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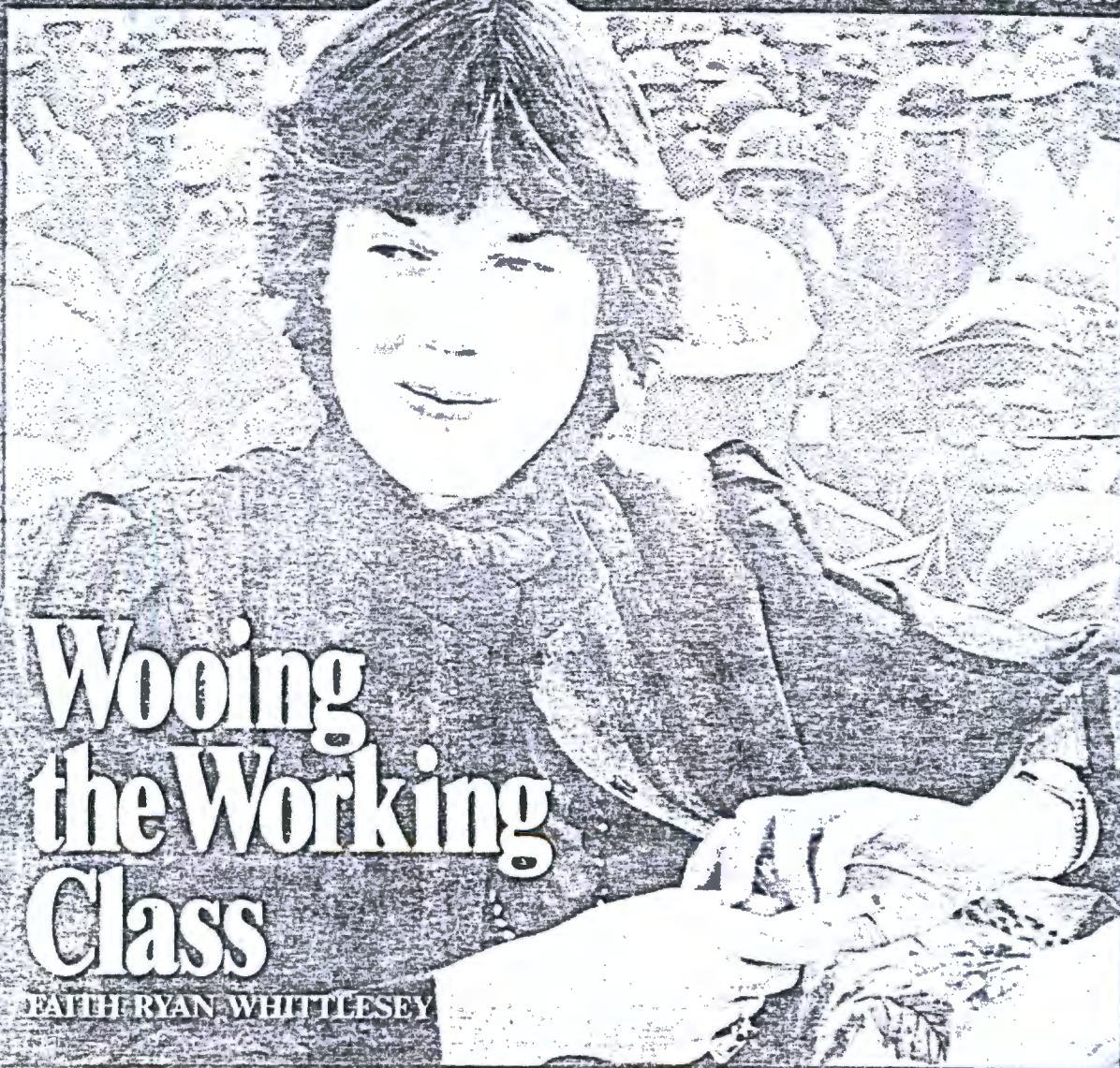
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National Journal

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Budget Bloodletting

THE WEEKLY ON POLITICS AND GOVERNMENT

APRIL 30, 1983/NO. 18



Wooing the Working Class

FAITH RYAN WHITTLESEY

National Journal

APRIL 30, 1983, VOL. 15, NO. 18, PAGES 881-932

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 National Journal® (ISSN 0360-4217). April 30, 1983, Vol. 15, No. 18. Published weekly, except for the last week in August and the last week in December, by the Government Research Corporation, 1730 M St. NW, Washington, D.C., 20036. Telephone (202) 857-1400. Call toll free for subscription service, 800-424-2921. Available by subscription only at \$455 per year (academic library rate \$285), including semiannual indexes. Binders available at \$24 for a set of two. Second-class postage paid at Washington, D.C., and additional offices. Typesetting by Unicorn Graphics. ©1983 by The Government Research Corporation. All rights reserved. Reproduction in whole or part without permission is strictly prohibited.

WHITE HOUSE 884 AS 1984 APPROACHES

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The Switch from Dole to Whittlesey Means the Election Is Getting Closer

Where Elizabeth H. Dole focused on legislative battles, her successor, Faith Ryan Whittlesey, will work for electoral votes, particularly from the working class.

BY DICK KIRSCHTEN

Last summer, while serving as U.S. Ambassador to Switzerland, Faith Ryan Whittlesey assisted in an American arms manufacturer's sale pitch to the Swiss army by test driving an M-1 tank.

Members of the Washington business lobbying community now wonder if Whittlesey was not simply rehearsing for her debut as a White House political operator. Since taking over the post of assistant to President Reagan for public liaison in March, Whittlesey has maneuvered with all the subtlety of an M-1 tank.

On March 8, her second day on the job, she abruptly dismissed a majority of the professionals who had served under her predecessor, Elizabeth H. Dole, now Transportation Secretary. Next, she informed the National Association of Manufacturers (NAM) that Reagan was abandoning a speech that had been carefully tailored for the NAM's March 10 meeting. Instead, she said, Reagan would use the forum to warn the nation about growing Communist influence in Central America.

Lobbyists accustomed to first-name and red-carpet treatment from Dole and her chief business liaison, Wayne Valis, both old Washington hands known since the Nixon and Ford Administrations, suddenly found themselves dealing with strangers new to their jobs.

In a sense, the resultant grumbling from the glass and marble high-rise sector is music to Whittlesey's ears. While not out to alienate the business community, she definitely is eager to dramatize the point that it does not entirely make up the constituency needed to keep Reagan in the White House if he seeks a second term.

"The business community is very vocal here in Washington," she said in an interview. "But out there in the provinces,

they produce very few activists. They produce money, but they don't produce people who will go out and support the President in the local communities."

For the past 10 years, Whittlesey, 44, has practiced politics in the provinces, successfully seeking votes in a largely working-class jurisdiction adjacent to Philadelphia. Therein lies the significance of her White House appointment.

The President's political strategists, operating on the presumption that Reagan will run again, have deemed that it is now time to tend to neglected constituencies. Most important among those are the working-class voters, many of them traditional Democrats, who voted in significant numbers for Reagan in 1980. Those are Whittlesey's kind of voters.

Explaining the White House's shift in emphasis, she said: "We are in a different time frame now. The first two years was the period of great legislative victories and great battles, and many of those [Washington-based lobbying] groups were needed to assist us in winning those battles. Now we're in a reelection cycle, and there is no question that the last two years are tougher."

Whittlesey said she sees as her role to "make sure that we have strong communication with the people who brought us here in the first place." The business community is included in that category, but she stressed that it also includes "the ethnic groups, the Catholic voters and the evangelical Protestant groups" that made up the "blue-collar constituency that played a key role in the President's election."

Among the latter groups, she conceded that "many of those people have concerns and feel that promises made to them have not been kept in full." Her mission is to review Reagan's promises, as various groups perceive them, and give an account of them. In particular, she intends

to spearhead such Reagan initiatives as tuition tax credits for parents of children in private and parochial schools.

"The blue-collar workers who want tuition tax credits and school prayer, those are the people who are going to reelect Ronald Reagan if he seeks reelection," she said. "They are the swing voters, and they probably are registered Democratic in large numbers."

She has already warned business groups to "give us some help" on social issues such as tuition tax credits. Otherwise, she said, they will not elect a government "that will create the kind of climate for business to do the things it thinks are right for the country."

WELL-CAST ROLES

If the Administration's strategy was indeed first to cultivate legislative influence and then to tend to its electoral gardening, central casting could not have come up with two better choices to head the White House outreach office.

Dole and Whittlesey are both lawyers with impeccable academic credentials, but the similarities end there.

Dole's entire career has been spent rising through the appointive ranks of the federal executive branch. As a Cabinet member and wife of a powerful Senator, Finance Committee chairman Robert Dole of Kansas, she is an ultimate Washington insider, gracious to a fault and well-schooled in the ways of those who wield influence. She and her staff skillfully marshaled lobbying support for Reagan's 1981 and 1982 tax and budget initiatives, often persuading disparate interests to pull together in common harmony.

Whittlesey, like Reagan himself, prefers to be seen as bold and direct. The polish and discretion of the Washington insider's game is not for her. A Reagan supporter since 1976, she wears her anti-

big government ideology on her sleeve and freely attacks the "left-wing agendas" of those who espouse liberal causes.

After election to the Pennsylvania legislature in 1972 and 1974, Whittlesey's political instinct was to run and win election at the Delaware County level in 1975. Eventually, she wielded power as council chairman of a county of 600,000, a position that she says made her the highest-ranking elected woman in Pennsylvania. In 1982, she finished second in a six-candidate race for the GOP nomination for lieutenant governor.

A widow with two of her three children in private boarding schools, Whittlesey said that she initially turned down a Washington appointment in the Administration because "I frankly couldn't afford it." The offer to serve as ambassador to Switzerland was more attractive, she said, because the government assists in paying private-school tuition for overseas personnel. She was able to accept her present position when a relative offered to help with the tuition bills, she explained.

Whittlesey, who served as co-chairman of the 1980 Republican platform committee's foreign policy and defense subcommittee, took an active interest in military affairs while serving as ambassador in Bern. She made dozens of speeches promoting General Dynamics Corp.'s effort to sell the Swiss 420 of its M-1 tanks. Observers said that she greatly advanced the U.S. firm's chances in its competition with the West German Leopard-2 tank.

Her brash approach prompted disapproval from a Swiss editor who told the *International Herald Tribune*: "It simply is not fitting for an ambassador to sell... We also were somewhat shocked by the idea of a woman, who is also a mother, selling a tank."

That comment offers some perspective on Whittlesey's approach to women's

rights. "The best way to do it is to go out and do it and not engage in rhetoric," she said. Feminist groups have never supported her conservative brand of politics, and she returned the compliment by questioning "whether they really are in favor of career advancement for women, or do they favor basically a left-wing agenda?"

SHAKING THINGS UP

Whittlesey insists that the decision to dismiss a half-dozen highly placed staffers was strictly "my own initiative." Prior to her arrival, however, chief of staff James A. Baker III, to whom Whittlesey reports, had ordered a management study of the operations and organization of the public liaison office and three other White House offices. John S. Herrington, a consultant to Baker who conducted the review, said that his recommendations were waiting for Whittlesey when she arrived, but he declined to discuss his findings, labeling them an "internal matter."

Whittlesey said that the decisions on which staffers should go and which should stay were not based on any contact between her and the office's staff. On the contrary, she said, she moved quickly so that it would not be seen as "a reflection upon their job performance. I wanted to make it clear that it was my concern to have my own team." Asked why certain staff people were kept, she replied, "I did

have some general ideas about the areas where I wanted to bring people in."

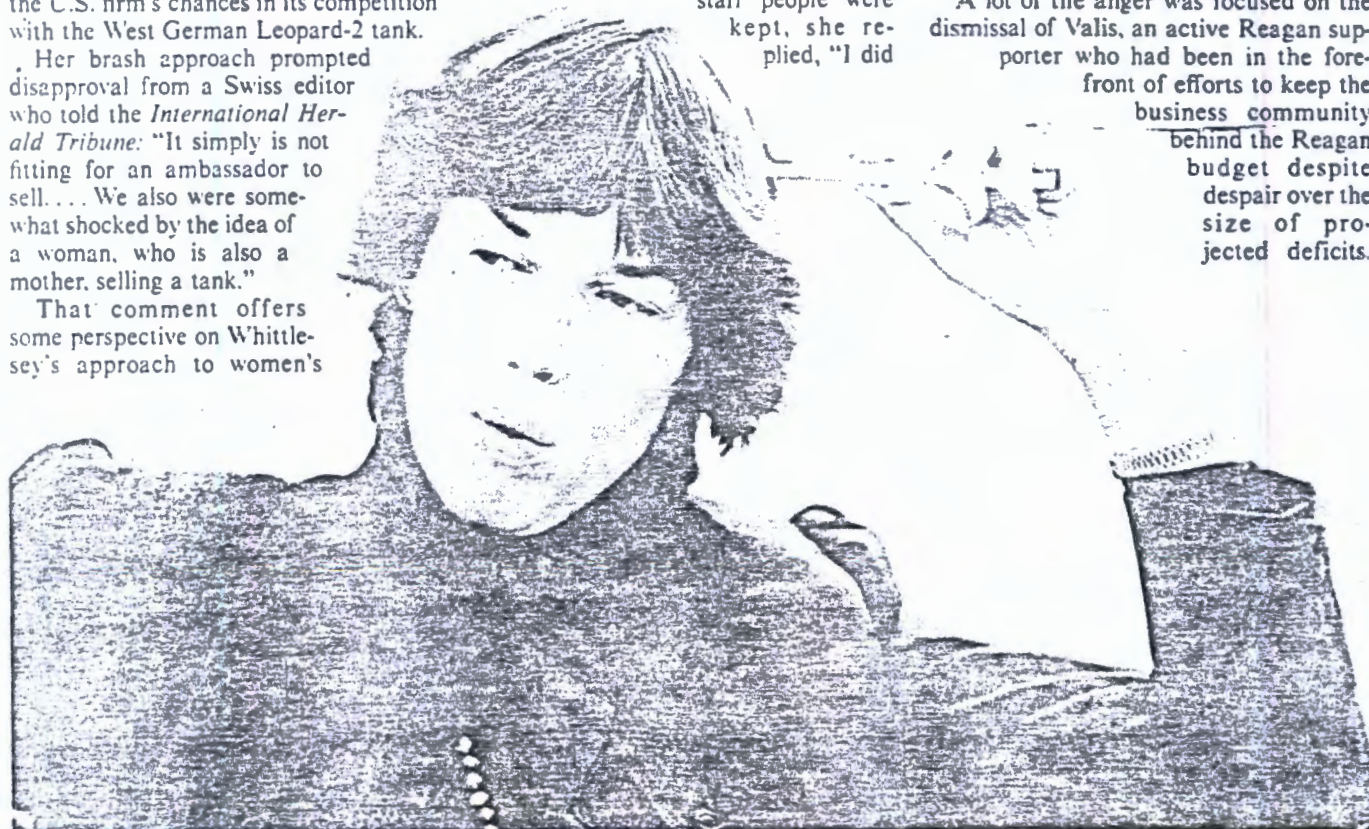
At least two of those who remained, Morton C. Blackwell, the Administration's contact with the New Right groups, and Dee Jepsen, wife of Sen. Roger W. Jepsen, R-Iowa, a staunch conservative, are generally viewed as appointees who were not recruited by Dole. Whittlesey said she believed that those who were dismissed, two of whom have since been given jobs at the Transportation Department, were Dole's "individual selections."

The abrupt manner in which the changes occurred and the initial "hard-nosed" manner conveyed by Whittlesey provoked hostility among many lobbyists. All public comments, however, have been carefully guarded for fear of jeopardizing access to the White House.

Many feel that Whittlesey's manner of action was unduly harsh and unreasonable, an assessment that has prompted at least one prediction that "she won't last very long around here."

Others suggest that the changeover was poorly timed. "A lot of business lobbyists have been looking for an excuse to part company with the President on defense spending and line up instead with the position of the Senate Majority Leader," said a representative of a large business group. "Whittlesey hasn't served the President's interests by giving people that excuse."

