Bollani (Sinatras valet) (1 BR next to, or across the hall from the Sinatras)	arr: 22nd	dpt: 24th
13. M/M Jacqueline Hume ()	arr:	dpt:
14. M/M Holmes Tuttle (1 BR Suite)	arr: 21st	dpt: 24th
15. M/M Henry Salvatori (2 BR Suite w/sitting room; twin beds in both bedrooms) (extra adjoining bedroom for their son, Henry Ford Salvatori)	arr: 19th	dpt: 24th

TRAVELING PERSONNEL TO THE REPUBLICAN NATIONAL CONVENTION

OFFICIAL/POLITICAL ALLOCATIONS

THE PRESIDENT	Political
Mrs. Reagan	Political
First Family	Political
First Family guests	pay own bill
Senior Staff (ie: Baker, Deaver McFarlane, McManus, Fielding, Fuller, etc.)	Political
Other WHS Staff (except as noted below)	Political
NSC Staff (except McFarlane)	Official
D. Fischer	Official
K. Osborne	Official
Military Aide	Official
Dr. Ruge	Official
Official Photographer	Official
AF-1 Steno (Military)	Official
AF-1 Guests (ie: Cong., personal guests that are participating in the event)	Political (unless pays own bill)
Reagan-Bush '84 Staff	Political
Advance Staff (ie: Henkel, Bakaly Lead, Site and Press Advance)	Political
Advance Office Trip Coordinator	Official
All Military Support (including WHCA, HMX, AF1, Stewards)	Official
Speechwriters	Political
Transportation Office	Official
Traveling Press	(Press Corps)
Press Office Staff	Political *
USSS	Official

* under negotiation and may change to Press

05/30/84 4:00 p.m.

First Lady's Office

First Family: 7 separate rooms/suite (revised from 6)

Patty
Ron and Doria
Maureen and Dennis
Coleen and Mike
Bess and Neal



First Family Guests:

see Tab A

First Lady Staff:

James Rosebush
Elaine Crispen
Sheila Tate
Marty Coyne
Wendy Weber

Vice President's Office

see Tab B

Ed Meese's Office: 3 rooms

M/M Ed Meese
Ken Cribb
Marilee Melvin

Jim Baker's Office: 9 rooms (revised from 8)

Jim Baker
Margaret Tutwiler
Jim Cicconi
Kathy Camalier
Barbara Hayward
Andrea des Couteaux
Caron Jackson
Julie Brink
Marianne Andrews

Mike Deaver's Office: 5 rooms

Mike Deaver
Mike McManus
Bill Sittmann
Donna Blume
Margie Crawford

Dick Darman's Office: 5 rooms

Dick Darman
Bentley Elliott
Nancy Roberts
Sara Emery
Research Assistant

Fred Fielding's Office: 5 rooms and 1 office

Fred Fielding
Sherrie Cooksey
Peter Rusthoven
Dianna Holland
Secretary to the Counsel

Craig Fuller's Office: 2 rooms

Craig Fuller
Karen Hart

John Herrington's Office: 1 room

M/M John Herrington

Ed Hickey's Office: 1 room

M/M Ed Hickey
* (normal military support staff)

Bud McFarlane's Office: 3 rooms

Bud McFarlane
Tom Schull
Wilma Hall

B. Oglesby Office: 5 rooms

M. B. Oglesby
Nancy Risque
Dennis Thomas
Pam Turner
Linda Bennett

John Rogers' Office: 2 rooms

John Rogers
Staff Assistant

Larry Speakes' Office: 9 rooms

Larry Speakes
Peter Roussel
Anson Franklin
Mark Weinberg
Kim Hoggard
Robin Gray
Connie Romero
Sally McElroy
Taussig/Sidey/Winnick (1 only) .

Jack Svahn's Office: 6 rooms (revised from 9)

Jack Svahn
Bruce Chapman
John Richardson
Roger Porter
Paul Simmons
Betty Ayers

Lee Verstandig's Office: 5 rooms

Lee Verstandig
Kip Hawley
Andy Card
Susan Lauffer
Tim Locke

Faith Whittlesey's Office: 12 rooms (revised from 11)

Faith Whittlesey
Frank Donatelli
Mary Ann Meloy
Trudi Morrison
Robert Reilly
Linas Kojelis
Doug Riggs
Marshall Breger
Cathi Villalpando
Mary Jo Jacobi
Judi Buckalew
Mel Bradley

Mike Deaver's Communication Office: 3 rooms

Mike Baroody
Merrie Spaeth
Jann DuVal

05/31/84 10:30 a.m.

Normal Traveling Party not included in the above lists

William Henkel
David Fischer
Kathy Osborne
Military Aide
Doctor
Official Photographer

Missing from lists

Fred Ryan
Advance Team arrangements (see Tab C)

The Vice President's Office

1 floor plus 25 rooms

c

DATE: OCTOBER 20, 1983

TO: RON WALKER

FROM: ROBERT K. GUBITOSI

RE: REPUBLICAN NATIONAL HOTEL (PROPOSED PRESIDENTIAL SITE)

WHITE HOUSE STAFF

ARRIVAL DATE

90 singles
10 singles
10 suites, approximately, for meetings, etc.
1 function room - staff office
1 function room - press advance

same days as principle
10 days prior
1 day prior
10 days prior
10 days prior

NOTE: THE STAFF OFFICE AND PRESS ADVANCE
MUST BE ADJOINING

1 function room - staff motor pool

5 days prior

Parking for 20 vehicles

UNITED STATES SECRET SERVICE

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED

REDACTED

WHITE HOUSE TRAVEL OFFICE/PRESS

200 travelling press rooms
1 filing room - large, prefer a ballroom
with seating - capacity for 250
1 function room for press secretary - close
to ballroom
1 function room for steno office
1 function room for storage - large
1 press briefing room

same day as principle
3 days prior
3 days prior
3 days prior
3 days prior

Parking for 12 vehicles - 10 cars &
2 large trucks

WHITE HOUSE COMMUNICATIONS AGENCY

Sleeping rooms

8 singles

8 days prior

24 doubles

8 days prior

1 double

10 days prior

Parking for 20 vehicles and
equipment truck

WHITE HOUSE MILITARY/GARAGE

GARAGE

1 function room - radio room/dispatch
approximate size 20' X 40'

