

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] (9)
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/>

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

March 23, 1982

*destroy
all but 1
copy*

TO: MICHAEL DEEVER
FROM: JOSEPH HOLMES *gh*
SUBJECT: Regular Appearances of The President on Radio & TV

Radio

Regular five minute broadcasts of the President from the White House or other locations, (Camp David, Barbados, Knoxville) is entirely feasible from a technical point of view.

Via the facilities of WHCA, we can broadcast live and/or provide taped copies at the White House.

Live broadcasts from any location would require one radio network to act as pool and take the mult feed from WHCA at the site location. Union regulations require that, for a live broadcast, one network acts as a pool relaying the mult feed. (As is presently done for nationwide broadcasts.)

We also have the option of taping, (audio only) the President's commentary and providing copies of it within minutes at the White House to the various networks on reel-to-reel tape or cassettes, instead of live. This would preclude a network representative being in the same room as the live broadcast. While traveling, the President's remarks would be instantly transmitted to the White House for high speed duplication and distribution to the radio networks. Even so, taping is not as attractive as "live".

Television

Live television feed to networks using the cameras of the White House Television crew would not be feasible because of stringent union rules here.

Our options:

1. Go live, have one network act as pool with their one camera feeding to the other networks. (As is presently done for nationwide broadcasts.)
2. Don't go live, use our own cameras and provide duplicate tapes to all the networks. Six networks including the independents could be serviced in about 45 minutes.

LENGTH OF SEGMENT

The President's spot will be treated as news.

Generally speaking, radio news programming has developed over the years into five-minute, fifteen-minute or 30-minute segments.

Most of the news broadcasts (ie. hourly or half-hourly news) are tried at five minutes, though on some networks, they are less.

CBS, the flagship radio network for news, runs 6-minute hourly newscasts, for example, as do several of the ABC hourly network news broadcasts. NBC runs a four-minute hourly newscast, not including ads.

Traditionally, the most sought-after portions of the hour on radio have been those which abut the hourly news, on the hour, either before or after the news. That is why the RR feed is timed for 11:55 EST.

By feeding at 11:55 EST, the best coast-to-coast average (8:55-11:55) is advised. Too early for Hawaii and Alaska.

Which Segment?

Five-Minute Message

PRO

1. Fits nicely into a broadcaster's schedule.
2. Appeals to emphasis of many broadcasters on variety of program material within relatively short time span, listener attention span.
3. Provides adequate time for Ronald Reagan to crisply develop thesis and make his point.
4. Five minutes requires discipline in doing the above, and also makes it easy for the broadcaster to handle, especially when it comes to editing tape of the live broadcast for news actuality package.
5. Five minutes is short enough for a broadcaster to have maximum incentive to carry live, but long enough for RR to make his point effectively.

CON

1. Five minutes may not be long enough for RR on complex or multi-subject message.

Two-and-one-half Minute Message

PRO

1. Some broadcasters might like because they like brevity.

CON

1. Too short for the President to develop and sell thesis of message.
2. If broadcaster will run 2 1/2 minute RR message, he will run five minute message, hence con on 2 1/2 minute message.
3. 2 1/2 minutes is so short, it almost sounds like a commercial, and not an honest-to-goodness Presidential message to the people.

Ten Minute Message

PRO

1. Gives RR more time to develop and sell thesis of message.

CON

1. Too long for broadcasters who want to chop up program schedule, capitalize on short attention span of listeners, keep on-the-air format moving.

POTENTIAL AUDIENCE

Radio networks are proliferating quickly. ABC has five which feature various kinds of programming. NBC now has two radio networks, as does RKO. In addition, CBS, Mutual and AP and UPI have their own network.

There are over 8500 AM and FM stations in the U.S., the major networks are:

Mutual	- 941 affiliates
RKO	- 139 "
NBC	- 160
CBS	- 95
ABC	- 60
UPI	- 88 "
AP	- 1100
Sheridan	- 85
National Black Network	- 90 affiliates

Giving exclusive use to one network would not allow us to penetrate the major markets because of the multitude of stations in each market.

