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THE COMMITTEE
FOR THE
50TH AMERICAN
PRESIDENTIAL
INAUGURAL

Washington, D.C.
20599

202/433-7100

NEWS RELEASE

Contact: Jim Lake
John Buckley
202-433-7516

For Release: THURSDAY
NOVEMBER 29, 1984

THEME OF THE 50TH AMERICAN INAUGURAL ANNOUNCED: WE THE PEOPLE...
AN AMERICAN CELEBRATION

WASHINGTON -- At a morning news conference today, Michael K. Deaver, General Chairman of the Committee for the 50th American Presidential Inaugural and Deputy Chief of Staff at the White House announced that the theme of President Reagan's second Inaugural will be, "We the People... An American Celebration."

Mr. Deaver said, "The Inauguration of a President is always a time for celebration -- a time for us to reflect on our country's heritage and the success of our democratic government. But this year we hope particularly to emphasize the unity and strength President Reagan has returned to America with a dignified Inaugural, open to all Americans, and faithful to our great historical traditions."

He continued, "President Reagan won re-election with broad support from Americans of all background, and this Inaugural belongs to them. The vast majority of events planned this year are free and open to the public. We want an Inaugural that everyone can participate in and enjoy -- an Inaugural, which like the Presidency itself, is for all Americans."

Mr. Deaver said, "This Inauguration, while by its nature a celebration, will be subdued by some standards of the past. We want participation to be as broad and wide as the President's victory. With greater emphasis on youth and free events, and less emphasis on black-tie events, we're going to make sure this is an exciting and all-encompassing Inaugural -- one that reaches more people than ever before."

There will be special attention paid to the role of youth in the Inaugural this year, Mr. Deaver said, citing President Reagan's high degree of support among young people. "Many... Americans cast their first vote for president this November. That's an exciting and important event signifying full participation in our Democratic process. And we plan to recognize that participation, and the President's support among young Americans, with a special youth Inaugural Ball, and other events designed especially for young voters."

Mr. Deaver cited the historical fact that this will be only the sixth time in American history that the day on which constitutionally the President must be Inaugurated has fallen on a Sunday. "In the past, Presidents have decided to hold an official swearing-in ceremony privately on Sunday, January 20th, with a public Inaugural ceremony following the day after. We will continue that tradition."

Joining Mr. Deaver at the news conference was Ronald H. Walker, the Chairman of the Inaugural Committee. Mr. Walker announced the schedule of events for the Inaugural, a copy of which is included in the press kit.

Mr. Walker said, "The key to this Inaugural is the emphasis on events for youth, on events that are free, and on events that represent the historic nature of this, the nation's 50th Presidential Inaugural."

Mr. Walker released material on the two Gala events, both of which will have entertainment superstar Frank Sinatra serving as both a performer and as Honorary Chairman. These two galas, The Salute to the Vice President/The American Showcase Inaugural Gala, and the 50th American Presidential Inaugural Gala, are, along with the various Inaugural Balls, the only events for which the dress code for men is black tie.

Other events Mr. Walker detailed are the Prelude Pageant to the 50th American Presidential Inaugural, The Leadership Forum for Young Americans, The Concert for Young Americans, The National Prayer Service, the National Pageant of Youth, The Inaugural Fireworks Salute, the Official Inaugural Ceremony, The 50th American Presidential Parade, and the 50th American Presidential Inaugural Balls.

With the exceptions of the Galas and the Inaugural Balls, all events are free and open to the public, Mr. Walker announced. Mr. Walker announced that next week some 350,000 Commemorative Invitations will be mailed, and that by December 10, the invitations for the expected 50,000 people who will be attending either one of the Galas or Inaugural Balls will be sent out.

The ticketing and invitations, under the guidance of Red Cavaney and Margaret Tutwiler (whose biographies are included in the press kit), is being done in conformity with historical precedent, but will be, said Walker, "more open and with broader reach than before."

The majority of the invitations will come from lists submitted by the Presidential Inaugural State Coordinators in all 50 states and the American Territories and Protectorates. In addition, names were submitted by committees representing various ethnic, business, and coalitional groups representing everyone from Hispanics to Jews, from agriculture to youth. A listing of the Presidential Inaugural State Coordinators, as well as the various committees that submitted names according to their allotments for tickets, is included in the press kit.

Mr. Walker also today unveiled the official logo for the 50th American Presidential Inaugural, a copy of which is available in the press kit, as well as adorning the packet's cover. Mr. Walker announced that there would soon be unveiled all commemorative material that will be offered for sale. The commemorative material, along with the costs of the tickets to the Galas and the Inaugural Balls, as well as television rights, will pay for Inaugural expenses. The commemorative items will include the traditional commemorative coin that will be struck from the official logo. Mr. Walker announced that all official commemorative items will bear the official logo and must be licenced through the Committee.

Mr. Walker concluded, "As Mike Deaver stated, this is going to be an open American Presidential Inaugural. Working out of our headquarters in Southeast Washington are many dedicated men and women who have recently worked in the President's reelection campaign, or have worked in previous Inaugurals, and bring with them dedication to the President and to making this event successful. With the tremendous assistance we've received from the Joint Congressional Inaugural Committee, the Armed Forces Inaugural Committee the District of Columbia Government, and other government agencies, this is going to be a truly historic Inaugural, worthy of the American public and the tremendous support they have given the President and the Vice President."



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FACT SHEET 50TH PRESIDENTIAL INAUGURAL PARADE

* The Parade Chairman is Paul Miller. This is his eighth Inaugural Parade. Mr. Miller has served as Ceremonies officer for the Inaugurals for every President from Harry Truman to Ronald Reagan.