A lot of the anger was focused on the dismissal of Valis, an active Reagan supporter who had been in the forefront of efforts to keep the business community behind the Reagan budget despite despair over the size of projected deficits.



Faith Ryan Whittlesey sees her role as the President's assistant for public liaison to "make sure that we have strong communication with the people who brought us here in the first place."

Faith's Healers: A Mixture of Friends and Washingtonians

Faith Ryan Whittlesey's "own team" at the White House public liaison office shapes up thus far as a blend of people with whom she is personally familiar and others who are more familiar than she is with the ways of Washington.

She has recruited a former colleague from the Pennsylvania legislature, a conservative former Member of Congress from California, two former members of the 1980 Reagan transition team and a contributor to the Heritage Foundation's 1981 report, "Mandate for Leadership," which attempted to define the "conservative agenda" at the outset of President Reagan's tenure.

In discussing her selections, Whittlesey said she intends that her office function as a team operation, with senior aides who are "self-starters, creators of strategy and initiators of policy proposals." She said she has not hesitated to ask people with credentials equal or superior to hers to work on her staff. "I'm not threatened by it," she said. "There is plenty of work to be done around here, plenty for everyone."

Whittlesey said that most of the traditional constituency groups will be represented on the staff when her recruiting is completed. But she added that she would adopt the policy of her predecessor, Elizabeth H. Dole, and assign broad roles to each of her aides. "I find that blacks don't want to be relegated to only black affairs," she said, adding that the same would apply to the Hispanic staffer whom she expects to bring in.

Specific functions, including those of aides retained from Dole's staff, will be reorganized "over time," Whittlesey said, in accordance with recommendations made earlier this year by James S. Herrington, who reviewed the office's operation as a consultant to White House chief of staff James A. Baker III.

Those who joined the staff since Whittlesey's appointment include the following:

Jonathan Vipond III, 38, deputy assistant to the President for public liaison, will manage the day-to-day operations of the office. Vipond is an attorney who served one term in the Pennsylvania House of Representatives with Whittlesey in 1971-72. He later served as counsel to the court administrator of Pennsylvania (1975-79) and as chief counsel to the state public welfare department in the administration of Republican Gov. Richard L. Thornburgh.

John H. Rousselot, 55, will be a special assistant to the President with particular responsibility for business and trade constituencies. First elected to Congress in 1960, Rousselot served eight non-consecutive terms in the House representing a suburban Los Angeles district. He lost his seat last year as a result of the redistricting plan drawn by the Democratic state legislature.

Rousselot for many years was a proud member of the John

Birch Society, a fact that made him a target for liberal criticism. *The Almanac of American Politics 1982* reports that "Rousselot has a reputation in some quarters as a hard-eyed fanatic, [but] actually he is a pleasant, humorous man who will work for his ideas when they seem popular ... or not."

Reaction to his appointment among Washington business lobbyists has been mixed. Some applaud the choice and others express misgivings about his ideological approach. Whittlesey, however, describes him as "a superb communicator who has a broad understanding of the total agenda."

Mary Jo Jacobi, 31, will also serve as a special assistant to the President with responsibilities for dealing with the business community. Previously, she worked at the Commerce Department, as the director of the business liaison office. Her appointment, at a rank equal to Rousselot's, is seen as a move to calm the concerns of lobbyists who view the former House Member as too conservative.

Since 1976, Jacobi has held posts with the Republican staff of the Senate Commerce, Science and Transportation Committee, the National Association of Manufacturers and the Washington offices of several large corporations. She was a contributing author of the Heritage Foundation's 1981 policy blueprint for a conservative Administration.

Judith A. Buckalew, 35, will also serve as a special presidential assistant for public liaison. A licensed registered nurse with a master's degree in public health administration, Buckalew has worked in the health policy area since coming to Washington in 1979.

She was a policy analyst at the Health and Human Services Department (HHS), director of policy research for the National Council of Health Centers and a member of the staff of the Senate Labor and Human Resources Committee. In 1980, Buckalew served as a member of the Reagan transition team at HHS. Most recently, she was a legislative assistant to Sen. Dan Quayle, R-Ind.

John R. Tiller, 41, has been named a deputy special assistant on the Whittlesey staff. He was a member of the Reagan transition team at the State Department in 1980 and since then has held a variety of posts there, most recently as coordinator for the 1984 Olympic Games.

Tiller, a former basketball player at St. Joseph's College in Philadelphia, has coached and taught social studies in Pennsylvania and New Jersey high schools. He has been active in political and public service circles in the Philadelphia area, switching his political allegiance from Democrat to Republican in the process. From 1977-81, he was director of the Delaware County (Pa.) intergovernmental affairs office. He worked as an advance man for the 1980 Reagan-Bush general election campaign.

But Valis, who has since formed a private consulting company, stayed on for five weeks, during which time he says that he and Whittlesey worked amicably together.

Jack Burgess, one of the staffers fired by Whittlesey, already had another job in the works at the Transportation Department and reportedly asked Whittlesey to leave him on the payroll for two more weeks until his new appointment came through. According to an angry source, "Whittlesey refused, and the story ran in

the guy's hometown newspaper saying he had been fired from his White House job."

Reagan's decision to make his Central America speech at the March 10 meeting of the NAM was dictated not by Whittlesey but rather by Congress's reluctance to approve the President's proposed aid package to El Salvador. Nonetheless, NAM staff members who had been working on the draft for a speech about the domestic economy were angered by the way they were informed at the last

minute that Reagan's subject had been changed.

A spokesman for the NAM, however, said that there had been some overreaction. "Among the trade associations and other groups that are always trying to get information from the White House, people prefer a known quantity," he said. "When you get a big change like this everyone wonders what to do next."

Whittlesey moved quickly to bring in some staff people of her own, choosing colleagues with whom she had worked in

Pennsylvania. There initially was some grumbling about "breaking in the Pennsylvanians," but relations have since improved, a lobbying source said.

If anything, Whittlesey herself suffered from the greenness of her staff operation. Invited to an "insider's breakfast" at the Chamber of Commerce of the United States on April 6, she reportedly had been led to believe it was to be a small, informal get-together that did not require prepared remarks. Only at 8 p.m. the night before, so the story goes, did her staff learn that more than 200 people would be at the breakfast.

TUITION TAX CREDITS

The key to the Reagan electoral strategy has never been to win majority support from traditionally Democratic voting blocs but simply to make sufficient inroads to augment what Whittlesey referred to as the "business and mainstream Republican constituency that has never been enough" to carry national elections by itself.

At the beginning of the year, however, with many working-class voters apparently disaffected because of the long recession and with many women's groups and organizations representing minorities voicing harsh criticisms of the Administration, Reagan's non-traditional constituency appeared to be slipping away.

Presidential strategists seized upon tuition tax credits as an important issue for reaching significant numbers of the blue-collar ethnics and fundamentalists, many of whom send their children to church schools. A White House fact sheet issued on Feb. 16 stressed that Reagan's tuition assistance proposal was targeted to benefit "working lower and middle-income families" and contained safeguards to preclude the use of credits "to foster racial discrimination."

The fact sheet cited a Census Bureau report indicating that more than half of children enrolled in private schools in the fall of 1979 came from families with incomes below \$25,000. Reagan's proposal would reduce the value of credits for families with adjusted gross incomes of more than \$40,000 a year and phase the credit out at \$60,000.

Of particular interest to White House strategists is the extent to which minority groups would benefit from tuition assistance. "Contrary to popular misconceptions, minority enrollment in private schools is significant," the President's press office reported. The 1979 Census study showed that in metropolitan areas, 16 per cent of private-school enrollees were black and another 12 per cent were Hispanic and other non-white. "In Washington, D.C., 80 per cent of private-school enrollees are black," the fact sheet said.



Replacement of Elizabeth H. Dole (above) as presidential aide for public liaison by Faith Ryan Whittlesey signals a change in emphasis from legislative programs to electoral votes.

Those statistics are not lost on Whittlesey, who grew up in working-class settings in New Jersey and New York State. Both her father, an Irish Catholic, and her mother, a Scotch-Irish Presbyterian, worked hard at low-wage jobs. As a working politician in Pennsylvania, she excelled in identifying with voters from similar backgrounds. Although her home was in Haverford, in the affluent Main Line area of suburban Philadelphia, she described her Delaware County constituents as primarily "blue-collar and white-collar ethnics—Italian, Irish and Jewish." She added that her township committeewoman was a black.

One of the first assistants recruited for her White House staff was John R. Tiller, a former Delaware County official and a one-time employee of Rep. Bob Edgar, D-Pa. Whittlesey proudly described Tiller, a black, as "a product of the Catholic school system in the city of Philadelphia, with very strong ties to the Catholic groups in the city."

With large numbers of black children now attending Catholic schools in inner-city parishes, the Administration, despite its low over-all standing among blacks, does not intend to write off black voters altogether. "Blacks and other minorities are currently well situated to take advantage of the tuition tax credits proposed in the Administration bill," the White House press office advised in the beginning of the year.

One of Whittlesey's first public appearances with Reagan was at an April 7

speech to the National Catholic Education Association in which he pledged a vigorous effort to get his tuition tax credit bill enacted.

SYMBOL OR SUBSTANCE?

Richard A. Viguerie, the fund raiser and publicist for the New Right, welcomes the appointment of Whittlesey, to a high White House post. But, he said, he is reserving judgment as to whether the move signifies a true shift in White House intentions or was simply done for "symbolic purposes."

Viguerie and other conservatives have long been unhappy about the fact that so-called social issues such as abortion, school prayer and busing have been relegated to the back burner by Baker and other "pragmatists" among the President's advisers.

Whittlesey is not without her own disagreements with Administration policies. She supports the Supreme Court's ruling permitting abortion in the first trimester of pregnancy, even though Reagan has opposed it. She added, however, that she has no difficulty distancing herself from most pro-choice advocates "because they go much, much further than I am willing to go."

She strongly supports other items on the so-called pro-family agenda, including the Health and Human Services Department's "squeal rule" calling for notifying parents when minors receive federally assisted birth control services. "I believe in strong parental authority in these matters," she said. "Otherwise, what kind of message are we sending?"

Whittlesey opposes the Equal Rights Amendment because she does not think it is necessarily a good "horse trade" for women. Her commitment to the "full conservative agenda," she said, will be demonstrated by her choices to fill the vacant positions on her White House staff. The selection of former Rep. John H. Rousselot, R-Calif., once prominent for his membership in the John Birch Society, has cheered observers on the right. (See box, previous page.)

Whittlesey has also demonstrated that she believes that Reagan's espousal of "family values" can be used as a weapon to attack Democrats. She casually drops such lines as, "I can't believe that [working-class] people will vote for a Fritz Mondale, who courts the gay community."

In changing the guard at the public liaison office, the Reagan White House has clearly signaled that it is gearing up to play election hardball. But the change has also dramatized the sharp contrasts in both style and substance that characterize the President's uneasy electoral coalition. □

Whittlesey starts a new job

By George Wilson
Inquirer Editorial Board

The view from the eighth floor of the State Department was magnificent one evening last week as daylight gave way to darkness and the monuments and buildings of Washington took new form in their spotlighted splendor. But the scene inside, in the ornate reception room, was even more splendid in its outpouring of warmth and affection for the guest of honor, Faith Whittlesey.

She was the recipient of congratulations on two counts: her recently completed year and a half of service as the U.S. ambassador to Switzerland and her new appointment, with duties already begun, as assistant to the President for public liaison. Daniel J. Terra, U.S. ambassador at large for cultural affairs, hosted the reception.

In her current assignment Whittlesey occupies an office in the West Wing of the White House and advises President Reagan on relations with special interest groups — a broadly defined category that includes virtually all of the American people who belong to, or are represented by, some association or organization with a stated purpose.

More specifically, she spends much of her time talking with persons in widely varied positions of leadership, power and influence whose views may be important to the President in his conduct of public business and in his planning of political strategies.

There was much "I-knew-her-when" conversation at the reception. The 400 guests included many old friends and colleagues from Delaware County and elsewhere in Pennsylvania who could recall Faith Whittlesey when she was just beginning to get her feet wet in running



Faith Whittlesey

for elective office and learning, from the perspective of a candidate, the intricacies of hard-ball politics.

I first wrote about Whittlesey on this page in 1975. She was a state representative then. It was in that year that she won election to her first term on the Delaware County Council.

In that column eight years ago I noted some of her political assets: "a sparkling personality, a pleasant sense of humor and an ability to articulate intelligent views in a persuasive, low-key manner." It is an analysis that has stood the test of time. The words could just as appropriately have been written today.

Although it wasn't widely recognized at the time, 1975 was a pivotal year for Whittlesey. Many political observers could not understand how a switch from the state capitol in Harrisburg to the county courthouse in Media could be a step up. They doubted that she could survive the rough and tumble of Delaware County politics. They thought the old pols

in the courthouse gang would eat her alive.

But Whittlesey knew what she was doing. She was in charge at the courthouse from day one. She became the leader of the Republican Party in an important Republican county in a key Republican state. She was re-elected to the County Council in 1979 and came out early, when it counted, for Reagan in his quest for the presidency in 1980 — working hard for his nomination and election. The rest, as they say, is history.

Whittlesey acquired along the way a reputation for toughness. She is tough all right — in the sense of having the courage to make hard decisions and the tenacity to pursue difficult objectives. But she also is compassionate. Her kind of toughness should not be mistaken for insensitivity. Her toughness is mobilized to solve problems. And she is toughest of all on those who would condone unfair treatment or be indifferent to injustice.

From the beginning, her career in public service has been built on mastering an understanding of what must be done to make government effective. Her skills in evaluating public needs, matching them with available resources and setting realistic priorities are the substance of her success. Her ability to plan is matched by her ability to implement.

Yes, Whittlesey's new job is cause for celebration by all who know her, and especially by those who have known her fortitude and her hard work in overcoming obstacles and reaching goals, but there's more to it than that. President Reagan and the rest of his staff have the most to gain. They have acquired a five-star addition to the White House team with seasoned excellence in judgment and devoted commitment to candor.

Whittlesey

Continued From Page One

townhouse near the campus of American University.

Whittlesey reports for work at about 7:40 a.m. There is a staff meeting at 8, presided over by Baker.

"Despite what you read in the newspapers, there is harmony and everyone gets along very well," she said.

World and national issues of the day are discussed at the staff meeting. During an average day, Whittlesey sees the President once, sometimes twice.

In her job, she responds "to a network of special interest groups that have grown up...since the decline of the party system," Whittlesey said.

Since the Eisenhower years, party discipline, influence and cohesiveness have been on the wane, and special interest groups have filled the breach.

Many special interest groups are interested in only one issue, Whittlesey said, and that raises questions about the governability of the nation in light of their strength.

"My job is to hear (the special interests)," she said.

And the special interest groups cover a wide range, from fertilizer industry representatives, to representatives of women, blacks, ethnics and Jews, to representatives of the aged and the handicapped.

"I have to deal with these groups and listen to them," Whittlesey said. But she is a representative of the President and added, "Our job is (also) advocacy, advocacy of the President's program."

Sometimes she becomes involved in policy mat-

ters at the highest level of government. Last week, for instance, Whittlesey — citing her experience as an ambassador — spent a considerable amount of time on the phone encouraging senators to support the nomination of Kenneth Adelman as head of the Arms Control and Disarmament Agency.

Reagan wanted Adelman in that post. But his nominee met opposition because of his relative youth and questions about his experience as an arms control negotiator and his, and the administration's, commitment to arms control.

Reagan finally got his way. The senate confirmed Adelman in a 57-42 vote.

"These events turn the world," Whittlesey said.

And she confessed to being "awe-struck" at being so intimately involved in the decision-making process at the White House.

The last 17 months "has been a most exhilarating and challenging time," she said.

Whittlesey expects Ronald Reagan to seek reelection and win. She is uncertain whether she will continue to serve in a second administration, though.

In the meantime, she is content to help the President carry out his programs. Unlike administration critics, she is committed to the Reagan foreign and domestic policies.

"We have good signs that (an economic) recovery is on the way," she said. But there is "a propensity in the congress to spend and spend and spend."