All networks contacted have given us assurances they will make the program available to their affiliates. It is up to the affiliates to use all, some, or none of the program. We should test this approach for ten weeks, and then discuss alternatives.

Nearly all of the nation's radio stations are now affiliated with one or more of these networks. Contracts between the networks and the stations as to what programs must be carried, which can be preempted, etc., vary greatly.

ABC, CBS, and NBC are permitted to own up to seven of their own stations. These are referred to as O&O (owned and operated) stations; the rest of the stations on these networks are affiliated. Even the network O&O take broadcast services from competing organizations.

Thus, the various radio networks criss-cross through almost every radio station in the nation.

Due to this complex arrangement, it is simply impossible to predict how many stations will carry -- live or on a delayed basis -- a radio message from the President of the United States.

However, if even half of the national radio networks carry the message, there is every reason to believe that a substantial majority of the stations on those networks will pick up and run the message.

And, if adequate notice is given of the President's plan to broadcast the messages, at a time certain, many stations will want to sell commercial spot announcements adjacent to the message.

While there are too many variables here to determine precisely in advance the extent of use of the President's message, the fact that the President of the United States is orienting the message to radio, and that such a message will be accepted as a "news event," portends very wide usage by the networks and by radio stations across the country.

The total 1-time potential is 36 million adults. While the initial broadcast may reach only the low range of audience impart (5-7 million), the quality of the shots should build this number over the ten weeks to twice that number. This number is increased by whatever extent the segment is re-placed, TV coverage and print media coverage.

PROMOTION

Option 1:

Announce commencement of the 10-week series at the President's press conference on Monday, March 29th. This requires extensive pre-planning designed to answer storms of press inquiries such as:

Relationship to Fairness Doctrine?
Equal Time?
TV Coverage?
Can newspersons attend broadcast?
Is script released to print media?

Desirable as it might seem to be from a promotional point of view for the President to announce it, the prospect of having him flung against the ropes by the above questions militates against this option.

CALENDAR

The ten Saturdays beginning April 3 appear to be technically feasible in all respects for radio-without television. Such a schedule might look like this:

<u>DATE</u>	<u>PLACE</u>	<u>SUBJECT</u>
1. April 3	White House	Preferably, for this 1st shot, a spot news announcement.* Otherwise, might be "State of the Economy," giving an up-beat view of situation.
2. April 10	Barbados	CBI/JAMAICA visit
3. April 17	White House	Highlights of major Foreign Policy speech (if previously delivered)
4. April 24	White House	Summary of budget situation (assuming Budget Resolution done, etc.)
5. May 1	Knoxville	Law Day/Describe pride in World's Fair
6. May 8	White House	(To be determined)
7. May 15	White House	Armed Forces Day Reiterate need for defense-building
8. May 22	White House	(To be determined)
9. May 29	Ranch	"
10. June 5	Versailles	Economic Summit (It is very important to conclude the series with this one to show off technological state of the Art, even though 11:55AM here would be 4:55PM there (or 5:55, depending on French/U.S. daylight savings time interface)

* To withhold news for release at Noon on Saturday will not endear the undertaking with the White House Press Corps. This is a judgement call, requiring the nicest sense of balance between the conflicting objectives of giving the series a good send-off, and avoiding un-necessary alienation of the press.

Option 2:

Have announcement made at a briefing session, complete with fact sheet, Q & A, etc.

There does not appear to be any viable third option (announce Saturday with no notice, for instance).

One method of assuring that the stations will take the feed and air the spot, would be to have the Ad Agency buying air time for DOD recruiting tell the market that they are buying "adjacents" to the President's spot. Also, some of our friends could have their ad agencies put out the word that they will want adjacents. In this manner, we could very well create an inter-network competitive selling spree that will ensure heavy airing at many times over the weekend.