* The Parade Director is Dan Denning. Mr. Denning served as Deputy Convention Manager for the 1984 Republican National Convention.

* The 50th Presidential Inaugural Parade, which will take place on Monday, January 21, 1985, will begin at the U.S. Capitol and proceed down Pennsylvania Avenue past the Presidential reviewing stand at the White House.

A map of the parade route is enclosed.

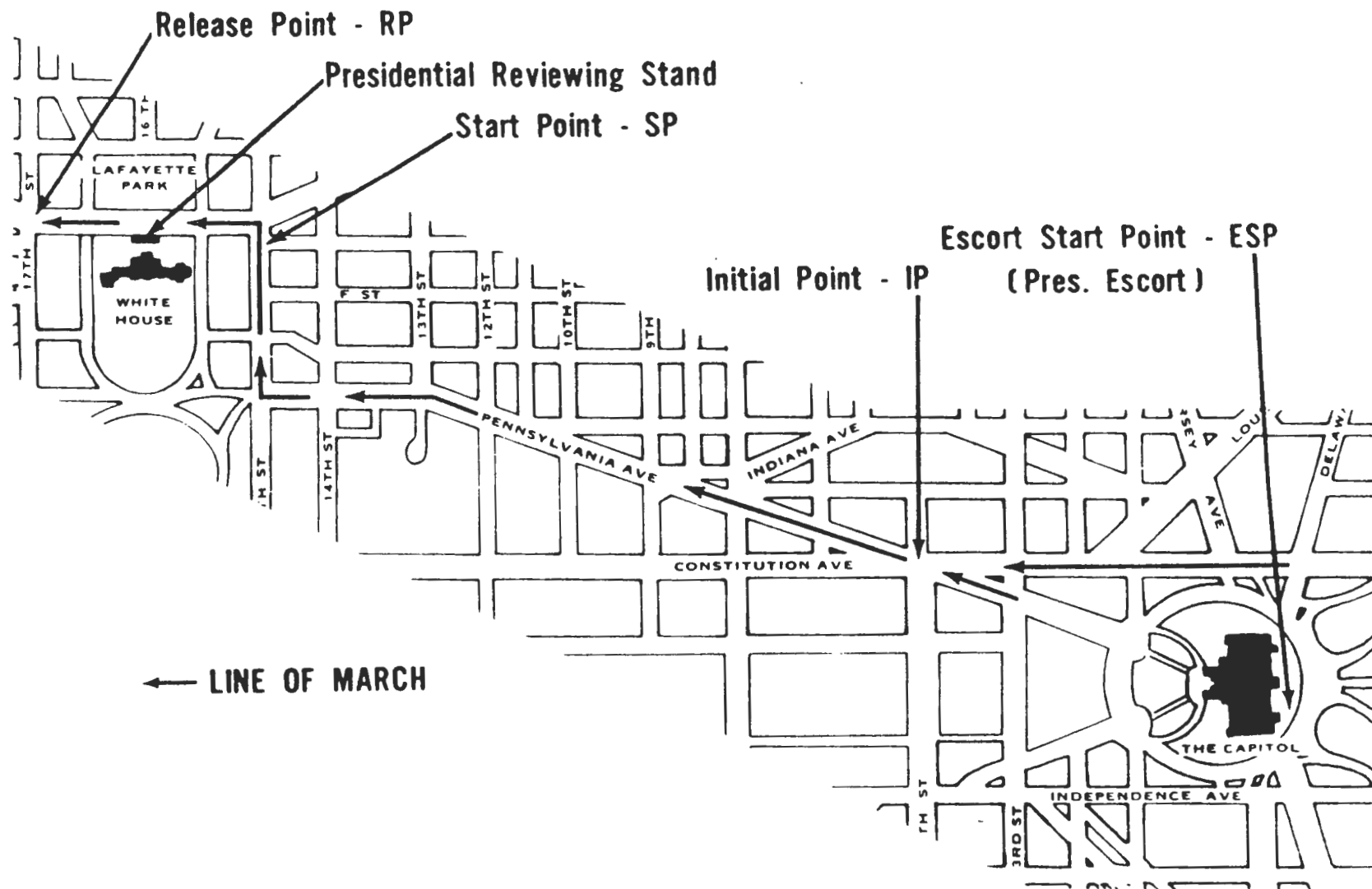
* Award-winning bands, marching units, floats and equestrian teams representing all 50 states will participate with military units in the parade.

* Participants will be selected in the following manner: Inaugural Committee State Coordinators will nominate participant from their states. Final decisions will be made by the Presidential Inaugural Parade Selection Committee and invitations will be extended on or about December 15. Bands, marching units and other nominees will be judged by the following criteria: appearance, musical, and marching abilities.

Also in this press kit is a list of Inaugural Committee State Coordinators. Applicants for parade entries must be submitted to the State Coordinators by December 7, 1984.

* The Inaugural Parade is a tradition that dates from the first Inauguration of George Washington in 1789. President Washington was Inaugurated on the steps of Federal Hall in New York City well before the seat of government was to the city that now bears his name. At that first Inaugural Ceremony a group of soldiers that General Washington had commanded in the Revolutionary War gathered to lend their voices to the celebration. Spontaneously they began to cheer, and then to march, escorting President Washington through the streets of New York. That was the birth of the Inaugural Parade, one of the most colorful and delightful traditions associated with the Inaugural.

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FACT SHEET TICKETS AND INVITATIONS

* In the first week in December, 350,000 Commemorative Invitations will be sent out nationwide.

* By December 10, 1984, the invitations to the expected 50,000 attendees for either the Inaugural Balls or the Galas will be mailed out nationwide.

* The lists from which the invitations were compiled were based first and foremost on an allocation for each of the 50 states, American Territories and Protectorates.

