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THE WHITE HOUSE
WASHINGTON

Date: 4/9/84

TO:

Mike Deaver

FROM:

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

☒ Information

☐ Action

☐ Let's Discuss

REAGAN-BUSH '84

The President's Authorized Campaign Committee

April 9, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS

SUBJECT: Weekly Report on Campaign Event Operations #10

I. ADVANCE

1. SHREVEPORT, LOUISIANA

The Vice Presidential trip to Shreveport was a huge success. The Vice President was very well received at the AT&T plant and his comments after the event were extremely positive. He has indicated a new willingness to do the labor/blue collar-type events. There were 3,200 people at the Shreveport courthouse rally. The only minor problem was a heckler, Republican "Boogaloo" Cooper, who shouted "Be Fair, George". The crowd chanted him down and the Vice President responded humorously. Enclosed please find the newspaper articles on this trip. (See Tab A)

2. VICE PRESIDENTIAL TRIP TO WISCONSIN, OHIO AND PENNSYLVANIA

Milwaukee, Wisconsin - We are still doing research on the Allen Bradley plant to insure it is appropriate for a Vice Presidential visit. So far, all reports are good. The bowling alley proposal has been approved and should provide excellent media coverage.

Ohio and Pennsylvania - No major changes in the schedule for these three stops.

Enclosed please find the updated schedule for this trip. (See Tab B)

3. VICE PRESIDENTIAL TRIP TO NEW JERSEY

The Vice President is currently scheduled to go to New Jersey instead of Tennessee on April 27. The proposal is for the Vice President to do a motorcade tour of approximately six cities in New Jersey. An advanceman is currently surveying sites.

4. SURROGATE TRIPS

At this time we are developing a schedule for the "Reagan All-Stars" bus tour through Wisconsin on April 15-16. Dick Schafrath is contacting the athletes, concentrating on football and baseball players. We are planning on commitments from at least four major names and will supplement them with 3-5 lesser-known athletes. This tour is designed to appeal to the section of Wisconsin that will respond to the All-American hero image. Based on favorable responses from the Wisconsin trip, we will repeat the tour in other states.

A site survey has been completed in Louisiana for surrogate tours and the report will be submitted next week. Surveys have been on-going in Ohio and surrogate activity will still be on a case-by-case basis. Surrogate tours for Pennsylvania have been cancelled, based on the recommendation of the RCD.

I. SCHEDULING

1. PROPOSED SCHEDULING FOR THE VICE PRESIDENT AND SURROGATE SPEAKERS

The Proposed 45-Day Schedule for the Vice President and Surrogate Speakers has once again been updated. These changes reflect recommendations by the RCDs, as well as revisions suggested by our advance staff in the field. (See Tab C)

Missouri - The Vice President's trip to Missouri on April 25 has been revised. At the recommendation of our local contacts, the first stop on the trip will be Jefferson City, rather than Kansas City. Based on the final recommendation we receive from our state chairman and Governor Bond, this stop could be either an official trip with an address to the state legislature, followed by a press availability on the Capitol steps, or a political trip with a rally in Jefferson City.

Tennessee - The Vice President's trip to Tennessee has been cancelled. The main event of this trip was a visit to the Grand Ole Opry in Nashville on April 27. Due to the fact that a major GOP dinner is scheduled on the same night in the same complex, Lou Kitchen (RCD for this state) felt the Vice President would have to attend both events. Governor duPont is scheduled to be the keynote speaker at the GOP dinner and there was concern that the Vice President's appearance here would "ruffle some feathers" of the VIPs already scheduled to attend. Therefore, the trip was cancelled at this time.

Lou Kitchen also feels surrogate activity in this state would be more important during the fall campaign, so no campaign appearances are being scheduled at this time.

New Jersey - New Jersey is now the focus for the Vice President on April 27. Current plans are for the VP to do a motorcade or bus trip, beginning in Trenton or Newark, and hitting additional stops in East Orange, Morristown, Elizabeth and Edison. Ron Kaufman has signed off on this trip but we are waiting for final approval from the Vice President. A state profile for this trip has been prepared and site surveys are being conducted at this time.

Texas - A state profile has been developed, based on contacts supplied to us by Rick Shelby (RCD). We have ideas for several good events and sites. Andrew Littlefair will look for sites if time permits; otherwise, advancements will be in the state on April 18.

Mississippi - There is a possibility of a political stop in Alabama or Mississippi when the Vice President goes to Pascagoula to do a ship christening on April 28. Scheduling has informed Lou Kitchen's office and they are looking for a good event in Mobile, Biloxi or Pasacagoula.