However, our consultants (at NW AYER'S) strongly recommend we not try to promote the program in this manner for two reasons:

1. They think such artificial stimulus will not be needed. Most stations will air the spot several times over the weekend, using their own sales force if they have several days notice.
2. If it were heavily subsidized by big oil or big defense contractors, it would backfire.

Our consultants also recommend against "bracketing" (practice of putting air time limits on feed so that it is embargoed for re-broadcast except at certain times of the day).

Some promotional advantage can be attained by announcing the series as early as possible, since coverage will largely be determined by how well the adjacents sell during the pre-broadcast interim.

RATING SERVICES

Audience-measuring services are not generally available for segments under 15 minutes in length. However, the AP network has a rating-measuring system which might be used to interpolate a ball-park estimate. A price estimate for this service is not yet available, but it is expected to be very high. Our consultants volunteer the advice that we may not wish to fund, an effort which almost certainly would soon become public knowledge. In other words, since the program is not costing us anything, why should we spend money measuring its impact-especially since it might be disappointing in the beginning.

Possible Legal Issues:

Certain union requirements can be met easily.

The question of "equal time" is not applicable.

Some claim may be made under the "fairness doctrine." Fred Fielding is looking into this. Tentatively, he thinks this will be a problem for the media (if for anyone), but not for us.

THE WHITE HOUSE

WASHINGTON

March 8, 1982

MEMORANDUM FOR JIM BAKER
ED MEESE
MIKE DEEVER
BILL CLARK

FROM: DAVE GERGEN 
SUBJECT: A New Offensive

Last week, in the face of charges that the White House system was breaking down, George Will made the point that there is nothing wrong with this administration that 6 percent interest rates can't cure. He's right. We still have a good team -- an even better one in fact than the group that commanded so much respect last year.

Our problem is that recession -- deep, numbing, almost frightening to some -- has given the other side a wide opening to attack us on every conceivable front. All the small flaws and chinks in the armor that we knew were there last year have suddenly been magnified. And because we placed so many chips on the economy last year, we've been thrown on the defensive as we await the recovery.

All of us now recognize, I believe, that we can't afford to remain on the defensive. Maybe the recovery will come quickly; maybe it won't. But in the meantime, before we are overrun and lasting, negative impressions are formed about the President, we have to move out on our own with a broad-scaled new offensive.

As I see it, we should make a very determined effort over the next 8 months -- those leading up to the elections -- to convince people of four basic propositions:

-- That RR is struggling hard and imaginatively to bring prosperity;

-- That RR cares about people -- the unemployed, blacks, women, the poor, etc.;

-- That RR cares about the quality of life -- schools, civil rights, health care, environment;

-- And that RR is pursuing a sound, balanced foreign policy that will keep us strong but also out of war.

As you well know, counter impressions are now taking root and are being fed every day in the press. There is a growing perception that we're just sitting tight on the economy, almost ignoring widespread problems, waiting, waiting for recovery. Another refrain, closely related and also taking hold is that RR just doesn't give a damn about people on the lower end of the ladder, about blacks and women, about our schools, about the environment, etc., etc. On the foreign policy/defense front, we maintain good standing in the polls, but there are obvious storms brewing over Central America, defense, and the nuclear arms race. To top it all off, journalists are now seriously raising that old canard of whether RR is really governing. Morton Kondracke put it this way last week: "You are soon going to see the press breaking loose on a new theme. I'm not going to write it, but someone else will -- that the man down in the Oval Office is really the Wizard of Oz."

Much of the Presidential energy in coming weeks will be devoted to resolution of the budget process, and rightly so. How well that is managed will have an obvious impact on economic recovery and Presidential standing. But, unlike last year, I think it is important we also launch an offensive on several other fronts.

A. Speeches: Refocusing on the Reagan Vision

Aside from his Congressional victories, the President's speeches have been one of his greatest successes -- even in foreign policy. Properly conceived, they can be a critical vehicle over the next 8 months.

Some have suggested that RR begin a weekly, television report to the people. I don't favor that. The networks won't give you that time every week and they probably won't sell it (they would have tremendous problems under the fairness doctrine). Beyond that, I think RR would become very overexposed. Prime-time is a very precious commodity for Presidents, to be used sparingly. Then it can be electrifying. A weekly appearance would soon cheapen the commodity.