2 days prior

9 double rooms

3 days prior

6 single rooms - includes baggage handlers
and drivers

3 days prior

Parking for 15 vehicles - White House motor pool

HELICOPTER CREW AND SUPPORT (if used for Presidential movements)

1 double

8 days prior

29 double rooms

2 days prior

NOTE: HELICOPTER CREWS NORMALLY STAY AT A
HOTEL NEAR THE AIRPORT, HOWEVER; IF YOU WANT
TO COMPLETELY BOOK THE HOTEL, THEY CAN STAY
AT THE HOTEL. MUST BE DISCUSSED WITH THE
WHITE HOUSE.

AIR FORCE ONE

2 doubles

10 days prior

23 singles

same day as principle

NOTE: AIR FORCE ONE CREW NORMALLY STAYS
AT THE HOTEL NEAR THE AIRPORT, HOWEVER;
IF YOU WANT TO COMPLETELY BOOK THE, HOTEL,
THEY CAN STAY AT THE HOTEL. MUST BE DISCUSSED
WITH THE WHITE HOUSE.

MILITARY OFFICE

3 doubles - for stewards
1 single to be utilized as the
military office
1 single - military aide
2 singles - military aide
1 single - Cliff Sharrock

one day prior

3 days prior

8 days prior

same day as principle

2 days in advance

MEDIC

2 singles

1 day in advance

WHITE HOUSE TV (NAVY)

1 double

2 singles

one day prior

one day prior

Parking 15 vehicles

FIRST FAMILY

4 suites

FIRST FAMILY GUESTS

approximately 50 rooms - personal friends

20 suites - personal friends

one day prior

one day prior

CABINET

possibility of 19 rooms for Cabinet members

one day prior

NOTE: IF THE CABINET STAYS AT THE SAME HOTEL

RESTAURANT/ROOM SERVICE

Should be open on a 24 hour basis.
All services of the hotel should be extended.

NOTE: THE SECRET SERVICE REQUESTS THAT THE RESTAURANT AND FUNCTION ROOM ON THE 27TH FLOOR BE CLOSED DURING THE TIME THE PRINCIPLE IS IN THE HOTEL. HOWEVER, I BELIEVE THAT WITH SPECIAL PASSES AND PROPER CREDENTIALS, WHITE HOUSE STAFF AND RNC STAFF WILL BE ADMITTED. ALSO, OUTSIDE AT THE PROPOSED ARRIVAL SITE, SOME SORT OF TENT WILL HAVE TO BE CONSTRUCTED FOR THE ARRIVAL OF THE PRINCIPAL.
ALL OF THE ABOVE SHOULD BE INCLUDED IN THE CONTRACT.

NOTE: ALL ARRANGEMENTS ARE VERY TENTATIVE AND SUBJECT TO SERIOUS CHANGE.

NOTE: COMP FOR ^{Advance Staff} ~~ROBERT K. GUBITOSI'S~~ ROOMS FROM NOW TO AND INCLUDING CONVENTION TIME.

THE WHITE HOUSE

WASHINGTON

May 18, 1984

MEMORANDUM FOR JIM BAKER
MIKE DEEVER

FROM: MIKE McMANUS *Mc*
for

Attached are background papers for the
two women officials we asked for from
Lee Verstandig.

THE WHITE HOUSE
WASHINGTON

May 16, 1984



MEMORANDUM FOR MIKE MCMANUS

FROM: LEE VERSTANDIG *lee*
SUBJECT: Recommended Republican Women Elected Officials

Attached are the comprehensive biography's of the two Republican women elected officials you requested. I hope these serve your needs. We can discuss at some point other information you may need on them.

KEY REPUBLICAN WOMEN ELECTED OFFICIALS



Name: Judy Baar Topinka
Title: Illinois State Representative
Address: 6924 West Cermak Road Berwyn, Illinois 60402
County: Cook
Phone: (312)795-8266 (district office) (217)782-8180 (Capitol)
Age: 40
Elected: To begin service in 1980
Term Expires: 1984. Running for state Senate.
Occupation: Self-employed public relations consultant
Religion: Catholic
Family: Divorced, lives with son "Pepi". Granddaughter of Czechoslovak immigrants who settled in Cicero-Berwyn area
Employment Experience: Has been employed by Life Newspapers, the Forest Park Review and the American Medical Association.
Political History: Reagan/Bush Illinois Ethnic Groups Chairman, currently; Protege of former Congressman Ed Derwinski; 1976-77, Public relations director for Cook County Suburban Republican Organization; Research Analyst for Senator Leonard Becker, 1978-79; Member, Illinois State Federation of Republican Women; Member, Executive Board, Riverside, Berwyn, & Lyons Republican Organization
Educational Background: Northwestern University, journalism
Professional Affiliations: Has been active in 28 area ethnic, civic and political organizations wherein she has held numerous offices; Member, Minority Business Resource Committee, U.S. Department of Transportation; Member, Cermak Road Business Association and Riverside, Lyons, Brookfield and West Suburban Chamber of Commerce; Member, Berwyn and National Business & Professional Women's Clubs
Committee Assignments: Spokesman, Human Services; Energy, Environment and Natural Resources; Judiciary; Select Committee on Aging.
Priority Issues: Human services and aging.
Hobbies: Travel, music, and the art of conversation

