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Arthur J. Finkelstein & Associates

117 Smith Avenue

Mount Kisco, N.Y. 10549

(914) 666-2750

March 23, 1983

Mr. Michael Deaver
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

Thank you for asking. However, although the postmark is the 14th, it took a week to get here, so I hope this response is adequate and timely.

First, a couple of points. You have asked for possible events and forums for the President to improve his standing among Blue Collars, Women, Catholics, Hispanics, and Senior Citizens. One of the points I suggested to you last time was that we should give out the same signal over and over and over again. The day of EPCOT was also a religious symbol day; therefore guaranteeing that each event would dilute the other.

I strongly suggest that if you have determined that you must go after each of these segments (and I do not agree that you should, with equal interest), that you segment the groups into time frames by week or by month and not compete against those symbols, i.e., a series of blue collar events or a series of Hispanic events, but not both.

I. BLUE COLLAR

1) Stock Car Race -

Certainly okay. Seems to have limited potential. If there were a Stock Car Hall of Fame and the President hosted a salute to them, that would be a little classier. If the President would go to North Carolina and award a distinguished American medal to Richard Petty at Richard Petty's home, that would be dynamite.

2) Baseball Game -

Always okay, never special. Perhaps the President could go on the birthday of Gaylord Perry, or better yet, Carl Yastrzemski, presenting him with a cake in a locker room - kidding Yastremski/Perry about how old they are - and if Yastremski maybe presents him with ethnic cake or cookies (I don't know what Polish people eat, but they must eat something special).

3) Drop-by Bowling Alley -

Love it. It suggests the Pittsburg and Cleveland areas. Perhaps follow this up by doing a lunch or whatever with living members of the Bowling Hall of Fame (if one exists), even at the White House. In Florida there are a lot of Senior Citizen bowling groups. Perhaps the President could bowl a game with one of the teams.

4) Grand Ole Opry - Terrific, but bring it out of Tennessee. If possible to the White House or Kennedy Center, making Minnie Pearl or some other notable figure, head of an entertainment committee. Do a State Dinner or simply invite every Senator and Congressman with their spouse to Kennedy Center or the White House for the performance. Nancy Reagan and Ronald Reagan could be asked to sing.

5) July 4th -

On July 4th, perhaps rather than a picnic, go to a public beach.

6) Rodeo -

Excellent thought. Baldrige should accompany the President. The President should ride a horse. Baldrige should actually perform. West Texas would be perfect.

7) Local Union Hall -

Terrific. Milwaukee. Bring a barrel of Milwaukee beer. Must be spontaneous or could be embarrassing.

8) McDonald's -

Don't like it. Too many comparisons to the clown, Ronald McDonald.

9) Fire Station -

Perhaps a volunteer Fire Station. Go for a ride on a fire truck wearing fireman's garb. Have him present or be presented with a dalmation. If you can go for real hokey stuff, bring the "Annie" with leukemia to sing 'Tomorrow' to the President, while holding dog.

10) Small Town Churches -

Okay. Southern -Perhaps you could tie into a church cemetery, where a local celebrity or a major American figure can be eulogized about?

11) "Coffee Klatch" -

I would rather the President invite the local town fathers to gather. I'd rather drop into a truck stop or a diner and ask the truckers what's bothering them.

12) Vietnam Veteran's Memorial -

Sure, but perhaps we follow it up with going to a home where a disabled veteran lives and speaking to the wife. Perhaps even it could be a disabled WAAC.

13) Hospital Wards -

If the President would take his grandchild, it would be dynamite. I have believed, for a long time, that there are two ways to deal with Senior Citizens: money and grandchildren.

FIXED FORUMS

On the Fixed Forums, I prefer #'s 1 and 3. If you must do 2, 5, & 6, 2 seems to be least objectionable. But I wouldn't do any.