* Names to fill each state's allocations were submitted on computer disk by each state's Inaugural Committee State Coordinator. A list of these coordinators is attached.

* The Committee for the 50th American Presidential Inaugural has made every attempt to include everyone in this historic event. It is for this reason that all but three public events are free and open to all. In addition to the names for Commemorative, Ball, and Gala invitations that were submitted by the Inaugural Committee State Coordinators, names were sought from or submitted on behalf of, among others, the following:

1. The First Family
2. The Vice President's Family
3. The Senate and House Leadership
4. Members of Congress
5. Immediate Past Members of Congress
6. The Reagan Administration
7. The Supreme Court and Judiciary
8. The Electors in the Electoral College
9. Delegates and Alternates to the Republican Convention
10. The Diplomatic Corps
11. Republican State Committeemen and women
12. The Republican National Committee Chairman's Staff
13. The Staff of Reagan-Bush '84
14. The Presidential Inaugural Committee Staff
15. Governors
16. Special Group's Advisory Committees

THE HONORABLE MICHAEL K. DEAVER

DEPUTY CHIEF OF STAFF AND ASSISTANT TO THE PRESIDENT
GENERAL CHAIRMAN, 1985 PRESIDENTIAL INAUGURAL COMMITTEE

THANK YOU ALL FOR ATTENDING THIS FIRST FORMAL PRESS CONFERENCE OF
THE 1985 PRESIDENTIAL INAUGURAL COMMITTEE.

WE SEE OUR WORK HERE AT THE INAUGURAL COMMITTEE AS JUST AN
EXTENSION OF THE WORK PRESIDENT REAGAN AND VICE PRESIDENT BUSH HAVE DONE
OVER THE LAST FOUR YEARS IN BUILDING THE STRENGTH AND SPIRIT OF THIS
GREAT COUNTRY.

THE INAUGURATION OF A PRESIDENT IS ALWAYS A TIME FOR CELEBRATION --
A TIME FOR US TO REFLECT ON OUR COUNTRY'S HERITAGE AND THE SUCCESS OF
OUR DEMOCRATIC GOVERNMENT. BUT THIS YEAR WE HOPE PARTICULARLY TO
EMPHASIZE THE UNITY AND STRENGTH PRESIDENT REAGAN HAS RETURNED TO
AMERICA WITH A DIGNIFIED INAUGURAL, OPEN TO ALL AMERICANS, AND FAITHFUL
TO OUR GREAT HISTORICAL TRADITIONS.

PRESIDENT REAGAN WON RE-ELECTION WITH BROAD SUPPORT FROM AMERICANS
OF ALL BACKGROUNDS, AND THIS INAUGURAL BELONGS TO THEM. THE VAST
MAJORITY OF EVENTS PLANNED THIS YEAR ARE FREE AND OPEN TO THE PUBLIC.
WE WANT AN INAUGURAL THAT EVERYONE CAN PARTICIPATE IN AND ENJOY -- ~~AN~~
~~INAUGURAL THAT IS THE HEART OF THE PRESIDENCY PROJECT, IS FOR ALL~~
~~AMERICANS.~~

EC
Cull
Cap. Leuter
gun

AS MANY OF YOU KNOW, THERE ARE SEVERAL UNIQUE ASPECTS TO THE 1985 INAUGURAL CEREMONIES. TO BEGIN WITH, THIS JANUARY MARKS THE 50TH INAUGURAL OF A UNITED STATES PRESIDENT, AND WE THINK THIS ANNIVERSARY WILL ADD SPECIAL HISTORICAL SIGNIFICANCE TO THE INAUGURATION OF PRESIDENT REAGAN AND VICE PRESIDENT BUSH TO THEIR SECOND TERMS.

IT IS ALSO INTERESTING TO NOTE THAT JANUARY 20, THE DAY ESTABLISHED BY THE CONSTITUTION FOR THE SWEARING-IN OF THE PRESIDENT, FALLS THIS YEAR ON SUNDAY. THIS HAS ONLY HAPPENED FIVE TIMES IN OUR NATION'S HISTORY. IN THE PAST, PRESIDENTS HAVE DECIDED TO HOLD AN OFFICIAL SWEARING-IN CEREMONY PRIVATELY ON SUNDAY JANUARY 20, WITH A PUBLIC INAUGURAL CEREMONY FOLLOWING THE DAY AFTER. WE WILL CONTINUE THAT TRADITION AND ABIDE BY THE LETTER OF THE CONSTITUTION.

LET ME CLOSE BY TELLING YOU HOW PROUD WE ALL ARE TO BE A PART OF RONALD WILSON REAGAN'S SECOND INAUGURAL.

introduce Ron Walker

IT IS FOR THIS REASON THAT THE THEME OF THIS YEAR'S HISTORIC INAUGURAL IS "WE THE PEOPLE ... AN AMERICAN CELEBRATION."

THIS INAUGURAL, THOUGH BY IT'S NATURE A CELEBRATION, WILL BE SUBDUED BY SOME STANDARDS OF THE PAST. WE WANT PARTICIPATION TO BE AS BROAD AND AS WIDE AS THE PRESIDENT'S VICTORY. WITH GREATER EMPHASIS ON YOUTH AND FREE EVENTS, AND LESS EMPHASIS ON BLACK-TIE EVENTS, WE'RE GOING TO MAKE SURE THIS IS AN EXCITING AND ALL-ENCOMPASSING INAUGURAL -- ONE THAT REACHES MORE PEOPLE THAN EVER BEFORE. IT IS ONLY FITTING THAT IT BE THIS WAY FOR THE NATION'S 50TH INAUGURAL.