Instead, I would recommend:

(1) A Spring Radio Series: Jim Jenkins says that RR as governor was very effective with weekend radio speeches (as was Nixon as President). Why not start with an 8-to-10 week radio series, broadcast live every Saturday at noon wherever he is. It would play all weekend, and TV could pick it up if they wanted. Rather than committing to doing radio speeches for the rest of his term, try out a series first. If it works, RR can pick it up again anytime he wants.

Among the topics that would be good for a series:

- The Economic Course Ahead.
- Protecting the poor.
- Protecting our defenses.
- Nuclear arms reductions.
- Assuring quality education.
- Commitment to the environment.
- The menace of crime.
- Rearranging power and responsibility (New Federalism, etc.)
- RR's vision of the Presidency.

All of these ought to be messages of hope. Recommend that after the spring series is given, they quickly be published as a paperback book (complete with pictures from the White House) that can be purchased for a buck or two at supermarkets, drug stores, etc.

(2) Television Addresses. In addition to the radio speeches, I think we ought to be planning about three major TV addresses over the next 6 months.

- Budget/Economy - If a bipartisan agreement is struck with Congressional leaders, I would suggest that would be a properly dramatic moment for RR to go on prime time to tell the country what is happening, what it means for deficits, ending the recession, etc. We would have to build some suspense around the occasion.
- Defense and Nuclear Arms - It would clearly be helpful if RR could have a half-hour with the country to explain why we need rearmament. But to sell this to the networks, we ought to have a news hook (anything new about START or summitry would do it.) If there isn't a hook, this is one speech where I think you could buy the time. After all, if national security is involved, they can hardly afford to keep him off the air.
- Speech from Europe - While he will be speaking primarily to a European audience, this would be an excellent opportunity to speak to the U.S., too. One obvious need at that point is to defuse as much of the anti-nuclear movement as possible (in addition to the European protestors, it appears there may be a large demonstration in the U.S. on June 12, just after RR returns.)

(3) Topical Speeches. In addition to radio and television addresses, I think we ought to be planning out far more speeches with particular messages that could be given before live audiences. On the top of my list:

- Race Relations - We badly need an address which makes it clear that RR believes in protecting civil rights. The perception that he is a closet racist is absolutely outrageous, but it is taking hold in black communities and spreading. Following up on a recent memo, I met this past week with Mike Uhlmann, Mel Bradley, Thad Garrett, etc., to get this launched; Mike is now working up an outline; Aram will draft; we also hope to bring Len Garment into the process. A very important speech.
- America: The Leader of the Revolution - April 19 marks the anniversary of Lexington and the beginning of our revolution. It would be very striking for RR to go there and once again proclaim that ours is the true revolution in man's history -- a revolution to gain freedom, economic progress, etc. We must clarify that we stand for change and progress; that the totalitarians are trying to snuff that out all over the world. This is a message we need to get out thru ICA, and they could hook it up for us.
- American Policy in the Middle East - After the return of the Sinai in April, I think we ought to be looking toward a major statement setting forth our Middle Eastern policy.

B. The Domestic Scene: Reagan as Populist...and Activist

All of us agree that the President needs to rebuild his bridges to the blue collar workers, blacks, women, etc. The question is how. My thoughts (by no means unique) is that we need to take a whole series of steps like the Merle Haggard event (a great success).

(1) Plain talk with the business community. It's time to haul in some business leaders and lay it on the line on a number of issues. RR has been one of the best Presidents they've ever had, and they've returned the favor by slinking away from his economic program, failing to take advantage of all the business cuts, arguing before the Congress that we ought to repeal the personal tax cuts but keep the business ones, and urging business as usual (read: profits as usual) with the Soviets, the Angolans, etc. I know how helpful they were last year on spending and taxes, but the President can't be seen as being in their pocket.

