

Ronald Reagan Presidential Library
Digital Library Collections

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

Collection: Deaver, Michael
Folder Title: Office Press 1981-1982
[March -1983] (8)
Box: 48

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/>

THE WHITE HOUSE
WASHINGTON

August 3, 1982

MEMORANDUM FOR MRS. REAGAN
MICHAEL K. DEEVER

FROM JAMES S. ROSEBUSH

After talking with Ray Stark, it is my understanding that the television special under discussion will progress under the conditions agreed to during our lunch last month.

Attached for your information is the letter from the Smithsonian indicating their enthusiasm in the project.

THE NATIONAL MUSEUM OF AMERICAN HISTORY

Smithsonian Institution · Washington, D.C. 20560

July 20, 1982

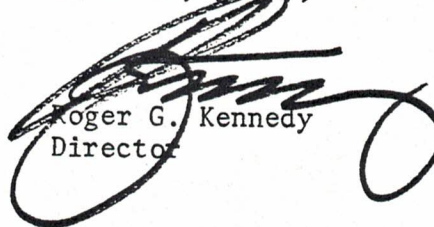
Ms. Amanda C. Pope
25 West 15th Street
New York, New York 10011

Dear Amanda:

This is to summarize our discussion of today about your project "The Modern Office of the First Lady". We think this is an important subject. We are impressed by your outline which seems interesting, compelling and potentially important.

This Museum is prepared to cooperate fully with you. Mrs. Margaret Klapthor, our senior curator of Political History and for many years our expert on the history of our First Ladies, is enthusiastic about your project and prepared to work with you on it. Our charter calls upon us to diffuse knowledge among men and women, and we think this subject, and your treatment of it, presents an opportunity to do that. I would be happy to assist you myself in any way which I can. We would encourage you to make use of our staff, to portray our collections and, at some point, to do whatever actual filming may be useful to you (within the usual constraints of a Museum) on our premises. I'm delighted to say, as well, that from what we know of you, we have a great deal of confidence in your capacity to do a good job with this. I've seen your film on John Houseman and admire it enormously.

Sincerely yours,



Roger G. Kennedy
Director

cc: Margaret Klapthor
Tom Wolf

THE WHITE HOUSE

WASHINGTON

July 20, 1982

MEMORANDUM FOR JIM BAKER
ED MEESE
MICHAEL DEEVER

FROM: DAVE GERGEN *DP*
SUBJECT: South Florida Story

The President in the Cabinet meeting today raised the question of why we haven't done more to publicize the South Florida crime crackdown. He's right, of course. (A major reason, in my view, is that very few of us appreciated just how successful it has been.)

In any event, I believe the best way to focus attention on the project is to bring the President into the picture first and then have other spokesmen emphasize it out on the trail. Some possibilities:

-- On one of his next swings, RR could visit the area and give a major speech on crime or launch the "new" drug effort. (The next day, he might meet in Florida with several heads of Caribbean nations on CBI.)

-- Alternatively, some state AGs could be called into the WH to discuss the crime package up on the Hill and a major feature of the event here could be a presentation and discussion of South Florida (some Florida folks could come here as part of the day's events).

-- Alternatively, RR might have an interview with some TV stations from that area on the crime effort which we could release to the national press.

-- Or the Vice President could bring in a group from South Florida to meet with RR, then RR could lead them into the briefing room where he would make a few remarks, and the VP and the South Florida officials would also speak.

(Note: if the President were to go to South Florida, I could foresee some first rate events in which he went out to view the surveillance efforts.)

cc: Dan Murphy
Craig Fuller

THE WHITE HOUSE

WASHINGTON

August 4, 1982

JL

MEMORANDUM FOR SENIOR STAFF

FROM:

DAVE GERGEN *D. Gergen AB*

SUBJECT:

Length of Presidential Remarks

As we discussed in a recent senior staff meeting, it would be helpful for us all to have a basic set of guidelines regarding the length of Presidential remarks. Following are the agreed upon guidelines on the maximum length of Presidential remarks and speeches:

- Presidential announcement or opening to press conference: 2-3 minutes
- Rose Garden or East Room event: 5 minutes
- Drop-by to group in private session: talking points not to exceed 3-4 minutes.
- Special event not amounting to a full speech (e.g., Balanced Budget remarks): 10 minutes
- Full scale speech to major audience: 15 minutes

These guidelines can of course be adjusted for specific exceptions. It would also be helpful if all scheduling proposals involving Presidential remarks state exactly how long the President is to speak.