I KNOW HOW PROUD AND APPRECIATIVE PRESIDENT REAGAN WAS FOR THE RENEWED MANDATE GIVEN HIM BY THE AMERICAN PEOPLE. BUT I THINK ONE THING PLEASED HIM MORE THAN ANYTHING ELSE, AND THAT WAS THE SUPPORT HE RECEIVED FROM YOUNG VOTERS 18 to 24 YEARS OLD.

MANY OF THESE AMERICANS CAST THEIR FIRST VOTE FOR PRESIDENT THIS NOVEMBER. THAT'S AN EXCITING AND IMPORTANT EVENT SIGNIFYING FULL PARTICIPATION IN OUR DEMOCRATIC PROCESS. AND WE PLAN TO RECOGNIZE THAT PARTICIPATION, AND THE PRESIDENT'S SUPPORT AMONG YOUNG AMERICANS, WITH A SPECIAL INAUGURAL BALL, AND OTHER EVENTS DESIGNED ESPECIALLY FOR YOUNG VOTERS.

AS PRESIDENT REAGAN SAID DURING THE CAMPAIGN: "THE REPUBLICAN PARTY HAS BECOME THE PARTY OF THE YOUNG AND THE YOUNG OF HEART." WE WANT TO KEEP IT THAT WAY.



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THE HONORABLE MICHAEL K. DEEVER
DEPUTY CHIEF OF STAFF AND ASSISTANT TO THE PRESIDENT
GENERAL CHAIRMAN, 1985 PRESIDENTIAL INAUGURAL COMMITTEE

Thank you all for attending this first formal press conference of the 1985 Presidential Inaugural Committee.

We see our work here at the Inaugural committee as just an extension of the work President Reagan and Vice President Bush have done over last four years in building the strength and spirit of this great country.

The Inauguration of a President is always a time for celebration -- a time for us to reflect on our country's heritage and the success of our democratic government. But this year we hope particularly to emphasize the unity and strength President Reagan has returned to America with a dignified Inaugural, open to all Americans, and faithful to our great historical traditions.

President Reagan won re-election with broad support from Americans of all backgrounds, and this Inaugural belongs to them. The vast majority of events planned this year are free and open to the public. We want an Inaugural that everyone can participate in and enjoy -- an Inaugural, which like the Office of the Presidency itself, is for all Americans.

It is for this reason that the theme of this year's historic Inaugural is "We the people ... An American celebration."

This Inauguration, while by its nature a celebration, will be subdued by some standards of the past. We want participation to be as broad and wide as the President's victory. With greater emphasis on youth and free events, and less emphasis on black-tie events, we're going to make sure this is an exciting and all-encompassing Inaugural -- one that reaches more people than ever before. It is only fitting that it be this way for the nation's 50th Inaugural.

I know how proud and appreciative President Reagan was for the renewed mandate given him by the American people. But I think one thing pleased him more than anything else, and that was the support he received from young voters 18 to 24 years old.

Many of these Americans cast their first vote for President this November. That's an exciting and important event signifying full participation in our democratic process. And we plan to recognize that participation, and the President's support among young Americans, with a special youth Inaugural Ball, and other events designed especially for young voters.

As President Reagan said during the campaign: "The Republican Party has become the Party of the young and the young at heart." We want to keep it that way.

As many of you know, there are several unique aspects to the 1985 Inaugural ceremonies. To begin with, this January marks the 50th inaugural of a United States President, and we think this anniversary will add a special historical significance to the Inauguration of President Reagan and Vice President Bush to their second terms.

It is also interesting to note that January 20, the day established by the Constitution for the swearing-in of the President, falls this year on Sunday. This has only happened five times in our nation's history. In the

past, Presidents have decided to hold an official swearing-in ceremony privately on Sunday January 20th, with a public Inaugural ceremony following the day after. We will continue that tradition and abide by the letter of the Constitution.

Let me close by telling you how proud we all are to be a part of Ronald Wilson Reagan's second Inaugural.

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PETER L. CLINCO
JAMES A. GOODMAN
JEFFREY BERKOWITZ
BRADFORD S. COHEN

*A PROFESSIONAL CORPORATION

November 21, 1984

Dear Frank:

re: Inaugural Gala

Let me cover some of the items discussed with ABC and which may need to be considered by those who have to make decisions concerning telecasting of the Inaugural Gala.

Because I know ABC accommodated Charlie Wick last time in providing air time on very short notice, I felt it only fair to go to ABC first before approaching the other networks.

Within twenty-four hours, Tony Thomopoulos got back to me and told me they were willing to clear 9:00PM to 11:00PM on Friday, January 19. They have designated John Hamlin, Vice President in Charge of Specials (who worked on the previous Inaugural Gala) and Gary Pudney to be my contacts.

ABC RATE CARD

In 1981 there was only one hour prime time because the show ran from 10:00PM to midnight. Charlie Wick has told Joe Canzari that he paid \$400,000 for the time.

ABC now informs me that their time charge is \$600,000 an hour for prime time, or \$1,200,000. They added they were losing money and I replied they were making it up on the volume.

Mr. Frank Sinatra
Page 2.

November 21, 1984

SALE OF COMMERCIAL MINUTES

In 1981 the Inaugural Committee, and in particular Charlie Wick, sold twelve one-minute commercial times for \$250,000 per minute, for a total of \$3 million, thereby having available \$2,600,000 prior to costs. In 1981 one minute of the Super Bowl was selling at \$250,000.

I asked ABC for information as to what minutes were selling for on programs they purchased and were selling minutes rather than time. This is top secret information so I called Mr. Casey at the CIA and I found out what is known to about forty advertising agencies.

