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Folder Title: Martin Luther King
Signing
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THE WHITE HOUSE

WASHINGTON

October 21, 1983

h- 839-4370
w 767-7092

Held

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: WILLIAM HENKEL *WH*

SUBJECT: Signing Ceremony for Martin Luther King
National Holiday

EVENT CONCEPT

The President will travel to Congress Heights Elementary School in South East Washington where he would make brief remarks and sign the King Holiday Bill into law. The event would be staged in the Resource Room (a combination auditorium/cafeteria). The room has a normal seating capacity of approximately 450. A small permanent stage is part of the room. The school population is 535 students -- kindergarten through 6th grade.

I recommend The President, Mrs. Martin Luther King and her immediate family be the only persons on the stage (this also is a physical necessity). I recommend the audience consists of approximately 300 students -- 3rd through 6th grades. I would allocate another 50 seats to congressional and other invited guests. The balance of the limited space in the room would be required for the press.

As we discussed, the theme of the President's remarks would be "Opportunity and Future Individual Growth" and be targeted to the young students. Following the remarks, the President would move to a signing table on the stage with the King family and perhaps some selected students invited to the stage to witness the signing.

Tuesday or Wednesday afternoon around 2:00 pm would be an ideal time to schedule the event.

An early decision on this would be required in order to invite the King family and other guests on such short notice.

Approve _____

Disapprove _____

RECOMMENDED PRESS COVERAGE

Signing Ceremony: OPEN PRESS COVERAGE

Approve _____

Disapprove _____

THE WHITE HOUSE

WASHINGTON

PROPOSED SUMMARY SCHEDULE OF THE PRESIDENT

OCTOBER 25 OR 26, 1983 (TBD)

1:45 pm THE PRESIDENT proceeds to South Lawn.

1:50 pm Motorcade departs South Lawn en route Congress Heights Elementary School.

Drive Time: 15 mins.

2:05 pm THE PRESIDENT arrives Congress Heights Elementary School and proceeds to holding room.

2:10 pm THE PRESIDENT proceeds to stage and to the podium.
THE PRESIDENT makes remarks.

OPEN PRESS COVERAGE

2:20 pm THE PRESIDENT concludes remarks and moves to signing table.

THE PRESIDENT signs the bill.

2:25 pm THE PRESIDENT departs stage en route holding room.

2:30 pm THE PRESIDENT departs holding room en route motorcade.

2:35 pm THE PRESIDENT departs en route The White House.

Drive Time: 15 mins.

2:50 pm THE PRESIDENT arrives South Lawn.

THE WHITE HOUSE

WASHINGTON

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2:50 pm THE PRESIDENT arrives South Lawn.

THE WHITE HOUSE
WASHINGTON

Mr. Deaver:

McManus needs to talk to you
about the attached today.

DB

THE WHITE HOUSE

WASHINGTON

November 1, 1983

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM JAMES F. KUHN

SUBJECT MARTIN LUTHER KING BILL SIGNING

Following is an update on the Martin Luther King Bill Signing Ceremony in the East Room tomorrow:

1. 450 guests have been invited to an event in the East Room, which can hold 250 seated with open press coverage. We can stand approximately 100 overflow guests. However, with open press, I question whether the room can hold any more than 350 guests.
2. The list of dais guests has grown considerably. Steve Rhodes has a list of 10 outstanding black Administration appointees (that have played key roles in the passing of the bill) he would like on the dais, in addition to Mrs. King, Mr. King, Sr., The President and the Vice President. Lynn Skolnick has compiled a list of 11 congressional members that Duberstein feels have played key roles in the passage of the bill. That brings the total number of dais guests to 25. We can add a section to the dais to accommodate the 25 people, the signing table & chair and the large blue lecturn. However, it is going to be tight and it will eliminate 40 seats from the audience.

The King children will be taken care of by meeting with The President and the Vice President in the Red Room prior to the event. They will then be escorted to reserved seating in the East Room.