Also, this memo should serve as a reminder that on occasions when the President is making private remarks (no press coverage), the specific office responsible for that event should prepare the talking points.

Many thanks.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 19, 1982

TO: MIKE DEEVER
FROM: DAVE GERGEN *DS*
SUBJECT: Length of Presidential Remarks

*Discuss
at 8:30
meeting*

Today we had two events where the President's remarks were well done but too long -- Captive Nation's and the Balanced Budget speech on Capitol Hill. A major reason why this occurs is that the party inside the White House responsible for the event is supposed to have RR speak for, say, 15 minutes and they write accordingly; others in the system then assume this is what has been agreed to and don't try to question it.

To bring more discipline on the system, I have two recommendations:

(1) All schedule requests that come to you involving Presidential remarks state exactly how long the President is to speak (this way we can all see if something is out of line before it is very late in the process).

(2) We have a general set of guidelines on the maximum length for Presidential remarks and speeches. Specifically, I would recommend the following maximums:

- Presidential announcement or opening to press conference: 2-3 minutes
- Rose Garden or East Room event: 5 minutes.
- Drop-by to group in private session: talking points not to exceed 3-4 minutes.
- Special event not amounting to a full speech (e.g., Balanced Budget remarks): 10 minutes.
- Full-scale speech to major audience: 15 minutes.

We can adjust for specific exceptions, but I would feel more comfortable if everyone on senior staff understood these guidelines for general purposes.

Note: I might also note that for occasions when the President is making private remarks (no press coverage), I think the specific office responsible for the event should prepare the talking points. The speechwriting staff just doesn't have the luxury to handle such events.

Thanks.

cc: Jim Baker
Dick Darman
Aram Bakshian, Jr.

THE WHITE HOUSE

WASHINGTON

July 13, 1982

MEMORANDUM FOR ED MEESE
JIM BAKER
MIKE DEEVER

FROM: DAVE GERGEN

SUBJECT: Weekly TV Shows -- An Initial Reading

Mark Goode has completed a preliminary check on the idea of a weekly tv show in the fall. For starters, I should point out that Mark is predisposed against the idea (he thinks there are better alternatives), but he says he has tried to be objective. Here's a report on what he has found.

General

- The biggest concern is obtaining access. Independent stations will probably be worried about the fairness doctrine and may opt against carrying a series.
- The 4th quarter of the year is also the most expensive (competing against new fall offerings on the networks).
- Fall schedules are the most difficult to adjust. Therefore, if we are planning to schedule such a series, we would have to move very soon.
- Ratings for shows off prime time can run some 50% lower than those in prime time.
- Considering the costs and complications of putting the series together (especially on obtaining clearances), Mark recommends that we consider a series of 5 shows running every other week, rather than 10.

Distribution Cost Estimates

- If stations will clear the material, it is estimated that the cost of obtaining a half hour on a chain of stations stretching across the country (independent stations plus network affiliates outside major markets) will be roughly \$250,000 per show. That would allow for a showing in fringe time (6-7:30 p.m. during the week) on some 100-200 markets.

- It would be somewhat cheaper to buy spots on these stations or on one regular network for late Sunday mornings (say 12:30 p.m.). But the shows would be competing with pro football. It might also be possible to look at an 11:30 p.m. buy during the week on a network like CBS. No cost figures yet available on this one.
- With any purchase of time on a chain of stations, consideration also ought to be given to supplementary buys on specialized networks or groupings:
 - WTBS out of Atlanta (Turner's superstation) reportedly reaches some 20 million homes via cable. Mark estimates the cost of a half hour buy there at about \$20,000.
 - WGN out of Chicago reaches another 7 1/2 million homes.
 - The Spanish International Network (SIN) reaches an audience of approximately 3 million and blankets much of the Spanish-speaking community. It's cable.
 - The black cable network reaches another 9 million and, in Mark's view, would be open to bargaining.