(2) Visits to factories and farms. It's been a long time since we've seen RR out there shaking hands, standing in a work place. He could do a whole lot of good telling workers how much he cares about their jobs, about getting the economy turned around, etc. He's in his element then. (Note: March 18 is National Agriculture Day; a good opportunity for a farm event, if not already scheduled.)

(3) Real progress on women's issues. The expiration date for the ERA extension is coming up soon. It's absolutely vital, in my view, that we light a fire under various efforts to roll back federal regulations and state laws that discriminate against women. Sandra O'Connor was a ten strike for us; we need a lot more. The contrast between the political identification of men and women is stunning and just has to be addressed.

(4) Rebuilding relationships with blacks. We're in such a deep hole on this one that it's hard to know what to do. The Voting Rights issue is just around the corner again; that will be the first and most important test of our intentions. My recommendation: tackle Voting Rights straight on, then go with enterprise zones, then a short while later call in major black leaders around the country for a meeting in the Cabinet Room, and finally go forward with a major speech on race relations.

C. Foreign Policy -- Building Public Support for Central American Policy

Nowhere is the press being more irresponsible than here. The biggest similarity to Vietnam, as a friend told me, is that the press is covering El Salvador like it is Vietnam. This is one on which we need to fight back vigorously and quickly. Steps recommended:

(1) Send briefing teams to network headquarters. The press is now going full tilt. CBS now has 30 people in Central America, will increase it to 45 in two weeks time in order to cover elections, and plans a big special on Central America on March 20th. We ought to send a major briefing team to NYC to network headquarters to make our case on CBI and what's going on down there. We can do it in a visible world and make it clear to the public that we are doing so because we are so concerned about the way the story is being told. This way we can draw attention to a major problem without launching an Agnewesque attack.

(2) Election party to El Salvador. I strongly support State's recommendation to make the Kassebaum observation team a Presidential party. Send them down in a big plane with press and a briefing team from State, DOD, etc. We are going to have a huge collection of journalists from all over the world gathering in El Salvador in the next 30 days. This is a perfect time to take our story to them. Someone like Jerry O'Leary could go with the briefing team to work the press side.

(3) Beefing up the public affairs effort by the key governments. In obvious need of improvement. There appears to be some progress, but we also ought to be pushing on which our own embassies in El Salvador, Guatemala, etc., are doing there.

D. The Press and the News

Obviously, we need to strengthen our efforts here in the White House, too. Among the steps needed:

1. Promulgation of new rules on photo ops, press availabilities, etc. There's agreement that we'll move this week. Larry and I plan to meet with the bureau chiefs first, then go public.

2. News planning - Met last week with Ed Harper and his key lieutenants to set up a domestic news planning effort and with Bud McFarlane about doing the same on the foreign side. There is no excuse for us as an administration not to have at least one fresh domestic story and one foreign one from the White House each week -- and hopefully more. I hope this process will feed into the Deaver luncheon group as well as key players.

3. News conferences - Until we get out of this rough patch, recommend that we put a lot more preparation time into these. Could we in fact try out the system we used in the garage for the campaign debates?

4. Taking on the Press - There is building pressure outside the White House, especially among conservatives, for a frontal assault on the press. Certainly there is provocation: the press has recently been outrageous in its coverage of the budget cuts, the intimations that a depression may be just around the corner, El Salvador, etc. My instincts continue to tell me that we ought not to open up a total war, but we ought to do more to nail them on individual issues like El Salvador where they really exceed all bounds. To do that, we need two key ingredients: a group that can regularly monitor the press and some attack spokesmen (Nofziger is one who comes immediately to mind). This is something that needs more discussion.

E. Miscellaneous Notes

1. Some New Assignments - We need some people broken out within the administration or hired to undertake several tasks:

-- Someone who can handle the poverty issue: We have no one to turn to who can really pump out comprehensive information and can background the press on this issue. Ed Harper wants to work with a woman who heads up the AFDC program at HHS. But this may be a job that ought to be undertaken here. As we know, there is no question that is cutting against us more heavily than the fairness issue. (And the press is moving on it: Newsweek is preparing a cover story on it.)

