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Per the campaign, the only agenda item for discussion for tomorrow is the attached budget. The campaign requested that only you two receive copies of this tonight.

Thank you.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1/31/84

PROPOSED BUDGET ALLOCATION

<u>COST CENTER</u>	<u>SUB-TOTAL</u>	<u>TOTAL</u>	<u>%</u>
CHAIRMAN'S OFFICE PROGRAM		\$ 559.	3.
NATIONAL POLITICAL PROGRAM	\$ 545.		
REGIONAL POLITICAL PROGRAM	823.		
STATES PROGRAM	3,175.		
VOTER REGISTRATION PROGRAM	3,000.		
CITIZEN GROUPS PROGRAM	250.		
WOMEN'S PROGRAM	150.		
POLITICAL EDUCATION PROGRAM	200.		
CONGRESSIONAL LIAISON PROGRAM	45.		
VICE PRESIDENTIAL OPERATIONS	162.	8,350.	40.
SCHEDULING/ADVANCE PROGRAM	356.		
PRESIDENTIAL EVENTS	864.		
VICE PRESIDENTIAL EVENTS	562.		
SURROGATES	450.	2,232.	11.
CONVENTION PROGRAM		1,000.	5.
MEDIA PROGRAM		2,900.	14.
PLANNING AND POLLING	1,000.		
RESEARCH-ISSUES	150.		
RESEARCH-OPPOSITION	150.	1,300.	6.
COMMUNICATIONS		662.	3.
ADMINISTRATION		1,997.	9.
CONTINGENCY FUNDS		2,000.	9.
		21,000.	100.
PORTION OF POLITICAL TO BE TRANSFERRED TO COMPLIANCE/ FUNDRAISING		(500.)	
SPENDING LIMITATION		20,500.	

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

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

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

CHAIRMAN'S OFFICE

BUDGET SUMMARY

COST CATEGORY

BUDGET

PERSONNEL

\$ 287,000 +

PERSONNEL COSTS (12%)

31,737

TRAVEL

38,000

SPECIAL ITEMS

51,465

RESERVE

2,374,000

2,382,202

EXPENDITURES THROUGH 12/31/83

151,798

TOTAL BUDGET

\$2,934,000

PERSONNEL AUTHORIZED:

ASSIGNED
NEW HIRES

APPROVED: _____

CAMPAIGN DIRECTOR

Drivers salary
Roberts
Elmets

2,174,000

Cont. Gr. by

+2 drivers
Doug Elmets
John Roberts
2 people

14
13
11
3
18
15
3

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

CHAIRMAN'S OFFICE

BUDGET SUMMARY

COST CATEGORY

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Roberts
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Cont. Acc. by

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John Roberts
2 people

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13
11
3
18
15
3

REAGAN-BUSH '84

The President's Authorized Campaign Committee

January 31, 1984

NATIONAL POLITICAL

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$296,660
PERSONNEL COSTS (10%)	29,665
TRAVEL	54,089
GENERAL EXPENSES	<u>10,000</u>
EXPENDITURES THROUGH 12/31/83	154,907
TOTAL BUDGET	<u><u>\$545,321</u></u>

PERSONNEL AUTHORIZED:	16
ASSIGNED	15
NEW HIRES	1

APPROVED:

CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

January 31, 1984

REGIONAL POLITICAL

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$441,875
PERSONNEL COSTS (10%)	44,188
TRAVEL	312,120
REGIONAL OFFICES	<u>25,108</u>
TOTAL BUDGET	<u>\$823,291</u>
PERSONNEL AUTHORIZED:	19
ASSIGNED:	17
NEW HIRES:	2

APPROVED: _____
CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

VOTER REGISTRATION

BUDGET SUMMARY

COST CATEGORY

BUDGET

PERSONNEL

\$ 215,185

PERSONNEL COSTS (12%)

25,822

IMPLEMENTATION

1,881,961

SUPPORTING GROUPS

680,000

TRAVEL

128,000

2,930,968

EXPENDITURES THROUGH 12/31/83

69,032

TOTAL BUDGET

\$3,000,000

PERSONNEL AUTHORIZED:

10

ASSIGNED
NEW HIRES

3

7

*Yvonne Cameron
Bill Hauser
Cash Carter
Linda Cherry
Ellen Conway
Carolyn W.*

APPROVED: _____

J. L. Roth
CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

CITIZENS GROUPS

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$119,000
PERSONNEL COSTS (10%)	11,900
TRAVEL	49,000
POSTAGE	11,000
COLLATERAL MATERIALS	9,100
GENERAL EXPENSES	<u>50,000</u>
TOTAL BUDGET	<u>\$250,000</u>

PERSONNEL AUTHORIZED:

6

ASSIGNED
NEW HIRES

81
85

APPROVED: _____

SA Kall
CAMPAIGN DIRECTOR

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

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REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

WOMEN'S OFFICE

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$ 66,600
PERSONNEL COSTS (10%)	6,660
TRAVEL	28,000
COLLATERAL MATERIALS	8,000
GENERAL EXPENSES	<u>40,740</u>
TOTAL BUDGET	<u>\$150,000</u>

PERSONNEL AUTHORIZED:	3
ASSIGNED	1
NEW HIRES	2

APPROVED: _____


CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

POLITICAL EDUCATION

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$ 48,000
PERSONNEL COSTS (10%)	4,800
TRAVEL	24,000
EDUCATIONAL MATERIALS	15,000
SEMINARS AND EVENTS	100,000
GENERAL EXPENSES	<u>8,200</u>
TOTAL BUDGET	<u><u>\$200,000</u></u>

PERSONNEL AUTHORIZED:

ASSIGNED
NEW HIRES

2
2
0

*Amber
my name*

APPROVED: _____

[Signature]
CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

CONGRESSIONAL LIAISON OFFICE

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$28,000
PERSONNEL COSTS (10%)	2,800
EXPENSES	<u>14,200</u>
TOTAL BUDGET	<u>\$45,000</u>

PERSONNEL AUTHORIZED:

2

ASSIGNED

1

NEW HIRES

1

APPROVED: _____


CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

VICE PRESIDENTIAL OPERATIONS

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$113,769
PERSONNEL COSTS (12%)	11,376
TRAVEL	32,000
GENERAL EXPENSES	<u>5,000</u>
TOTAL BUDGET	<u>\$162,145</u>

PERSONNEL AUTHORIZED:

5

ASSIGNED
NEW HIRES

3 4
2 1

APPROVED: _____

CAMPAIGN DIRECTOR

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

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

REAGAN-BUSH '84

The President's Authorized Campaign Committee

January 31, 1984

SCHEDULING/ADVANCE

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$299,308
PERSONNEL COSTS (12%)	35,918
GENERAL EXPENSES	<u>20,766</u>
TOTAL BUDGET	\$355,992

PERSONNEL AUTHORIZED:	18
ASSIGNED	5
NEW HIRES	13

APPROVED:

CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-19-84

COMMUNICATIONS

BUDGET SUMMARY

<u>COST CATEGORY</u>	<u>BUDGET</u>
PERSONNEL	\$331,612
PERSONNEL COSTS (12%)	39,792
TRAVEL	31,000
WIRE SERVICES	8,697
RADIO PROGRAMS	112,000
EQUIPMENT	20,000
GENERAL EXPENSES	<u>85,367</u>
	628,468
EXPENDITURES THROUGH 12/31/83	<u>33,532</u>
TOTAL BUDGET	<u>\$662,000</u>

PERSONNEL AUTHORIZED:	21
ASSIGNED	11
NEW HIRES	10

APPROVED: _____

CAMPAIGN DIRECTOR

REAGAN-BUSH '84

The President's Authorized Campaign Committee

1-16-84

ADMINISTRATION

PERSONNEL	\$ 290,446
PERSONNEL COSTS (12%)	34,853
HEALTH INSURANCE	101,500
FACILITIES	385,960
SECURITY	35,280
TELEPHONES	418,000
ADMINISTRATIVE SERVICES	233,325
FURNITURE and EQUIPMENT	121,530
CURRENT EXPENDITURES THROUGH 12/31/83	<u>487,128</u>
BUDGET REQUEST	\$2,108,022