It is necessary to "restrain the growth of spending," she said, "so the economy recovers."

She concluded her luncheon remarks by encouraging those present to discuss the issues in their homes, churches and among friends. She also encouraged women to participate in the political and governmental processes.

News of Delaware County

Haverford Township Edition

UPPER DARBY, PA., THURSDAY APRIL 28, 1983 B

Direct From D.C.

Faith tells tales of White House life and of diplomatic wars in Europe

By GENE TAGGART
Staff Writer

Faith Whittlesey talks to Ronald Reagan at least once a day. She has an office in the west wing of the White House. And she helps make decisions "that turn the world."

"I'm really awe-struck" by the job, the President's special assistant for public liaison told a group of about 80 women during a luncheon at the Berwyn home of Mrs. Peppi Wister Friday afternoon.

Whittlesey, a former state representative and county councilmember, assumed her White House duties in March. Prior to that, she served as U.S. Ambassador to Switzerland. Life in the Bernese Alps was an "enormous challenge," the former ambassador said, but it was also elegant.

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She described the job of an ambassador and also reported what life is like near the center of power in Washington, D.C.

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There is a battle going on between the United States and the Soviet Union for "the soul of Western Europe" and U.S. ambassadors on the scene are in the front lines.

Whittlesey seems to have enjoyed her time in the diplomatic trenches.

There are "enormous tensions" in NATO, she said. The Soviet Union wants to "neutralize" Europe. These are matters that should concern U.S. citizens, she explained.

"We have an enormous amount of our treasure invested in that (NATO) alliance," Whittlesey said.

Sixty percent of the U.S. military budget is spent in Europe, she continued.

But Whittlesey's attention shifted from Europe last January when she received a phone call from



FAITH WHITTLESEY

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WHITTLESEY

Whittlesey

Continued From Page One

townhouse near the campus of American University.

Whittlesey reports for work at about 7:40 a.m. There is a staff meeting at 8, presided over by Baker.

"Despite what you read in the newspapers, there is harmony and everyone gets along very well," she said.

World and national issues of the day are discussed at the staff meeting. During an average day, Whittlesey sees the President once, sometimes twice.

In her job, she responds "to a network of special interest groups that have grown up...since the decline of the party system," Whittlesey said.

Since the Eisenhower years, party discipline, influence and cohesiveness have been on the wane, and special interest groups have filled the breach.

Many special interest groups are interested in only one issue, Whittlesey said, and that raises questions about the governability of the nation in light of their strength.

"My job is to hear (the special interests)," she said.

And the special interest groups cover a wide range, from fertilizer industry representatives, to representatives of women, blacks, ethnics and Jews, to representatives of the aged and the handicapped.

"I have to deal with these groups and listen to them," Whittlesey said. But she is a representative of the President and added, "Our job is (also) advocacy, advocacy of the President's program."

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ters at the highest level of government. Last week, for instance, Whittlesey — citing her experience as an ambassador — spent a considerable amount of time on the phone encouraging senators to support the nomination of Kenneth Adelman as head of the Arms Control and Disarmament Agency.

Reagan wanted Adelman in that post. But his nominee met opposition because of his relative youth and questions about his experience as an arms control negotiator and his, and the administration's, commitment to arms control.

Reagan finally got his way. The senate confirmed Adelman in a 57-42 vote.

"These events turn the world," Whittlesey said.

And she confessed to being "awe-struck" at being so intimately involved in the decision-making process at the White House.

The last 17 months "has been a most exhilarating and challenging time," she said.

Whittlesey expects Ronald Reagan to seek reelection and win. She is uncertain whether she will continue to serve in a second administration, though.

In the meantime, she is content to help the President carry out his programs. Unlike administration critics, she is committed to the Reagan foreign and domestic policies.

"We have good signs that (an economic) recovery is on the way," she said. But there is "a propensity in the congress to spend and spend and spend."

It is necessary to "restrain the growth of spending," she said, "so the economy recovers."

She concluded her luncheon remarks by encouraging those present to discuss the issues in their homes, churches and among friends. She also encouraged women to participate in the political and governmental processes.

Faith Whittlesey Settling In At White House

By GENE TAGGART
Staff Writer

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A BUSY WEEK. Faith Ryan Whittlesey (second from right) was guest of honor at a State Department Reception last week. Among the 400 persons on hand were her parents, Mr. and Mrs. Martin Ryan, and U.S. Ambassador for Cultural Affairs Daniel James Terra (right) who hosted the reception. Whittlesey spoke at the University of Pennsylvania Thursday and was guest at a luncheon in Berwyn Friday. She returned Washington in time for a dinner with President Reagan and the press Saturday. (Joan Toennissen Photo)

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The Washington Post

STYLE



*Faith Whittlesey in her office;
Photo by John McDonnell—The Washington Post*

Sunday, April 24, 1983

The Saga Of The Dragon Lady

Faith Whittlesey, Reagan's New Public
Liaison Officer, Tackles a Tough Job

By Elisabeth Bumiller

FAITH WHITTLESEY is the new woman to watch out for in the White House, but so far the men aren't sure what to make of her. She's the president's assistant for public liaison, a rare Reagan conservative among the Ivy League moderates who run the West Wing. She's also two years behind them, and often pipes up with questions they resolved long ago.

On her second day on the job, she fired six people—leaving her with a skeleton staff and a workload to drown in. She looks a lot different from the rest of them, too: fresh-faced, freckled, a Talbot's-style dresser in ruffled blouses and tweed suits. In interviews she can get so nervous that her hands shake. The men, increasingly impatient, are wondering when she'll do something.

They may be surprised.

Whittlesey is a streetfighter who likes to get her own way. She once had an argument with a political opponent that was so bitter she shoved him out of her Delaware County, Pennsylvania, office. She fought with former Transportation Secretary Drew Lewis, too, and Lewis, a fellow Pennsylvania Republican, got so mad he recruited somebody to run against her for lieutenant governor. Another time she called a political enemy "a snake." When it turned up in print the next week, she said she'd been speaking off the record. She jokingly referred to it as "The Saga of the Dragon Lady."

But can the Dragon Lady cut it at the White House, home of the nation's most internecine office politics? She's in charge of mobilizing special interest groups—blacks, women, Jews, labor, business, Indians, farmers, even Eskimos—behind the president. The office under her predecessor, Elizabeth Dole, was viewed by many as a weak one. Now, it could be one of the most crucial jobs in a reelection campaign, particularly since Reagan's support among those groups has eroded. Whittlesey herself rose up from the working class, the traditional Democratic constituency that moved for the president in 1980 but is now slipping away. She says she knows how it feels to stretch a thin budget; her father, who worked on the docks loading freight, never made more than \$100 a week.

"We're pinning a lot of hope on her," says the communications director David Gergen.

"Sure, it's difficult for someone coming in cold," says James A. Baker III, the

See WHITTLESEY, G4, Col. 1

G4

Sunday, April 24, 1983

THE WASHINGTON POST

WHITTLESEY, From G1

White House chief of staff who brought her in. "But you give her a chance—and you watch."

"This is like any other job except all the people have famous names," Whittlesey says. "I know I'm coming into it at a difficult time. But that makes it more appealing to me."

She's in her office, the one on the second floor of the West Wing done in pale yellow and chintz. It's already filled with antiques from her own collection: several 18th-century Dutch marquetry chairs, two Italian chests, a four-foot-high Japanese palace urn. "But it's not done yet," she says.

Friends and former colleagues describe her as brilliant, magnetic, tireless, driven and high strung. She is 44, a widow, still strongly influenced by a mother who told her she must be "the best." Raised in an upstate New York housing project, Whittlesey became a Kennedy Democrat at Wells College, then switched to the Republican Party after working as a lawyer in the welfare system. She was the ambassador to Switzerland, a Pennsylvania state legislator and a political boss who beat the Delaware County "War Board," one of the nation's toughest political machines. She often finishes someone else's sentences with an impatient "yes, yes, yes."

But there is a vulnerability to her, in part because she is so intense that you just want to make her relax. "A high-voltage personality," is how Gergen puts it. "It's hard for me to make casual conversation with the president," she says, "because he's such an awesome figure, as presi-

Colleagues say she's mostly silent at the morning senior staff meetings, hanging back until she gets the feel of it. But in smaller sessions Whittlesey doesn't hesitate to break in. Once when Gergen was arguing that the White House should push forward on equity for women in pension plans but not in insurance policies, Whittlesey came right back at him, saying they should hold off on both because they didn't have enough information about them—and that they were expensive, anyway. Gergen and a few others at the meeting were taken aback.

dent." Her colleagues in the Pennsylvania legislature found her gullible enough to tease with made-up stories, laughing with her when she finally caught on.

But in interviews she is articulate and impressive, eager to talk about the foreign debt crisis or tell how she promoted the sale, while ambassador, of the American M-1 tank to the Swiss. She has also mastered the politician's art of candor, which is to admit the obvious but no more. Thus, on Elizabeth Dole: "It has never been communicated to me that they were not happy with her or the office. I've just heard that from lots of people on the outside."

She is gracious, to a point. "Charming may not be the word I would use to describe her," says William Scranton III, the Pennsylvania scion who beat her for lieutenant governor. "She can be friendly and engaging, but a lot of the appeal is intellectual."

She is not one of the girls. "She thinks like a man," says Sandra Cor-

nelius, the friend whom Whittlesey appointed Delaware County Human Services Coordinator. "Most of her conversations are about work and advancement. We don't talk about tea and what we're having for dinner. It's more—'What's the action on this bill?'"

Sometimes even the boys got tired of that, particularly when Whittlesey would have dinner with them while the Pennsylvania legislature was in session. "A lot of times, we weren't too interested in talking about the legislative happenings of the day," says Matt Ryan, the minority leader. "But it was hard to get her off of it."

It was while she was in the state legislature in 1974 that she learned that her husband, Roger, had been found by a babysitter in the car in their Haverford garage, dead from carbon monoxide poisoning. He was 35, a Main Line Philadelphia man who had run for office himself and lost, then founded his own advertising business and successfully marketed his wife for the legislature.

Whittlesey says the suicide was triggered by an overnight business failure.

"I was very much in love with him," Whittlesey says. "We had our problems, everybody does, but he was an enormously exciting person to live with." She has raised three sons on her own, and now insists on leaving the White House at the early hour of 6 p.m. to see that the one son who's at her Wesley Heights home gets his dinner. Everyone, friends and one-time political enemies alike, say she's a great mother. "I can't stay here and work all night long the way these people do," she says. "Many people around here have wives at home, or they don't have children. I feel hobbled in a way. I wouldn't call my child a hobble, but I have to perform with one arm tied behind my back."

At the same time, she tends to see other women, at least those she encountered with her mother-in-law at the women's auxiliary meetings in the mid-'60s, as cultural stereotypes. "I used, to get frustrated because I wanted to be where the action was," she says. "I felt that in some of those meetings an extraordinary amount of time was spent on things like the menu."

She doesn't get along with the women who lead the feminist movement, either, and once told an interviewer: "That's all right, because I have never been at ease with women. My best friends, from the earliest years, were boys and men."

"No," she says now, "no, no. No. No, no. That's at ease with women's groups, not at ease with women. I like women. I can talk about babies and diapers, and did."

But she has already aggravated some of the women's group leaders who have met with her at the White House. Although she's in favor of abortion, she opposes the ERA, considers many of the social programs that the movement supports as too expensive and terms some of the "rhetoric" as "counter-productive." "I'm sure I wouldn't have had all the opportunities I've had without some women out there being noisy about it," she says. "But that's not my interest."

"I don't know how long it's going to take her to realize that you don't insult the constituency by saying in the press that you're not involved in any of their issues—and never have been," counters Kathy Wilson, a Republican, and the president of the National Women's Political Caucus. "It puts people off. And I don't think an appropriate response to women's issues is, 'We're working on the economic recovery, and when the economy improves, women's lives will improve.' I just was not impressed with her enthusiasm for moving the agenda."

Whittlesey is one of those women who says she got where she did without the agenda. "I think there's a lot more women out there can do," she insists, "if they just get on with it." But she does complain about sexism directed specifically at her, particularly when people used to describe her as ruthless. "I don't do anything that's not standard in politics," Whittlesey says. "And people have played hardball against me. But I'm a woman, you see."

If Ronald Reagan runs for reelection,

Whittlesey has to pull together a staff, come up with strategies for mobilizing the important interest groups, then implement those strategies. None of that can be done without the support of White House political operators, most particularly Baker. He appears to be behind her, at least publicly, but others on the senior staff are complaining that Whittlesey fired the six staff members too fast. She admits her small staff is now "an enormous problem," she says she hopes to have some new appointments this week.

She defends her firings, arguing: "Is it better to let people hang in uncertainty for three weeks? Or three months? And then go behind their backs interviewing?" The firings, she adds, had the approval of Baker.

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"She's basically jumping in whenever she wants to," says another adviser. See WHITTLESEY, G5, Col. 1

WHITTLESEY, From G1

viser, "and then relating her experience to either Pennsylvania or Switzerland. It's not relevant."

It's hard to know how much of this criticism is inspired by sexism, by being the new assistant in the West Wing or by an honest assessment of her ability. "I cannot honestly say that I have encountered anything that I regard as hostility or being cut out of anything," says Whittlesey. "I've always found in my life that I will be consulted to the extent that my advice is of value in the predominately male world in which I have lived professionally."

It was a world that was never easy. When she graduated from the University of Pennsylvania law school in 1963, Whittlesey says she was told to not even bother with the interviewers from the law firms because they'd never hire a woman. She worked instead as a teacher in a South Philadelphia high school. "I saw the children of the welfare system before my eyes," she says. "I saw the failure of the solution."

She became a lawyer for the welfare department, where her job was to collect money from welfare cheats. Then, as an assistant U.S. attorney, she prosecuted Vietnam draft dodgers. At the same time, she switched her reading from *The New Republic* to *The National Review*. "It was an evolution that took place over a period of time," she says. "Working in government made me skeptical of government."

She and her husband, Roger, soon dove into Republican politics. After he lost a 1966 race for the state legislature in a Democratic district, the two moved to Haverford to find a



Faith Whittlesey; photo by John McDonnell—*The Washington Post*

political home. It was a Main Line suburb within the conservative middle- and working-class area of Delaware County. But when supporters approached Roger Whittlesey to run again for the legislature in 1972, he turned them down, saying he was too busy with his advertising agency. "But I said, 'Well, you may not be interested, but I am,'" says Whittlesey. "It took him a couple of days to think about it, and then he decided he really liked the idea."

She was pregnant, but rang doorbells for five months. She and her husband financed the campaign

themselves, using direct mail, election-day flyers and "Faith" potholders—techniques unheard of in Delaware County. "Maybe other people have said that he created me, but we did it together," says Whittlesey. "We were friends as well as husband and wife."

A month before the April 1974 primary election of her second term, her husband committed suicide. She didn't campaign again until September, but was reelected in a year when the Republican Party collapsed nationally and in Pennsylvania as well. "I had to go out and do something,"

she says. "It was an all-consuming life, and it prevented me from feeling sorry for myself. Politics was a kind of refuge."

She never finished her term, but went back to run for county office in 1975 because the party wanted to prevent a Democratic take-over after Watergate. As chairman of the County Commission, she fired 300 people and for years ran a government with a budget of \$62 million and more than 2,000 employees. She fought often and hard with the old bosses, usually over who should get jobs within the organization. Critics said she had created her own machine.

"She turned the party upside down as far as hustling," says John McNichol, a powerful county leader whom she fought with. "But Faith was never satisfied with the status quo. She was impatient with people who weren't as ambitious as she was

"But I got a kick out of her. It's like having a lead dog on your sled. He knows where he's going, he's strong as hell, but he's no good if he drops dead. Faith sometimes has to hold back."