Officially ABC is asking \$525,000 per 1/2 minute and \$1 million per minute for the Super Bowl this year. On specials, such as "Night of the Stars", they were asking \$400,000 a minute. I say "asking" because I think that is what they got, but often their deals are package deals selling other minutes as well.

If a good show is put together, I don't think \$400,000 per minute is too much and would certainly be acceptable, and \$500,000 a minute would be possible but pushing. Four hundred thousand a minute after deducting the ABC charge, you would have \$3,600,000 or \$1 million more than last time. At \$500,000 a minute, you would be going to \$4,800,000.

SALE OF THE MINUTES

I don't think these minutes can be sold to advertising agencies and you cannot expect ABC to use its Sales Department. I would advise that the CEOs of large advertisers be approached directly by someone who knows them or can be introduced to them, since if you have to wait on the advertising agencies they might be afraid to recommend the show.

In 1981 the minutes were sold to the following advertisers:

Atlantic Richfield	- 2 minutes
Merrill Lynch	- 1 minute
Goodyear	- 1 minute

Mr. Frank Sinatra
Page 3.

November 21, 1984

Eastern Airlines	- 1 minute
Pfizer	- 1 minute
Anheuser-Busch	- 1 minute
General Motors	- 1 minute
Bristol Myers	- 1 minute
Prudential Life	- 1 minute
American Express	- 1 minute
Texaco	- 1 minute

LAST INAUGURAL GALA AUDIENCE SHARE

I believe the last Inaugural Gala received a 37% share. I am having ABC check this.

If we proceed with ABC, I will push them on promos so whoever is selling the minutes can boast about the rating in extensive exploitation. I have not had time to check deadlines on TV Guide and other places to give appropriate listings to insure higher ratings and which could be selling points.

PRODUCER/DIRECTOR

ABC's first choice would be George Schlatter as producer and they are recommending a director named Jeff Margolis who has done a number of specials for them, particularly award shows. They have checked and Margolis is available. I have not checked Schlatter, but since we represent him, I know that he would be willing to act as producer and unless a sudden order comes in from NBC for additional shows of a show he just did for them, he should be available except for his promise to Jolene to be in Vail, Colorado skiing on New Years and thereafter. I am sure he would give a discount to get him out of going to Vail and so someone would have to handle Jolene.

Their second choice was Dwight Hemion and Gary Smith, providing Dwight Hemion directed. Dwight and Gary will be in Washington commencing November 30 to do a Washington Christmas show. I am informed by ABC that their price is \$200,000, and having talked to both of them,

Mr. Frank Sinatra
Page 4.

November 21, 1984

I think they would feel they were giving a discount if Dwight directed for that money because that is usually their fee for just producing.

(I have not checked George on his fee and do not want to speak for him on that subject.)

COSTS INVOLVED

As to the rental of the facility, I have not seen their form contract and don't know the additional amount, if any, they would want for telecasting nor am I familiar with any union contracts that they may have that may become applicable in the event of a television show.

I understand Joe Canzari has made a deal for Mike Seligman for \$25,000, and I think he will be invaluable to whoever he is involved with, having watched him perform in connection with the Inaugural Gala telecast four years ago. He did this while at the same time he was helping handle technical problems on doing closed circuit telecast on the five Inaugural Balls.

I have no idea what paid staff will be required for the television producer, director, and Seligman.

I think I have to leave it for Mike Seligman to put a budget together for you on costs.

MUSICIANS UNION PROBLEMS

The Musicians Union seems to have a special contract for the Inaugural since evidently making a score once every four years is what keeps the Washington musicians alive. I think we would have to try to get the best orchestra possible in the area and will be able to work out with the Union bringing in a few top musicians from New York, plus having each act use its own accompanying musicians. The Union will push for the two-hour television scale and require the musicians be paid for the live performance as well. If Mike has the cost figures available from the last Gala, he has the sense of the increase in four years and can give you an accurate figure.

Mr. Frank Sinatra
Page 5.

November 21, 1984

It is not a question of money, but a question of making sure we "stroke" the Musicians Union prior to developing problems with respect to the Gala, the various Inaugural Balls (because last time orchestras were brought in from out of town for the Balls), and the usage of military music groups in excess of what the statute authorizes. I think it was during some other administration the Union got Congress to enact rules on use of military orchestras.

NABET vs. IATSE

If preferable, use ABC crews as much as possible and Mike can advise you on that subject. However, if it is a live telecast, ABC must use a NABET crew and they don't have good NABET crews available. If we call it a taped show, that may affect the scale of other people involved and even if it is taped and then goes out two minutes later, they think they can get by with an IATSE crew since for tape shows they are signed with IATSE.

However, we also have to worry about the facility's contract as to whether they have a NABET or IATSE contract. My recollection is that last time Mike neutralized them by hiring everybody in the NABET union so they couldn't complain since they had no additional technicians to provide and they waived their requirement.

STARTING TIME

I have called Joe Canzari and warned him that the tickets should show the performance starting at 8:15PM and I am even suggesting possibly 8:00PM, so that you are sure everybody gets there in time and are in their seats when the television show starts. My recollection is that we had problems four years ago because of the distance to the Capitol Center and there were late arrivals, private parties within the Capitol Center facility, and that the Secret Service did not want to bring in President and Mrs. Reagan until most people were in their seats.

That will serve up the question as to whether any ceremonies relating to the entry of President and Mrs.

Mr. Frank Sinatra
Page 6.

November 21, 1984

Reagan should be held before 9:00PM and that they be in their seats when the show starts. Another variation would be to have them come in to tape their entry into the hall, edit it down to whatever time factor you want, and handle the show that way.

I will give you a separate letter on the talent suggestions of ABC indicating which particular talent they think they can be helpful in securing.