-- A team to work on the public affairs aspect of Central America. We have an informal working group on the policy side, but this has become such a media/propaganda game that we need a

couple at least a couple of full time good, public-affairs people working on the issue -- either at State or NSC.

-- The nuclear issue: The effort to freeze nuclear armaments is taking off rapidly; it is spreading from Europe into American churches and places like Vermont and California. Senator Kennedy and others will speak up on it this week, and the chances of summer demonstrations are mounting. We need a group to work this issue hard. I would recommend, for example, that we send out briefing teams to key media markets to make our points on this issue. We badly need a coordinator for the administration on this. Who can be designated?

-- An accuracy in media team -- mentioned above. We need about 3 people doing this full time.

2. Some New Assignees - All of the above points to the fact that our White House staffing is very tight. I would like to get some new people on the rolls outside the building to handle some of this (RNC can do some of it).

3. Communications Team at the RNC - Following up on Camp David, Mike Baroody has been working on this project (along with Ed Rollins) and we're hopeful that the RNC will have a new team assembled fairly soon. They will be working with spokesmen on the Hill and on the political trail.

4. Developing More Spokesmen - I want to urge once again that the VP be encouraged to be more out front (he still hasn't done a Sunday talk show), and that the RNC develop a strong voice (we badly need it). We also are in need of more help from the Hill and from the Cabinet -- people who will go out and take a strong swipe for the President. Possibly, we could organize a small select group of top people (like Paul Laxalt) who would be informally recognized as key spokesmen for the President so that their messages would get more attention. I could foresee, for example, having such a small group in to see RR on a regular basis (along with key political strategists) and from that going forward with some speeches and messages that reflect our views.

In conclusion, we ought to recognize that as long as the economy is down we are going to find ourselves under attack, but there are also a lot of things that we can do ourselves to gain the offensive. I'll try to come up with more ideas. How do these fly?

Many thanks.

cc: Richard Darman
Craig Fuller
Ken Duberstein

The New York Times

WASHINGTON BUREAU
1000 CONNECTICUT AVE., N.W.
WASHINGTON, D.C. 20036
(202) 862-0330

WILLIAM SAFIRE

5 February 1982

Michael K. Deaver
Assistant to the President
The White House
Washington, D.C. 20500

File

Dear Mike:

In your letter of January 7, you wrote:
"As far as answering the same questions put
to Dick Allen -- I'm ready."

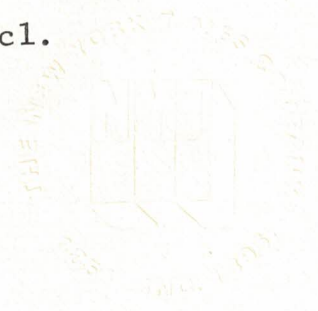
After some difficulty, I have obtained
those questions, and want to put them to you.
Since they are fairly detailed, I attach them
for your perusal beforehand.

As soon as you are available to sit down
with me and go over them, please give me a
call.

Best,

R.

Encl.



I. CONTACTS, IF ANY, WITH CLIENTS OF
THE HANNAFORD COMPANY, INC.

- (1) Please list the name and, if known, the address of each client Deaver and Hannaford during the period of January 1, 1979, through January 20, 1981. Please include in such list the name(s) of any principal, director, officer, employee, or individual associated with such client as its agent(s) or representative(s) and with whom you had business dealings.
- (2) Please list the name and, if known, the address of each new client acquired by Deaver and Hannaford during the period November 4, 1980, through January 20, 1981.
- (3) With respect to payments received by Deaver and Hannaford during the period November 4, 1980, through January 20, 1981, please state the client and amount and whether such payment was for services rendered prior to or after November 4, 1980.
- (4) Briefly describe the nature of Deaver and Hannaford's business and the services which Deaver and Hannaford rendered to each client listed in response to question one, above.
- (5) Indicate whether the clients listed in response to question one, above, were notified of the sale of your 50% interest in Deaver and Hannaford, and if so, when and how were they so notified?
- (6) Indicate whether the clients listed in response to question one, above, were notified of your appointment as Deputy White House Chief of Staff, and if so, when and how were they notified?
- (7) During the period November 4, 1980, through January 20, 1981, and with respect to any contact, written or oral, which you had with any client or former client of Deaver and Hannaford or any representative of such client, please state:
 - (a) the identity of the former client;
 - (b) the date and place of such contact;
 - (c) the subject matter and purpose of such contact;