KEY REPUBLICAN WOMEN ELECTED OFFICIALS



Name: Toni Jennings

Title: Florida State Senator

Address: 1032 Wilfred Drive Orlando, Florida 32803

County: Brevard

Leadership Position: Senate Minority Leader

Phone: (904) 488-3975 (legislative) (305) 894-2106 (district office)

Age: 35

Elected: To Senate in 1980, Served in House from 1976-80

Term Expires: 1984

Occupation: Secretary-Treasurer, Jack Jennings & Sons, general contractors (Construction, Real Estate, Mortgage Broker)

Religion: Episcopal

Family: Single

Employment Experience: 1970-73 Elementary School Teacher

Political History/Background: Republican Leader pro tempore, 1982-4; Minority Leader, 1984-; Orange County Legislative Delegation, Chairman, 1980-82; Young Republicans; Republican Women's Club of Winter Park; Winter Park Federated Republican Women's Club; Orlando County Young Republican Club, Legislator of the Year, 1980-81

Background: Jack Jennings, father, Orange County School Board Chairman. Charles H. Jennings, great-grandfather was a member of the Virginia Legislature.

General Edward Martin, great-uncle, Governor of Pennsylvania

Educational Background: Wesleyan College, B.A. cum laude, Macon, Georgia; Rollins College

Professional Affiliations: Orlando-Winter Park Board of Realtors; Associated Builders & Contractors; Central Florida Builders Exchange; Sea World Senior Citizens Advisory Council; District Mental Health Advisory Board; University of Central Florida Women's Athletics Booster Club, Steering Committee; Leadership Council

Committee Assignments: Chair- Personnel, Retirement and Collective Bargaining Committee (one of three Republicans to hold a Chairmanship); Commerce; Finance, Taxation, and Claims; Transportation; Joint Legislative Management Committee.

Special Projects: Involved in establishing a child fingerprinting computer network.

Awards: At age 27, youngest woman ever elected to Florida House; Orlando Chamber of Commerce Central City Committee Outstanding Women in Government, 1977; International Woman's Year Conference, Florida delegate, 1977; Associated Builders and Contractors of Florida, Legislator of the Year, 1978; Florida Federation of Humane Societies, Meritorious Service, 1979; Florida Restaurant Association special commendation, 1979; Homebuilders Association of Mid-Florida, Outstanding Service, 1980; Florida League of Cities Prominent Personality of the Month, June 1980; Outstanding Young Woman of the Year, 1980-81; Outstanding Young Women in American Association, Board of Directors; Wesleyan College Distinguished Alumni Award, 1981; Women for Responsible Legislation, Freedom Award for Excellence in State Government, 1982

Hobbies: Bicycling

THE WHITE HOUSE
WASHINGTON

Date: 5/14/84

TO: *Margaret Tutwiler*
FROM: **Michael A. McManus, Jr.**
*Assistant to the President
and Deputy to Deputy Chief of Staff*

- ☒ Information
☐ Action
☐ Let's Discuss

✓
R.F.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

'84 MAY 14 A9:26

May 14, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *Dwm*

SUBJECT: Weekly Report on Campaign Event Operations #15

I. ADVANCE

1. OHIO ALL-STARS TOUR

Cincinnati/Dayton - Local TV coverage captured our 3rd All-Star Tour as it reached out to the blue collar voter in Cincinnati. Approximately 150 attended the morning kickoff. Enthusiasm was good. After the kickoff, the All-Stars toured the Hudepohl brewery. The All-Stars shook hands and received bottles of beer. The Dayton stop was a bit disappointing due to the lack of press. The athletes toured the Quality Foods plant. Only one local TV crew covered the event.

Cleveland - The All-Star tour began at the Terminal Concourse station where the All-Stars greeted thousands of Clevelanders with coffee and doughnuts. This type of campaigning went over very well in Cleveland because it was an atypical Republican campaign technique. After the subway stop the All-Stars went by bus to a nearby construction site and a factory tour.

Columbus - The athletes from Cincinnati and Cleveland joined other athletes in Columbus for a tremendous rally at the Nationwide Insurance Co. Plaza. Woody Hayes delivered a rousing speech, as did Secretary Pierce. Due to rain, the rally was held indoors. Contrary to the erroneous Gannett wire service report, there were 400-500 people at the rally and no one left until the event was over.

Enclosed are newspaper clippings from these events.
(See Tab A)

2. PORTLAND, OREGON

A full day's itinerary awaited Secretary Block in Portland. A Press Availability, several one-on-ones, news shows and newspaper interviews filled in around several good visual events. The Secretary toured the Port of Portland, a grain elevator and a downtown market place. At the end of the evening Block went to a popular local truck stop where he had dinner, played the guitar and danced with the locals. Press coverage was good for most of the trip.

Enclosed please find press clipping from this event.
(See Tab B)

3. SITE SURVEYS

Andrew Littlefair and Judd Swift surveyed Philadelphia, New Jersey and New York City on Friday, May 11. Next week Andrew will survey California cities for the Vice President's trips.

4. REAGAN ROUNDUP

Monday evening a budget reduction dismantled the existing plan for the Reagan Roundup. Bob Schmidt has completely reworked the plan and has come up with a new proposal. The new Roundup is a new version using a different event approach that will maximize the use of local surrogates as well as Congressional surrogates already in their district. The events are tailored to be more in concert with the volunteer recruitment and voter registration door to door operation. The Roundup will cover 63 cities in 42 states.

Enclosed please find the new proposed draft.
(See Tab C)

5. ADVANCE BRIEFING

We will hold a comprehensive briefing on budget procedures, event conceptualization and picture creation on Monday, May 14 with all full-time and volunteer advancement. Scheduling and Speakers divisions will also make presentations.