PERSONNEL ASSIGNED	22
ADDITIONAL PERSONNEL REQUESTED IN BUDGET	<u>0</u>
TOTAL	22

passed

Revised 2/1/84

1,997,000

from
Bay
11/11/84

MONTHLY OVERHEAD

RENT-----	41,951.
TELEPHONE-----	29,000
PEPCO-----	4,000
AUTO LEASE-----	2,204
JANITORIAL SERVICES-----	2,205
PARKING-----	7,145
SECURITY-----	5,063
COPY MACHINE RENTAL-----	6,324
POSTAGE METER-----	2,000
HEALTH INSURANCE-----	8,067
PRINTING-----	500
GASOLINE-----	200
PAYROLL-----	290,000
CONSULTANTS-----	44,190
COMPUTER COSTS-----	4,000
APARTMENT RENT-----	950
CAR TELEPHONES-----	160
NEWSPAPER SERVICE -----	485
SPARKLES CAR WASH-----	140
PUROLATOR (EXPRESS MAIL)-----	150
UPI -----	375
OFFICE SUPPLIES-----	4,000
FICA TAXES-----	10,000
TOTAL	463,109

December 8, 1983

FINANCE COMMITTEE BUDGET

(October 17, 1983 through August 24, 1984)

PERSONNEL (by department)

Finance Director	57,826	
Fundraising	54,020	
Operations	<u>23,005</u>	
	\$ 134,851	
12% P/T & Ins.	<u>16,182</u>	
TOTAL SALARIES, PAYROLL TAXES & INS.		\$ 151,033

OPERATIONS

Washington, D.C.:		
Rent -- 2500 sq. ft. @ \$21	\$ 44,843	
Telephone	21,500	
Postage	3,225	
Supplies	10,750	
Transportation	8,600	
Office Machines	<u>16,125</u>	
Total Washington Office	105,043	
Nashville, Tennessee:		
Rent	\$ 2,016	
Telephone	2,150	
Postage	538	
Supplies	<u>538</u>	
Total Nashville Office	5,242	
TOTAL OPERATIONS		\$ 110,285

DIRECT MAIL

Consultant	\$ 30,000	
Postage & Vendors	2,698,060	
Thank you letters	50,000	
TOTAL DIRECT MAIL		2,778,060

VOLUNTEER FUNDRAISING:

Events:

Planning Session (Nov. 83)	\$ 23,000
Report Meeting (Jan. 84)	15,000
Report Meeting (March 84)	15,000
Consultant	16,253
State Events	250,000 ✓
Consultant	21,351
Committee Gifts	10,000
Thank you letters	5,000

Tools:

*Slide Presentation Revision	10,000
*Cassettes (200)	50,000
*Planning book	12,000
Consultant	16,000
VIP Travel	35,000

TOTAL VOLUNTEER FUNDRAISING

\$ 478,604

MISCELLANEOUS:

Travel	\$ 40,000
Lodging	20,000
Meals	15,000
Entertainment	13,000

TOTAL MISCELLANEOUS

\$ 88,000

GRAND TOTAL

\$3,605,982

ALLOWABLE COST

\$4,200,000

RESERVE

\$ 594,018

TREASURER'S/LEGAL OFFICE BUDGET

[illegible]

TREASURER'S/LEGAL OFFICE BUDGET

ITEM	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	TOTAL
Treasurer's Office									
Copier Supplies		500	1000	500	400	300	300	500	3500
Postage	600	800	800	700	700	700	600	600	5500
Publications	50	100	50	100	50	100	100	50	600
ADP Service	150	250	250	250	250	250	250	200	1850
Computer Services									
Expenditure	6100	3600	3600	3900	3900	3900	3900	3120	32020
Money Processing	15000	15000	20000	15000	10000	10000	5000	5000	95000
Miscellaneous	500	500	500	500	500	500	500	500	4000
Subtotal	34510	37931	40060	39310	30341	30791	25191	21802	259936
GRAND TOTAL	95847	110268	113897	113417	105678	106128	100528	82074	827567