- (d) the name and address of any other person(s) who was a party to such contact; and
 - (e) what action, if any, you took as a result of that contact.
- (8) After January 20, 1981, and with respect to any contact, written or oral, which you had with any client or former client of Deaver and Hannaford or any representative of such client, please state:
- (a) the identity of the former client;
 - (b) the date and place of such contact;
 - (c) the subject matter and purpose of such contact;
 - (d) the name and address of any other person(s) who was a party to such contact; and
 - (e) what action, if any, you took as a result of that contact.
- (9) After January 20, 1981, and with respect to any contact which you had with clients, or representatives of clients, of The Hannaford Company, please state:
- (a) the identity of the client;
 - (b) the date and place of such contact;
 - (c) the subject matter and purpose of such contact;
 - (d) the name and address of any other person(s) who was a party to such contact; and
 - (e) what action, if any, you took as a result of that contact.
- (10) What steps did you take as an employee of the White House to disqualify or recuse yourself from any decision affecting or involving clients of former clients of Deaver and Hannaford or The Hannaford Company and was your staff so instructed? Please describe those situations where you did so recuse yourself.
- (11) Please provide copies of all documents (including letters, memoranda, receipts, personal notes, etc.) which relate to any of the above-listed questions.

II. SALE OF YOUR 50% INTEREST IN
DEAVER AND HANNAFORD BACK TO
THE COMPANY.

- (1) With respect to Deaver and Hannaford, please state:
 - (a) where, the year, and by whom it was incorporated;
 - (b) in whose names the shares of stock in D&H were held on January 21, 1981, the dates when any shares were transferred after January 21, 1981, and the parties to the transfer; and
 - (c) the names of all directors, officers, employees, and consultants for the period November 4, 1980, to present.
- (2) With respect to the sale of your interest in D&H, please state:
 - (a) the date when you first decided to sell your interest in D&H; and
 - (b) the names of all persons, other than those associated with D&H, with whom the sale of your interest was discussed and the nature of the negotiations, if any, with such individuals.
- (3) With respect to the sale of your interest, please state:
 - (a) the date when the negotiations with Peter Hannaford commenced and a brief description of such negotiations;
 - (b) identify all documents relating to the negotiations or sale and state who prepared the documents;
 - (c) who, if anyone, was providing you with legal or financial advice;
 - (d) who reviewed the document which you signed; and
 - (e) the date of the sale of your interest and the general terms of such sale.

- (4) Were any documents signed after January 20, 1981, which relate to the sale of your interest? If so, please:
 - (a) identify each document and state by whom and when it was signed; and
 - (b) describe the terms of the document.
- (5) After January 20, 1981, did you participate in any corporate decision with respect to either D&H or The Hannaford Company? If so, please describe the date and nature of such participation.
- (6) After January 20, 1981, did you or any member of your family ever serve or take any action on behalf of D&H as a director, officer, employee, or shareholder, and if so, please explain.
- (7) After January 20, 1981, please describe what, if any, efforts you took to collect any accounts receivable, delinquent or otherwise, of D&H.
- (8) Please provide copies of all written materials which relate to the sale of your interest which you identified in answering the above questions or which served as the basis for your responses to the above-listed questions.