II. SCHEDULING

1. MAYOR HANCE

Mayor Hance attended the Arizona State Republican Convention the weekend of May 5 - 6. She was greeted on arrival at the Phoenix Airport by a Reagan-Bush rally and several members of the media. Media coverage included three one-on-one T.V. interviews, and the rally was covered on the nightly news. The evening of May 5 she met with the local Black and Hispanic Reagan-Bush groups and participated in photo-ops with the local Black and Hispanic newspapers.

The following day, after a breakfast interview with the Phoenix Republic, Mayor Hance attended the city's Cinco de Mayo Celebration. The celebration actually did not get started until later than her scheduled appearance, but she did have an opportunity to walk the main street and pass out bumper stickers. That afternoon, she participated in a half hour interview with the other large newspaper, The Phoenix Gazette.

Enclosed please find an article from this event.
(See Tab D)

~~Mayor Hance is scheduled to go to Fairbanks, Alaska, for~~
the Alaska State Republican Convention on May 19. The local GOP and Reagan-Bush people are thrilled that she is coming, and her trip has done a great deal to mitigate some of the disappointment Republicans up there felt when the President was unable to do any political events during his stop.

We have scheduled a number of events requested by the State Party and are in the process of creating additional Reagan-Bush events to be included in her schedule. In addition to delivering the keynote address at the Convention, she will also be addressing the monthly meeting of the Alaska Press Club. Mayor Hance will also be the main speaker at a GOP dinner the night preceding the Convention.

2. OHIO

We made another strike at the voters in Ohio last week when Loret Ruppe addressed the Western Reserve Women's Republican Club in Cleveland, Ohio. Her appearance was a huge success, according to local reports. They truly enjoyed having her and suggested that we get her out on the road more often. We scheduled a television interview which received a full five minutes on the 11:00 p.m. news.

3. DELAWARE

Secretary Dole addressed the Delaware State Republican Convention in Rehoboth Beach on behalf of Reagan-Bush on Saturday, May 5. She received print and photo coverage in the local newspapers, the Sunday Dover paper and the Salisbury television station. Unfortunately, she did not have time for us to schedule any one-on-one interviews or press availability.

4. NEW JERSEY

Secretary Heckler is scheduled to go to New Jersey on May 18 for Reagan-Bush. She will be doing a Reagan-Bush breakfast, a walking tour of West New York and Union City (Cuban area), a drop-by of an ethnic restaurant for lunch, and a visit to a daycare center. That night, she will be the guest on the Gabe Pressman show, a political talk show in New York City. This is the largest event on the schedule, as the show reaches 6.5 million households. (See Tab E for draft schedule.)

5. VERMONT

Plans and arrangements are progressing for a June 13 and 14 tour with Secretary Baldrige through Vermont. This trip was scheduled at the request of Roger Stone, as Vermont desperately needs to raise money and needed a nationally-known speaker. (In addition, Secretary Baldrige indicated he would like to go to Vermont.) A draft schedule was submitted to the Secretary's office this past week. We hope to have a go-ahead on the schedule before the Secretary leaves for Europe on May 15.

The decision was made this week that Vermont will not be included on the Reagan Roundup. With this in mind, we have created a schedule to focus on voter registration drives on this trip, as well as the priority request for fundraisers. (See Tab F for draft schedule.)

6. THE NORTHWEST

Reagan-Bush Scheduling met with John Rousselot to discuss future scheduling needs in the Pacific region. His main concern is fundraising for Washington and Oregon. Apparently both States are having a difficult time raising money for their Victory '84 Funds.

We suggested to John that it would be helpful to scheduling if the states could create events and then give us specific dates to work around. In general, this system makes for better events as opposed to the host group working around a pre-planned trip.

7. OREGON

On May 10, Secretary Block traveled to Portland, Oregon for a series of campaign appearances before the Tuesday May 15 primary. Secretary Block began the day with a Reagan-Bush press availability, followed by a tour of the Port of Portland grain and cargo terminals via Tug Boat. City and county officials as well as dock workers and supporters turned out to meet the Secretary at each stop.

The Secretary then addressed a luncheon group of approximately 500-600 agriculturalists and shippers. He closed out the afternoon with a series of impressive one-on-one interviews. The day ended with a visit to a local truck stop where the Secretary ate dinner with the truckers and sang with a country western band.

8. MAUREEN REAGAN

Sarah met with Lee Atwater, M.J. Jameson, and Suzanne Rich and submitted a scheduling memo for Maureen's consideration. (See Tab G for copy of memo.) The memo proposed 11 possible Reagan-Bush events for Maureen's consideration. After she reviews the proposals, Reagan-Bush Scheduling will proceed on those suggestions she approves. Events cover dates between now and the end of July.

III. SPEAKERS

1. SECRETARY BLOCK'S TRIP TO OREGON

For the second time in two weeks, Secretary Block hit the campaign trail for us. In a press conference in Portland, Oregon, on May 10, he urged people to "get behind Ronald Reagan," citing domestic and international achievements of the Administration and attacking both Mondale and Hart for enunciating a policy of "spending more and taxing more." He strongly supported the President's trade initiatives with the People's Republic of China and lauded the Port of Portland's critical role in international trade. His staff reports that the Secretary was very pleased with his trip.