In 1978 she ran for lieutenant governor, losing to Scranton, the man Lewis recruited. Lewis says he was mad because Whittlesey refused to support him when he was thinking about running for governor. "I wasn't being completely vindictive," he says now. But Whittlesey says Lewis was mad at her because she'd refused to turn over her Reagan delegates to Gerald Ford—who was Lewis' candidate—at the 1976 convention. As Rick Robb, a former right-hand man to Lewis, recalls:

"She'd come into a meeting in Kansas City, look you right in the

eye and say, 'Look, Ford is a loser. If we nominate him, we're going right down the chute. I think the leadership in this room is making a big mistake.' That's something that people in politics just don't do—tell you what they think."

She took the loss for lieutenant governor hard. "She retreats into

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herself, licks her wounds, gets angry," says Cornelius. "She was depressed for a long time."

In 1980 she helped get Reagan elected, and then, with Lewis' political help (the two had long since made up) became ambassador to Switzerland. She says she didn't spend the whole time skiing, but instead turned what could have been a vacation into a fascinating job. "I loved it," she says. "There were so many things going on. We had the arms control negotiations, and the whole debate about our relationship in the Atlantic Alliance." This is one job where she gets uniformly great reviews.

"Let's say we were up at 8 a.m., and negotiating all morning," says John Fedders, an official with the Securities and Exchange Commission who came to help negotiate a legal problem between the SEC and the Swiss Bank. "Next there's a fancy lunch at the embassy, and then we negotiate all afternoon.

Then there's a fancy dinner, and it's now 10 o'clock at night and we have to plan for the next day. Everybody else wants to do it in half an hour, and she's prepared to go over it in microscopic detail for several hours. She's tireless."

There was also some gossip that Whittlesey got the job because she had a Swiss boyfriend.

"Oh, that's ridiculous," she says, looking as if she doesn't know whether to laugh or hiss. "I had a German boyfriend. He was not anything. I suppose it adds some spice to my life."

Is she seeing anyone?

"It's nothing that I would want to discuss in public," she says. "I have very little time for it . . . Since I've been here, I think I've spent maybe 20 minutes in a woman's clothing store and maybe 10 minutes in a shoe store. I bought two blouses and a pair of shoes and a purse. I decided I was absolutely desperate."

~

But why, finally, did she take this job?

"I like politics," she says.

But it doesn't pay as well as a job in business.

"No, it doesn't pay well."

And she had to move from Switzerland, and she has to listen to everybody's complaints, and she doesn't have enough influence at the White House.

"Right, right, right," she says.

So why?

She smiles. "I like challenges."

"She wanted to be back in the mainstream," says John McNichol, her old adversary. "And you can bet your boots she'll be involved in the campaign. Faith is a political animal. When controversy is missing, she has a tendency to make it happen."

COMMENTARY: *This Time, We Think He's Wrong!*

Representative Pete Vroon is one of the shining lights of the State Legislature. We publish his column every week because: 1. It is not the usual canned PR pap out of Harrisburg. 2. He usually has something interesting to say. 3. He almost always is right. Almost.

His current column, we think, is an exception. Pete is all riled up about HB 173, which would forbid insurance companies to cancel out the insurance of those whose driver's or owner's license has been suspended or revoked for — now get this! — PARKING violations. Not for hitting someone else or driving while drunk, but for parking illegally or overtime.

Mr. Vroon's opposition to this measure is somewhat misdirected on several grounds: 1. **Philosophical.** "You don't kill a fly with a sledgehammer" is a good operating principle. It is the owner, or driver — as the case may be — who has violated the law. Not the car. And certainly not the other members of the family, whose right to drive is taken away from them if insurance coverage is removed. Taking the offender's license away is a considerable inconvenience. Why make it impossible for the other members of the family to use the car? 2. **Practical.** Much ado is made about the burden on the insurance companies to find out WHY the license is lifted, in order to determine whether or not insurance coverage should be removed. It would seem quite simple for the Bureau of Motor Vehicles to devise a form with an entry — or a color — that would immediately make clear to the insurance company whether the action was taken for an operating or a parking violation. 3. **Effect on Scofflaws.** It would appear that this bill is designed to benefit Philadelphians alone. Apparently that is the only region in the state where scofflawing is a problem. How about an amendment to this law providing that those with repeat parking violations leading to license suspension or revocation automatically receive a mandatory 10, 20 or 30 day jail sentence? No appeal. This would have a far more drastic effect on the thinking of scofflaws, many of whom continue to drive, without license and without insurance, in defiance of the law and suspension.

We're not saying that Bill 173 is a good law, or that Pete Vroon is entirely wrong. We just don't think his rationale is comprehensive on this one. We await his next column with interest.

We Got Quite an Amused Kick out of the letter from James Higgins, Democratic candidate for First Ward Commissioner in Radnor, which appears this week. As a newcomer to politics he should be aware of certain facts:

1. Art Lewis is about the most "non-political" Commissioner Radnor township has seen since Brig. Gen. Molthan was on the Board. You remember the story about General Molthan, we're sure. In an extended discussion of political purity during a Commissioners' meeting he exclaimed, "But I'm not a politician!" To which the most down-to-earth politician of them all, the 5th Ward's John Christie, riposted: "How do you think you got elected — by immaculate conception?" The point: Politics is part of the game; that does not make it immoral.

2. Since when is it illegal, unethical or otherwise unseemly for an applicant's representative to visit a township Commissioner to find out how to make his client's application suitable to avoid the shoals of disaster? We're talking here of legitimate give and take, not anything sinister. Art Lewis would throw out of his home anyone proposing anything that is less than ethical.

It is entirely understandable that the neighbors should object to

the expansion of the O'Neill garage. But it is there under a decades-long use which is entirely legal. The expansion reputedly is to make working conditions safer, among other reasons.

One may not like the decision or the garage, but that hardly makes Art Lewis's role in it sinister. Whether he was entitled, or required, to notify others of the pending application, before it was filed, is another matter entirely.

Another Letter Writer asks: "Have the liberals given Ronald Reagan credit for anything to date?" The answer implied is "no." That's not quite correct. The Liberals have gushed all over with praise for Ronald Reagan — in his rigid support of the 10% withholding tax on interest and dividends. Ron! Baby! Consider where your support is coming from on this issue. And reverse course!

Consider what another letter writer, Mike Kelly — a staunch Reaganite — has to say about it in this issue: "If he vetoes this Bill (for repeal of the withholding) he will not be re-elected."

Mike Kelly has got hold of something here. The small savers, who number in the millions, may forgive Ronald Reagan for the recession; they may realize that his enemies are killing him — and us — on defense. They may not get excited over his failure to push through the "social program." But they will understand, and they won't forgive or forget that he double-taxed them on their savings, which were all that was left after payroll withholding on their wages.

The Bob Doles who advise Reagan have forgotten that it was little people, not country-club Republicans, who put Ronald Reagan into office. When they see their savings "confiscated" — as Mike Kelly accurately puts it — they can figure out that down the road will come further squeezes.

"Remember that you confiscated our savings," writes Mike Kelly, in a warning to both the President and Congress. It is out of such "little issues" — not nuclear war — that elections are won and lost.

A Night — Oh! What a Night! — At the Opera — And After. First, we missed The Rizzo-Goode debate. (We have been advised that was a plus for us.)

Then there was the opera itself. "Carmen" as "La Pasionara?" The production as a subtly friendly vehicle for the Communist side in the bloody Spanish Civil War? Complete with trucks, blazing guns and a major character decked out as Che Guevara?

Talk about anachronistic productions! Georges Bizet must be rattling around in his tomb. Artistic license we can handle, but wholesale expropriation to convert an opera into propaganda?

Fortunately, the evening was saved by the singing — certainly not by the "production values."

We couldn't help hearing a lady deliver a classic critique of the performance: "It's like putting 'Butterfly' into a tepee!" she moaned. She was so right.

Despite these complaints, Victoria Vergara made a smashing "Carmen" in the title role, with a supporting cast that rose above the visually unappealing in Fascist khaki, on the one hand, and revolutionary beards, on the other.

It was midnight when these shenanigans were over and we began the nerve-tingling drive back home — and it was not the usual kamikaze experience. As we left the Academy of Music, a full-scale blizzard was raging, so we proceeded at about 20 miles per hour out the Expressway.

(Continued)

At the Gulph Mills exit the electrical system started to go. First the windshield wipers slowed down, then stopped. Then the lights and radio went. At this point, the snow became a blessing. The roads were white, which made it possible to see on the normally dark back roads between the Expressway and Lancaster pike.

A couple of oncoming drivers honked to draw attention to our lack of lights. But we made it up the dangerous S-turn on Matsonford rd., stopped for the traffic signal at St. Davids Inn, and finally dumped the car at the local Exxon station, a block from home. There was more adventure and tension in that one-hour midnight ride than in the opera or the political debate.

Ron Should Have Been There! Somehow, President Reagan did not make it to the Washington reception for Faith Whittlesey at the State Department last Wednesday night. (Helen Duffy will give you the fill-in on the posh decor and the scrumptious buffet.) The President would have found kindred ideological and political souls there — with the possible exception of Elizabeth Dole, who vacated the current Whittlesey spot as Special Liaison to the President in order to become Secretary of Transportation, a high visibility post.

One should consider that Faith Whittlesey is really only about two — no more than three — heartbeats away from a G.O.P. nomination for Vice-President in 1984. Anyone who thinks George Bush is a shoo-in to repeat in that slot had better add up the numbers. The Reagan administration is perceived — wrongly — as anti-women, a perception fed by his liberal and leftist enemies. So the addition of a woman to the ticket could be highly profitable.

So who does the President have? Well, he has Jeanne Kirkpatrick, the enormously able Ambassador to the United Nations, already a bete noir of the left and of NOW. And he has Mrs. Dole, disliked and resented by his conservative constituents, both male and female. Both have had extensive national exposure, which would work both for and against them.

Faith Whittlesey is unknown in Washington, where she will have a year in which to make her mark on the Establishment and the media. Already, two weeks ago, the Washington Post was readying a hatchet piece on her, calling up everyone in Delaware county who might be able to cast her in a baleful light. (Perhaps the piece has been printed by now.)

What Faith has going for her is a vivid perception and support of the President's policies in most areas, an articulateness in expressing it, and no fear of walking into the heat of the Washington kitchen. She fired half-a-dozen people from her new agency the first week on the job — although we understand the departures were in train before she arrived. She also had no hesitancy about weeding out reluctant or non-supporters of the Reagan foreign policy at Bern, where she served with distinction as Ambassador to Switzerland.

Congressmen Dick Schulze and Larry Coughlin were on hand with their wives. No sign of the two Senators from Pennsylvania, although Jesse Helm, Arthur F. Burns and Richard Allen were on hand. There were, altogether, some 400-plus people enjoying the luscious buffet, including Faith's parents, who came up from Florida and Delaware County Councilmen Frank Lynch, Nick Catania and Curt Weldon.

Faith Whittlesey is a long-shot for that Vice-Presidential nomination — but considering what can happen in politics, don't count her out!

-Main Line Times, Thurs. April 28, 1983

Faith Ryan Whittlesey Honored At Luncheon In Berwyn



FAITH WHITTLESEY HONORED AT LUNCHEON. Among those in attendance at the Friday luncheon at the Berwyn residence of Mrs. William R. Wister Jr. in honor of Faith Ryan Whittlesey, assistant to the president for public liaison, were (from left) Mrs. John Wintersteen of Haverford, Faith Ryan Whittlesey, Mrs. Tristram C. Colket Jr. of Paoli, Mrs. George W. Ebeling of Bryn Mawr and Mrs. Thomas H. Ginley of Bryn Mawr. Mrs. Whittlesey is from Haverford and returned March 1 from an assignment as ambassador to Switzerland.



LUNCHEON GUESTS. In attendance at Friday's luncheon in honor of Faith Ryan Whittlesey at the Berwyn residence of Mrs. William R. Wister Jr. were (from left) Mrs. J. Mahlon Buck Jr. of Haverford, Mrs. David Eisenhower of Berwyn, Mrs. Alexander B. Wheeler of Bryn Mawr, Mrs. Frank C. P. McGlinn of Haverford and Mrs. Graham H. Humes of Radnor. The luncheon was attended by 80 guests.

(Continued)



LUNCHEON IN BERWYN. Among those enjoying the luncheon Friday in honor of President Reagan's Assistant for Public Liaison Faith Ryan Whittlesey at the Berwyn residence of Mrs. William R. Wister are: (from left) Mrs. William Green, wife of Philadelphia's mayor; Mrs. Whittlesey and Mrs. William R. Wister.

(Carole Springer Photos)

Faith Whittlesey Honored At State Department Buffet

Faith Ryan Whittlesey of Haverford, special assistant to the president for public liaison, and former ambassador to Switzerland who served in the Pennsylvania House of Representatives and on Delaware County Council, was guest of honor at a reception in the State Department in Washington, D.C. last Wednesday evening.

Daniel James Terra, ambassador at large for cultural affairs, hosted the reception in the formal reception rooms at the top of the state department building, 22nd and C Sts., Northwest, Washington.

The reception was attended by about 400 persons, including 200 friends and political associates from Delaware County and the Main Line.

Mrs. Whittlesey and her son, William, 10, and Ambassador Terra greeted each guest as they entered the reception.

During the reception, she spoke briefly of her new assignment as a special assistant to President Reagan and introduced her parents, Mr. and Mrs. Martin Ryan, who were visiting with her from St. Petersburg, Florida.

-JOAN TOENNIESSEN



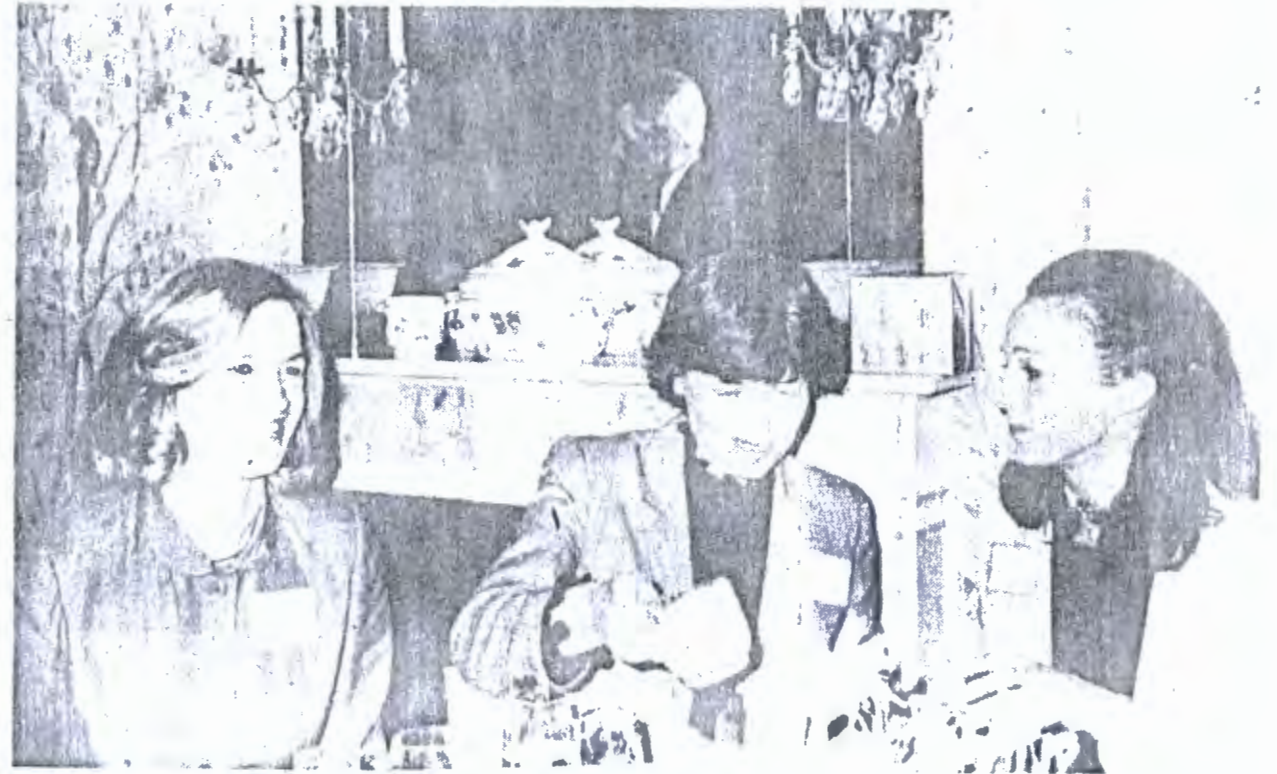
AT STATE DEPARTMENT RECEPTION. Among the 400 guests in attendance at last Wednesday evening's buffet reception at the Department of State in Washington, D.C. in honor of Faith Ryan Whittlesey of Haverford, assistant to the president for public liaison, was Mrs. Owen G. Riley Jr. of Villanova (left) being greeted by Mrs. Whittlesey and her son, William.