Separate memo follows re talent and other matters to be considered.

RUDIN, RICHMAN & APPEL

MEMORANDUM

FROM: Mickey Rudin

Date: November 23, 1984

TO: Frank Sinatra

RE: Inaugural Gala
Possible Talent and Other
Considerations

ABC gave me a list of the talent they feel would be meaningful for the television audience for the Inaugural Gala event.

I will try to list them as to type. I will also add some comments about Hemion & Smith.

Male Vocalists

Barry Manilow
John Denver
Neil Diamond
David Bowie
Elton John
Michael Jackson
Kenny Rogers
Wayne Newton
Gregory Hines
Willie Nelson
Dean Martin
Lionel Richie (ABC thinks they can help)
Julio Iglesias
Beach Boys (Hemion & Smith thinks they would be effective)
Frank Sinatra (Both Hemion & Smith and ABC would like to know how long you would perform and I said no more than allotted to any other entertainer)

Female Singers and Performers

Olivia Newton-John
Sheena Easton
Cindy Lauper
Carol Burnett
Dolly Parton
Lena Horne
Pearl Bailey
Ella Fitzgerald
Shirley MacLaine
Liza Minnelli (Hemion & Smith very big on Liza - but she has refused to perform "in the round")
Barbra Streisand

FROM: Mickey Rudin
TO: Frank Sinatra
DATE: November 23, 1984

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Other Performers

Bill Cosby
Placido Domingo (ABC can help)
Pavarotti
Twyla Tharp Dance Company with Baryshnikov (Hemion & Smith thinks they have done the Sinatra Suite before and are negative. Schlatter thinks it is worthwhile)
Ben Varen and Emanuel Lewis have appeared together on ABC's show "Webster" and I am told they have done excellent material. Lewis, I am told, is a very attractive small black boy.

Well-known show business personalities who are not entertainers will do something:

Cary Grant
Jimmy Stewart
Lucille Ball
Gregory Peck
Burt Reynolds
Elizabeth Taylor

Master of Ceremonies

ABC suggested Carson. I told them the consensus was that you would probably go with Hope.

Producer/Director

ABC's first choice is George Schlatter. They base this on the fact that George has an excellent technical crew and equipment. It is also their feeling that George has been able to package an exciting element in what otherwise might be deemed "tough shows."

If George is used as Producer, ABC is recommending a director named Jeff Margolies. I have discussed this with George and he said while Margolies is very good he thinks for this type of show he prefers Walter Miller. (George does not know the cost of Margolies or Miller.)

George is willing to produce and he told me that within a few days he will give me a budget as to the number of people he felt he would have to bring with him. George's minimal fee would normally be \$100,000.00 but he said negotiation of the fee was not major being able to bring in his technical staff

FROM: Mickey Rudin
TO: Frank Sinatra
DATE: November 23, 1984

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who have functioned on his remote shows such as the "Statue of Liberty" Program would be a major asset.

The other ABC recommendation was Dwight Hemion and Gary Smith with Hemion as director. Their fee without Dwight directing is \$200,000.00. Obviously you would want Dwight to direct and maybe they would hold at \$200,000.00. I have not pursued the question of how many other people they would want to hire to assist them nor have I obtained a budget from them. I do not think I can go any further in discussions with George/Dwight or Gary until this decision is made.

Sound and Light

I assume whatever producer/director team is retained we should immediately ask them to utilize the services of Hank Cattaneo.

Musical Director

I would suggest we use Joe Parnello since most of the acts want their own conductor and Joe can easily handle the duties and you don't have to go for someone who would want a fancy fee, etc. Last time we used quite a few musicians from New York (Joe Malin contracted) and the balance from Washington through the Washington contractor.

Selection of Network

The regular ABC shows from 9:00PM to 11:00 PM on Saturday are the highest rated and since ABC accommodated the Inaugural Committee four years ago, I don't think we should explore NBC or CBS.

I discussed the matter briefly with Grant Tinker and described the ABC deal with him. He felt we would be better off staying with ABC and thought their price quotations were reasonable.

He did express a concern that there might be something improper about the network selling its time and then permitting the purchasers to sell "minutes." I told him that since ABC had not raised the problem, there was no need to check with his legal department as to whether he was right or wrong. Unless instructed otherwise, I will not explore the deal further with NBC and will not call CBS.

FROM: Mickey Rudin
TO: Frank Sinatra
DATE: November 23, 1984

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Facilities for Talent

At the last Inaugural Gala, this was handled by Ray Caldiero and Morgan Mason. I think this should be implemented immediately. The Inaugural Committee should be aware of what a tremendous contribution we are making as to the talent by requiring them to stay three days and do two shows.

Accordingly, I suggest that early in the game a sufficient amount of tickets to the Gala and other invitations to other events be set aside for the talent and their respective support staff.

Timing of the Show

ABC informs me that you only have 95 minutes to program.

Facilities Agreement for Gala

The Facilities Agreement and what that includes should be examined as soon as possible. We had long negotiations with Capitol Center about parking and arranging for parking for the sound trucks, buses, limousines and what would be charged others for parking.

With this facility in town we may have a whole new group of problems.

Any union agreements that the facility has signed must be checked immediately.

A decision should be made early in the game as to the sale of souvenirs and whether it be done by the Committee or through the concessionaires. This may depend on union agreements and the concessionaires agreement.

Other Entertainment Events

My memos to you deal only with the Gala. As soon as I know who is going to be in charge of hiring orchestras for the Balls and other entertainment events planned, I will be glad

FROM: Mickey Rudin
TO: Frank Sinatra
DATE: November 23, 1984

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to pass on to them my limited knowledge of the problems to be anticipated, the contracts to be prepared, etc.