2. MAUREEN REAGAN

Sarah met with M.J. Jameson and Suzanne Rich to discuss Maureen's schedule. Plans are still to send Maureen into Ohio on the evening of April 27 through noon on April 28. Our advancements are still surveying sites for these events. There is a chance that the official event on Maureen's schedule in Cleveland could be cancelled, at which point we may send her to Cincinnati. We will wait to hear from Maureen's office and the results of the survey trip before making any final plans.

Maureen is also continuing to hold May 2 for us in Texas, for a trip to Dallas or possibly another city.

3. STATE CONVENTIONS

Scheduling has completed calls to each Republican State Chairman to determine the need for keynote speakers for their state conventions. A meeting was held with Mayor Hance to get her commitments for those conventions that she would attend. The remaining states without keynote speakers will be filled with Cabinet Officers and we are currently checking with the RCDs for their recommendations.

4. MAYOR HANCE

Mayor Hance's trip to Amarillo was very successful and the Mayor was very pleased with the scheduling and press events. Included in the trip were two interviews, one print and one radio, which the Mayor felt went well.
(See Tab D)

Mayor Hance has agreed to attend the following state conventions in April and May:

Columbia, South Carolina (April 13-14)
Oklahoma City, Oklahoma (April 28)
Phoenix, Arizona (May 4-5)
Fairbanks, Alaska (May 18-19)

Tentative commitments for conventions in June and July include:

Springfield, Missouri (June 9)
Minneapolis, Minnesota (June 14-16)
Indianapolis, Indiana (June 19)
Salt Lake City, Utah (June 22-23)
Denver, Colorado (July 19)
Charleston, West Virginia (July 27-28)

5. STATE PROFILE INFORMATION

A new profile sheet has been developed on Texas, as well as an update on Ohio. (See Tab E)

6. CABINET OFFICERS' SCHEDULING

We have received word that the Cabinet Officers are more than willing to go on the road for Reagan-Bush. Due to the fact that several of them have not been used as of yet, we will begin looking for events outside of our 10-day focus states and attempt to involve these surrogates.

The state of Georgia has requested a Cabinet Officer for a day in late April to do some fundraisers and party-building around the state. We will try to fill this request with one of our Officers who has yet to go on the road.

III. SPEAKERS

1. SURROGATE SCHEDULING

Secretary Heckler has committed May 18 to Reagan-Bush and will be scheduled into Ohio or New Jersey.

U.S. Treasurer Kay Ortega has committed May 3 in Dallas to RB. One of the scheduled events will be the Dallas Mexican-American reception.

Secretary Bell has agreed to do an RB '84 event in Seattle, Washington on May 8.

Senator Strom Thurmond has offered to do an event on April 19 and Lou Kitchen is exploring possibilities.

Secretary Pierce has agreed to do the Pennsylvania Bus Tour on April 16-17.

2. ATHLETES FOR REAGAN-BUSH

Dick Schafrath is seeking commitments from nationally known All-Stars to participate in the Wisconsin Bus Tour on April 16-17.

A partial listing of his latest round of supporters includes:

Karate World Black Belt Expert Jhoon Rhee
Jockey Eddie Arcaro
Chris Evert-Lloyd
'84 Volleyball Olympic Team Member Tauna Vandeweghe
Denver Nuggets' Kiki Vandeweghe
Redskins' Sonny Jergensen
Redskins' John Riggins
Cleveland Browns' Doug Diekess

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF APRIL 9-13, 1984

MONDAY, APRIL 9, 1984

9:00 a.m.	CEO Staff Meeting	
10:30 a.m.	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
12:00 noon	Update on New Jersey VP Tour	B. Schmidt to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting	S. Long, M. Head T. Maher to D. Morris
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TUESDAY, APRIL 10, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
10:00 a.m.	Vice Presidential Scheduling Meeting	D. Morris, R. Kaufman, J. Fitzgerald, and D. Sullivan
12:00 noon	Briefing on Wisconsin, Ohio and Pennsylvania Trip	M. Head to D. Morris
3:00 p.m.	Final Budget for VP Trip WI, OH, and PA	H. Wilson, M. Head to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting	S. Long, M. Head, T. Maher to D. Morris
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WEDNESDAY, APRIL 11, 1984

10:00 a.m.	Advance Assignments Complete	M. Head to Advancemen
2:00 p.m.	Vice Presidential Trip to Wisconsin	
2:30 p.m.	Meeting with Susan Davis	S. Davis to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
T. Maher to
D. Morris

THURSDAY, APRIL 12, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
11:30 a.m.	Vice Presidential Trip to Columbus	
3:00 p.m.	Vice Presidential Trip to Cleveland	