2. REAGAN-BUSH ALL-STAR TOUR IN PHILADELPHIA, NEW JERSEY,
AND NEW YORK -- MAY 23, 1984.

Committed athletes for the May 23 tour include Bart Starr, Joey Giardella, Joe Frazier, Floyd Patterson, Andy Robistelli, Roger Maris, Chuck Bednarick, Art Donovan, Don Newcombe, Cathy Rigby, Rocky Graziano, Lacey O'Neill, Ester Stroy, Willie Mays and Ron Kramer.

cc: Margaret Tutwiler ✓

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF MAY 14 - 18, 1984

MONDAY, MAY 14, 1984

9:00 a.m.	CEO Staff Meeting	
10:00 a.m.	Reagan Roundup Meeting	
11:30 a.m.	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
1:00 p.m.- 5:00 p.m.	Advancemen Briefings	S. Long, T. Maher, A. Littlefair, and D. Morris to Advancemen

TUESDAY, MAY 15, 1984

Advancemen depart for New Jersey, Philadelphia and New York

8:45 a.m.	Daily Briefing	CEO Staff
9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
10:00 a.m.	Vice Presidential Scheduling Meeting	D. Sullivan, J. Fitzgerald, R. Kaufman, A. Littlefair, D. Morris
3:00 p.m.	Secretary Heckler Schedule Finalized	

WEDNESDAY, MAY 16, 1984

8:45 a.m.	Daily Briefing	CEO Staff
9:00 a.m.	New Jersey Draft Schedule Completed	J. Swift to M. Head
12:00 noon	A. Littlefair departs for site survey of CA, NM, & AZ	

THURSDAY, MAY 17, 1984

8:45 a.m.	Daily Briefing	CEO Staff
9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
2:00 p.m.	Meeting with Chuck Rund re: Surrogate Scheduling and Targeting	D. Morris to C. Rund

FRIDAY, MAY 18, 1984

Secretary Heckler to New Jersey

7:45 a.m.	Political Division Head Meeting	D. Morris to Division Heads
8:45 a.m.	Daily Briefing	CEO Staff

"THEMES" MEETING -- 4/13/84

AGENDA

o. Prelim. Items

I. CHINA TRIP TO DEMOCRATIC CONVENTION

Note: The China trip/Papal meeting (April 19-May 2) and the Ireland/Normandy/Economic Summit trip (June 1-June 10) are the dominant, controllable, highly visible Presidential activities now scheduled for this period. The lull periods are divisible in two:

- May 3 - May 28 (Memorial Day/Vietnam unknown soldier event) -- in which the first flight of ads is to run; and
- June 11 - July 15/20 (Democratic Convention) -- for which a focus remains to be determined.

TOPICS FOR DISCUSSION:

(1) First flight of ads.

- Report on N.Y. meeting and revision of draft themes paper
- Are objectives, themes, targets right? -

ad guys in Tues. to give us 1st blush.

(2) Thematic focus for 2nd lull period. Note: The Congress will probably be messing around with a big domestic supplemental and the El Salvador issue in this period.

1st lull debt ceiling

→ Agriculture

II. DEMOCRATIC CONVENTION TO REPUBLICAN CONVENTION

Note: RR opens Olympics on July 28. Period includes Presidential vacation.

TOPICS FOR DISCUSSION:

Thematic approach? Pals.

(3) Tentative thoughts on theme(s) for this period?

III. POST-CONVENTION

Note: This, of course, is the campaign period. Congress will probably be messing with budgetary issues in September -- El Salvador \$, CR, and maybe a return to the debt ceiling. Economy may be slowing. Themes for this period can presumably be determined later -- but we ought to have a preliminary plan soon, so that preparatory work for any initiatives is appropriately managed.

(4) Preliminary thoughts?

*① M.A.T.
Copies of F.F.
memo to Ed.
+ M.D.
② Call
Fahromhoff
re Special
Comm. -
Advantage - for
History - 76 & 80
EEC
detailed
rules.
No speech
re new chair
No polit. intgs.
Should be
determined
later.*

REAGAN-BUSH '84

The President's Authorized Campaign Committee

MEMORANDUM

4/9/84

TO: Jim Baker

FROM: Jim Lake

Here is our proposed final version of the media paper we have prepared for our meeting tomorrow. Please let me know if you have any comments.

Ad team - today - Exploratory discussion

(1) *Conclude w/ their comments*

(2) *Fri. - mtg. here - w/ all in attendance*

(3) *Turn Mon - guidance for the ad team.*

Don't want ad team to think this memo is final memo.

rec'd 4/9 - 4:25 pm

gj

440 First Street N.W., Washington, D.C. 20001 (202) 383-1984

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Tr

REAGAN-BUSH '84

The President's Authorized Campaign Committee

REAGAN-BUSH '84 INITIAL MEDIA FLIGHT

OBJECTIVES

- Generate initial awareness of the campaign
- Establish an umbrella theme to carry the campaign through the convention
- Revitalize the President's perceptual standing with voters following the vigorous anti-Reagan onslaught of the Democratic primaries
- Project the reality of strong, confident, successful leadership that assures hope for the future as a contrast to the Democratic debate

*Presidential
briefing*

THEMES

- But emphasize - America is back - not R.P. - do that in gen. election.*
- Leadership. Reagan is a highly trusted, strong leader. His leadership has induced considerable positive change.
 - Competence. Reagan gets things done, as evidenced by the economic recovery and control of inflation.
 - Future Vision. Reagan's changes have given rise to a new era of opportunity for America's future. Administration accomplishments in quality education, expanding economy, and controlling inflation are issues which bridge the past and the future.
 - Traditional Values. Reagan has re-established and reinforced traditional values which offer stability and security.
 - Caring. Reagan is caring and concerned about people, ^{He} and has drawn strength from his populist appeal.

TONE

- Focus attention on the past to anchor the scope and benefit of the changes Reagan has made and project that change into the future, essentially answering the question "are you better off today than you were four years ago?", while postulating, "things can get even better with continued Reagan leadership."
- The spots should be generally positive in tone, drawing upon some of the first term's accomplishments and emphasizing that the President's leadership has made, and will continue to make,

440 First Street N.W., Washington, D.C. 20001 (202) 383-1984

Paid for by Reagan-Bush '84: Paul Laxalt, Chairman; Angela M. Buchanan Jackson, Treasurer

REAGAN-BUSH '84

The President's Authorized Campaign Committee

Media Flight, p. 2

a vital difference.

- The tone should also build on the feelings of optimism and confidence in ourselves, our leaders, and our country.