*Inaugural
file*

December 13, 1984, 9 a.m.

"USA TODAY" ADVERTISING PROGRAM - A PROSPECTUS

I. BACKGROUND/OVERVIEW: For the past two weeks we have been working with Brumfield-Gallagher, Inc., a Nashville, Tennessee based advertising firm, to put together an overall advertising/sales promotion campaign. At our initial meeting with BGI, we outlined some specific objectives for them to drive against in planning such a program:

1. National Scope and Sponsorship: Traditionally, the Inaugural promotion has been restricted primarily to the Washington area. We asked BGI to help us expand our efforts to the national level and to find us a national media underwriter or sponsor.
2. Widespread Network of Distribution Points: We asked that BGI concentrate on a sponsor/underwriter with a national network of consumer outlets where people could pick-up our product information.
3. Quick Distribution System: We asked that the sponsoring organization have an easy, immediate distribution system for getting materials out to the consumer.

The rationale behind these criteria is simple. We would like to have a total national public outreach effort that makes Inaugural Day a national event; that promotes our products in a proper setting; and that allows the inaugural to truly be An American Celebration of all the people. Following is an Action Plan that we believe accomplishes all our goals.

II. ACTION PLAN:

1. USA TODAY Proposed Sponsorship: BGI has brought us together with USA TODAY as the potential national sponsor. They are an organization that fits the criteria:

- * National in scope
- * Newstands throughout every major American community
- * Overnight distribution

USA TODAY has the resources and outreach to provide a solid base of national exposure. We believe they should be our underwriter.

2. USA TODAY Proposed Commitment: At this point, we are expecting USA TODAY to offer the following commitment:

- * 2-3 ads per week, either full page 4-color or double truck 4-color;

- * Starting December 26 and running through the Inauguration;
- * Some form of Inaugural souvenir pull-out section on Inaugural Day;
- * A total financial commitment approaching \$500,000 in advertising space;
- * Possible tie-in advertising for radio/television using other Gannett outlets.

3. USA TODAY Requested Considerations: In return for this commitment, USA TODAY requests the following considerations:

- * To be designated as "An Official Sponsor (underwriter) of the 1985 Presidential Inauguration";
- * To be granted an exclusive right to be the print media outlet of our advertising with certain agreed exceptions;
- * To receive public acknowledgement from the Inaugural Committee/Administration for the sponsorship;
- * To receive a hospitality package of tickets and favors for up to 50 key executives and guests, details to be negotiated.

4. Timetable for Implementation:

- * Final agreement reached as soon as possible.
- * Ad copy and mechanical preparation to begin immediately.
- * First insertion to appear week of December 24, following Christmas.
- * Final insertion to appear week of the Inauguration.

5. Brumfield/Gallagher, Inc. Role: BGI will serve as the Agency of Record for placement, creative and production on the USA TODAY project. They will be compensated through the following arrangement:

- * No standard media commission will be paid;
- * BGI will be paid for ad production and expenses based on the number of ads agreed to run but not to exceed \$85,000;
- * BGI will receive a percentage of gross sales generated by the advertising program.

III. SUMMARY/CONCLUSION: If this proposal can be ratified by all parties it will add a new dimension to the Inaugural Day experience. It will help to bring a new and dynamic awareness of the Inaugural process to every corner of the country -- realizing our theme, "We the People - An American Celebration."

BALL GIFTS/FAVORS

BACKGROUND

We have held two meeting with the staff of the Special Events group to discuss favors. Listed below are the items for consideration. The list is small because:

1. We are not considering any items being sold by the Committee.
2. We are not considering any items over \$8.00 in cost.
3. We are not considering any vendor who cannot deliver 47,000 pieces (or 8,000 for youth ball) by January 18.

If we don't order ball favors this week we may not be able to get them in the quantity needed.

BALL ITEMS FOR CONSIDERATION

Blazer Buttons	Both with Inaugural Seal
\$7.65 Ben Silver	Set of 9 24 K gold plated, gift boxed with history of button gifts.
\$5.50 Sears West	Set of 9 14 K gold plated, gift boxed.
Playing Cards \$5.50	Double deck, Inaugural seal, gift boxed.
Key chain/money clip \$3.50	14 K gold plated, Inaugural seal, gift pouch.
Lenox bud vase \$8.00	Crystal with engraved seal, gift boxed.
Embedded Medallion \$3.95	1 1/2" bronze Inaugural Medallion embedded in 2 3/8" round lucite 3/4" thick, gift boxed.

OTHER FAVORS - (8,000 Youth Ball, Staff/Volunteer)

Key Chain - \$1.75	From combination above, gift pouch.
Ceramic Tankard \$4.14	White, gold seal, individually boxed
Coffee Mug	Cobalt color exterior, white interior.
\$2.80 - white seal	
\$3.26 - gold seal	
\$3.83 - gold seal & band	
.75 - for each individual box	



MARKETING DEPARTMENT PRESENTATION

FOR: Michael K. Deaver
General Chairman

Ronald H. Walker
Chairman

John F.W. Rogers
Director and
General Manager

Mary Jane Wick
Special Advisor to
the General Chairman

Fred Biebel
Chairman
Advisory Board

of

The Committee for
The 50th American Presidential Inaugural

BY: Douglass C. Blaser
Director of Marketing

Thursday
December 13, 1984

PHASE I

12/13/84
9 A.M.