ADDITIONAL THOUGHTS

- 1) Go to the Atlanta Center for Communicable Diseases. Check into most recent research on various diseases and announce more funding for some. Include cancer, AIDS, and perhaps something like sickle cell anemia. AIDS, in particular, would be cross-cultural and would score huge points with the media - shows compassion.

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- 2) I still like going to Chicago, Boston, wherever, to the home of an honor policeman. Pin a medal on him. Have a barbecue. Have a beer with the men in blue and their families. Dynamite symbolism.
- 3) Making John Wayne's birthplace a national monument. It's in Winterset, Iowa. I don't know when his birthday is, but that would be an appropriate time or when he died. Bring Clint Eastwood (let Eastwood see the future).
- 4) Attend a high school class play in suburbia - Levittown, any state is perfect. Go back stage afterwards. Congratulate the kids. Nancy could do this without the President.

II. WOMEN

I tend to think that we will be responsive to women within other subgroups, i.e., Catholics and Blue Collars. In our data Reagan's problem with women centers on a number of issues: Military Defense - I feel strongly that this remains the crux of Reagan's problem with women; 2) The Compassion Issue - A Republican problem more than a Reagan problem, but because it is a Republican problem it is a Reagan problem. This issue includes education; and 3) The Explicitly Women Issues - ERA, Abortion, etc. - simply places Reagan in an adversary position, particularly against the women of child-bearing age who may not support abortion, but who think it's none of the President's business.

1) Visit an On-Site Child Care Center -

Reinforces the problem Reagan has with women by speaking to a peripheral issue and not a central one.

2) Visit a Privately Operated Home Day Care Center -

Same problem. It makes the female issues an economic issue, which is exactly what you don't want to do.

3) Visit a Church Sponsored Child Care Center -

Combines the religious right issue with the wrong side of women's issue. Deadly.

4) Host a White House Induction Ceremony -

Perhaps the women who are to be, or are, inducted into the women's Hall of Fame could have their portraits painted and hung in a special wing of the White House as part of a public exhibition. Perhaps as a side thought we could have an exhibit of great American female painters. Reagan owns a Grandma Moses painting and perhaps that could be the featured painting of the exhibit.

5) Host a series of White House Luncheons -

Absolutely! Having the President meet with women leaders of Industry, Business, Religion, Science, etc. is a good idea, but I'd rather he met those people outside of the White House. In the White House why not invite say housewives, women who have a certain commonality, five or more children, single heads of households, working mothers, and wives of policemen.

6) Tribute to Women in Armed Forces -

Fine.

7) NASA Space Shuttle Woman Astronaut -

Very important potentially.

- a) go to Space Museum and introduce her to the Nation, well in advance of liftoff.
- b) followed that evening or shortly thereafter by formal State Dinner with all of the astronauts at the head table who will be on this mission.
- c) invite all living astronauts and their families, including John Glenn, to dinner. Have a special moment of silence and eulogy for those members of the space team who have since passed away - include Jack Swigert and the astronauts who died on the aborted take-off.
- d) proclaim a salute to American astronauts week with a stamp preferably before, but perhaps afterwards, commemorating America's first woman astronaut.

Mr. Michael Deaver
March 23, 1983
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- e) perhaps have Nancy Reagan narrate a half hour film on the role of women in aviation - Amelia Earhart, etc.
 - f) after shuttle flight, have President bring astronaut crew on television to introduce them to the Nation.
 - g) invite family of woman astronaut to White House very early so they can say how excited they were to meet the President to interviewers. This could be a home run.
- 8) Meeting with Women Leaders Of All Major Organizations -
Okay.
- 9) WIFE -
Okay.
- 10) "E" Award -
Don't know what it is.
- 11) National Women's Employment Education Model Program -
Not crazy about it.
- 12) High Tech Company Owned and Run by a Woman -
If we were to visit that kind of company, we should take a junior high school class (boys and girls), suburbia, solidly middle class, to show them what's available.