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head
T. Maher to
D. Morris

FRIDAY, APRIL 13, 1984

7:45 a.m.	Political Division Head Meeting	D. Morris to Division Heads
11:30 a.m.	Vice Presidential Trip to Pennsylvania	
3:00 p.m.	Draft Schedule for Wisconsin All-Stars Tour	M. Head to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, T. Maher,
M. Head to
D. Morris

THE WHITE HOUSE
WASHINGTON

Date: 4/2/84

TO:

Mike Deaver

FROM:

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

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file

REAGAN-BUSH '84

The President's Authorized Campaign Committee

April 2, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS

SUBJECT: Weekly Report on Campaign Event Operations #9

I. ADVANCE

1. SHREVEPORT, LOUISIANA

The Vice President will visit Shreveport on April 4th for a plant tour of Western Electric. After the tour he will have lunch with the employees in the cafeteria and then address a noon-time rally at the courthouse in downtown Shreveport.

Quite a bit of research has been done to insure that the union (IBEW) at Western Electric will be friendly and cooperative. (See Tab A)

The Shreveport visit begins an effort to slightly alter the Vice President's campaign style from mainly crowd events to more people-to-people events. Shreveport offers a good chance for a strong show of strength and a human interest event with the factory tour and employee luncheon.

The rally is outdoors on the steps of the courthouse. Crowd should be approximately 2,000.

Enclosed please find the latest schedule for this trip. (See Tab B)

2. VICE PRESIDENTIAL TRIP TO WISCONSIN, OHIO AND PENNSYLVANIA

Milwaukee, Wisconsin - Milwaukee will provide a good setting for some "down to earth" ethnic events. The Vice President will do a traditional assembly line tour of a revived "Smokestack Industry". There will be a rally in Serb hall, a traditional stomping ground for politicians. Serb Hall is an ethnic meeting place which will offer great local color such as Serbian costumes, Polka bands, pretzels and beer. We have also proposed that the Vice President receive a bowling shirt and throw a couple of bowling balls in the Serb Hall Bowling Alley.

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

Columbus, Ohio - There is an opportunity to create two firemen-related events in Columbus that should be received very well by the more than 139,000 members of the Fire Associations in Ohio.

The first event is the at the State Fire Academy, where the Vice President will view a live firefighting demonstration. Here the Vice President can endorse the important value of volunteerism due to the fact that so many of Ohio's firemen are volunteers.

The second event is a noon-time rally at Franklin University. The site is fairly small but is very conducive for a loud and enthusiastic crowd. The Vice President will break new ground by entering the hall from the rear and shaking hands along a central aisle.

Finally, the Vice President will stop at a downtown fire station, have lunch with firemen and tie in the notion of volunteerism and private sector involvement and continue our people-to-people theme.

Cleveland, Ohio - Currently we are planning an early evening rally and pot luck dinner. The rally will be held in a union hall and should be well attended. The evening event, a Republican Ward Club dinner, should be very good. We envision the Vice President bringing his own casserole and sitting among the group of 250. The event will be held in the basement of St. Roco's Church. The event will appeal to the middle income, blue collar Republicans in Cleveland.

A previously scheduled visit to the police station here was cancelled due to political considerations.

Lancaster, Pennsylvania - Lancaster is the last stop of the Vice President's 3-day tour. Lancaster is a prosperous city with an unemployment rate of 4.2%. The two events are a Central Market Tour and a town square rally. Both of these events will be strong and should cap the tour nicely.

Enclosed please find the updated schedule for this visit.
(See Tab C)

3. SURVEY TRIP TO OREGON, WASHINGTON, TENNESSEE AND MISSOURI

Steve Studdert surveyed Seattle, Spokane, Olympia, Portland, Salem and Medford for potential visits by the Vice President.

Andrew Littlefair and Steve Studdert will depart mid-week for a survey trip to Nashville, Kansas City and St. Louis for upcoming visits by the Vice President.

4. ADVANCE PACKET

Enclosed you will find an advance packet which has been prepared by the CEO staff for new advancement to receive when they come on board. This packet, which includes budget worksheets, expense reports and contact sheets, will help facilitate activities in the field. (See large manilla envelope in back of notebook)

5. REAGAN ROUNDUP

Enclosed is a copy of the first draft of the Reagan Roundup. (See Tab D)

6. ADVANCE MANUAL

A preliminary draft of the Reagan-Bush Advance Manual has been completed. A working draft should be completed by mid-week.

7. SURROGATE TRIPS TO WISCONSIN, PENNSYLVANIA, LOUISIANA AND OHIO

Work is underway by our advancement on the ground in Wisconsin and we currently have a one-day bus tour planned for the Eastern part of the state. Our advancement in Pennsylvania is investigating possible surrogate events there. Southern Louisiana will be surveyed for surrogate events on April 5. Ohio surrogate activities are being developed on a case-by-case basis.