Radio Supplement

- The same half-hour tv show might be condensed to 15 minutes for radio. Estimated cost for buying time on one major network during Saturday drive time (daily drive time is more difficult) is \$50,000.

Production & Advertising Costs

- It is difficult to estimate production costs without a clearer picture of what is involved, but it is roughly estimated that every production could be held below \$100,000. (If the productions are simple, I think we could do for a good deal less than that.)
- Promotional costs would very much depend upon the amount desired. In my view, local RNC and Reagan groups would give fairly generously to buy time for RR shows in their own communities.

Bottom Line on Costs

- Roughly speaking -- and these are first-cut estimates for discussion purposes only -- Mark's figures show that 5 national shows, with all the supplements and good promotion, would total about \$2-3 million; a series of 10 shows would be approximately double.

THE WHITE HOUSE

WASHINGTON

June 25, 1982

file

MEMORANDUM FOR MICHAEL DEEVER
DAVID GERGEN
LARRY SPEAKES

FROM: KARNA SMALL
SUBJECT: STORY COMING UP SUNDAY

I wanted you to be aware of a story that we have discovered will run this Sunday in PARADE MAGAZINE - circulation approximately 40 million. The title is "The Hidden Costs of the Presidency" written by Jack Anderson and according to an editor who has seen it, "it's unfair and very damaging."

A synopsis of the key points is attached (in rough form as it was dictated to us over the phone by Joe McQuaid, a friendly editor of the Manchester Union Leader). The Union Leader has offered to print any sort of answer we would care to give. I'm sure there will be many questions either Sunday or Monday about the figures and allegations. Joe McQuaid's number is 603-668-4321 and his weekend editor is Charlie Perkins. Please let me know if you can give us some guidance on this.

Many thanks.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

THE HIDDEN COSTS OF THE PRESIDENCY by Jack Anderson

To run in PARADE magazine, Sunday, June 27.

There is a cover picture of President Reagan toasting some guests. A two page spread inside with several pictures, one of President and Mrs. Reagan getting on a helicopter, captioned "Presidential Helicopters provided by Marine Corp."

Picture of Carter toasting some Chinese guests, captioned, "State dinners though essential, carry hidden costs to taxpayers."

Picture of Nixon and LBJ - "No modern President has been immune to bureaucratic generosity."

The Imperial Presidency has not only brought a new lifestyle to the White House but has done so at an enormous financial cost that is being hidden from the taxpayers that pay its burden. The official White House budget allows \$4 million. The President draws \$200,000 annually. The \$4 million hardly begins to tell the story. The Reagans spend many times that amount. Most White House expenses are paid for in secret by the Armed Services, his investigation has found.

An unidentified source says the Armed Services pays more than \$50 million - no one in the Pentagon will confirm this figure.

The President and his people ride around Washington in outright luxury. 30 WH staffers have "gleaming black limosines." The Big 3 have portal to portal limosine service and Secret Service protection.

CALIFORNIA VACATION - "The Pentagon mounts the world's most expensive shuttle." Transportation, communication, security and staff housing costs \$750,000 when the President goes to Calif. For one month in 1981, the figure which included initial installation was \$1 million.

HIDEWAY AT CAMP DAVID - His investigation has discovered \$720,000 in expenditures which appear on the ledgers in 1982 as "Naval Activity - Thurmont, Maryland."

WHITE HOUSE ENTERTAINMENT - The Pentagon contributes funds and services to WH entertainment. The Budget allows \$70,000 a year for entertaining VIPs. If it runs short, there is the President's \$50,000 expense account. Other agencies chip in to cover entertainment costs.

The Reagans hosted 10 State Dinners in the first year in residence but the bills do not appear on the White House books.

Quote from Tex Gunnell, Veteran staff aid on the House Appropriations Subcommittee - "Neither the public or the Congress has any idea what it costs to operate the Imperial Presidency."

Gunnell has been working with White House aides to identify all the discretionary income available to the President in various sections of the Federal budget.

Story ends with another quote from Gunnell - "If you worked for 100 years you might never find all the money that filters into the White House."

THE WHITE HOUSE

WASHINGTON

May 12, 1982

MEMORANDUM FOR: Mike Deaver
FROM: Mark Goode *M.G.*
SUBJECT: Press Conference Set-up

Dave Fischer spoke to me yesterday regarding reversal of the East Room set-up for tomorrow night's press conference. I told him that there were definite problems involved, particularly audio.