ADDITIONAL THOUGHTS

- 1) A symposium or a press conference on the women's issue with the President (perhaps a forum), where only female members of the press are invited-from Ann Landers to Mary McGrory.
- 2) Speaking of Ann Landers/Dear Abby, if the President were to write a response to some question she had, it would be given the whole column, and certainly would have high communication value among women. Find a letter to Landers that criticizes education and throw out some educational initiatives of the administration.
- 3) Have the President nominate Jean Kirkpatrick for a Nobel Prize. She's the best woman symbol we have in our administration (my view obviously).

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FIXED FORUMS

The ones I like in particular are - Business Women's Groups, the National Council of Catholic Women, Women in construction, The Women's Economic Club, The American Agriculture Women's Association, The American Medical Women's Association, The National Council of Women in Education, and The Financial Women's Association of New York.

III. HISPANICS

Clearly a group we can make inroads with, but should not be at the expense of Catholic ethnics.

1) "Little Havana"-

Excellent. Just to walk from store to store and eat on the run.

2) Spanish Apostolate -

Okay, but not major media event.

3) Cuban Independence Day -

Good if and only if the President is going to unleash some demagoguery about Castro.

4) "Puerto Rican Day"

Stay away from. More downside than upside.

5) Hispanic Leaders -

No big deal.

6) Hispanic Owned Businesses -

Okay.

7) Mexican Meal -

I have felt for a long time that the President should have a meal in each ethnic community - at least once a month on a regular basis. That will fill each community with pride. (The meal with D'Amato in "Little Italy" served that function.) A German restaurant in Milwaukee. A Polish restaurant in Chicago. An Irish pub in Boston. A Jewish restaurant in New York. They all have the same impact.

8) The President and Mrs. Reagan at a Mass - Hispanic Catholic Church -

Love it if it's simple - not too strained and quickly in and out.

9) National Hispanic University -

If there is a female valedictorian, who the President can award an honor to and make a speech on how Hispanic women are leading the Nation in overcoming the gender gap, it would work.

10) Mexican-American Unity Council -

San Antonio's Mayor is a much admired Hispanic figure. If the President could surprise the Mayor of San Antonio during the visit with some grant, some honor, and kid about their political differences, he could strike some real points. Make sure Nancy is with him.

11) Edgewood School District -

Let's go to a middle class school district. Keep education an issue for women in the middle class.

12) Cinco De Mayo Event -

Can't comment.

13) "Star Park" -

A little patronizing for the President. Perhaps Mrs. Reagan would be more appropriate.

14) Teacher Award -

Excellent. Give the teacher an award in the classroom, then invite teacher and students to either West White House or bona fide White House.

15) Cuban Exiles -

Okay, only if the President is willing to demagogue the issue..

16) Briefing Leaders -

Not crazy about it.

17) Conference of Hispanic Ministry -

Okay.

FIXED FORUMS

- 1) American G.I. Forum - I particularly like this because it is in El Paso. El Paso is suffering because of Mexican devaluation.
- 2) "The Emerging Role of the Hispanic Community in American Society" - If the President were to go down and stand on the border and talk about the need and the desire to work together to solve the problems that face Mexico and America, particularly if he can utter some phrase in Spanish, "We can work together. We are all Americans." It might benefit both the Hispanics, in general, West Texas and New Mexico in particular. Perhaps Nancy can do this by herself.

SUBSTANTIVE PROGRAMS

- 1) Hispanic Enterprise Zone - Again, El Paso would be perfect.
- 2) "Border Economic Task Force" - Ditto.

ADDITIONAL THOUGHTS

- 1) Bring together a conference of all the Mayors of all the border cities - Mexican and American - key-noted by President Reagan and the Mexican President. Have them all to the White House to begin the discussions.
- 2) Fernando Valenzuela - Clearly a Mexican-American hero. A day, a dinner, a luncheon, an award, whatever.