II. SCHEDULING

1. PROPOSED SCHEDULING FOR THE VICE PRESIDENT AND SURROGATE SPEAKERS

The Proposed 45-Day Schedule for the Vice President and Surrogate Speakers has once again been revised since last week's report. These changes reflect recommendations by the RCDs, as well as revisions suggested by the advance staff in the field. (See Tab E)

A major change includes a shift in emphasis away from using surrogates in Pennsylvania at this time. Roger Stone recommends that the Vice President's trip by itself is a large enough event to "show the flag" in the state for now. He suggests that resources would be more effectively used in New Jersey and Connecticut during this scheduling phase. Based on Roger's recommendation, scheduling will begin researching events in both of these states for possible surrogate participation.

2. TRIP MEETINGS WITH REGIONAL CAMPAIGN DIRECTORS

The scheduling, advance and speakers staff have begun what will be a continuing series of trip meetings with the individual RCDs. In this initial round of meetings, CEO staff has met with Roger Stone, Rick Shelby and John Rousselot regarding trips we are currently planning for Ohio, Pennsylvania, Texas, Louisiana, Oregon and Washington. Meetings will be scheduled during the coming week with Anne Stanley on Wisconsin and Missouri, and Lou Kitchen on Tennessee.

The purpose of these meetings is to review the current proposed trips for target states in their regions and receive the RCDs' recommendations on the information we have collected to date. RCDs are then providing CEO staff with additional contacts for both political and logistical support, recommendations on sites and events, and a list of "courtesy calls" which need to be made to Republican leaders in the states as trip plans are finalized.

These meetings will not only keep the RCDs up-to-date on the status of state trips, but will also let them know what recommendations we are receiving from their state contacts.

3. STATE STATUS REPORTS

We have a new series of tracking reports for trips on a state-by-state basis. The first series of these State Status Reports reflects the consensus reached following each of our RCD trip meetings and documents current planning decisions made as a result of these meetings. (See Tab F)

Although these status reports are basically an in-house tool for the use of the CEO staff, they also represent the current approved scheduling plan for each state, developed with the concurrence of the RCDs and state and local contacts.

4. MAUREEN REAGAN

Sarah and I met with M.J. Jameson and Suzanne Rich for the first of our weekly scheduling meetings. Based on current target states, Maureen could include a stop in Cleveland on the evening of April 27 through the afternoon of April 28. Frank Mermoud will look for events that might be good for her to do during his preparation for the VP visit.

5. STATE CONVENTIONS

Scheduling has almost completed calls to each Republican State Chairman to determine the status of keynote speakers for each of the state conventions. We have informed each state that Reagan-Bush hopes to have a campaign representative attend each state convention. For those states which express an interest in having us find a keynote speaker, we are getting suggestions for possible speakers and will begin contacting surrogates for the conventions next week.

6. MAYOR HANCE

The scheduling staff met with Mayor Hance's assistant, Eve Baskowitz, to further discuss her schedules for state conventions. Eve will get us a copy of the Mayor's block schedule, and we will begin putting together draft schedules for her convention trips.

Mayor Hance feels she would not be much of a draw in the Northeast, but it would probably be good for her to do one or two in this area. She feels she would definitely do better in the Midwest and Far West, and has committed to do the Arizona convention and would like to do the Indiana convention.

7. STATE PROFILE INFORMATION

New profile sheets have been developed on Pennsylvania, Tennessee, and Oregon. (See Tab G) We are currently working on profiles for Texas, New Jersey, Connecticut and Washington.

8. PROPOSED SCHEDULING FOR JUNE, JULY AND AUGUST

Enclosed please find a memo regarding proposed activities for June, July and August which has been submitted for approval. (See Tab H)

III. SPEAKERS

1. WISCONSIN TOUR - APRIL 16-17, 1984

We are awaiting word from the following speakers regarding their participation in this tour: Secretary Regan, Carla Hills, Bill Simon, as well as one Senator and two Representatives. Requests will also be made of Bart Starr and/or Forest Gregg (current coach of the Green Bay Packers).

2. PENNSYLVANIA TOUR - APRIL 16-17, 1984

Secretary Pierce has committed these days to us and Secretary Dole and Senator Dole are seriously considering their participation. Joe Paterno, Penn State coach, will give us an answer on Monday, April 2. As with Wisconsin, we plan to invite at least two Representatives.

3. REAGAN-BUSH '84 FUNDRAISERS

Secretary Regan has agreed to do a RB '84 fundraiser in Detroit on April 18. Additional events in Detroit will depend on the Secretary's arrival time. We have been told that he has been asked by the White House to be available that morning for possible briefings prior to the President's departure to China.