He later said that he had discussed the proposal with you, and asked that further consideration be given. I remain negative about it for several reasons. Primary among them is the risk of audio problems with the hall as background. I am particularly concerned since we now know that ABC will be doing the pick-up. Having royally fouled up the audio on two previous major events here, they should not be thrown additional curves. (We keep getting letters from their Bureau Chief with a list of "reasons" for their problems. The reasons normally hold WHCA at fault. That this is totally unfounded, is evidenced by the fact that NBC and CBS have had no similar problems. However, I suggest that we not place further problems in their path).

There are other negatives involved, which I will discuss with you, if you wish. They far outweigh the single positive, which is a more dramatic opening shot. In my opinion it simply isn't worth it. The President seems comfortable with the environment; it provides clean, effective television coverage; and by now, it is relatively problem-free. I strongly recommend against a change at this time.

CC: Dave Gergen
Larry Speakes
Dave Fischer

*No Changes
Jm
MKD*

THE WHITE HOUSE

WASHINGTON

May 5, 1982

MEMORANDUM FOR MICHAEL K. DEEVER ✓
DAVID GERGEN

FROM: EDWIN J. GRAY *ESG*

SUBJECT: Presidential Press Conference

Ed / David
garage.

This is to argue the case for full-fledged Presidential press conferences to be held in the evening (8 or 9 P.M., EDT), rather than during the afternoon.

1. The evening press conference enables the President to communicate his views directly to a maximum audience, one far larger than the number of viewers available in the afternoon.
2. The evening press conference precludes the interpretive filtration process by which early evening network news shows concentrate on only the most controversial, and often negative, aspects of the afternoon press conference.

Further, the afternoon news conference allows the network news programs to seek out countervailing views and information which oppose or contradict in the evening what the President has said (or hasn't said) in the afternoon.

In effect, this situation invites de facto equal time on the evening newscasts for other views -- which is not possible to achieve after an evening Presidential news conference (except for reporter analysis immediately after the news conference, but that occurs after a live news conference, afternoon or evening, anyway).

3. I believe there is a tendency on the part of most viewers of a live television news conference to indentify with, and sympathize with, this President more than the reporters. I believe the President is seen as a kind of underdog against the tough questions of newsmen and that the President is likely to be given the benefit of the doubt in the minds of most viewers of the news conference.

This is why I believe it is better for the President to take advantage of such viewer sentiment before the largest television audience possible.

cc: Edwin L. Harper
James E. Jenkins

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 1, 1982

TO: JIM BAKER
MIKE DEEVER
ED MEESE

FROM: DAVE GERGEN *DS/d*

SUBJECT: Future of the Radio Series

6/1
Dave/Mike
- I say keep going.
- let the networks
take the material
live or on tape
we'll make news
whenever we decide
to make news.
AE

We need to make a firm decision very soon on the future of the radio series. This Saturday from Versailles marks the end of the original 10-week cycle, and if the President wishes to continue, we should signal that in a matter of days. Here are the most obvious options:

cc: RG

(1) Continue the weekly series into the indefinite future

Pro: Establishes regular Presidential presence, could gradually build a devoted audience.

RR obviously enjoys the series.

RR has on many occasions dominated weekend news.

Con: May quickly lose many stations (ABC and NBC have already indicated they will probably not continue to carry indefinitely; AP may carry; others may look to only for spot news. We could explore buying time, but that would still be a more limited audience).

News impact of shows could easily diminish over time.

Less public interest in summer; better to drop now, pick up again in fall.

(2) Drop the series altogether

Pro: Series losing some of its novelty now, news interest may soon diminish.

While news impact has been large, audience size has been smaller than tv will yield. Better to look toward regular tv appearances.

Con: Same arguments in favor of option 1.

- (3) Selective radio talks during summer begin, tv series in fall with weekley talks, probably on RNC's dollar)

Pro: Allows RR to keep a presence during summer on key weekends (e.g., July 4th weekend, from ranch in August).

Fall tv cycle would begin things on a fresh note at important time of year.

Fall tv cycle could be amply promoted in advance, building a bigger audience than for radio series.