TIMING

The emphasis on leadership will work best in the period between the President's China trip in late April and his June summit meeting in Europe. Therefore, the optimum time for a first flight is the ten-day period just before the Memorial Day weekend. The period has the advantages of:

- Intensity of audience interest in political messages is higher during this period than it will be in June or July because of the proximity to the attention given to the Democratic primary contest.
- A divided opposition still in contention for the nomination will provide us with a unique opportunity to present our positive message of presidential leadership in stark contrast to their bickering and pointless debate. This contrast can and should be achieved indirectly, with no specific reference to the Democratic contest.
- Media coverage in late April and early May will be dominated by the Normandy event and the June summit meeting in London. These events will generate substantial print and electronic media coverage fitting neatly under our umbrella theme of leadership, and thus reinforce our primary objective.

TARGETS

- In general, our target is the slightly upscale voter. 45-55
- We need to softly target the blue collar, catholic and middle-aged voters.
- If cost permits, we may want to supplement the television campaign with radio spots aimed at hispanics in California and Texas and younger voters (under 35).

A few comments on the "themes paper"
for the "initial media flight"

In general, the paper seems unobjectionable. But a few qualifying points may be of value:

(1) "Objectives"

- The first objective -- generating "awareness of the campaign" -- seems unnecessary, ill-placed (in terms of implicit emphasis), and possibly counterproductive. People will be aware enough of the campaign. Why explicitly try to increase awareness? Aren't we better off being Presidential, and just concentrating on getting across the ideas that America is better, the future is brighter, etc. -- all implicitly (or explicitly) because RR is President?

(2) "Themes"



- Re "Leadership": Fine. But it seems too self-serving (uncharacteristically so) and too self-centered to focus this directly on Reagan. In the State of the Union, we used "America is back." In the CSIS speech, we used "American leadership is back." Aren't we better off emphasizing points directly about America -- trusting either that the tie to RR's personal leadership is obvious, or that it can be subtly made to show through?

- Re "Future Vision": Fine. But shouldn't we spice this up a bit -- as we have when we've tied our economic program to a "new industrial renaissance," a society "bursting with opportunity," etc. And shouldn't we add our emphases on space, high tech, etc. -- i.e., things with which the President can be associated visually that are themselves futuristic?

- Re "Traditional Values": Again, fine. But we have been trying to link this theme with the future at the same time as it looks to the past. The idea is to avoid seeming too "nostalgic" or "outdated" -- and rather to emphasize that traditional values are a sound foundation for the building of a strong, vital, dynamic, creative, constructive future.

- Re "Caring": Again, fine. But the explanatory sentence seems garbled. What exactly is meant by the alleged connection between "caring" and "concerned about people," on the one hand, and "populist appeal" on the other? We want both themes -- caring and populism -- but, as ordinarily understood, these are rather different concepts.

(3) Tone

- Re "optimism": Yes. But mightn't we make this a theme in its own right -- contrasting it, as we have been, with the days of "gloom" and "doomsaying" that we've been saying should be gone for good?

(4) Targets

- I trust someone knows what is meant by "the slightly upscale voter" -- and how this relates to the other targets noted.

- As a matter of curiosity, what do we mean by "middle-aged" (why not state the age range?) -- and why have we decided to focus on this age range?

"THEMES" MEETING -- 4/13/84

AGENDA

I. CHINA TRIP TO DEMOCRATIC CONVENTION

Note: The China trip/Papal meeting (April 19-May 2) and the Ireland/Normandy/Economic Summit trip (June 1-June 10) are the dominant, controllable, highly visible Presidential activities now scheduled for this period. The lull periods are divisible in two:

- May 3 - May 28 (Memorial Day/Vietnam unknown soldier event) -- in which the first flight of ads is to run; and
- June 11 - July 15/20 (Democratic Convention) -- for which a focus remains to be determined.

TOPICS FOR DISCUSSION:

(1) First flight of ads.

- Report on N.Y. meeting and revision of draft themes paper
- Are objectives, themes, targets right?

(2) Thematic focus for 2nd lull period. Note: The Congress will probably be messing around with a big domestic supplemental and the El Salvador issue in this period.

*Debt Ceiling
in 1st lull?*

II. DEMOCRATIC CONVENTION TO REPUBLICAN CONVENTION

Note: RR opens Olympics on July 28. Period includes Presidential vacation.

TOPICS FOR DISCUSSION:

(3) Tentative thoughts on theme(s) for this period?

III. POST-CONVENTION

Note: This, of course, is the campaign period. Congress will probably be messing with budgetary issues in September -- El Salvador \$, CR, and maybe a return to the debt ceiling. Economy may be slowing. Themes for this period can presumably be determined later -- but we ought to have a preliminary plan soon, so that preparatory work for any initiatives is appropriately managed.

(4) Preliminary thoughts?

Possible Problems Ahead: [Peace and Prosperity!]

- (1) Economy softening. Leading indicators may be weak-to-negative as election approaches. Economy is likely still to be growing, though more slowly -- and the risk is that confidence will start to slip. The claim that our program marks the start of a new, sustainable boom may become vulnerable.

We may have a difficult balance to strike: continue to take credit for our program and to show confidence in it and in our economic future, while also blaming the opposition for whatever is threatening the economic future -- all with sufficient credibility.

- (2) Central America front and center. The Democrats will want to hype this. And it's hard to see how we could avoid it: they will keep stringing out our money requirements -- forcing visible Congressional debates on this between the conventions, and again in September-October.

Again, we will have a tricky balancing act: We have to defend our policy, credibly suggest the threat to America -- "on our own continent, with a 3000 mile open border" -- without going so far as to raise the spectre of "Vietnam," and without allowing our theme of peace/deterrence-through-realism-and-strength-vs.-destabilization-through-passivity to be converted into war-monger-vs.-protector-of-the-peace.