SALES CAMPAIGNS

- | | | |
|-----------------------------------|-------------|--|
| I. Direct Mail Marketing | | |
| A. Brochure | December 6 | |
| B. Target Market Mailings | December 28 | |
| II. Sales Promotion | | |
| A. Reprints | December 28 | |
| B. Major Print Media Underwriting | December 20 | |
| III. Licensing and Royalties | | |
| A. Manufacturers (Product) | Immediate | |
| B. Vendors (Services) | Immediate | |
| IV. Retail Merchandising | | |
| A. Inaugural Committee Centers | January 10 | |
| B. Local Retailer Outlets | December 26 | |
| V. Special Markets (Bulk Sales) | Immediate | |

12/04/84
1 P.M.

BUYER PROFILE

- I. Collectors
 - Valuables!
 - "An investment"
- II. History Buffs
 - Memorabilia!
 - "Own a piece of the rock."
- III. Reagan/Presidential Aficionados
 - Emotional buyers!
 - "The Reagan Years"
- IV. Souvenir Hunters
 - "I was there ..."
 - "Gotta have something!"
- V. The Pragmatic
 - "That's something I can really use."
 - "This will make a nice gift for ..."

12/04/84
1 P.M.

PRODUCT SELECTION CRITERIA

- I. High Profit Margins
- II. Manufacturing Capability
 - Early availability
 - Guaranteed delivery
 - Terms
- III. Consolidation of Manufacturing Sources
 - Easier contract administration
- IV. Customer Service Dependability
- V. Affordability
 - Low to high price range
- VI. Broad Appeal
 - Male and female
 - All ages
- VII. Highest Quality
 - Price/value
- VIII. Non-Partisan

12/04/84
1 P.M.

BROCHURE PRODUCT LIST

1. The Bisque Eagle - Boehm	\$950.00
2. The 2½" Silver Inaugural Medal Exclusive to PIC in serial number *Plus the attached list of medallion products for order only not displayed	\$195.00
3. A two-volume set of the books "A New Beginning" and the 1985 Inaugural Book	\$ 50.00
4. A set of six etched glasses with leather coasters	\$ 45.00
5. The 1985 Presidential Inaugural License Plates/Numeric Personalized including frame License Frame only	\$ 30.00 \$ 50.00 \$ 5.00
6. A hand-rubbed cherrywood box with seal	\$ 95.00
7. A men's gold-plated tie bar and cuff link set	\$ 25.00
8. A lady's gold-plated stick pin and pendant set	\$ 25.00

12/04/84
1 P.M.

MEDALS MADE BY: the Medallie Art Company, Danbury, CT

ALL MEDALS ARE THE OFFICIALLY AUTHORIZED INAUGURAL MEDALS

MEDALLIONS

A. SILVER

2½ inch high relief .999 fine silver medallion

antique silver finish

SERIAL NUMBERED

packaged in a blue velvet gift box

Price: \$195.00

(special note: this medal is offered exclusively by the Inaugural Committee and available as an individual purchase only.)

B. BRONZE

2 3/4 inch high relief bronze medallion

antique bronze finish

packaged in a deluxe gift box with a walnut stand

Price: \$25.00

C. SILVER

1½ inch high relief .999 fine silver medallion

antique silver finish or full proof finish

packaged in blue velvet gift box

Price: \$55.00

D. GOLD

1 1/8 inch high relief 14 Kt gold medallion

antique finish or full proof finish

packaged in a blue velvet gift box

Price: \$550.00

E. TWO MEDAL COLLECTOR SET

One - 1½ inch Bronze medal

One - 1½ inch silver .999

serially numbered with matched numbers (i.e.: set 25 all medals will have number 25 on them)

12/04/84
1 P.M.

MEDALS cont.

packaged together in a blue velvet gift box

Price: \$75.00

F. FOUR MEDAL COLLECTOR SET

One - 1½ inch antique Bronze medal

One - 1½ inch .999 Silver Medal

One - 1 1/8 inch 14 Kt. Gold Medal

One - 2 3/4 inch Bronze

all are serially numbered with matched numbers
packaged in a blue velvet gift box

Price: \$675.00

Special Note:

The President and Vice President both sat for the casting of
the Official Inaugural Medal.

12/04/84
1 P.M.

PHASE II

12/13/84
9 A.M.

REVENUE CAMPAIGN UPDATE

	<u>Sales Status</u>
° Licensing/Royalties	\$ 50,000.00
° Direct Mail	
° Retail Merchandising	\$110,000.00
° Group Sales	
° Media Merchandising	

12/13/84
9 A.M.

SELLING NEW PRODUCT INTRODUCTIONS

FROM 4 - COLOR CATALOG

SELLING PRICE	ITEM	MINIMUM BUY	CASH OUTLAY
\$ 9.95	Official Poster	\$5,000	\$25,000
9.95	Jelly Bellies Item	0	0
12.00	Lapel Pin - Tie Tack	250	1,075
15.00	Tankard	500	2,700
15.00	Photo-oath Booklet	0	0
18.00	Brass Belt Buckle	250	1,737.50
20.00	Sweatshirt	0	0
25.00	Golfshirt	0	0
29.00	Stamp-Coin Set	0	0
35.00	Silver Belt Buckle	250	2,250
35.00	Etched Glass Platter	100	2,000
65.00	Comemorative Plate	0	0
125.00	Cut Crystal Container	100	6,000
295.00	Royal Doulton Mug	0	0
475.00	Nancy Reagan Rose	0	0
1750.00	President's Eagle	0	0
	<u>The Item</u>	0	0
TOTAL \$			40,762.50

12/13/84
9 A.M.

PRODUCT SELECTION CONSIDERATIONS
FOR CATALOG

FEEDBACK

- Four-color
- Youth Products
- Lower-priced items

CONTINUING STRATEGY

- No/Low Financial Risk
- High-profit Margins
- Availability of Product
- Prestige Suppliers
- Consolidation of Suppliers
- Product fit -- Multiple Revenue Campaigns

12/13/84
9 A.M.