Secretary Donovan has agreed to do a RB '84 fundraiser in Beverly Hills, California on May 3. This fundraiser will be hosted by Mrs. Sue Cummings, a good friend of the First Lady.

4. WOMEN FOR REAGAN/BUSH

A meeting was held on Friday, March 30, to discuss possible forums and speakers in targeted states. Attendees included Anna Chennault, Nancy Reynolds, Marcia Carlucci, Dr. Marjorie Parker, Carol McCain, Susan Davis and Sonia Landau. The group will develop these suggested lists and submit them to Tish Maher.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF APRIL 2-6, 1984

MONDAY, APRIL 2, 1984

9:00 a.m.	CEO Staff Meeting	
10:00 a.m.	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
10:00 a.m.	Begin Regional Conference Advance Handout	M. Head and A. Littlefair

CLOSE OF BUSINESS:

Revised Schedule of Wisconsin, Ohio, and Pennsylvania	M. Head and A. Littlefair to D. Morris
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Division Director Meeting	S. Long, M. Head, A. Littlefair, T. Maher to D. Morris
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TUESDAY, APRIL 3, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
10:00 a.m.	VP Scheduling Meeting	A. Littlefair, D. Morris R. Kaufman, J. Fitzgerald and D. Sullivan
11:00 a.m.	Louisiana Trip Briefing	A. Littlefair to D. Morris
2:00 p.m.	Finish Draft Advance Personnel Assignments for mid-April	M. Head and A. Littlefair
4:00 p.m.	Depart for Survey Trip of Missouri and Tennessee	A. Littlefair and S. Studdert

CLOSE OF BUSINESS:

Division Director Meeting	S. Long, M. Head A. Littlefair, T. Maher to D. Morris
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WEDNESDAY, APRIL 4, 1984

10:30 a.m. Vice Presidential Trip to Shreveport,
Louisiana

12:00 noon Finish Regional Conference Advance Handout M. Head and
A. Littlefair

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

THURSDAY, APRIL 5, 1984

9:00 a.m. Senior Staff Meeting

D. Morris to
Staff

10:00 a.m. Interviews with Volunteer
Advancepersons

M. Head

4:00 p.m. Finish Draft of Advance Manual

M. Head and
A. Littlefair
to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

FRIDAY, APRIL 6, 1984

9:00 a.m. Briefing with Congresswoman Bobbi
Fiedler

D. Morris and
B. Hecht

12:00 noon Draft Schedule of Missouri and
Tennessee

M. Head to
D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

REAGAN-BUSH '84

The President's Authorized Campaign Committee

March 26, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR. . .

FROM: DAN W. MORRIS *Dwm*

SUBJECT: Weekly Report on Campaign Event Operations #8

I. ADVANCE

1. SITE SURVEY

Andrew Littlefair and Steve Studdert conducted site surveys in the following cities: Shreveport, Columbus, Cleveland, Milwaukee and Lancaster. There will be surrogate trips in all cities except Shreveport. Advance teams will be sent out this week.

Enclosed please find draft schedules for the Vice Presidential trips to Shreveport, Louisiana, Milwaukee, Wisconsin and Cleveland/Columbus, Ohio. (See Tab A).

2. ADVANCE TEAM/WEEKLY ACTIVITIES

During the past week, the advance team was in town and met with the following departments:

- a. Vice Presidential Advance - The advance team met with Dan Sullivan regarding past and future Vice Presidential events. Dan seems pleased with the quality of work that Reagan-Bush advance has produced.
- b. Reagan-Bush Legal Department - The advance team met with Ron Robertson, Chief Counsel for RB, and discussed legal issues relevant to advance in the field.
- c. Treasury - Tom Anfinson, Deputy Treasurer at RB, discussed billing procedures and expenditures in the field.

Ohio: We have some great organizers among our State GOP leaders. In addition to the VP's trip and a surrogate swing, we are reviewing all invitations received to date from Ohio, as well as pending requests received by the RNC Speakers Bureau. We will try to fill as many of these as possible.

Pennsylvania: We are still in the process of completing the state profile.

Oregon and Washington: These states were originally scheduled for a Vice Presidential stop on April 17, with surrogate appearances targeted around this date. We have learned that it would be better to target these states for our surrogates during May 6-15 which would be following the Texas swing and before the Oregon primary on May 15.

2. STATE PROFILE INFORMATION

Our system of providing the advance staff with background sheets on each targeted state before they are sent on the road is working very well. Using this research approach, scheduling is able to provide advance with local contacts and our evaluation of their capability to put together an event. In addition, the local contacts are coming up with good events, particularly for surrogate trips. Scheduling is also able to provide a list of suggested speakers in particular geographic areas to the surrogate operation.