(Joan Toenniesen Photo)

Receptions For Faith Whittlesey In Washington & Berwyn



AMBASSADOR-At-Large of Cultural Affairs, the Honorable Daniel J. Terra (at right), entertained last Wednesday at the State Department in honor of Faith Ryan Whittlesey. Among those attending are (from left) Mrs. Sidney Dunn, of Strafford; Nicholas J. Sellers, Esq., Justice of Peace, Radnor township, and Faith, who recently was appointed liaison to President Reagan. (Helen Duffy photos)



HOSTESS of the luncheon to honor Faith Ryan Whittlesey, Mrs. William R. Wister, Jr., of Berwyn, joins her honored guests Mrs. Whittlesey and Mrs. William Green, (left) wife of Philadelphia's Mayor. Many women from the Delaware Valley attended the splendid affair.

(continued)

Faith debuts regally in Washington

By BARBARA ORMSBY
and PATTI MENGERS

Daily Times Writers

WASHINGTON, D.C. — Minus the blush of a teenage debutante but glowing all the same, Delaware County's own Faith Ryan Whittlesey was officially introduced to the nation's capital last night as special liaison to the White House.

Amidst the glittering decor of the State Department's diplomatic reception rooms, the former Delaware County Council chairman greeted about 400 friends at a party hosted by Daniel James Terra, U.S. ambassador-at-large for cultural affairs.

Serenaded by a string quartet, Mrs. Whittlesey hugged and kissed colleagues both new and old as they munched on oysters, strawberries, and other elegant hors d'oeuvres.

Among her well-wishers from the old hometown were County Councilmen Frank Lynch, Nicholas Catania, and Curt Weldon. County Republican chairman Tom Judge and Congressman Dick Schulze also made Mrs. Whittlesey a bit nostalgic.

"I would not be where I am today if it hadn't been for their help," said Mrs. Whittlesey, who also paid special tribute to her parents, Mr. and Mrs. Martin Ryan, who came up from Florida for the affair.

The former Haverford resident who now makes her home in the District of Columbia has barely had time to adjust to the high-powered pace of federal government.

Fresh from her assignment as ambassador to Switzerland, she plunged into her duties at the executive office on March 1.

The plunge, in fact, was so forceful, that she immediately fired five top officials in her office which handles special interest groups representing everything from women's issues to labor.

"I'm at my desk by 20 minutes to eight and I'm in a state of exhaustion by the time I get home," noted Mrs. Whittlesey, who said that some Delaware Valley residents may soon be added to her staff.

Although she hasn't even been at her new job for two months, Mrs. Whittlesey has apparently already impressed some of her new neighbors.

"She is so beloved," said Sen. John Warner (R-Va.).

"A magnificent lady," cheered Terra, the host of the party, adding, "She was so popular that even the bankers in Switzerland cried when they heard she was leaving."

One of Mrs. Whittlesey's biggest fans,



FAITH RYAN WHITTLESEY

President Reagan, was not present for her coming out, but Mrs. Whittlesey had kind words for him all the same.

Mrs. Whittlesey said she believes Reagan

will run again and if he does, she'll do anything to support him.

"He deserves another term," added the President's new special liaison.

WEDNESDAY, APRIL 13, 1983

WASHINGTON TALK

White House

Public Liaison Aide Has 'Go-Out-and-Do-It' View

By FRANCIS X. CLINES
Special to The New York Times

WASHINGTON, April 12 — When Faith Ryan Whittlesey leans back in the White House and lets her political memory run to her blue-collar roots, a fervor spins forth that could challenge even Ronald Reagan's most heartfelt recollections of the Depression.

"I know what will move these people," she said of working-class voters, celebrating both the President she serves now as public liaison director, as well as the memory of her parents' scraping through low-wage jobs in a post-war housing project. "My father never made more than \$100 a week, and I remember my mother going out through the snowstorms of Buffalo to a nurse's aide job so my brother and I could be educated. These are the people who are the backbone of America, who pay the taxes, fight the wars."

Democrats who hear her tale of moving beyond immigrant-Irish poverty and of prevailing in the male-dominated worlds of law and politics may wonder why this flinty, work-ethic politician is not one of them. But Mrs. Whittlesey replies that she tried that party, much the way Ronald Reagan did, and she says she has yet to find a Democrat with the intuitive feel for the working class that the President has.

"They believe, they know he will protect their interests," she said, summarizing the political strategy of a re-election campaign she feels is already under way.

Disowns the Title 'Boss'

If it is, then Mrs. Whittlesey now holds one of the toughest jobs in it, charged with protecting the President's standing among the major special-interest organizations dealing with the White House, from labor to business, from immigrant blocs to church lobbies, from women to blacks. Her track record in elective and clubhouse politics seems up to the challenge, for she has been a Pennsylvania state legislator and chairman of the county board in Delaware County, a key suburban county near Philadelphia. She disowns the title but not the implications of having been political "boss" of that county, and she did, indeed, deliver her area and surrounding counties to the 1980 Reagan victory.

With her preference for arguing complicated international issues — she wrote the Republicans' 1980 defense policy plank — Mrs. Whittlesey is notably different from the social-issue polemicists at the White House. Her personal profile on issues is interesting; she is both against the proposed equal rights amendment to the Constitution and in favor of individual choice on abortion, but prefers far more to discuss the Soviet arms threat and the current "struggle for the soul of Europe."

Mrs. Whittlesey, who is a 44-year-old widow and the mother of two teenagers and a 10-year-old, offers no great sisterly sympathy to feminist groups. "The best way to do it, is to go out and do it, not engage in rhetoric," she said, recalling her own experience in having to fight for a job, even with her law degree, and taking "black-board jungle" teaching and welfare jobs in south Philadelphia.

'Focus on the Big Questions'

"I was never involved in women's issues," she said. "I come from a different perspective. Only when women get beyond women's issues and focus on the big questions will they be drawn into the general political debate."

Various critics, including some within the White House, say the doubts and dissatisfactions of groups handled by the public liaison office have built to politically dangerous proportions in the last two years.

"Public liaison has been a shop suffering from what I call the Andy Warhol syndrome," said one Administration official. "Everybody working there is famous for 15 minutes." The official referred to the office's cadre of a dozen or so workers bearing Presidential "special assistant" credentials as they move about "stroking" the various pressure groups that, in the tradition of White House politics, demand to be heeded.

In the case of the Reagan Presidency, there is a basic question of whether any group of political specialists could have built smooth relations in the face of underlying policy decisions that, according to opinion polls, have alienated large parts of such key voting groups as women and blacks. With the arrival of Mrs. Whittlesey last month from her previous post as

Ambassador to Switzerland, the office was quickly purged, with seven of the nine special assistants dismissed.

"That was my decision," Mrs. Whittlesey volunteered quickly, insisting it was a matter of her own preference and no reflection on the previous staff headed by Elizabeth H. Dole, who has moved on to become Secretary of Transportation.

Mrs. Whittlesey's purge did not displease the President's chief of staff, James A. Baker 3d, who has had a trouble-shooter, John S. Herrington, studying several West Wing offices and recommending reforms in advance of the presumed 1984 re-election bid. This study has stirred fresh speculation of change almost daily. The latest rumors are that the separately standing office of White House political affairs headed by Edward J. Rollins will eventually, and logically, be folded into the formal re-election organization once it is created. If so, this could shift additional burdens to Mrs. Whittlesey's job.

She declines to discuss any of the rumors, including one that former Representative John Rousselot of California will soon be appointed to Mrs. Whittlesey's staff as special assistant to the business community. Mrs. Whittlesey says she is reorganizing and broadening the office's approach so that her assistants will be



The New York Times / George Tames
Faith Ryan Whittlesey

'I was never involved in women's issues.'

able to work in more than one specialty.

Similarly, her strategy with special-interest groups is to broaden the dialogue so that when, for example, pro-Israel groups come to her, she says she stresses that the worldwide Soviet threat and the President's defense program can directly affect American strength and credibility in the Middle East.

It may be a mark of the spirited political style of the President's newest assistant that while others in the White House inner sanctum toe-dance around the question of whether Ronald Reagan will run again next year, she simply asked him.

"Jim Baker kind of looked at the floor," she recalled.

She got the same noncommittal answer the President gives to everyone lately. But, more important, perhaps, she has kept her record for surprise and initiative building in what she calls the "man's environment" of politics. "I've had to struggle in that environment since the beginning of my career," Mrs. Whittlesey said. "As I look back, I don't see the obstacles. I see that I've had to run faster and harder. And I have."

Problem-Solver

Mrs. Faith Ryan Whittlesey of Philadelphia, former ambassador to Switzerland and former state representative, has been appointed President Reagan's public liaison director in communicating with women, minorities, labor and other special interest groups. She said she looks forward to working with all sorts of people, even those antagonistic to Reagan's conservatism.

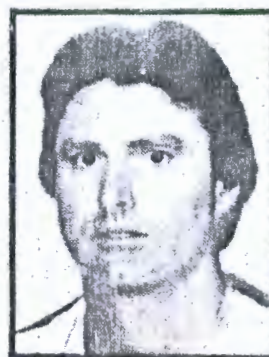
Observers say she's "tough," but capable of diplomatic sophistication. She'll need both traits to overcome the ideological attack against the president. Although he's gained more high positions for women in government than any of his more liberal predecessors, Reagan is still being painted as a chauvinist, racist and anti-labor radical. Whittlesey will have to tackle these false images head-on because they are getting out of hand. The lack of proof doesn't stop anti-Reaganites from accusing him of suppression bordering on slavery and sadism. Extremists representing certain special interest movements consider any form of reasoned moderation as treason. Whittlesey, the problem-solver, has taken on quite a task.



FAITH WHITTLESEY

WASHINGTON'S HIGH SOCIETY CHEERS FAITH

PAGE 42



STEVE CARLTON

LEFTY'S RED HOT

HE FANS 10, PHILS WIN — BACK PAGE

DELAWARE
COUNTY

PARTLY
SUNNY

Weather, Page 12

DAILY TIMES

THURSDAY, APRIL 21, 1983

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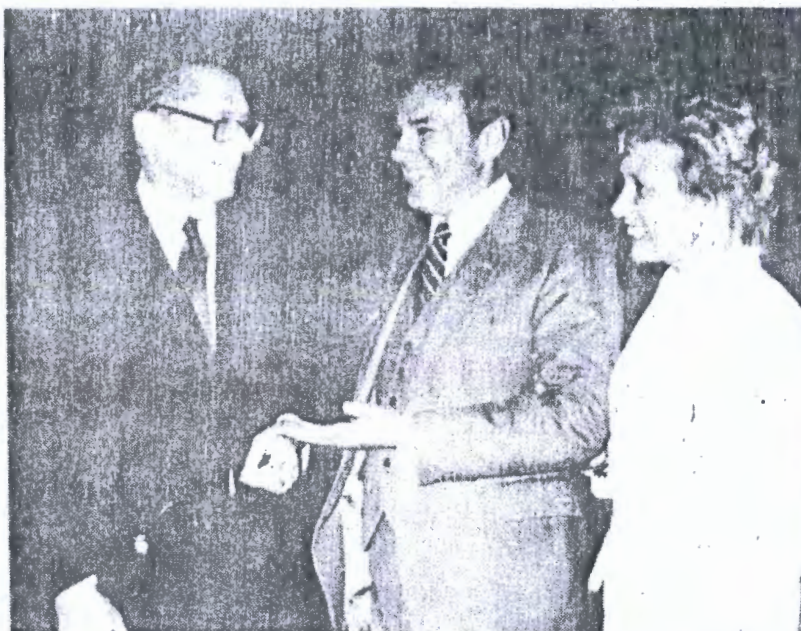
The Suburban Scene

BY HELEN DUFFY

OUR HEADS ARE SPINNING here at "The Suburban" trying to make room for all the interesting things that happened last week. On Wednesday we took a train to Washington to attend the reception for Faith Ryan Whittlesey, former Ambassador to Switzerland and recently appointed assistant to President Reagan in the Office of Public Liaison. The Hon. Daniel Terra, Ambassador-at-Large of Cultural Affairs, hosted the reception held in the magnificent hospitality rooms of the State Department. These rooms are furnished with priceless antiques which have been donated by private families or are on loan. This reception gave Faith an opportunity to meet many new friends and greet old ones. Her youngest son, William, stood in the receiving line with the two Ambassadors (Faith still retains that title).

Faith is a loyal lady and remains faithful to her political convictions and to her old friends. She introduced her parents with loving gratitude. She is a warm woman as well as an intelligent one.

On Friday a festive luncheon was



CONGRESSMAN Richard T. Schulze and Mrs. Schulze (right) are seen talking with Daniel N. Ehart, editor of "The Suburban and Wayne Times." They attended the elegant reception hosted by Ambassador Daniel Terra for Faith Ryan Whittlesey, liaison to President Reagan.

given in her honor at the country home of Peppy Wister (Mrs. William R.), of Berwyn. Eighty ladies from the Delaware Valley attended. Many were old friends from her early

political days, many were former neighbors and many were admirers of this rising star. As we have said before, she lives up to her name, "Faith."

White House isn't neglecting poor, says Reagan aide

By Susan Fleming
News Staff Writer

President Reagan's new public liaison chief visited Michigan for two days as part of a nationwide campaign by the White House to bolster public relations.

Faith Ryan Whittlesey, a born-again Republican who says she "saw the Republican Party light" about the same time as Mr. Reagan, spoke to several hundred persons yesterday at a "town hall" meeting in Farmington Hills.

Mrs. Whittlesey, a 44-year-old widow and the mother of three children, was U.S. ambassador to Switzerland until President Reagan appointed her last month to head the White House public liaison staff. She replaced Elizabeth Dole, who became U.S. Transportation secretary, and is now the third highest ranking woman in the Reagan administration.

THE NEW assistant to the president told the predominantly Republican audience that White House relations with public interest groups won't improve dramatically until "our programs on the economy take effect."

She preached Reaganomics and a strong national defense and promised to swiftly handle questions and complaints submitted to the White House by special interest groups.

"We in Washington today are as concerned about the poor as any other American presidency has been," she said. "But we cannot continue with the reckless spending programs of the past."

Responding to a question from the audience, Mrs. Whittlesey said the administration has growing concern for toxic waste problems like the dioxin situation in Michigan. "Let me assure you that at a time when other areas of the budget are being cut back, toxic waste problems will be seriously addressed," she said.

THE PRESIDENTIAL aide also delighted the audience by saying that "every sign points to the affirmative that the president will run again." Later, at a press conference, Mrs. Whittlesey defended the White House track record with special interest groups — such as women, labor, blacks, small business owners and the elderly.



NEWS PHOTO / CHARLES V. TINES

Faith Whittlesey speaks at 'town hall' meeting in Farmington Hills.

"I don't think you can say that the relationship has been poor or the poorest of any president," she said. "There are so many special interest groups ... but I have had experience with politics and diplomacy and I feel that I can relate well to all these groups."

"My job is twofold: to listen to groups and to communicate the president's agenda."

Mrs. Whittlesey was American ambassador to Switzerland from September 1981 to March 1983. Prior to that, she practiced law in Philadelphia and was elected in the early 1970s as a Democrat to the Pennsylvania House of Representatives.

Yesterday's meeting was sponsored by Michigan Citizens Supporting the Presidency and was chaired by Richard Headlee, the Republican Party's nominee for governor last November.