- 3) Roberto Clemente Day - Clemente died I think going to Nicaragua for earthquake relief. If on the day of his death or his birth we went to Pittsburg and made a speech about freedom in Central America, it would be apropos.

IV. CATHOLICS

- 1) Fraternal Office or Church Hall -

Always good. Sons of Italy, particularly good.

- 2) Courtesy Call on Bishops -

Calling on Catholic Bishops or Cardinals should be standard operational procedure, even if for five minutes.

- 3) Catholic Bazaars -

No big deal.

- 4) Visit to convent/seminary -

Certainly not a convent. A seminary only if the President were to talk about the role of parochial education in America. Otherwise a little tricky.

- 5) "Civics Lesson" -

I like the President going in and granting a civics lesson to kids. A Catholic school or a public school is fine. The neighborhood should be working class, middle class. (Has the President ever gone back to the town in which he was born or went to school and done an event? Nancy could certainly do the same and do a series of them throughout the country - on the evils of drugs - just to normal classes - junior high school level, not even assembly programs.

- 6) Call on Neighborhood Pastor -

Rather than having the President call on the Pastor, let the Pastor take the President around his local neighborhood.

7) Catholic University -

Should be a Catholic University, and again try to get a university where there is a woman valedictorian - tie them together.

8) Reception for National Catholic Educators' Association -

No big deal. Fair.

9) Meeting with Bishops -

Certainly a meeting with the Catholic hierarchy is desirable. A forum at the White House, the right setting. The agenda should be a little broader than suggested here.

10) Chief Administrators of Catholic Education -

Not as good as some others.

11) Proclamation Signing Ceremony -

Terrific, if the setting is right. For example, Pulaski day signing could be in a Polish restaurant in Chicago - tie them together. It could be done in the same week as a Carl Yastrzemski event, and in the same week or month when the President goes to see Cardinal Krol.

12) Presidential television broadcast - XMAS

Christmas with the President and his family is relatively standard, include sons, daughters, brother, grandchildren, etc.

13) Editors of Catholic publications -

Fine.

14) Ceremony in conjunction with Holy Week

Can't comment.

15) Cardinal Spellman Center -

Should be standardized.

16) Food/Clothes Drive -

Food/clothes drives are always good. Too early to decide for what cause. Should be distinctly middle America.

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SUBSTANTIVE PROPOSALS

The substantive proposals contained lots of opportunities for good media.

- 1) There is probably a definable Lithuanian neighborhood in New York or elsewhere. There is probably a restaurant or a church.
- 2) Religious persecution behind the iron curtain - The President can combine that speech with a speech to Christians and Jews, or even by bringing in religious leadership among the various faiths to the White House for a luncheon, then make a speech.
- 3) Investigation into Assassination of the Pope - Is chock full of interesting positions, and if done in "Little Italy" with Senator D'Amato, who has been hot on it anyway, the President again can combine a couple of objectives as one.

Arthur J. Finkelstein & Associates

*117 Smith Avenue
Mount Kisco, N.Y. 10549
(914) 666-2750*

*Shirley
pls set up
breakfast*

January 26, 1983

*Feb. 10 -
7:00 P*

Mr. Michael Deaver
Deputy Chief of Staff
to The President
The White House
Washington, D.C. 20500

Dear Mike:

It was nice seeing you the other day. If we do get a chance to talk again, I'd like five minutes alone with you to let you know what I think happened last year.

I recognize the fact that the incident could not possibly be of great importance to you, but it was to me. I want you to know that I never spoke to any reporter in Texas about you at all - for that matter, I rarely, if ever, return press phone calls about anything.

Once again, I want you to know I have enjoyed our relationship, appreciate your confidence, and am truly surprised by what transpired. I have my theories, but that just proves I am a right-winger.