Con: Paying for Presdiential time on tv may set bad precedent with networks, open Pandora's box for future.

* * *

On balance, I favor option #3. Mark Goode and I have had many discussions on this, and he comes out in essentailly the same place. Mark has also written a memo (attached) which makes a couple of good suggestions at the end that he and I have discussed. I would appreciate your thoughts on them, too, when you have a moment.

cc: Friday "Deaver Lunch"

THE WHITE HOUSE

WASHINGTON

May 29, 1982

MEMORANDUM FOR: Dave Gergen
FROM: Mark Goode *MG (g)*
SUBJECT: Radio Broadcasts

After forwarding my memo concerning radio and TV scheduling yesterday, I received calls from the heads of two network radio bureaus. Each inquired about reports that they had heard regarding our possible intention to continue the weekly Saturday radio talks indefinitely. I assured them that anything circulating at this point is purely conjecture and that no consideration should be given unless a request comes directly from us.

Each of them (ABC, NBC) offered totally unsolicited comments on the situation, and their attitudes were the same. They feel that their networks would be negative about continuing to carry the speeches on a weekly basis for an indefinite period, or even for another 10 week cycle. They both added that they were pleased that the President had chosen to undertake a project strictly for radio and hoped that he will continue to do so on a periodic (not weekly) basis in the future.

NBC, which currently represents the pool, also commented that if we do plan to continue with any sort of radio scheduling, they would be much more kindly disposed to carry the talks if they do not require like pick-ups. This arrangement is a great deal more expensive for them than pre-recording. Such prior recording would not negate our ability to select times for actual broadcasts. If, for example, we decide to continue targeting Saturday noon, they would appreciate being able to record on Friday afternoon and embargo the tape until air time the next day. They said that they were speaking only for NBC on this particular point but feel very strongly that this view would be shared by all members of the pool.

I realize that these views almost precisely reflect those expressed in my previous memo. However, I felt that you would find them of interest, since we had earlier determined not to seek out opinions from broadcast industry people other than John Gartland.

THE WHITE HOUSE
WASHINGTON

ADMINISTRATIVE
~~CONFIDENTIAL~~ 6/21/44 KDB

MEMORANDUM FOR:

David Gergen

FROM:

Mark Goode *M. G.*

As we learned from the survey information supplied to you earlier, the radio series seems to have been successful. It is evident that we should continue to utilize radio in our media mix, but continuation on a weekly basis would not be the best approach. The Saturday series has established the fact that radio can be a valuable tool in itself, and can also provide extensive follow up attention. However, as with any other means of direct communication, we must be careful to avoid over saturation. Appearances by the President should be treated as special occasions; when they lose that feeling and the public begins to take them for granted, audience figures will diminish and impact will be low. Further, networks and station groups would begin to lose interest and resist providing time and transmission costs, if a request were to be made for a continuing weekly series.

Over exposure is an even greater risk in television. I strongly disagree with those who feel that this cannot easily happen. Television history is filled with popular figures whose careers have been permanently affected by this. A President is even more susceptible. Again, when his appearances cease to be looked upon as special, at the very least impact is lost. At worst, they can be joked about and looked upon as intrusions. Regardless of how effective the President is as a communicator, too frequent exposure can lead to "wearing out his welcome."

The weekly radio series should end with the last scheduled broadcast on June 5. The Versailles origination is a dramatic way to conclude. In place of this series, radio talks of 10-12 minutes duration should be scheduled approximately every 4-6 weeks in the same Saturday time spot. A proposed schedule of radio broadcasts and major television appearances follows:

1. July 3 - radio speech. Excellent for holiday weekend play.
2. August 7 or 14 - radio speech. Date to be selected in July, dependent on the President's travel schedule and/or political events.
3. September 4 - This is the start of the Labor Day weekend. A radio speech is recommended for Saturday play and Sunday newspaper follow-up.

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR: Dave Gergen

Page 2

4. Monday, September 6 - major prime time television appearance. This can take the form of an Oval Office address or a salute to labor program, which will feature entertainment celebrities and be climaxed by the President's remarks. (If the latter approach is of interest, a format will be created and sent to you.)
5. October 23 - radio speech. October 24 is United Nations Day. The theme here can be World Peace. (Can also stress importance of coming election).