The development of state profiles has the benefit of involving the State GOP organization, in addition to our RCDs, in the planning stages of a trip. When our state and local people have this feeling of involvement, and see that their recommendations are helping to mold our scheduling decisions, they feel more involved in the campaign. In the long run, this should help prepare the way for our advance staff when they hit the ground.

Profile sheets have been developed on Louisiana, Wisconsin, and Ohio. (See Tab C)

3. REPUBLICAN STATE CONVENTIONS

The Reagan-Bush Convention office has contacted each state regarding the current dates for their convention, as well as the status of their speakers. Scheduling will now contact each State Chairman to assist them in getting speakers, where necessary.

We will also let the State GOP Chairmen know that Reagan-Bush will be scheduling a representative from the campaign to attend every state convention. In as many states as possible, this representative will be the campaign Co-Chairman, Mayor Hance. R-B Scheduling will be responsible for developing these trips for Mayor Hance.

4. MAUREEN REAGAN

Tish, Sarah and I met with M.J. Jameson and Suzanne Rich from Maureen's staff to continue our discussions regarding scheduling Maureen for campaign appearances. As a result of the meeting, we sent a memo to M.J. and Suzanne requesting April 24 and 25 for appearances in Missouri; April 29 and 30 for Texas, and May 20 through 29 for states to be determined.

(See Tab D) Sarah and Suzanne will meet each Monday morning to go over new commitments Maureen's office has scheduled, as well as updated information the campaign can provide on future trips and schedule planning.

5. DREW LEWIS' CONTACTS WITH THE CABINET

Drew has established a routine of contacting each Cabinet Officer immediately following his or her participation in a trip for Reagan-Bush. This will enable us to get feedback directly from the Cabinet Officer regarding the success of that trip, as well as suggestions for any needed changes in future trips. These follow-up phone calls also create an opportunity for Drew to mention, in a low-key manner, any concerns we may have in dealing with that Cabinet Officer's staff.

We have had some communication problems with two particular staffs to date. R-B Scheduling will provide talking points for Drew to bring these concerns to the Cabinet Officer's attention. The goal is to bring up these concerns as areas where we need to clarify the Cabinet Officer's needs so that we can respond to those needs when creating schedules.

III. SURROGATES

1. SECRETARY BALDRIGE'S TRIP TO BOSTON

Secretary Baldrige's trip to Boston on March 15 went well. (See Tab E) A total of \$20,000 was raised at the Reagan-Bush fundraiser and Channel 2 ran the Secretary's interview during their evening broadcast and 31 radios picked up his actuality.

2. ENTERTAINERS

At Michele Davis' suggestion, we are working with Barry Greenburg of Celebrity Connection on identifying recruitable celebrities to add to Morgan Mason's list. Calls will be made next week to seek commitments.

3. ATHLETES FOR REAGAN/BUSH

Dick Schafrath returned Thursday from visiting the baseball training camps in Florida. A brief listing of commitments include Pete Rose, Carl Yastrzemski, Yogi Berra, Ted Williams, Bill Madlock, Whitey Ford, Mickey Vernon, Lou Piniella and Ken Griffey.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF MARCH 26-30, 1984

MONDAY, MARCH 26, 1984

9:00 a.m.	CEO Staff Meeting	
9:30 a.m.	Advancemen Develop Surrogate Trips via Telephone	J. Swift and F. Mermoud and B. Schmidt
10:00 a.m.	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
10:00 a.m.	Summary Schedules for VP trips to Pennsylvania, Wisconsin, Ohio, and Louisiana	M. Head and A. Littlefair
11:00 a.m.	Secure Funding for Future Trips	A. Littlefair to R. Shelby, R. Stone and A. Stanley
2:00 p.m.	Complete Advancemen Assignments for VP and Surrogate Trips	M. Head and A. Littlefair
4:00 p.m.	Final Approval of VP Summary Schedules	A. Littlefair and D. Morris to R. Kaufman
CLOSE OF BUSINESS:		
	Division Director Meeting	S. Long, M. Head, A. Littlefair, T. Maner to D. Morris

TUESDAY, MARCH 27, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
9:30 a.m.	Advancemen Develop Surrogate Trips via Telephone	J. Swift, F. Mermoud, and B. Schmiat
10:00 a.m.	Vice Presidential Scheduling Mtg.	A. Littlefair, D. Morris, R. Kaufman, D. Sullivan J. Fitzgerald
10:00 a.m.	Finalize Checklist for Trip Formulation and Approval	A. Littlefair, and M. Head to T. Maher and S. Long
12:00 noon	Complete Rough Draft - Advance Manual	M. Head and A. Littlefair

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head, A. Littlefair, T. Maher to D. Morris