Best,



Arthur J. Finkelstein

AJF:dhd

THE WHITE HOUSE
WASHINGTON

TO:

Mr Baker

FROM:

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

☐ Information

☐ Action

8/23

MKD:

*Tell him something like
this could be more easily
planned well in advance had he
not voted against the Pres. on the
tax bill - but that will continue to
consider the event. JAB*

GORDON J. HUMPHREY
NEW HAMPSHIRE



United States Senate

WASHINGTON, D. C. 20510

August 18, 1982

Mr. Michael K. Deaver
Deputy Chief of Staff
Assistant to the President
The White House
Washington, D.C. 20500

JAB
I will
go?
What do I?
Tell him?

Dear Mike:

I now understand that your meeting with Arthur Finkelstein scheduled for yesterday afternoon was postponed, preventing a discussion of a visit by President Reagan to New Hampshire in March of 1983 as outlined in my letter of August 16th.

Recognizing the need to plan the President's schedule well in advance, I would appreciate your expeditious consideration of this suggested appearance on my behalf. Naturally, I stand ready to discuss any aspect of this matter with you.

I look forward to hearing from you shortly and hope for a favorable reply.

With warm regards, I am

Sincerely,

Gordon J. Humphrey, USS

THE WHITE HOUSE

WASHINGTON

August 18, 1982

Dear Gordon:

Thanks for taking the time to write me of your idea for March, 1983. It is an interesting idea, and we'll keep it in mind as the time gets closer.

I appreciate your input.

Sincerely,

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

The Honorable Gordon J. Humphrey
United States Senate
Washington, D.C. 20510

cc: Bill Sadler



United States Senate

WASHINGTON, D. C. 20510

August 16, 1982

*Interest in idea
will keep in mind*

Mr. Michael K. Deaver
Deputy Chief of Staff
Assistant to the President
The White House
Washington, D.C. 20500

Dear Mike:

As you know, there is a good deal of speculation over whether the President will or will not run for re-election. The President has strongly hinted that he will run, but, obviously, at some point a clear signal must be given.

I suggest to you an excellent occasion for such an historical move would be the second Tuesday in March, 1983, exactly one year in advance of the New Hampshire Presidential Primary.

Even if the President were unwilling to officially announce his candidacy at that point, his appearance in New Hampshire on that date would be a dramatic sign.

My motives are not entirely unselfish. I will be a candidate for re-election in 1984, myself. Therefore, I suggest combining our interests. I suggest the President come to New Hampshire on March 8, 1983, to speak at a fundraiser for my campaign. His presence

in the first primary state exactly one year before the primary will have an unmistakable significance. His presence would attract heavy news coverage. The benefit to me is obvious.

I understand you will be meeting with Arthur Finkelstein on Tuesday, and I have asked him to raise the matter with you.

With warm regards, I am

Sincerely,

A handwritten signature in dark ink, appearing to read "Gordon". The signature is stylized with a large, looping initial "G" and a trailing flourish.

Gordon J. Humphrey, USS

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 17, 1982

TO: RICHARD G. DARMAN
ELIZABETH DOLE
KENNETH DUBERSTEIN
CRAIG FULLER
DAVID GERGEN
EDWIN HARPER
JIM JENKINS
DANIEL MURPHY
ED ROLLINS
LARRY SPEAKES
ARAM BAKSHIAN

FROM: MICHAEL K. DEEVER *MKD*

SUBJECT: ARTHUR J. FINKELSTEIN BRIEFING

I would like you to come to a meeting at 6:00 P.M. tomorrow, May 18th, in the Roosevelt Room.

Last week Arthur Finkelstein made a presentation to me regarding the realignment of the political parties which I thought was excellent. His presentation provided insights which I think will be helpful to many of us. Therefore, I have asked Arthur to make the same presentation tomorrow. I hope that you can sit in on this session.

Figuerido - ^{2nd} ~~Day~~ 42nd St, Dinwato

1) 6 part theory - connect on morning base

E 2) Tip O'neals District - 6 in and explain balance

E 3) ^{Definition} Depletion message to SA. Citizens

S 4) Victims of crime mfg. - Working class.