It is recommended that as much advance notice as possible be given for radio speeches, in order to attain maximum clearances.

I do not know the plan for the President's visit to the UN in mid-June. If his address can be scheduled at night, we might think in terms of offering this as a major television report on the European trip.

In terms of further television coverage, some new activities should be considered. I feel that the recommendation to purchase 1/2 hour time blocks for speeches on network television is ill conceived. In addition to too much concentrated network exposure, this is a dangerous precedent. As you know, it has become more difficult to sell the networks on carrying Oval Office speeches which they do not consider to be of unusual importance. They have become increasingly concerned with loss of revenue. Once having been paid for time (other than during a Presidential Election Campaign), the networks might begin to suggest that it be done again each time they consider a subject to be marginal. That door should not be opened. On the other hand, if you are inclined to pursue the proposal to purchase 5 minute spots, the negatives might be overcome. To help avoid setting a precedent with regard to purchasing time to speak, these pieces should be packaged in a fashion which clearly separates them from a traditional half hour Oval Office format.

Alternate suggestions which will neither require an expenditure of funds nor offer risk of too much three network prime time exposure are:

1. A series of interviews with group stations. I know that there is some resistance to television interviews. However, the group station correspondents would not be inclined to be as adversarial as most major network correspondents. Certainly the only interview of this type previously done (Jerry Udwin of Westinghouse) cannot be compared with the Rather or Mudd pieces.

THE WHITE HOUSE

WASHINGTON

MEMROANDUM FOR: Dave Gergen
Page 3

We might begin with Cliff Evans of RKO and consider such other groups as Metromedia, Taft, Cox, Storer, Multimedia, Capital Cities, etc. In each case, interviews would be made available to both their television and radio stations. We might also set forth a condition that the program be offered to other interested stations.

2. Production of video taped Presidential messages for use by Administration spokespersons. Once a month, the President would record a series of new statements, approximately 5 minutes each in length. They would cover a range of topics of current interest and concern. (Perhaps 3-6 issues per session, covering both domestic and foreign policy). Each major administration spokesperson would be provided with a copy of the tape dealing with the subject he plans to cover during his appearances. His program would begin with the video tape of the President addressing the topic he has come to discuss. These tapes (or films) can be used for speeches made before conventions, clubs, church groups, university gatherings, etc., as well as local television programs. They would not have any network exposure, and would be designed to appeal directly to local audiences. The result would be the most personal type of contact possible in these forums, with the minimum demand on the President's time.

It will be especially important to encourage senior White House officials, Cabinet members and high ranking departmental and agency staff people to accept requests for speaking engagements and local television appearances between the time this program begins and the November elections. This will provide maximum distribution for the Presidential commentaries, while increasing the effectiveness of appearances by Administration officials.

THE WHITE HOUSE

WASHINGTON

April 22, 1982

11:00
4-26-82
Monday
30 min

MEMORANDUM FOR JIM BAKER
MIKE DEEVER ✓

FROM: Larry Speakes S

At the request of ABC, the networks have asked to meet with us to discuss our new pool arrangements. If you have no objection, I will schedule the meeting when it is convenient for you.

As you know, the rules for photo opportunities permit all cameras. But only one network correspondent is admitted. A question arose over the application of this rule to Presidential appearances in the East Room and State Dining Room. We have applied the rule on these occasions. Since that time, ABC has declined to send its camera unless its correspondent goes with it. After an initial boycott, the other networks are now participating on a regular basis.

ABC's position on the rule was taken by Roone Arledge at the insistence of Sam Donaldson.

Recommendation:

Meet with the network representatives but hold fast to our rule for the following reasons:

- A. So the pool arrangements for all White House photos will be consistent.
- B. To keep correspondents from ganging up on the President when he departs the East Room after making remarks.

cc: Dave Gergen

THE WHITE HOUSE

WASHINGTON

April 2, 1982

file here

MEMORANDUM FOR MIKE DEEVER

FROM

MIKE BAROODY *MB*

SUBJECT

Stories about President's Press Conference mistakes

It's worth noting perhaps, that no wire stories on Presidential inaccuracies ran after the press conference until Tip O'Neill took to the House floor to charge the President with making "completely inaccurate" statements. (The one exception to this was a story of "\$375 more purchasing power" which took issue with the way the President said it, but conceded the correctness of the point.)