Fire and ice

Sunday, April 17, 1983

Philadelphia Inquirer

Even at White House, Whittlesey remains a contradiction

By Joyce Gemperlein
Inquirer Washington Bureau

WASHINGTON — Two of the first things Faith Ryan Whittlesey did when she arrived here were to look for a house across the street from her son's grade school and to see about firing people at the White House.

Both missions were neatly executed.

Whittlesey, a freckle-nosed, no-nonsense woman who likes President Reagan and his policies the way a child likes peanut butter, then set about making big decisions for the White House Office of Public Liaison. She said during an interview that a basic formula had guided her policy-making conscience for years.

"I hold up in my mind the picture of my parents, people who had no lobby, no important friends, paid their taxes and went to church," she said.

Whittlesey, who has unflinching gray eyes, is the new director of Reagan's super-public-relations office and is the highest-ranking woman on the President's senior staff. During her first week on the job last month, Whittlesey drew widespread publicity when she fired a half-dozen special assistants in her office.

She says she is a ferocious backer of women's rights, but she does not have the support of organized women's groups and admits to not feeling an enveloping kinship with them.

She says she is a humanist and reminisces fondly about her blue-collar parents, but she is against expensive social programs to help the needy. In conversation, she flip-flops between talking about the importance of motherhood and foreign policy issues.

She prides herself on her ability to



Faith Ryan Whittlesey
'I don't think of myself as tough'

get ahead "in a man's world by running harder and faster ... and not shrinking from difficulty." But she shudders when she hears that people refer to her as "tough," even when it is meant as a compliment.

Once, she went to a newspaper office and cried as she pleaded unsuccessfully with editors to fire a man who had described her in print as cold-hearted.

A widow since her husband committed suicide in 1974, she does not hesitate to exhibit her pride over raising two sons and a daughter on her own. And she is unabashedly addicted to her work. But she admits that it would be nice to rest and that "I'd like to get married."

These are among the contradictions that are a part of the 43-year-old Whittlesey, who took over the White

House liaison office last month from Elizabeth Hanford Dole, the new secretary of transportation.

In 1981, when Reagan appointed her ambassador to Switzerland, Whittlesey was a lawyer in Philadelphia and a prominent political figure in Delaware County, where she served on the County Council from 1976 to 1981. She was a member of the state House of Representatives from 1973 to 1975.

There are people in Delaware County who would be surprised to hear Whittlesey say that she has a homey, sensitive side.

"Faith is steel straight through. She is tough and very intelligent and a dragon lady," said one woman, active in Delaware County feminist issues, who asked not to be identified. "But when you are in a room with her, you don't feel any understanding or empathy at all."

"I don't think of myself as being tough. ... That implies a certain lack of sensitivity," Whittlesey said. "Maybe people say that about me because I've had to say no in a time when it is fashionable to say yes."

In the Delaware County Courthouse, workers remember her for lopping 300 jobs off the payroll when faced with a \$4 million deficit in the 1976 budget, leading once-loyal Whittlesey supporters to burn pot-holders she had distributed during her campaign. They recall that she was in favor of cutting money for day-care programs.

"Faith was my purgatory on Earth," said William Spingler, an avowed "sometimes bleeding-heart liberal" Democrat who clashed with Whittlesey's conservative, budget-cutting approach to government when they served on the County Council.

"I think you are in for some excite-

ment and pageantry down there in Washington with Faith there," said Frank Hazel, a Delaware County judge and fellow Republican who was district attorney when Whittlesey was on the council. (She was chairwoman in 1977, and vice chairwoman from 1978 to 1981.)

"She is a very dynamic lady, very energetic, very politically astute and a hard, hard politician. She is tough. If she has a position, she'll generally hang in there with it."

Whittlesey's new job involves listening to special-interest groups and carrying their message to the President and other high-ranking policymakers, as well as trying to explain — and sell — the administration's policies to them. She said she attended senior staff meetings and participated in policy-making rather than merely elucidating policy.

She said that she had not decided whom to hire for the vacancies she created by firing six aides last month, but that some Pennsylvanians would be among her special assistants.

She also said she would reorganize the assistants into "themes" of responsibility, such as social concerns and foreign policy, rather than assign them to specific ethnic or professional groups — women, labor, Jews — as her predecessors did.

But those who know her well say Whittlesey will not rock the boat.

"Oh, they are going to find that she will slug it out with them in private, but I don't see Faith taking her disagreements out in public and taking a contrary stance to the President," said Dennis Rochford, a Republican who was on the County Council with her in the mid-1970s.

"I said she is politically astute, not stupid," said Hazel. "She is a firm believer in the caucus system."

Reagan aide doesn't like 'tough' label

By JOYCE GEMPERLEIN
Herald Washington Bureau

WASHINGTON — Two of the first things Faith Ryan Whittlesey did when she arrived here were to look for a house across the street from her son's grade school and to see about firing people at the White House.

Both missions were neatly executed.

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"I hold up in my mind the picture of my parents, people who had no lobby, no important friends, paid their taxes and went to church" she said.

Whittlesey, the new director of Reagan's super-public relations office, and now the highest-ranking woman on his senior staff, has unflinching gray eyes and a simple hairstyle.

She says she is a ferocious backer of women's rights, but does not have the support of organized women's groups and admits to not feeling an enveloping kinship with them.

She says she is a humanist and reminisces fondly about her blue-collar parents, but she is against expensive social programs.

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Faith Whittlesey: 'Dragon lady'

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the new secretary of transportation.

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W.H. Tours

THE WHITE HOUSE
WASHINGTON

March 28, 1983

Mr. Paul R. Holtz
Assistant Director
American Dental Association
1101 - 17th Street, N.W.
Suite 1004
Washington, D. C. 20036

Dear Mr. Holtz:

This letter will confirm that a reservation has been made for a special tour of the White House for 50 members of the District of Columbia Dental Society's Spring Meeting on Tuesday, April 19, 1983.

The members of the group should arrive at the East Gate on East Executive Avenue at 8:00 a.m. and the person in charge of the group should check with the Officer on duty. He will be expecting them.

If there is a reduction in the number of people booked for the tour or if for some reason the tour has to be cancelled, please let me know as soon as possible.

I hope you will express to your friends my best wishes for a most enjoyable visit to the White House.

Sincerely,

Carol McCain
Director
White House Visitors Office

✓CC: The Honorable Dick Cheney
The Honorable Howard M. Metzenbaum
✓Mr. Morton Blackwell

and
Sent 11/29

APRIL 19
50
PP

November 24, 1982

yes

'82 NOV 29 PM 2:55

50 PP

Ms. Carol McKain
Director, White House Visitor's
Office
Washington, D.C. 20500

Dear Ms. McKain:

Pursuant to conversations I have held with members of your staff, please find enclosed our original request for a group tour of the White House for persons who will be attending the District of Columbia Dental Society's Spring Meeting.

The original letter did not get routed on to your office so I am using this note to ask that you consider it with the requests which came to the White House in late October.

The Dental Society's executive director has told me that in order to enhance their chances to obtain a tour -- either on April 18 or April 19, 1983 -- they will be glad to cut the original request from 100 to 50 persons.

Your assistance with this matter will be deeply appreciated.

With all good wishes,

Sincerely,

Paul Holtz

Paul R. Holtz
Assistant Director

Enclosure

PRH/kjr

af
67
AMERICAN DENTAL ASSOCIATION

WASHINGTON OFFICE • SUITE 1004 / 1101-17TH STREET, N.W. • WASHINGTON, D.C. 20036 • PHONE 202/833-3036

October 26, 1982
*mk called Miller
Shout. Will call back*

Mr. Morton C. Blackwell
Special Assistant to the President
for Public Liaison
191 Old Executive Office Building
Washington, D.C. 20500
100 pp
'82 NOV 30 P12:34

Dear Morton:

Please accept this as our request that the District of Columbia Dental Society tour the White House during its 1983 Spring Meeting.

Dates for such a tour could be either Monday, April 18, or Tuesday, April 19, 1983 and, if possible, it should accommodate 100 people.

Your contacting the White House tour office in our behalf and getting back to us as soon as possible -- so that the Society's meeting program can be printed -- will be deeply appreciated. They are eager to know by about December 1, 1982.

I met you at a function when I was Legislative Director to Wyoming Senator Alan Simpson. My service with the American Dental Association started just ten days ago, so I am looking forward to working with you again.

Thank you for any assistance that you can provide.

With all good wishes,

Sincerely,

Paul

Paul R. Holtz
Assistant Director
Washington Office

PRH/pj

18/83
DICK CHENEY
WYOMING

Congress of the United States
House of Representatives
WASHINGTON, D.C. 20515

50pp

December 6, 1982

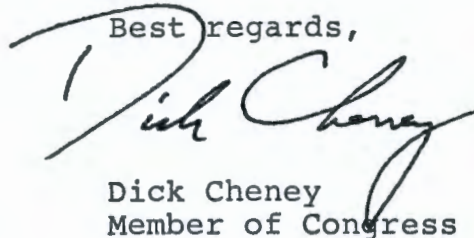
Dear Mrs. McCain:

'82 DEC -7 P2:15

I would like to request a group tour for approximately 50 people. The American Dental Association will be in town for a convention April 18 and 19, 1983 and would like very much to have a tour either one of the days. I realize this will be during the Cherry Blossom Season but I am hoping there will still be a chance for these people to take the tour. The leader will be Mr. Paul Holtz of the American Dental Association.

Thank you very much for your assistance.

Best regards,


Dick Cheney
Member of Congress

Mrs. Carol McCain
Director
White House Visitors Office
1600 Pennsylvania Avenue, NW
Washington, D.C. 20500

Card sent 1/24

April 19
50pp

JAMES A. MC CLURE, IDAHO, CHAIRMAN
MARK G. HATFIELD, OREG.
LOWELL P. WEICKER, JR., CONN.
PETE V. DOMENICI, N. MEX.
MALCOLM WALLOP, WYO.
JOHN W. WARNER, VA.
GORDON J. HUMPHREY, N.H.
FRANK R. MURKOWSKI, ALASKA
DON NICKLES, OKLA.
JOHN P. EAST, N.C.
JOHN HEINE, PA.
HENRY M. JACKSON, WASH.
J. SIDNETT JOHNSTON, LA.
DALE BUMPERS, ARK.
WENDELL H. FORD, KY.
HOWARD M. METZENBAUM, OHIO
SPARK M. MATSUNAGA, HAWAII
JOHN MELCHER, MONT.
PAUL E. TSONGAS, MASS.
BILL BRADLEY, N.J.

United States Senate

COMMITTEE ON
ENERGY AND NATURAL RESOURCES
WASHINGTON, D.C. 20510

MICHAEL D. HATHAWAY, STAFF DIRECTOR
CHARLES A. TRABANDT, CHIEF COUNSEL
D. MICHAEL HARVEY, CHIEF COUNSEL FOR THE MINORITY

January 19, 1983

Mrs. Carol McCain
Director, White House Visitors Office
1600 Pennsylvania Avenue, NW '83 ENE 24 A9:12
Washington, D. C. 20500

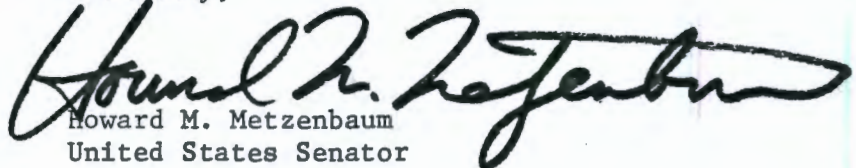
Dear Mrs. McCain,

My office has received a call from the D. C. Dental Society Auxiliary, requesting a group tour in April.

They will be holding their Spring Post Graduate Meeting in mid-April and would like to go on a tour of the White House the morning of April 19, 1983. The group consists of 50 members and Mrs. Carolyn Elliott is President of the Auxiliary and also their coordinator.

Thank you in advance for your consideration in arranging a tour for this group.

Sincerely,


Howard M. Metzenbaum
United States Senator

HMM:mh

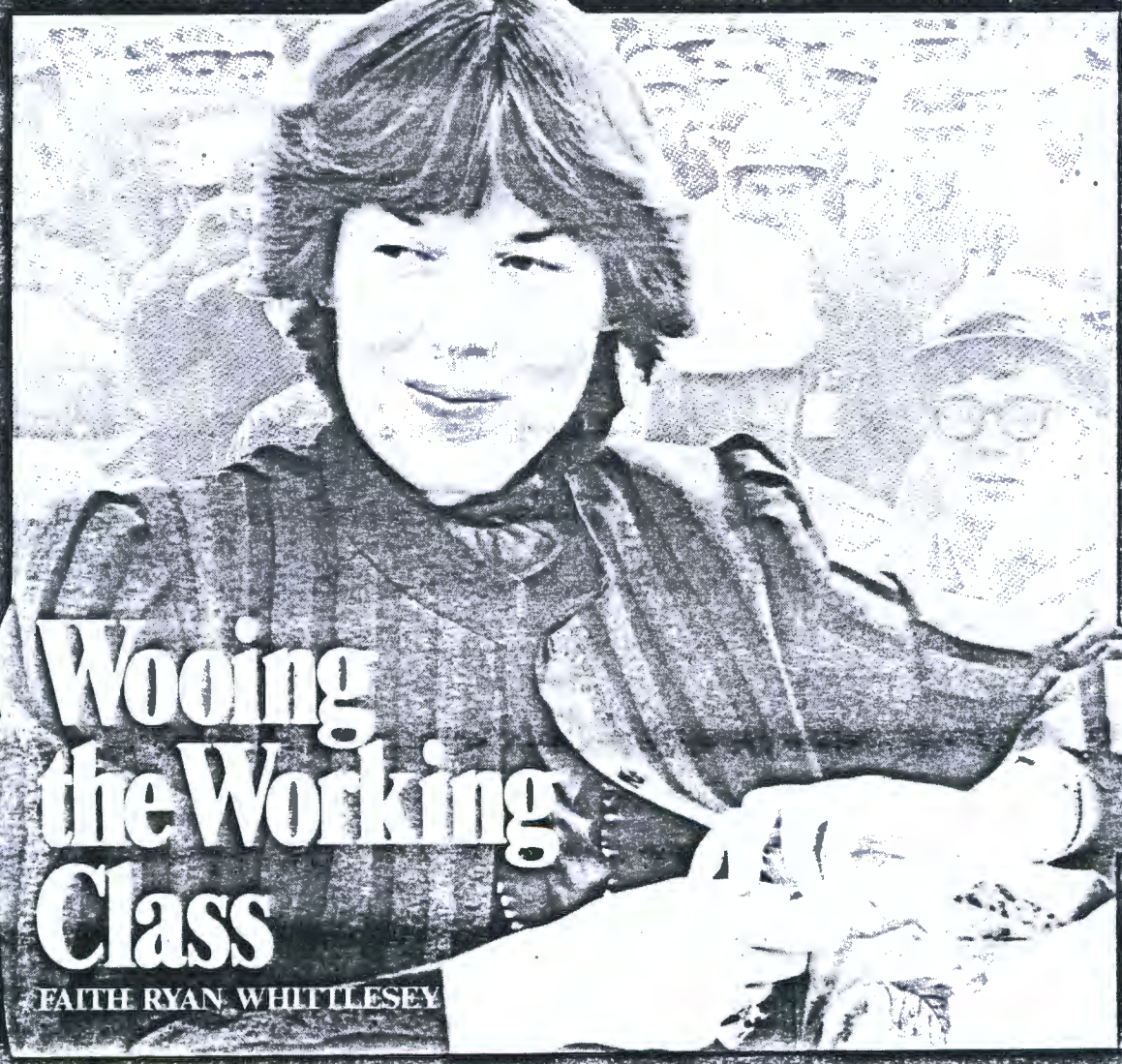
FRW

Contracting Out
Budget Bloodletting

National Journal

THE WEEKLY ON POLITICS AND GOVERNMENT

APRIL 30, 1983/NO. 18



Wooing the Working Class

FAITH RYAN WHITTLESEY

The Switch from Dole to Whittlesey Means the Election Is Getting Closer

Where Elizabeth H. Dole focused on legislative battles, her successor, Faith Ryan Whittlesey, will work for electoral votes, particularly from the working class.