WEDNESDAY, MARCH 28, 1984

10:00 a.m.	Update or VP Trip to Louisiana	A. Littlefair to D. Morris
12:00 noon	Remainder of Advance Teams Depart	F. Mermoud, B. Schmidt, J. Swift, W. Parker, and B. Johnson

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head A. Littlefair, T. Maher to D. Morris

THURSDAY, MARCH 29, 1984

9:00 a.m. Senior Staff Meeting

D. Morris to
Staff

5:00 p.m. Weekly Report Draft Finished

Division
Directors to
E. Read

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

FRIDAY, MARCH 30, 1984

10:00 a.m. Update of Surrogate and VP Trips
to Pennsylvania, Ohio and
Wisconsin

A. Littlefair to
D. Morris

3:00 p.m. Proposed Surrogate Events Finalized

Advancemen to
A. Littlefair
to T. Maher,
S. Long and
D. Morris

3:30 p.m. Meeting with Mike McManus, Ed Rollins,
Susan Davis, Tish Maher

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair
T. Maher to
D. Morris

The President's Authorized Campaign Committee

March 19, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *Dwm*

SUBJECT: Weekly Report on Campaign Event Operations #7

I. ADVANCE

1. 2nd VICE PRESIDENTIAL SOUTHERN TOUR

Jackson, Mississippi - The caption under the 8 x 12 photo in Saturday's paper read: "Vice President Bush Visited Jackson - And It Was Just Great!". Crowd building techniques and the event itself dominated both Jackson papers, accomplishing our goal: To push the Democratic candidates off the front page. The crowd has been estimated at about 1800 to 2000.

Asheville, North Carolina - The rally was the last event of the day and was attended by approximately 1800 very loud and enthusiastic people. Prior to the rally, the Vice President attended a GOP reception featuring Senator Helms and Congressional candidate Billy Hendon. Earlier in the week there were fears that the campaign stop might be perceived as a Congressional campaign stop for Billy Hendon but the events were carefully staged in such a way to make it clear that they were Reagan-Bush events.

Enclosed please find several news clippings from these events. (See Tab A)

2. VICE PRESIDENTIAL TRIP TO UPSTATE NEW YORK

Due to political considerations which developed because of concern displayed by Senator D'Amato and Congressman Jack Kemp, visits to Buffalo and Syracuse have been cancelled. Our advancements were in place in both cities but were acting in an unofficial capacity. Though our contacts were obviously disappointed, we departed both cities in relatively good shape. We hope to reschedule a visit to upstate New York in the future as the Buffalo stop could have been tremendous.

3. SURVEY TRIP

Steve Studdert and Andrew Littlefair will depart on a survey trip this week based on the proposed schedule of upcoming events. (Refer to Scheduling)

II. SCHEDULING

1. PROPOSED SCHEDULING STRATEGY

Based on open dates given to us by the Vice President's office, we have created a proposed strategy for future tours involving both the Vice President and Surrogates. (See Tab B) Once this proposed strategy has been approved, we will begin developing event profiles for each Vice Presidential trip and related surrogate trips.

2. STATE PROFILE INFORMATION

Scheduling is putting together information sheets on each of the states targeted in our proposed strategy. These sheets will include: suggested cities for surrogate visits, possible event concepts already scheduled or which could be created during the proposed trip dates, local contacts and numbers, facility information when possible, and surrogates suggested by the RCD and/or local contacts.

Once these information sheets are completed, Sarah, Tish and Andrew will review and discuss these ideas. These state profiles will serve as an introduction to the state and the target cities for the advancement. It will provide them with a starting point in terms of creating events and introduce them to local contacts who have already been contacted by Reagan-Bush Scheduling as to the type of events, sites and local support we are looking for.

3. REPUBLICAN STATE CONVENTIONS

We are compiling a list of all Republican State Conventions, their scheduled dates and any keynote speakers which are confirmed. Working with the RNC Speakers Bureau and Republican state officials, we will begin to schedule surrogates at those conventions which are still in need of keynote speakers.

Decisions on the placement of these surrogates will be based on the political importance of individual states and the strategic timing of each convention. Following primary season, the dates of these state conventions will most likely become our focus dates, along with specific needs identified by Dick Wirthlin.

4. MAYOR MARGARET HANCE

Sarah and Tish met with Eve Baskowitz, who will be doing Mayor Hance's scheduling. Mayor Hance will receive the same level of support from CEO that we provide to all Cabinet Officers, with the understanding that her travel costs are paid by the Chairman's office. Eve will provide us with Mayor Hance's schedule and will review all future scheduling requests with us for recommendations.

Mayor Hance has two out-of-town events already on her schedule in St. Louis and Amarillo, Texas. Eve will provide us with the background information she has on these events, and we will attempt to add-on events in these cities.