TREASURER'S/LEGAL OFFICE BUDGET

<u>ITEM</u>	<u>JAN</u>	<u>FEB</u>	<u>MAR</u>	<u>APR</u>	<u>MAY</u>	<u>JUN</u>	<u>JUL</u>	<u>AUG</u>	<u>TOTAL</u>
<u>Legal Office</u>									
<u>Personnel</u>									
Chief Counsel	1	5000	5000	5000	5000	5000	5000	4000	39000
Secretary to General Counsel	1	1733	1733	1733	1733	1733	1733	1386	13517
Asst to Chief Counsel	1	1875	1875	1875	1875	1875	1875	1500	14625
Secretary	1	1333	1333	1333	1333	1333	1333	1066	10397
Clerk Typist	1	625	1250	1250	1250	1250	1250	1000	9125
Subtotal	5	10566	11191	11191	11191	11191	11191	8952	86664
Personnel Costs (12%)									
Travel		1268	1343	1343	1343	1343	1343	1074	10400
Special Supplies and Publications		700	700	700	700	700	700	560	5460
Subtotal		200	200	200	200	200	200	200	1000
		2168	2243	2243	2243	2043	2243	1834	16860
GRAND TOTAL		12734	13234	13434	13434	13234	13434	10786	103524

REAGAN-BUSH '84

The President's Authorized Campaign Committee

PROPOSED OPENING DATES FOR STATE OFFICES

Kitchin

Alabama	February 15
Florida	February 15
Georgia	February 15
Kentucky	June 1
Mississippi	March 1
North Carolina	April 15
South Carolina	February 15
Virginia	March 1
Tennessee	May 1
West Virginia	August 1

Masson

Alaska	March 1
Arizona	March 15
Colorado	March 1
Idaho	March 1
Montana	March 1
New Mexico	February 15
North Dakota	March 1
Utah	March 15
Wyoming	March 15

Rousselot

California	February 15
Hawaii	June 1
Nevada	May 1
Oregon	March 1
Washington	February 15

(continued)

Shelby

Arkansas	May 15
Kansas	May 15
Louisiana	April 1
Oklahoma	May 15
South Dakota	May 15
Texas	February 15
Nebraska	May 15

Stanley

Illinois	February 15
Indiana	Open
Iowa	Open
Michigan	March 15
Minnesota	July 1
Missouri	March 15
Wisconsin	June 1

Stone

Connecticut	March 1
Delaware	April 1
Maine	May 1
Maryland	July 1
Massachusetts	July 1
New Hampshire	Open
New Jersey	March 15
New York	April 1
Ohio	March 15
Pennsylvania	February 15
Rhode Island	July 1
Vermont	February 1
D.C.	-----

1/29/84

KITCHIN: 10 states/108 electoral votes

Alabama	50
Florida	160
Georgia	50
Kentucky	40
Mississippi	50
North Carolina	50
South Carolina	50
Virginia	60
Tennessee	40
West Virginia	10
	560

Avg. per state:	56,000
Avg. per electoral vote:	5,185

1/29/84

MASSON: 9 states/42 electoral votes

Alaska	15
Arizona	35
Colorado	70
Idaho	20
Montana	20
New Mexico	70
North Dakota	20
Utah	20
Wyoming	20
	290

Avg. per state: 32,222
Avg. per electoral vote: 6,905

1/29/84

ROUSSELOT: 5 states/72 electoral votes

California	200
Hawaii	15
Nevada	25
Oregon	82
Washington	90
	<u>412</u>

Avg. per state:	82,400
Avg. per electoral vote:	5,722

1/29/84

SHELBY: 7 states/68 electoral votes

Arkansas	20
Kansas	20
Louisiana	60
Oklahoma	20
South Dakota	20
Texas	206
Nebraska	20
	366

Avg. per state:	52,285
Avg. per electoral vote:	5,382

1/29/84

STANLEY: 7 states/96 electoral votes

Illinois	175
Indiana	41
Iowa	90
Michigan	90
Minnesota	20
Missouri	70
Wisconsin	30
	516

Avg. per state:	73,714
Avg. per electoral vote:	5,375

1/29/84

STONE: 12 states/152 electoral votes

Connecticut	80
Delaware	20
Maine	20
Maryland	10
Massachusetts	15
New Hampshire	150
New Jersey	120
New York	60
Ohio	80
Pennsylvania	70
Rhode Island	15
Vermont	25
DC	5
	670

Avg. per state:	55,833
Avg. per electoral vote:	4,407

REAGAN-BUSH '84

The President's Authorized Campaign Committee

AGENDA FOR
CALIFORNIA GROUP MEETING

January 29, 1984

- Budget (Attachment #1)
- Organization (Attachment #2)
- Voter Registration (Attachment #3)
- Themes (Attachment #4)
- Timetable for opening state headquarters
- Polling
- President's trip to Iowa
- Convention coordination
- Media