Note: There is the further complication suggested by today's Kraft column (attached). If foreign policy (via Central America) is front-and-center on terms that are at best mixed, the larger issues are also teed up: what-have-we-really-accomplished?, is-the-world-really-safer?, is-this-a-dangerous-"ghost ship" (Haig)?, etc. My opinion remains that we must put extremely high priority on finding a way to show positive accomplishment under some foreign policy heading -- in some area where we can relatively reliably control the flow.

A Few notes on Themes

- (1) Reminders:

- (a) In the State of the Union we used "America is back." We organized our detailed program in relation to Four Great Goals. We put in a heck of a lot of good catch-phrases and applause lines.

- (b) In the CSIS speech (our only comprehensive foreign policy speech), we used "American leadership is back." We organized our detailed program in relation to Four Great Challenges. We put in a number of important principles -- that distinguish us favorably from our opposition.
- (c) In all of this, we took some pains to avoid certain pitfalls -- e.g., we always make sure that we tie the emphasis on "traditional values" to the future, so that we're not just nostalgic; we always tie our economic program to a dynamic, futuristic, "opportunity society," so that we don't just look like some tired cross between Arthur Bruns-ism, Herb Stein-ism, and Marty Feldstein-ism.

This work should not be lost.

(2) [To be discussed]

Joseph Kraft

Back In Contention

Fritz Mondale did more than score a big win over Gary Hart in the Pennsylvania primary. He moved back into contention with Ronald Reagan.

For the president, having peaked with the Grenada invasion last fall, is now stumbling badly. Foreign and domestic outlooks have both worsened, and a little more deterioration would make Reagan vulnerable.

Peace through strength was the appeal Reagan sought to make in foreign policy. Muscular rhetoric accompanied an American buildup, deployment of new missiles in Europe and greater military assistance to friendly countries menaced by terrorism or communist subversion in the Middle East and Latin America. Grenada set a seal of approval on that effort because the operation succeeded rapidly at relatively little cost.

But the peace dividend supposed to come with strength has not followed. The Russians have given the wet mitten to Washington's appeals for accords in the arms control field. Dispatches from Moscow, as well as direct assertions by Konstantin Chernenko, the party leader who has now been named president, belie the administration hope the Soviets will come round soon.

With the peace route blocked, the president turned to Congress. He coupled a call for bipartisan support with a veiled threat that the Democrats would be held accountable for any American reverses abroad. That approach might have worked, for the congressional Democrats have not been tigers in fighting the administration on foreign policy.

But then The New York Times disclosed that, as part of the campaign to harass the Marxist regime in Nicaragua, the Central Intelligence Agency was directing mining of ports and harbors. The issue was serious, since Soviet and other shipping had been damaged, and various U.S. allies had offered to remove the mines. Still, the administration tried to brazen it out. When Nicaragua moved to take the matter to the World Court, the U.S. blandly denounced the appeal as propaganda and declared it would not accept the jurisdiction of the international tribunal.

A bipartisan storm of criticism then broke. Barry Goldwater denounced the director of Central Intelligence, William Casey, for misleading Congress. Republicans joined Democrats in backing, 84-to-12, a resolution, introduced by Edward Kennedy, that condemned the mining. It now looks as though the operation will have to cease.

All the worst suspicions about the president and his foreign policy have been revived. The nightmare of entering an endless and unjust war, inadvertently and without allied support, comes alive again. The country has the sensation once more of big lies in high places. The CIA is back on the ropes. Uncertainty about Reagan's role points up former secretary of state Alexander Haig's description of the administration as a "ghost ship" with nobody at the helm. So the Reagan foreign policy is once more a sore point, and even improved economic performance may not soothe away all the pain.

Unemployment, to be sure, has fallen from a high of 10.8 percent in December 1982 to 7.7 percent now. Inflation is down from double digits to about 4 percent. But continued progress has now run into the uncertainties caused by huge deficits, record trade imbalances and volatile interest rates.

Private demand for capital has soared. Huge federal deficits oblige the government to borrow on a gargantuan scale. So there is a brisk competition for funds between the Feds and the largest private corporations.

Banks and other lending institutions reacted to the increased demand by raising their charges for loans. The prime rate, which banks charge to their very best customers, was increased in March, and then again in early April. Within a month, the prime jumped by a full point to 9 percent.

The Federal Reserve Board followed the market last Friday by raising the rediscount rate it charges the banks for loans, but only by half a point—a clear sign of an effort to stabilize the rates.

Maybe the market will take the signal. Retail sales in March were disappointing, and unemployment, which had been dropping fast, stayed flat. So perhaps inflationary pressures are easing.

But deregulation of financial institutions has given interest rates a life of their own. Most Americans shop around before investing their savings, thus putting a floor under rates. Foreign money moves back and forth, imparting great volatility. Efforts to close the deficit look to be coming too little, too late. So the markets are edgy, and despite the Fed's signal, the general expectation is that rates will soon start up again.

If they do, the stock market will decline some more. Housing will languish, and so will consumer buying. Unemployment may stick at about 7.5 percent—where it was when Reagan came to office. Inflation will still not be licked, and the president will be open to the charge that all the pain of the worst recession in 40 years availed nothing.

So the Democrats have a chance. Off Pennsylvania, Mondale looks like the candidate. On the issues, he is well placed to challenge Reagan. But on the personal side, he has yet to show the humorous, self-deprecating qualities that make ridiculous the perception of him as a pol of the old school, and it is a question how the Fighting Fritz stance developed against Hart can work against the soft-shoe routines of the old stager in the White House.

THE WHITE HOUSE

WASHINGTON

April 17, 1984⁸⁴ ABR 17 P5:31

MEMORANDUM FOR THE WHITE HOUSE ATTENDEES

FROM: MIKE McMANUS *mum*

SUBJECT: Creative Advertising Meeting Scheduled
for Wednesday, April 18th at 4:00 p.m.
in Room 175 OEOB.