Following are the guests Rhodes has requested on the dais:

Sec. Pierce
Mel Bradley
Thelma Duggin (Sec. Dole's Office)
Steve Rhodes (VP's office)
Art Fletcher (Black GOP member)
Legree Daniels (Chairman, Black GOP Council)
Clarence Thomas (Chairman, EEOC)
Clarence Pimelton (Chairman, Civil Rights Commission)
Gloria Toot
Wendell Gunnn

Attached is the congressional list.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 1, 1983

MEMORANDUM FOR KAREN GROOMES
STEVE RHODES

FROM: LYNN SKOLNICK

SUBJECT: Dais Guests for Martin Luther King Holiday
Signing Ceremony

Following, listed in order of priority, are the Members of Congress that we strongly feel should be on the dais with the President tomorrow:

SENATE

Howard Baker (R-Tenn.)
Robert Dole (R-Kansas)
Ted Kennedy (D-Mass)
Strom Thurmond (R-S.C.)
Charles McC Mathias (R-Md.)
Joseph Biden (D-Del.)

HOUSE

Katie Hall (D-Indiana)
Robert Michel (R-Illinois)
Julian Dixon (D-Calif.)
Jack Kemp (R-N.Y.)
Augustus Hawkins (D-Calif.)
Robert Garcia (D-N.Y.)

Please keep me posted!

Thanks.

Bill
I assume
Steve is doing all
of the following - Pk
verify
I want to
all list
before



OFFICE OF THE VICE PRESIDENT
WASHINGTON

October 31, 1983

go out.
shd be
in there
tomorrow.

MEMORANDUM FOR MICHAEL DEEVER

FROM: J. STEVEN RHODES *Steve*

SUBJECT: MARTIN LUTHER KING HOLIDAY BILL SIGNING CEREMONY

Four areas are keenly important in making this a successful event.

- I. CORETTA S. KING MUST BE BROUGHT ON BOARD AND SATISFIED FROM A PUBLIC RELATIONS POINT OF VIEW.

To satisfy this aspect, we should talk to Mrs. King and explain to her that the President felt that because of the nature of this bill, we should share the moment with as many people in person as possible.

- II. THE PRESIDENT'S REMARKS ARE CRITICAL FOR LONG-TERM BENEFITS OF THIS EVENT.

Landon Parvin wrote the President's remarks for the Martin Luther King birthday reception held here at the White House on January 14, 1983. Some variation on that theme and tone written by Landon would be most appropriate. We will therefore contact him to make sure that this happens.

- III. THE PICTURE THAT WILL BE SHOWN IN RESPONSE AROUND THE COUNTRY MUST SHOW PROMINENT BLACK APPOINTEES, KING FAMILY AND CONGRESSIONAL LEADERS.

Black appointees in this Administration have undergone serious criticism due to a perceived lack of access to the President and Senior Staff. White House and Senior Staff Reagan appointees should be clearly visible in a photo opportunity of the signing ceremony.

- IV. LIST OF INVITEES IS CRITICALLY IMPORTANT

We should invite black supporters as determined by the offices of Public Liaison and Intergovernmental Affairs, as well as by the Office of the Vice President. I will be in contact with Public Liaison and Intergovernmental Affairs as soon as the event is finalized.



OFFICE OF THE VICE PRESIDENT
WASHINGTON

October 31, 1983

MEMORANDUM FOR MICHAEL DEEVER

FROM: J. STEVEN RHODES

A handwritten signature in dark ink, appearing to read "Steve", written over the printed name "J. STEVEN RHODES".

SUBJECT: MARTIN LUTHER KING HOLIDAY BILL SIGNING CEREMONY

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WASHINGTON, D.C.

cc: Ken
Duberstein

Date 10-14-83

TO: Mike Deaver cc: J.A.Baker III

FROM: THE VICE PRESIDENT

RE: Martin Luther King Holiday

I received a call today from Coretta King. She told me there was tremendous interest in the Martin Luther King Bill signing. She asked what arrangements would be made if the bill passed and was signed. Many people want to come from all over the nation, she said. I would appreciate knowing what the plans are on this when they are finalized. Coretta will be out of the country from early November til Nov 19th. If there is a signing ceremony, in my view, it should be coordinated with her.

THE WHITE HOUSE

WASHINGTON

October 21, 1983

*DIS
Hold for 830
Meeting.*

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