S 5) Sicken - Sicken x Plante

S 6) Crime free city in America ^{Lowest crime}

E 7) T.V. Explain Depletion - more \$ in Paycheck

E 8) Shopping basket - show decrease in prices.

F. 9) John Wayne ^{John} - Birthplace! Nat'l Monument (now ^{Wagon?})

F 10) Address U.N. - Land - ^{Begin} ~~Indians~~

F 11) ^{Antwar} Anniversary of event in Fast Speed + Golda Meir

F 12) Crisis

S 5) Sicken - Sicken x Plante

S 6) Crime Free city in Mexico ^{Lowest crime}

E 7) T.V. Explain Deflation - more \$ in Paycheck

E 8) Shopping basket - show decrease in prices.

F 9) John Wayne ^{John} - Birthplace! Nat'l Monument (Mon)
_{Linda?}

F 10) Address U.N. - Land - ^{Begin} Milwaukee

F 11) ^{Milwaukee} Anniversary of Grant in First Speed + Gold Star

F 12) Crisis

Pol 13) Invite all Ethn. Republicans to a conf
on Ethn.

(300 up) Pol 14) Invite all ^{elected} women Reps to a conf on women

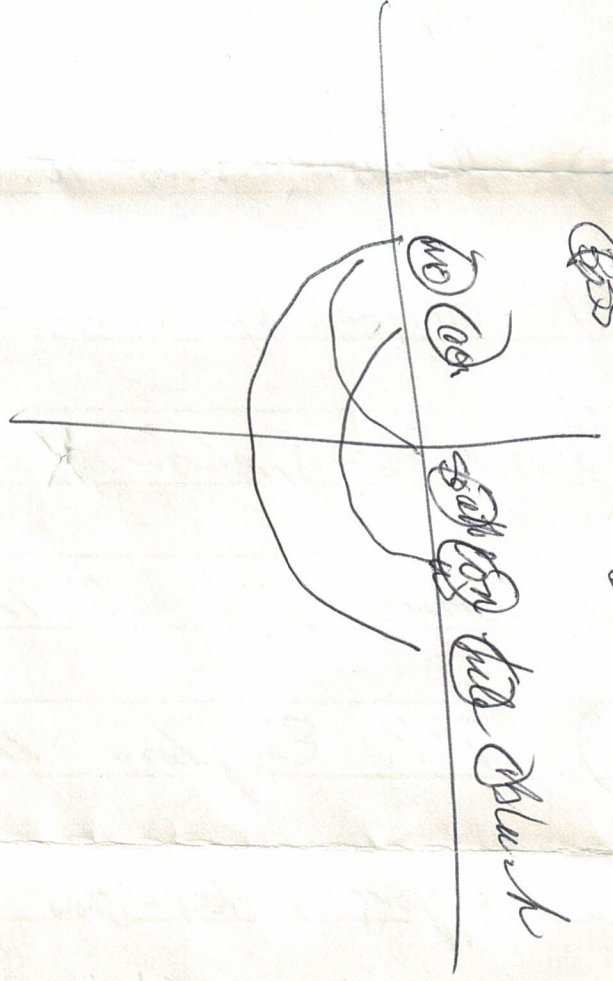
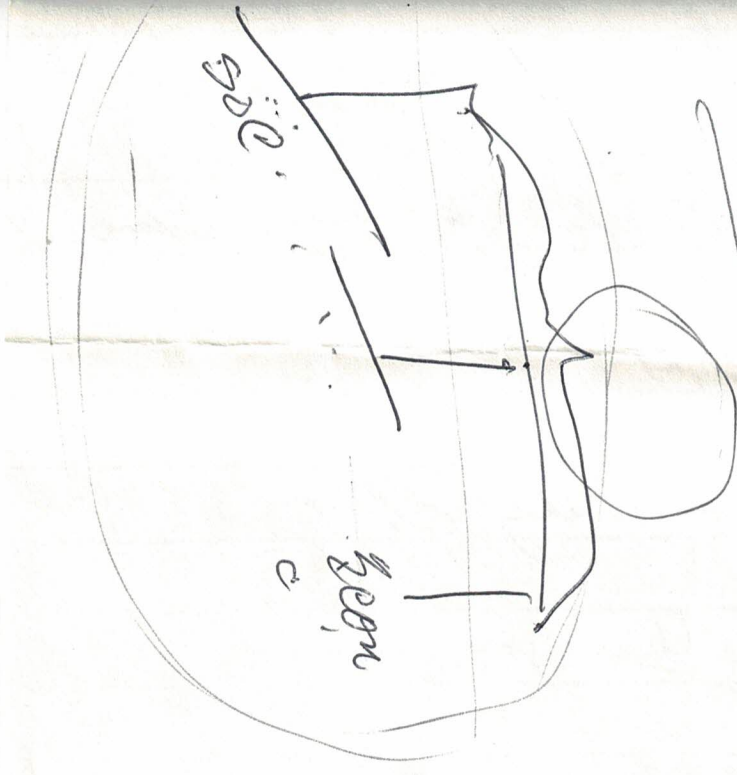
R 15) w/many V.A. hospital - (young vets)