The participants in the above stated meeting will be the following:

From the White House: Jim Baker
Mike Deaver
Dick Darman
Mike McManus
Margaret Tutwiler

From the Campaign: Ed Rollins
Lee Atwater
Jim Lake
Dick Wirthlin
Doug Watts

The Tuesday Team Inc: Jim Travis
Jim Weller
Ron Travisano
Barry Vevere
Walley Carey
Hal Riney
Sig Rogich

The following is the AGENDA.

Jim Lake with introduce Jim Travis.

- I. Review of Objectives and Creative Strategy for
Initial Flight (Jim Travis)
- II. Presentation of Creative (Jim Travis will lead and
introduce the others)
- III. General Discussion

This meeting should last approximately one hour.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

REAGAN-BUSH '84 INITIAL MEDIA FLIGHT

OBJECTIVES

- Establish an umbrella theme to carry the campaign through the convention
- Revitalize the President's perceptual standing with voters following the vigorous anti-Reagan onslaught of the Democratic primaries
- Project the reality of strong, confident, successful leadership that assures hope for the future as a contrast to the Democratic debate
- Generate initial awareness of the campaign

THEMES

- Leadership. Reagan is a highly trusted, strong leader. His leadership has induced considerable positive change.
- Competence. Reagan gets things done, as evidenced by the economic recovery and control of inflation.
- Future Vision. Reagan's changes have given rise to a new era of opportunity for America's future. Administration accomplishments in quality education, expanding economy, controlling inflation, space and stimulation of high technology are issues which bridge the past and the future.
- Traditional Values. Reagan has re-established and reinforced traditional values which offer stability and security, and are a sound basis on which to build on the future.
- Caring. Reagan is caring and concerned about people and has drawn strength from his populist appeal.

THEME

- Focus attention on the past to anchor the scope and benefit of the changes Reagan has made and project that change into the future, essentially answering the question "are you better off today than you were four years ago?", while postulating, "things can get even better with continued Reagan leadership."
- The spots should be generally positive in tone, drawing upon some of the first term's accomplishments and emphasizing that the President's leadership has made, and will continue to make,

(12) Shots of W.H. + Kremlin - Cities go on in W.H. - all but one out in W.H. - RR for Pres - (this prepared for place.)

(13) Pic. of W.H. + flag. Dems want to live things bad four yrs ago. Now that our country's turning around why should we ever turn back.

(14) Compare music piece Am. is back - Promise of the future

Workers in Stat. of Liberty. Pres Reagan for Pres. His rebuilding the Am. dream.

(7) Similar one w/ same tag line

(8) Pres Reagan for Pres. Now the

our country is turning around why should we turn back.

(9) Similar one - Strong leader. Choppin - pic. of RR in Japan, etc.

"Pres Reagan for Pres. so far his only major weakness is jelly beans."

(1) First one - Am is up - Very good! (2) one mentions Dem. Party

(3) Bear - too subtle; also wrong issue.

(4) Help your friend - later OK.

(5) Foster kids - re-elected RR his doing what he said he'd do.

(Priority given to this)

In initial flight will be very Presidential + have Pres's acronym. speak for themselves.

(10) one like left on in W.H. - Pres Reagan for Pres. - after he completes his 2nd term in W.H. he may just run for Congress (11) Pic. of Servicemen Boat warships that were got war. RR for Pres "His prepared for peace"

REAGAN-BUSH '84

The President's Authorized Campaign Committee

Media Flight, p. 2

a vital difference.

- The tone should also build on the feelings of optimism and confidence in ourselves, our leaders, and our country.

TIMING

The emphasis on leadership will work best in the period between the President's China trip in late April and his June summit meeting in Europe. Therefore, the optimum time for a first flight is the ten-day period just before the Memorial Day weekend. The period has the advantages of:

- Intensity of audience interest in political messages is higher during this period than it will be in June or July because of the proximity to the attention given to the Democratic primary contest.
- A divided opposition still in contention for the nomination will provide us with a unique opportunity to present our positive message of presidential leadership in stark contrast to their bickering and pointless debate. This contrast can and should be achieved indirectly, with no specific reference to the Democratic contest.
- Media coverage in late April and early May will be dominated by the Normandy event and the June summit meeting in London. These events will generate substantial print and electronic media coverage fitting neatly under our umbrella theme of leadership, and thus reinforce our primary objective.

TARGETS

- In general, our target is the slightly upscale voter. (Give more weight to those with household incomes between \$18,000 and \$30,000; weight less heavily those who did not graduate from high school.)
- We need to softly target the blue collar, catholic and middle-aged voters (45-55).
- Radio spots aimed at hispanics in California and Texas and younger voters (under 35) should supplement the television effort.

(14) Broad -

Inf. - Comparison
Run aginst Dem.
Cov.

(15) Famine -
Brain Embargo

(16) Women
appointments

(17) House
Sales up

(18) Inflation
& Unemployment.

(Comparison
prior Pres's
records.
Prob. not
factual)

THE WHITE HOUSE

WASHINGTON

April 12, 1984

MEMORANDUM FOR JAMES A. BAKER, III
MICHAEL K. DEEVER
RICHARD G. DARMAN
MICHAEL A. MCMANUS
LEE ATWATER
JAMES LAKE
EDWARD J. ROLLINS
STUART SPENCER
ROBERT TEETER
DOUG WATTS
RICHARD WIRTHLIN

FROM: MARGARET TUTWILER

SUBJECT: AGENDA FOR MEETING ON FRIDAY, APRIL 13, 1984

Attached is the agenda for the meeting on Friday, April 13, 1984 from 11:30 a.m. to 12:30 p.m. in Room 175 of the Old Executive Office Building.

Thank you.