III. GIFTS

For the purpose of the following questions:

- (a) the term "person" means an individual, corporation, company, association, firm, partnership, society, joint stock company, other organization or institution, foreign governmental authority, or international or multi-national organization;
 - (b) the term "gift" means any gift, gratuity, favor, entertainment, loan, or any other thing of monetary value, other than:
 - (1) things received from your parents, spouse, child, or other close relative;
 - (2) food or refreshments of nominal value accepted on infrequent occasions in the ordinary course of a luncheon or dinner meeting or on an inspection tour on which you are properly in attendance;
 - (3) loans from banks or other financial institutions on customary terms to finance proper or usual activities, such as home mortgage loans; and
 - (4) unsolicited advertising or promotional materials such as pens, pencils, note pads, calendars, or other items of nominal intrinsic value.
1. Please identify each gift you sought, asked for, or solicited directly or indirectly, from any person at any time subsequent to November 4, 1980, and, with respect to each such gift, identify:
- (a) the person from whom it was solicited and the general nature of the person's business;
 - (b) the person for whom it was solicited if other than yourself;
 - (c) the date on which it was solicited;
 - (d) the person who received the gift if other than yourself;
 - (e) the approximate retail value of the gift in the United States at the time of solicitation; and
 - (f) the circumstances surrounding the solicitation.

2. Please identify each gift you accepted, directly or indirectly, from any person at any time subsequent to November 4, 1980, and, with respect to each gift, identify:
 - (a) the person from whom it was received and the general nature of the person's business;
 - (b) the date on which it was accepted;
 - (c) the approximate retail value in the United States at the time of acceptance;
 - (d) what you did with the gift from the time of receipt until the present; and
 - (e) the circumstances surrounding the acceptance.
3. With respect to each gift listed in answer to questions one and two, above, please indicate whether the person had, or was seeking to obtain, contractual or other business or financial relationships with any department or agency in the Executive Branch of the Government of the United States and if so, please state:
 - (a) the nature of the contractual or business relationship had or sought;
 - (b) the date(s) that the contractual or other business relationship was had or sought, if known;
 - (c) the date you first became aware of the contractual or other business relationship had or sought;
 - (d) the nature of your relationship with the person; and
 - (e) any action you took which contributed to the person's effort to obtain or seek the contractual or other business relationship.
4. With respect to each gift listed in answer to questions one and two, above, please indicate whether, at the time of the gift, the person conducted operations or activities which were regulated by any department or agency in the Executive Branch and if so, please state:
 - (a) the nature of the operations or activities regulated;
 - (b) the type of regulation; and
 - (c) any involvement, direct or indirect, you have had in the regulation.

5. With respect to each gift listed in answer to questions one and two, above, please indicate whether, at the time of the gift, the person had interests which could be substantially affected by the performance or nonperformance of your official duties, and if so, please state:
 - (a) the nature of such interests;
 - (b) how you could affect those interests in the performance or nonperformance of your official duties; and
 - (c) any performance or nonperformance of your official duties which affected the interests of the person.
6. With respect to each gift listed in response to questions one and two, above, please provide any additional information which you consider relevant (i.e., history of prior gift exchanges, personal relationships, etc.).
7. Please describe instructions or directions you gave, if any, to members of your staff regarding soliciting, accepting, handling, and disposing of gifts.
8. Did you use or have use of any credit card or charge account in the name of a person other than yourself, or in your name but billed to someone other than yourself, from November 4, 1980, to date?
9. Please attach copies of any documents, records, or written material of any kind in your possession, or reasonably available to you, which relate to any gifts described above or upon which you relied in responding to the above-listed questions.

THE WHITE HOUSE

WASHINGTON

November 18, 1981

file

MEMORANDUM FOR MICHAEL DEEVER

FROM:

FRED F. FIELDING

SUBJECT:

The White House Weekly

When this publication first came to our attention I sent them a letter noting our opposition to the use of the masthead. The text of the letter and their reaction to it is set forth on pages of 4-7 of the attached newsletter.

Unlike the presidential seal, which is protected from misuse by a specific statute (18 U.S.C. 713), there is no legal prohibition against use of the White House name or likeness. Beyond expressing our disapproval, there is no action we can take to prevent this.

Bayce Wintow