BY DICK KIRSCHTEN

Last summer, while serving as U.S. Ambassador to Switzerland, Faith Ryan Whittlesey assisted in an American arms manufacturer's sale pitch to the Swiss army by test driving an M-1 tank.

Members of the Washington business lobbying community now wonder if Whittlesey was not simply rehearsing for her debut as a White House political operator. Since taking over the post of assistant to President Reagan for public liaison in March, Whittlesey has maneuvered with all the subtlety of an M-1 tank.

On March 8, her second day on the job, she abruptly dismissed a majority of the professionals who had served under her predecessor, Elizabeth H. Dole, now Transportation Secretary. Next, she informed the National Association of Manufacturers (NAM) that Reagan was abandoning a speech that had been carefully tailored for the NAM's March 10 meeting. Instead, she said, Reagan would use the forum to warn the nation about growing Communist influence in Central America.

Lobbyists accustomed to first-name and red-carpet treatment from Dole and her chief business liaison, Wayne Valis, both old Washington hands known since the Nixon and Ford Administrations, suddenly found themselves dealing with strangers new to their jobs.

In a sense, the resultant grumbling from the glass and marble high-rise sector is music to Whittlesey's ears. While not out to alienate the business community, she definitely is eager to dramatize the point that it does not entirely make up the constituency needed to keep Reagan in the White House if he seeks a second term.

"The business community is very vocal here in Washington," she said in an interview. "But out there in the provinces,

they produce very few activists. They produce money, but they don't produce people who will go out and support the President in the local communities."

For the past 10 years, Whittlesey, 44, has practiced politics in the provinces, successfully seeking votes in a largely working-class jurisdiction adjacent to Philadelphia. Therein lies the significance of her White House appointment.

The President's political strategists, operating on the presumption that Reagan will run again, have deemed that it is now time to tend to neglected constituencies. Most important among those are the working-class voters, many of them traditional Democrats, who voted in significant numbers for Reagan in 1980. Those are Whittlesey's kind of voters.

Explaining the White House's shift in emphasis, she said: "We are in a different time frame now. The first two years was the period of great legislative victories and great battles, and many of those [Washington-based lobbying] groups were needed to assist us in winning those battles. Now we're in a reelection cycle, and there is no question that the last two years are tougher."

Whittlesey said she sees as her role to "make sure that we have strong communication with the people who brought us here in the first place." The business community is included in that category, but she stressed that it also includes "the ethnic groups, the Catholic voters and the evangelical Protestant groups" that made up the "blue-collar constituency that played a key role in the President's election."

Among the latter groups, she conceded that "many of those people have concerns and feel that promises made to them have not been kept in full." Her mission is to review Reagan's promises, as various groups perceive them, and give an account of them. In particular, she intends

to spearhead such Reagan initiatives as tuition tax credits for parents of children in private and parochial schools.

"The blue-collar workers who want tuition tax credits and school prayer, those are the people who are going to reelect Ronald Reagan if he seeks reelection," she said. "They are the swing voters, and they probably are registered Democratic in large numbers."

She has already warned business groups to "give us some help" on social issues such as tuition tax credits. Otherwise, she said, they will not elect a government "that will create the kind of climate for business to do the things it thinks are right for the country."

WELL-CAST ROLES

If the Administration's strategy was indeed first to cultivate legislative influence and then to tend to its electoral gardening, central casting could not have come up with two better choices to head the White House outreach office.

Dole and Whittlesey are both lawyers with impeccable academic credentials, but the similarities end there.

Dole's entire career has been spent rising through the appointive ranks of the federal executive branch. As a Cabinet member and wife of a powerful Senator, Finance Committee chairman Robert Dole of Kansas, she is an ultimate Washington insider, gracious to a fault and well-schooled in the ways of those who wield influence. She and her staff skillfully marshaled lobbying support for Reagan's 1981 and 1982 tax and budget initiatives, often persuading disparate interests to pull together in common harness.

Whittlesey, like Reagan himself, prefers to be seen as bold and direct. The polish and discretion of the Washington insider's game is not for her. A Reagan supporter since 1976, she wears her anti-

big government ideology on her sleeve and freely attacks the "left-wing agendas" of those who espouse liberal causes.

After election to the Pennsylvania legislature in 1972 and 1974, Whittlesey's political instinct was to run and win election at the Delaware County level in 1975. Eventually, she wielded power as council chairman of a county of 600,000, a position that she says made her the highest-ranking elected woman in Pennsylvania. In 1982, she finished second in a six-candidate race for the GOP nomination for lieutenant governor.

A widow with two of her three children in private boarding schools, Whittlesey said that she initially turned down a Washington appointment in the Administration because "I frankly couldn't afford it." The offer to serve as ambassador to Switzerland was more attractive, she said, because the government assists in paying private-school tuition for overseas personnel. She was able to accept her present position when a relative offered to help with the tuition bills, she explained.

Whittlesey, who served as co-chairman of the 1980 Republican platform committee's foreign policy and defense subcommittee, took an active interest in military affairs while serving as ambassador in Bern. She made dozens of speeches promoting General Dynamics Corp.'s effort to sell the Swiss 420 of its M-1 tanks. Observers said that she greatly advanced the U.S. firm's chances in its competition with the West German Leopard-2 tank.

Her brash approach prompted disapproval from a Swiss editor who told the *International Herald Tribune*: "It simply is not fitting for an ambassador to sell. . . . We also were somewhat shocked by the idea of a woman, who is also a mother, selling a tank."

That comment offers some perspective on Whittlesey's approach to women's

rights. "The best way to do it is to go out and do it and not engage in rhetoric," she said. Feminist groups have never supported her conservative brand of politics, and she returned the compliment by questioning "whether they really are in favor of career advancement for women, or do they favor basically a left-wing agenda?"

SHAKING THINGS UP

Whittlesey insists that the decision to dismiss a half-dozen highly placed staffers was strictly "my own initiative." Prior to her arrival, however, chief of staff James A. Baker III, to whom Whittlesey reports, had ordered a management study of the operations and organization of the public liaison office and three other White House offices. John S. Herrington, a consultant to Baker who conducted the review, said that his recommendations were waiting for Whittlesey when she arrived, but he declined to discuss his findings, labeling them an "internal matter."

Whittlesey said that the decisions on which staffers should go and which should stay were not based on any contact between her and the office's staff. On the contrary, she said, she moved quickly so that it would not be seen as "a reflection upon their job performance. I wanted to make it clear that it was my concern to have my own team." Asked why certain staff people were kept, she replied, "I did

have some general ideas about the areas where I wanted to bring people in."

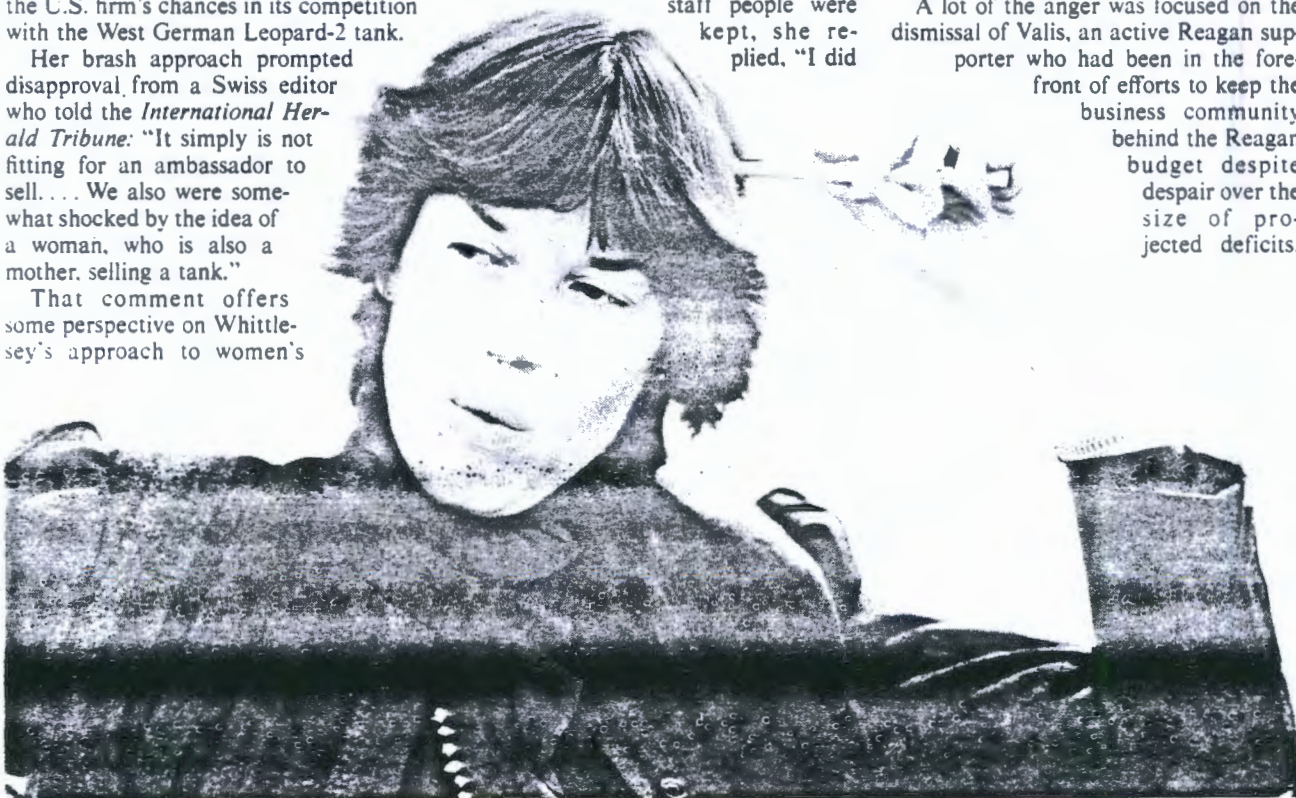
At least two of those who remained, Morton C. Blackwell, the Administration's contact with the New Right groups, and Dee Jepsen, wife of Sen. Roger W. Jepsen, R-Iowa, a staunch conservative, are generally viewed as appointees who were not recruited by Dole. Whittlesey said she believed that those who were dismissed, two of whom have since been given jobs at the Transportation Department, were Dole's "individual selections."

The abrupt manner in which the changes occurred and the initial "hard-nosed" manner conveyed by Whittlesey provoked hostility among many lobbyists. All public comments, however, have been carefully guarded for fear of jeopardizing access to the White House.

Many feel that Whittlesey's manner of action was unduly harsh and unreasonable, an assessment that has prompted at least one prediction that "she won't last very long around here."

Others suggest that the changeover was poorly timed. "A lot of business lobbyists have been looking for an excuse to part company with the President on defense spending and line up instead with the position of the Senate Majority Leader," said a representative of a large business group. "Whittlesey hasn't served the President's interests by giving people that excuse."

A lot of the anger was focused on the dismissal of Valis, an active Reagan supporter who had been in the forefront of efforts to keep the business community behind the Reagan budget despite despair over the size of projected deficits.



Faith Ryan Whittlesey sees her role as the President's assistant for public liaison to "make sure that we have strong communication with the people who brought us here in the first place."

Faith's Healers: A Mixture of Friends and Washingtonians

Faith Ryan Whittlesey's "own team" at the White House public liaison office shapes up thus far as a blend of people with whom she is personally familiar and others who are more familiar than she is with the ways of Washington.

She has recruited a former colleague from the Pennsylvania legislature, a conservative former Member of Congress from California, two former members of the 1980 Reagan transition team and a contributor to the Heritage Foundation's 1981 report, "Mandate for Leadership," which attempted to define the "conservative agenda" at the outset of President Reagan's tenure.

In discussing her selections, Whittlesey said she intends that her office function as a team operation, with senior aides who are "self-starters, creators of strategy and initiators of policy proposals." She said she has not hesitated to ask people with credentials equal or superior to hers to work on her staff. "I'm not threatened by it," she said. "There is plenty of work to be done around here, plenty for everyone."

Whittlesey said that most of the traditional constituency groups will be represented on the staff when her recruiting is completed. But she added that she would adopt the policy of her predecessor, Elizabeth H. Dole, and assign broad roles to each of her aides. "I find that blacks don't want to be relegated to only black affairs," she said, adding that the same would apply to the Hispanic staffer whom she expects to bring in.

Specific functions, including those of aides retained from Dole's staff, will be reorganized "over time," Whittlesey said, in accordance with recommendations made earlier this year by James S. Herrington, who reviewed the office's operation as a consultant to White House chief of staff James A. Baker III.

Those who joined the staff since Whittlesey's appointment include the following:

Jonathan Vipond III, 38, deputy assistant to the President for public liaison, will manage the day-to-day operations of the office. Vipond is an attorney who served one term in the Pennsylvania House of Representatives with Whittlesey in 1971-72. He later served as counsel to the court administrator of Pennsylvania (1975-79) and as chief counsel to the state public welfare department in the administration of Republican Gov. Richard L. Thornburgh.

John H. Rousselot, 55, will be a special assistant to the President with particular responsibility for business and trade constituencies. First elected to Congress in 1960, Rousselot served eight non-consecutive terms in the House representing a suburban Los Angeles district. He lost his seat last year as a result of the redistricting plan drawn by the Democratic state legislature.

Rousselot for many years was a proud member of the John

Birch Society, a fact that made him a target for liberal criticism. *The Almanac of American Politics 1982* reports that "Rousselot has a reputation in some quarters as a hard-eyed fanatic, [but] actually he is a pleasant, humorous man who will work for his ideas when they seem popular... or not."

Reaction to his appointment among Washington business lobbyists has been mixed. Some applaud the choice and others express misgivings about his ideological approach. Whittlesey, however, describes him as "a superb communicator who has a broad understanding of the total agenda."

Mary Jo Jacobi, 31, will also serve as a special assistant to the President with responsibilities for dealing with the business community. Previously, she worked at the Commerce Department, as the director of the business liaison office. Her appointment, at a rank equal to Rousselot's, is seen as a move to calm the concerns of lobbyists who view the former House Member as too conservative.

Since 1976, Jacobi has held posts with the Republican staff of the Senate Commerce, Science and Transportation Committee, the National Association of Manufacturers and the Washington offices of several large corporations. She was a contributing author of the Heritage Foundation's 1981 policy blueprint for a conservative Administration.

Judith A. Buckalew, 35, will also serve as a special presidential assistant for public liaison. A licensed registered nurse with a master's degree in public health administration, Buckalew has worked in the health policy area since coming to Washington in 1979.

She was a policy analyst at the Health and Human Services Department (HHS), director of policy research for the National Council of Health Centers and a member of the staff of the Senate Labor and Human Resources Committee. In 1980, Buckalew served as a member of the Reagan transition team at HHS. Most recently, she was a legislative assistant to Sen. Dan Quayle, R-Ind.

John R. Tiller, 41, has been named a deputy special assistant on the Whittlesey staff. He was a member of the Reagan transition team at the State Department in 1980 and since then has held a variety of posts there, most recently as coordinator for the 1984 Olympic Games.

Tiller, a former basketball player at St. Joseph's College in Philadelphia, has coached and taught social studies in Pennsylvania and New Jersey high schools. He has been active in political and public service circles in the Philadelphia area, switching his political allegiance from Democrat to Republican in the process. From 1977-81, he was director of the Delaware County (Pa.) intergovernmental affairs office. He worked as an advance man for the 1980 Reagan-Bush general election campaign.

But Valis, who has since formed a private consulting company, stayed on for five weeks, during which time he says that he and Whittlesey worked amicably together.

Jack Burgess, one of the staffers fired by Whittlesey, already had another job in the works at the Transportation Department and reportedly asked Whittlesey to leave him on the payroll for two more weeks until his new appointment came through. According to an angry source, "Whittlesey refused, and the story ran in

the guy's hometown newspaper saying he had been fired from his White House job."

Reagan's decision to make his Central America speech at the March 10 meeting of the NAM was dictated not by Whittlesey but rather by Congress's reluctance to approve the President's proposed aid package to El Salvador. Nonetheless, NAM staff members who had been working on the draft for a speech about the domestic economy were angered by the way they were informed at the last

minute that Reagan's subject had been changed.