THEMES FOR CAMPAIGN '84

- We are better off today than in 1980. Our record is our strength. Inflation, interest rates, housing starts, personal income, and economic growth have all improved under President Reagan. Unemployment will be back to 1980 levels and is trending positive.
- Keep a good thing going. We can turn four great years into eight great years under President Reagan.
- Ronald Reagan is building a lasting and meaningful peace through strength and negotiation.
- We are safer than we were four years ago. Once again, America is a force for peace in the world.
- Ronald Reagan has restored America's faith in itself.
- Americans today have a leader they can respect, admire and follow with trust in his instinct and judgment.
- The last three years have proven the cynics and naysayers wrong. America can succeed; America is good. We are not a "sick society"; we do not suffer from "malaise."
- America's Next Frontier will blossom under Ronald Reagan, who will nurture a prosperous and innovative future for our country on earth and in space.
- Ronald Reagan is leading a rededication of traditional values in the home, at the school, and throughout American public life.
- Ronald Reagan has brought a balanced view of government to Washington. Important social programs are still in place, and their budgets are growing every year, but not at the runaway pace of the 1960s and 1970s. Need for development is balanced with the need for conservation. Ronald Reagan has fought against overspending and overtaxing, and has won major victories for the U.S. taxpayer.

- Ronald Reagan has kept his promise to restrain government spending, cut taxes and reduce regulations.

- Ronald Reagan has kept his promise to restore America's defenses.

- Ronald Reagan has kept his promise to improve America's standing in the world.

- Ronald Reagan is the most revered American President since Dwight Eisenhower. Personally popular even among political opponents, President Reagan has built a positive consensus in America that approves of his leadership. He is a wise, unassuming, and humble man who cares about his nation and the people.

THE WHITE HOUSE
WASHINGTON

Keep

MEMORANDUM FOR MICHAEL DEEVER

FROM: MARGARET TUTWILER *MDT*
DATE: FEBRUARY 9, 1984
SUBJECT: AUXILIARY GROUP CHAIRMEN AT REAGAN-BUSH '84

Per your request on Air Force One earlier this week, below please find a list of the auxiliary group chairmen currently in place at Reagan-Bush '84.

Betty Southard Murphy	Chairman of Voters for Reagan-Bush
Sonia Landau	Coordinator of Women for Reagan-Bush
LeGree Daniels	Chair of Black Voters
Richard Fox	Chairman of Jewish Voters
Tirso del Junco	Chairman of Hispanic Voters
Michael Sotirhos	Chairman of Ethnic Voters

I understand from Ed Rollins that the campaign has plans at this time to establish the following:

Entertainers for Reagan-Bush

Athletes for Reagan-Bush

Businessmen for Reagan-Bush
(per your discussion with Rollins about Murdock)

I have asked the campaign to let us know as they decide to form additional auxiliary groups.

Thank you.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

Senator Paul Laxalt

Margaret Hance

Angela (Bay) Buchanan Jackson

Drew Lewis

Joe M. Rodgers

Edward J. Rollins

Lee Atwater

Richard Wirthlin

Jim Lake

Roger Allan Moore

Ron Robertson

Helen Cameron

Linda Reed

William Timmons

Charles Black, Jr.

Paul Manafort

Lyn Nofziger

Stuart Spencer

Robert Teeter

Kenneth Klinge

Dan Morris

Ron Kaufman

Betty Southard Murphy

Sonia Landau

LeGree Daniels

Richard Fox

General Chairman

National Co-Chair

Treasurer and Comptroller

Director of National Strategy
Committee

Finance Chairman

Campaign Director

Deputy Campaign Director

Director of Research, Planning,
and Policy

Communications Director

General Counsel

Chief Counsel

Director of Voter Programs

Director of Administration

Director of Convention Activities

Consultant

Consultant

Consultant

Consultant

Consultant

Director of Special Projects

Director of Advance, Scheduling,
and Surrogates

Political Liaison to the Vice
President

Chairman of Voters for Reagan-Bush

Coordinator of Women for Reagan-Bush

Chair of Black Voters

Chairman of Jewish Voters

Roger Stone

Regional Campaign Director
Northeast

Anne Stanley

Regional Campaign Director
Midwest

Lou Kitchin

Regional Campaign Director
Southeast

Rick Shelby

Regional Campaign Director
Southwest

Mike Masson

Regional Campaign Director
Rocky Mountain

John Rousselot

Regional Campaign Director
Far West

THE WHITE HOUSE
WASHINGTON

Date: 11/24/84

TO:

Mike Deaver

FROM:

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

☐ Information

☐ Action

☐ Let's Discuss

Attached for mtg w/ Cabinet
on the Campaign

REAGAN-BUSH '84

The President's Authorized Campaign Committee

January 23, 1984

MEMORANDUM FOR: Ed Rollins
Michael A. McManus, Jr. ✓

FROM: Dan Morris *DWM*

RE: Proposed Schedule for February 1, 1984
and February 6, 1984

February 1, 1984

Cabinet Meeting:

The President asks the Cabinet for their full commitment and complete cooperation to the Campaign and the Speakers Department.

Cabinet Luncheon:

Drew Lewis conducts a briefing on how the Speakers Department will operate. (Note: Dan Morris may participate in briefing.)

Briefing Program:

- 1) Introduction of the Directors of the Campaign Event Operations Division
- 2) Structure and objectives of the Campaign Event Operations Division
- 3) Communication procedures of the Speakers Department to the Cabinet Officers
- 4) Pre-event operations and procedures (i.e. airline tickets, hotel reservations, schedule development)
- 5) Briefing information and talking points
- 6) Post-event follow-up
- 7) Federal Election Commission rules and regulations

At the close of the briefing, the Cabinet officers will be asked to have their Chief Scheduler and Administrative Assistant to attend a briefing at the Reagan-Bush '84 Headquarters on Friday, February 6, 1984.

Memorandum for Ed Rollins
Michael A. McManus, Jr.

Page Two

February 6, 1984

Follow-up Briefing:

The Campaign Event Operations staff will conduct a two-hour briefing with the Cabinet Officers' Chief Schedulers and Administrative Assistants. This will be a complete nuts and bolts briefing on operational procedures and lines of communications.

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR MICHAEL DEAVER ✓
MICHAEL McMANUS
LARRY SPEAKES
SHERRIE COOKSEY

EDWARD ROLLINS
JIM LAKE

FROM: MARGARET TUTWILER MOT

DATE: JANUARY 26, 1984

SUBJECT: TAG LINE FOR PRESIDENT'S ANNOUNCEMENT

The attached memorandum from Jim Lake is self-explanatory.

Jim Baker has approved "Option D" for use by Reagan-Bush '84.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

M E M O R A N D U M

TO: MARGARET TUTWILER

FROM: JIM LAKE

DATE: JANUARY 25, 1984

RE: TAG LINE FOR PRESIDENT'S ANNOUNCEMENT

We spoke earlier about coming up with a tag line for the President's announcement. Below are four options.

Option A is what the networks say is the minimum needed to satisfy the FCC: "The preceding political program was paid for by Reagan-Bush '84."

Option B is what Ron Robertson and Sherry Cooksey prefer as the minimum we should have: "The preceding political program was paid for by Reagan-Bush '84, the President's Authorized Campaign Committee; Paul Laxalt, Chairman; Angela Buchanan Jackson, Treasurer."

Option C is a combination of what the lawyers would like and includes an appeal for funds which would allow us to offset 25% of the announcement's cost against our fundraising allocation: "The preceding political program was paid for by Reagan-Bush '84, the President's Authorized Campaign Committee; Paul Laxalt, Chairman; Angela Buchanan Jackson, Treasurer. Correspondence, offers of volunteer support, and contributions should be sent to Reagan-Bush '84, P.O. Box _____, Washington, D.C. 20001."

Finally, Option D contains the minimum the lawyers need, as well as a shorter version of the fundraising appeal, and is the version that Ed Rollins prefers: "The preceding political program was paid for by Reagan-Bush '84. Correspondence, offers of volunteer support, and contributions should be sent to Reagan-Bush '84, P.O. Box _____, Washington, D.C. 20001."

The last option would take less time than Option C, as well as get in the line about contributions, which, as you know, is very much to our advantage to include.