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Cody crypt

Arthur J. Finkelstein & Associates

117 Smith Avenue

Mount Kisco, N.Y. 10549

(914) 666-2750

*Set up
Finkelstein
file*

*Rewarding Success
debate right with America*

1. Honor A Heroic American Each Week
(The Presidential Medal of Merit)
 - A. A typical farmer (Iowa)
 - B. A Polish/Irish cop who did something heroic
 - C. The Black Grandmother who started the Green Ribbon
 - D. Carl Yastremski - special resolution on next achievement
 - E. Ditto Pete Rose
 - F. Gaylord Perry win 300th
 - G. Cab driver
 - H. Steelworker

2. Program For Constitutional Amendment To Balance Budget
 - A. Honorary Chairman each state
 - B. Town hearing (Greenpoint Brooklyn, Southside Boston)
 - C. T.V. - Doughnut commercial - (President) -
 - D. Set up National Committee to promote Milton Friedman - Honorary Chairman, Thomas Sowell - Co-Chairman, N.T.U./N.T.L.C./Etc. - Vice Chairman
 - E. Resolutions in each State Legislature
 - F. Move to pass state balance budget Amendment

3. Miscellaneous
 - A. High School students press conference in California
 - B. Polish Union Hall meeting with - Steel/Coal
 - C. On Vatican trip take National Leader of Right-to-Life

1. Chicago - 5/10/82 (YMCA)

1. Honor a cop/widow
2. Bring a dozen (10 white) drug rehabilitated kids
3. Bring a dozen (10 white) honor students
4. A moment of silent prayer for Lech Walesa's freedom
5. Send telegram to every Priest and up in U.S. praising Cody
6. Read resolution, Re: Cody - Have Diocese Leadership there
7. Ernie Banks
8. Police station event like Philadelphia

2. Soviet Immigrant Lunch - 5/11/82

1. Jean Kirpatrick should be there and sent to U.N. with results of meeting
- *2. Hold Naturalization proceedings for someone
3. Meet with kid who doesn't want to go back

3. Philadelphia - 5/14/82

1. Philadelphia police department where a cop died recently
2. Italian cab driver at Liberty Bell or his house - did good deed
3. 60 + year old school teacher - ethnic - widowed with grandchildren and talk to 3rd grader
4. Thornburgh - Heinz - Spector - Co-Chairman of Pennsylvanians For a Constitutional Amendment to Balance the Budget
5. Women War Veterans Group? - Bring Martha Raye, Andrews Sister

unemployment rates
ship yard -