The Mayor is anxious to include more events on her schedule, and we are researching forums, particularly womens groups and events in the Southwest, for her to attend. We also plan to use her as a key surrogate at the Republican State Conventions.

5. HISPANIC EVENTS IN NEW YORK CITY

Anne Coudert met with Jim Brulte, Executive Director of the Republican National Hispanic Assembly, regarding the possibility of including Hispanic events on Surrogate trips to New York City. Brulte feels we have key people in NYC who are willing to put together several types of events and who can guarantee a large turnout of supporters.

New York is a frequent stop for surrogates on official business and events aimed at Hispanics could be tailored to fit each surrogate. For example, when Secretary Baldrige is in the city, an event involving Hispanic businessmen could be arranged. Maureen Reagan would be a definite draw, according to Brulte, because there is a great deal of support for the President personally, and this would transfer to an appearance by his daughter. We are currently getting more details on the strength of our Hispanic support in the city.

6. WOMEN FOR REAGAN

Sarah met briefly with Sonia Landau regarding her program and plans for announcing the appointment of her State Co-Chairwomen. Sonia plans a national announcement of all the Women for Reagan chairs as soon as selection has been completed in each state.

7. ACTION UPDATE

Enclosed please find an Action Update and cover memo highlighting the status of all scheduled events.
(See Tab C)

III. SPEAKERS

1. CONGRESSIONAL LEADERSHIP

The Congressional briefing on March 13 was a success. A follow-up meeting between myself and Ken Duberstein will be held this week to discuss how communications with the Congressional leadership will be handled.

2. ENTERTAINERS

Ed Rollins met with Morgan Mason this week to discuss Morgan's involvement with the campaign. We understand that Ed suggested Morgan's work be on a volunteer basis. Subsequent to this meeting, Morgan told us his involvement would be minimal. Morgan has given us his list of celebrities and suggested our writing them directly. Considering these points, we are proceeding on our own to begin recruiting entertainers.

3. ATHLETES FOR REAGAN-BUSH

Dick Schafrath is in Florida this week visiting the baseball camps' spring training.

For your information, we received a copy of a letter from Paul Laxalt to Dennis Keegan in which the Senator indicated that his friend Sid Rogich from Las Vegas had just been designated to organize athletes for the President. We are working with Rollin's office to clarify this situation.

4. WOMEN FOR REAGAN-BUSH

A meeting has been scheduled on Friday, March 30 to meet with Susan Davis' group to discuss our list of women speakers and to identify appropriate forums across the country.

REAGAN-BUSH '84

The President's Authorized Campaign Committee

CAMPAIGN EVENT OPERATIONS 'CRITICAL PATH FOR THE WEEK OF MARCH 19-23, 1984

MONDAY, MARCH 19, 1984

9:00 a.m.	<u>CEO Staff Meeting</u>	
10:30 a.m.	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
11:00 a.m.	Meeting on Proposed VP visits	A. Littlefair to R. Kaufman
2:00 p.m.	Formulation of Reagan-Bush Advance Manual	M. Head and A. Littlefair
4:00 p.m.	Advance Assignments completed	M. Head and A. Littlefair to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting	S. Long, M. Head, A. Littlefair, T. Maher to D. Morris
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TUESDAY, MARCH 20, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
10:00 a.m.	Vice Presidential Scheduling Mtg.	A. Littlefair, R. Kaufman, D. Sullivan, J. Fitzgerald
11:00 a.m.	Advancemen Workshop	Advancemen to D. Morris and A. Littlefair
2:00 p.m.	Update on Event Profiles for Proposed Trips	Advancement to A. Littlefair
4:00 p.m.	Depart for Site Surveys	S. Studdert and A. Littlefair

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

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

WEDNESDAY, MARCH 21, 1984

3:00 p.m. Meeting with Ken Duberstein
re: Congressional surrogates

D. Morris to
K. Duberstein

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

THURSDAY, MARCH 22, 1984

8:00 a.m. Departure of Advancemen for Louisiana,
Wisconsin, and Pennsylvania

9:00 a.m. Senior Staff Meeting

D. Morris to
Staff

3:00 p.m. Draft of Advance Packet

H. Wilson to
M. Head and
A. Littlefair

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris

FRIDAY, MARCH 23, 1984

7:45 a.m.	Political Division Heads Meeting	D. Morris to Division Heads
12:00 noon	Advance Packet Finalized	H. Wilson to M. Head and A. Littlefair
5:00 p.m.	Weekly Report Finished	S. Long, T. Maher, A. Littlefair to D. Morris to E. Read

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,
A. Littlefair,
T. Maher to
D. Morris