The press clearly didn't see it that way. The Baltimore Sun this morning says "by our calculation he rattled off 23 statements of fact . . . and didn't flub a one." (By my count, the President actually made 28 statistical assertions of fact. See my attached memo to Dave Gergen of yesterday.)

Today's Washington Post Story

Denton's story in today's Post discussed 6 alleged mistakes, 5 of which we are said to have acknowledged. 5 of the 6 are derived from O'Neill's charge.

- The President sought to "expose once and for all the fairy tale, the myth, that we somehow are overall cutting the government spending."

The President is simply right. The '83 budget is \$32 billion bigger than '82.

It's O'Neill who charged that the \$32 billion increase in spending was "not for social programs" but that's a claim the President didn't make. He did say that 43 cents of every dollar will be going to benefit individuals and that's correct. (One could maintain that \$20 of the \$32 billion increase went to HHS. Their budget is up that much for '83.

- The President said that the Women, Infants and Children feeding program (WIC) has "been merged with another program and is in there at much greater money than it has ever had before."

The fact is, it has been merged with the Maternal and Childrens health care program into a proposed Services for Women and Infant Care block grant budgeted for \$1 billion in 1983.

In 1982, the separate programs are budgeted for \$1.282 billion. We do expect economies to be realized from combining two programs both designed to serve essentially the same groups of people and from the standard reduction of overhead and paperwork when you switch to a block grant.

Final point, the combined program has funds sufficient to serve an estimated 1.5 million people per month, more than WIC alone served in 1979.

- The President also said "we have in some of the hardest hit states, extended the unemployment insurance."

Extended benefits (an extra 13 weeks) were in the law when we took office. We restricted them to states with high unemployment -- a change that was largely non-controversial. Now, in the recession, more and more states are "triggering in." So the President was right.

However, it was not "we" who started this program. In fact, we narrowed it somewhat.

- The President said about child vaccination program that "we actually have more money in for that program than we've had for others."

The fact is the President's budget request for 1983 for this program seeks a small increase over the amount of money actually appropriated by Congress for the current year.

While it's true that spending for this program is down from years past, there was a major "catch up" effort over the 3 to 4 years preceeding this Administration so that less is needed now. The major focus is now on immunization of the 3 to 4 million children born each year, not on large numbers of children whose parents failed to obtain vaccinations for them.

- The President also said that "57 percent of the stores that were investigated are selling items with food stamps that are banned."

The President is simply right.

Food and Nutrition Service investigators monitored some 4,729 stores in 1981. 2,718 of these were found to be allowing purchase of proscribed items (from paper products to beer and liquor) with food stamps. That's 57.5 percent. In fact, in each of the preceeding 3 years more than 4,000 stores were investigated and the number in violation was not less than 59.3 percent.

O'Neill charged the President "left the totally misleading impression that food stamp abuse occurs in a majority of stores." That is not what the President said, nonetheless, he said it was 57 percent "of the stores that were investigated." FNS generally investigates those for which there are grounds for suspicion of abuse. Over the last 4 years the number of such stores is not insignificant. Investigation of suspect stores exceeds 17,000 since 1978.

-- The President said "we haven't touched social security" meaning, of course, benefits for retirees under the system, and those benefits have not been cut.

Actually, the President was not intending to make a substantive comment about social security, but rather about food stamps and off-handedly said "or social security -- we haven't touched social security -- (I mean) food stamps." O'Neill's charge that the college students survivor benefits are being phased out and the minimum benefit for future retirees eliminated is correct, of course, if something of a cheap shot given the context of the President's remark. In addition, O'Neill attributes the minimum benefit change for future retirees solely to "the Reagan Administration's insistence" when of course such insistence can change law only when you add to it the votes of the majority in the Congress.

THE WHITE HOUSE

WASHINGTON

April 1, 1982

MEMORANDUM FOR DAVID GERGEN

FROM

MIKE BAROODY *MB*

SUBJECT

Information that doesn't have to be used

The President made, obviously, numerous factual assertions in his press conference last night. I have made a count only of those in which he made statistical assertions of fact. Those number 28.

There were only 2 of those which could be open to any question whatsoever -- not because the President was in error, but because of the way he made the assertion.

- Of a family making \$8500, the President said "that family now has \$375 more in purchasing power . . . than they did at the rate of inflation in 1980." The statistic would be precise if the President had said "\$375 more in purchasing power than they would have had if inflation had stayed at the 1980 rate."
- Also, the President said of the WIC program, "it's been merged with another program and is in there at much greater money than it has ever had before." The fact is WIC and Maternal and Child Health Care programs have been combined into a Services for Women, Infants and Children (SWIC) block grant, budgeted for \$1 billion in '83. In '82 the two separate programs had combined budget authority of almost \$1.3 billion. But it's not appropriate to make comparisons. The combined program will serve more than 1.5 million per month (more than WIC alone in '79).

Apart from those 2 examples, there are no other statistical imprecisions.

One other factual assertion made was non-statistical: Of West Bank mayors the President said that Israel "had appointed" them. In fact, they were elected but ran for office only after attaining the Israeli government's approval for their candidacy.

Baltimore Sun 4/2/82

'I'm Not a Great Stoneface'

By rough rule of thumb, a prime-time presidential press conference draws twice as large an audience as a mid-afternoon performance. Yet there is a risk involved. It is one thing to pre-empt "As the World Turns." It is quite another thing to displace "Real People," "Herbie, the Love Bug" and "The Greatest American Hero," the programs scheduled for 8 p.m. Wednesday night. President Reagan, old trouper that he is, knew that if he blew it those real real people out there would be a bit cross and feeling culturally deprived.

For what it's worth, we think "the great communicator" was back in form after some pretty awful mid-afternoon outings. Not only did Mr. Reagan cast off the temptation to mock the White House press corps; he was downright nice to Helen and Larry and Judy and Godfrey and Ralph and Sam and Ann and Bill and Barry as he called nine of his 15 questioners by name.

More important, the president seemed up on his facts. No historical inaccuracies or glaring misstatements marred his performance, as they have in the past. By our calculation he rattled off 23 sets of figures, dealing with everything from inflation rates to United Nations resolutions, and did not flub a one. That's remembering your lines.

Mr. Reagan made no big new news, which was his intent and certainly not the press's. Does this mean his first prime-time press conference was unjustified, a bit of political puffery that made patsies out of the networks? We don't think so. An opinion survey for *Time* magazine showed that the percentage of people who doubt his leadership has climbed to 51 percent from 43 percent in the last three months. This is the kind of trend that is a major national issue in itself. In a modern, electronic-age democracy, an incumbent president is entitled to try to maintain his effectiveness.

Indeed, the White House advisers who have been urging Mr. Reagan to get out front can feel

reassured. He may not have convinced poor people or congressmen that "I'm not . . . a great stoneface." But he had a chance to present his case to the public, unfiltered by the media. We have just one parting bit of advice: Don't do prime time too often. Real people wouldn't stand for it.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

May 21, 1982

TO: SHIRLEY MOORE

FROM: JOE HOLMES *Joe*

If Michael asks: Jenkins, Hickey, Holmes, have all had extensive dealings with Sluhan. We have turned him down repeatedly for security reasons, (he wants RR on Air Force One) and because this is strictly a commercial production.

But he'll be back!

THE WHITE HOUSE
WASHINGTON

SHIRLEY:

ANY OBJECTIONS TO THIS?

THE WHITE HOUSE

WASHINGTON

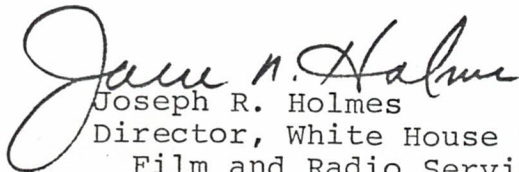
May 24, 1982

Mr. Elliott Sluhan
Elliott Sluhan Productions
Midland At Deepwood
Toledo, Ohio 43614

Dear Mr. Sluhan:

By direction of Deputy Chief-of-Staff, Michael K. Deaver, I have been asked to advise you that the President would not be available for your production.

Sincerely,


Joseph R. Holmes
Director, White House TV,
Film and Radio Services