A spokesman for the NAM, however, said that there had been some overreaction. "Among the trade associations and other groups that are always trying to get information from the White House, people prefer a known quantity," he said. "When you get a big change like this, everyone wonders what to do next."

Whittlesey moved quickly to bring in some staff people of her own, choosing colleagues with whom she had worked in

Pennsylvania. There initially was some grumbling about "breaking in the Pennsylvanians," but relations have since improved, a lobbying source said.

If anything, Whittlesey herself suffered from the greenness of her staff operation. Invited to an "insider's breakfast" at the Chamber of Commerce of the United States on April 6, she reportedly had been led to believe it was to be a small, informal get-together that did not require prepared remarks. Only at 8 p.m. the night before, so the story goes, did her staff learn that more than 200 people would be at the breakfast.

TUITION TAX CREDITS

The key to the Reagan electoral strategy has never been to win majority support from traditionally Democratic voting blocs but simply to make sufficient inroads to augment what Whittlesey referred to as the "business and mainstream Republican constituency that has never been enough" to carry national elections by itself.

At the beginning of the year, however, with many working-class voters apparently disaffected because of the long recession and with many women's groups and organizations representing minorities voicing harsh criticisms of the Administration, Reagan's non-traditional constituency appeared to be slipping away.

Presidential strategists seized upon tuition tax credits as an important issue for reaching significant numbers of the blue-collar ethnics and fundamentalists, many of whom send their children to church schools. A White House fact sheet issued on Feb. 16 stressed that Reagan's tuition assistance proposal was targeted to benefit "working lower and middle-income families" and contained safeguards to preclude the use of credits "to foster racial discrimination."

The fact sheet cited a Census Bureau report indicating that more than half of children enrolled in private schools in the fall of 1979 came from families with incomes below \$25,000. Reagan's proposal would reduce the value of credits for families with adjusted gross incomes of more than \$40,000 a year and phase the credit out at \$60,000.

Of particular interest to White House strategists is the extent to which minority groups would benefit from tuition assistance. "Contrary to popular misconceptions, minority enrollment in private schools is significant," the President's press office reported. The 1979 Census study showed that in metropolitan areas, 16 per cent of private-school enrollees were black and another 12 per cent were Hispanic and other non-white. "In Washington, D.C., 80 per cent of private-school enrollees are black," the fact sheet said.



Replacement of Elizabeth H. Dole (above) as presidential aide for public liaison by Faith Ryan Whittlesey signals a change in emphasis from legislative programs to electoral votes.

Those statistics are not lost on Whittlesey, who grew up in working-class settings in New Jersey and New York State. Both her father, an Irish Catholic, and her mother, a Scotch-Irish Presbyterian, worked hard at low-wage jobs. As a working politician in Pennsylvania, she excelled in identifying with voters from similar backgrounds. Although her home was in Haverford, in the affluent Main Line area of suburban Philadelphia, she described her Delaware County constituents as primarily "blue-collar and white-collar ethnics—Italian, Irish and Jewish." She added that her township committee woman was a black.

One of the first assistants recruited for her White House staff was John R. Tiller, a former Delaware County official and a one-time employee of Rep. Bob Edgar, D-Pa. Whittlesey proudly described Tiller, a black, as "a product of the Catholic school system in the city of Philadelphia, with very strong ties to the Catholic groups in the city."

With large numbers of black children now attending Catholic schools in inner-city parishes, the Administration, despite its low over-all standing among blacks, does not intend to write off black voters altogether. "Blacks and other minorities are currently well situated to take advantage of the tuition tax credits proposed in the Administration bill," the White House press office advised in the beginning of the year.

One of Whittlesey's first public appearances with Reagan was at an April 7

speech to the National Catholic Education Association in which he pledged a vigorous effort to get his tuition tax credit bill enacted.

SYMBOL OR SUBSTANCE?

Richard A. Viguerie, the fund raiser and publicist for the New Right, welcomes the appointment of Whittlesey, to a high White House post. But, he said, he is reserving judgment as to whether the move signifies a true shift in White House intentions or was simply done for "symbolic purposes."

Viguerie and other conservatives have long been unhappy about the fact that so-called social issues such as abortion, school prayer and busing have been relegated to the back burner by Baker and other "pragmatists" among the President's advisers.

Whittlesey is not without her own disagreements with Administration policies. She supports the Supreme Court's ruling permitting abortion in the first trimester of pregnancy, even though Reagan has opposed it. She added, however, that she has no difficulty distancing herself from most pro-choice advocates "because they go much, much further than I am willing to go."

She strongly supports other items on the so-called pro-family agenda, including the Health and Human Services Department's "squeal rule" calling for notifying parents when minors receive federally assisted birth control services. "I believe in strong parental authority in these matters," she said. "Otherwise, what kind of message are we sending?"

Whittlesey opposes the Equal Rights Amendment because she does not think it is necessarily a good "horse trade" for women. Her commitment to the "full conservative agenda," she said, will be demonstrated by her choices to fill the vacant positions on her White House staff. The selection of former Rep. John H. Rousselot, R-Calif., once prominent for his membership in the John Birch Society, has cheered observers on the right. (See box, previous page.)

Whittlesey has also demonstrated that she believes that Reagan's espousal of "family values" can be used as a weapon to attack Democrats. She casually drops such lines as, "I can't believe that [working-class] people will vote for a Fritz Mondale, who courts the gay community."

In changing the guard at the public liaison office, the Reagan White House has clearly signaled that it is gearing up to play election hardball. But the change has also dramatized the sharp contrasts in both style and substance that characterize the President's uneasy electoral coalition. □

FRW

THE WHITE HOUSE

WASHINGTON

June 2, 1983

MEMORANDUM TO: Jonathan Vipond
FROM: Morton C. Blackwell *MCB*
SUBJECT: Personal Meetings with Individual Leaders

I let the attached rest while we tackled other matters. Now is a good time to take it up again.

Ten people may seem like a lot, but these people were selected from literally hundreds of heads of national groups. These are the people with whom, for various reasons, I think Faith should have individual meetings.

As we go forward, many groups will ask for and get special meetings with Faith. Rather than be in a reactive mode, I think she should have personal meetings with key people who control political resources which they are likely to put to use often in behalf of the President. They are mostly people for whom the President might speak at their national meetings.

Some reduction is possible. Weyrich and Marshner can be combined. Holt and Roberts can be combined, particularly if we talk about the Pershing Hall status.

To give you an idea of the little known clout represented by these people, Dr. Bill Bright of Campus Crusade for Christ has right now more than sixteen thousand full-time employees engaged in organizing among the nation's students. He is not only solid on social issues, he is a quiet but intense anti-communist.

MCB:jet

1 Attachment

MORTON

Date: 4/30

Morton

Can you "rate" these visitors? Or
plan a group meeting?

Let's discuss - as I do see your point

Jonathan
5/4

☐ Draft Letter

☐ Signature

☐ File

☐ Other

Comments: Jonathan: I can't imagine
FANH meeting with All of these people.
I have scheduled #5 for 12 May.
Is it necessary for FRW to meet with
All? Please advise. Thanks.

5.1.
4-1-83
JHC

THE WHITE HOUSE

WASHINGTON

March 31, 1983

MEMORANDUM FOR FAITH RYAN WHITTLESEY

FROM: MORTON C. BLACKWELL *MB*

SUBJECT: Personal Meetings with Individual Leaders

I think it appropriate that we schedule for you a number of one-on-one "get acquainted" meetings with a few key leaders of important national groups in my areas.

I suggest meeting with the following:

1. PAUL M. WEYRICH
Paul is the conservative expert on coalition building who has, in addition, played a leading role in the creation of many major conservative organizations in Congress, in the D.C. area, and across the country.
2. MRS. CONNIE MARSHNER
Connie is Chairman of the Library Court coalition of pro-family groups. She was Chairman of the Family Policy Advisory Board for the Reagan/Bush Committee. She is well regarded by the broad spectrum of social issue groups.
3. DR. RON GODWIN
Vice President, Chief of Operations, Moral Majority. This organization is very supportive of the President and his legislative program. They are alerting the fundamental religious community to political awareness.
4. NEAL BLAIR
With Howard Ruff of RUFF TIMES and a number of other conservative politically active organizations which take their lead from Howard Ruff. He is a key activist in the Mormon community.
5. MYLIO KRAJA
Executive Director, American Legion. He was helpful in bringing the largest veterans group into support of the President's economic package.
6. COOPER HOLT
Executive Director, Veterans of Foreign Wars. Dean of D. C. staffers of veterans. We have developed a strong working relationship with Cooper.

7. GENERAL MILNOR ROBERTS (AUS Ret.)
General Roberts is a sophisticated leader of the veterans/
military community; he plays key roles both as a public
spokesman and as an organizer of pro-defense activities.

Unfortunately, General Roberts is retiring soon, but he is
a contact you should have.

8. BOB DUGAN - Nat. Assn. of Evangelicals.
Bob has been very helpful in guiding us. He is very
sensitive to the nuances of doctrinal differences among
the various Protestant leaders, and he helps us avoid
tripping over personality disputes which are common in
this area.

9. DR. BILL BRIGHT
Founder of Campus Crusade for Christ which is now worldwide.
Has been most supportive of the President and very cooperative
in working with other religious leaders. Is national chairman
of 1983 Year of the Bible, of which the President is Honorary
Chairman.

10. DR. PAT ROBERTSON
Founder and host of 700 Club and head of Christian Broadcasting
Network. Pro-defense, pro-voluntary prayer. Has organized
Freedom Council, a grassroots lobbying group, which has people
working in every state. Very supportive in broadcasting facts
the grassroots need to know when there has been bad or nor
publicity in the public media.

THE WHITE HOUSE

WASHINGTON

FRW
File

April 1, 1983

MEMORANDUM FOR FAITH RYAN WHITTLESEY

FROM

MORTON C. BLACKWELL



SUBJECT: Association Insiders Breakfast Briefing Paper

This Association Insiders breakfast is the major structure by which the U.S. Chamber of Commerce coordinates heavy weight business activity in D.C.

Mrs. Dole used her first speech to this group to announce her staff and the structure through which OPL would work with the business community. From various sources we have learned that the business community is somewhat "nervous" about how they will relate to the White House after Wayne leaves.

If you have announcements to make about staffing or structure this would be a good occasion to make them, particularly because Mrs. Dole used the same forum.

THE WHITE HOUSE

WASHINGTON

ASSOCIATION INSIDERS BREAKFAST

TALKING POINTS

- I want to thank you for the good work you did in helping the passage of the President's budgets and your support in the past tax battles.
- I know you are largely responsible for the legislative success we have had in passing the President's economic program.
- I also want to thank the Chamber for the opportunity you recently gave me to participate in a Biznet program which allowed me to help you make the case against the outrageous budget of the liberal democratic house leadership.
- (This would be the appropriate place to make comments regarding your plans for liaison with the business community and to mention Wayne's contributions in the past.)

THE WHITE HOUSE

WASHINGTON

March 24, 1983

TO: MORTON BLACKWELL

THRU: JONATHAN VIPOND III *JV*

FROM: SUSAN GRAF *SG*

Based on your verbal recommendation, FRW has accepted this invitation.

Please prepare briefing paper and talking points by COB April 1st. Thank you, susan

Coordinate w. Lizzy of course.

CHAMBER OF COMMERCE
OF THE
UNITED STATES OF AMERICA

RICHARD L. LESHER
PRESIDENT

March 18, 1983

1615 H STREET, N.W.
WASHINGTON, D. C. 20062
202/659-6207

The Honorable Faith Ryan Whittlesey
Assistant to the President
for Public Liaison
The White House
Washington, D.C. 20500

Dear Mrs. Whittlesey:

As you enter upon your duties as Assistant to the President, let me again assure you of our best wishes and our desire to cooperate with you and your staff in maintaining effective liaison -- especially with the business sector.

To give you an opportunity to meet with the leaders of the association community, you are invited to be the featured speaker at our "Association Insiders" breakfast meeting on Wednesday, April 6, 1983. This meeting will be in the Hall of Flags in our building at 1615 H Street, NW, starting at 8:00 a.m. and ending at 9:00 a.m.

These breakfast meetings are held regularly for executives of trade and professional associations so they can exchange information on developments in Washington. Since most of these executives are close watchers of the White House, they would be especially interested in your plans for organizing and carrying out the Administration's liaison activities. We generally schedule 15-20 minutes for remarks, then another ten minutes for questions from the audience.

— More Visible —
— mixed Bag — Assoc —
Natl Gass
Manufacturing —
good opportunity
— supportive —
major trade Assoc.

SWAN:
Senior Staff
Meeting Time
4/1

Over 250 association executives, representing the major industries and professions, would be expected to attend this breakfast. Since many of them report to their members via newsletters and other publications, this program would provide an opportunity for your message to reach a significant number of concerned business people through their associations. In addition to being broadcast by the Chamber's BizNet satellite television network, these breakfasts are frequently covered by the major television networks and print media.

This program is considered the key forum for association executives in Washington, and it is noted for featuring the most important government decision makers and influential opinion leaders, presenting issues that have an impact on business and associations. In the past two years, we have welcomed Secretary Regan, Secretary Watt, Jim Baker, Dave Stockman, Murray Weidenbaum, Senator Bob Dole, and many others.

We hope that you will be able to accept our invitation to address this large number of association executives on April 6. Mr. Forrest P. Lockwood of the Chamber's Association Department will be in touch with your staff to provide further details and answer any questions.

Sincerely,

A handwritten signature in dark ink, appearing to read "R. Lesher". The signature is fluid and cursive, with the first letter of the last name being a large, stylized "L".

Richard L. Lesher

THE WHITE HOUSE
WASHINGTON

April 1, 1983

National Association of Manufacturers Reception, April 6, 1983

5:30 - 7 p.m.
1776 F St. N. W.

TALKING POINTS

- First let me thank you for putting together this reception to help me get acquainted with leaders of the business community of the National Capitol area.
- I want to particularly thank Sandy Trowbridge for his great contribution as a member of the Social Security Commission to the solution of the supposedly insoluble problem of inherent deficits in the Social Security system. Sandy really proved to be a moving force in that commission. He didn't get all he wanted, but the end product was much better because of his hard work.
- Sandy also has been a valuable member of the team working on the President's Private Task Force on Federal Government Cost Control.
- I want to thank the NAM also for letting us use it, in effect, as a headquarters for our budget battles.
- This organization led the opposition to the liberal democratic leadership's outrageous budget. (This would be the appropriate place to make comments regarding your plans for liaison with the business community and to mention Wayne's contributions in the past.)

TALKING POINTS
NAM Reception

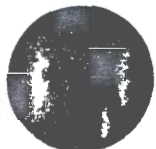
page 2

-- As you will recall from the President's recent speech which you hosted we are placing a renewed emphasis on national defense and a strong foreign policy. I am looking forward to working closely with you on these important topics.

THE WHITE HOUSE

WASHINGTON

March 28, 1983



TO: MORTON BLACKWELL

THRU: JONATHAN VIPOND III

FROM: SUSAN GRAF

Morton, FRW has accepted this offer for a reception in her honor, April 6 from 5:30 - 7:00 p.m.

Please submit for FRW's approval talking points, by COB 3/31. Thanks.

cc: Valin

National Association
of Manufacturers

ALEXANDER B. TROWBRIDGE
President

March 21, 1983

April 6

OK
3-22-83
JH

Honorable Faith Whittlesey
Assistant to the President
The White House
Washington, D.C. 20500

Dear Faith:

I called several times last week but was unable to reach you in these hectic days, and Susan Graf of your office suggested that I put my proposal in writing for your consideration.

We at the NAM would be pleased to host a reception in your honor to meet a selection of Washington corporate representatives and key association leaders with whom you will want to be in contact as your role progresses. We would hold it in our offices at 1776 F Street, a block way from the White House, at a date convenient to you. I can suggest the following: March 30, 31, April (6) 11, 12, 13, or 14 as good alternatives from our point of view. We could ask people to come at 5:30 p.m., you might wish to say something to the group around 6:00 p.m., and people would be on their way by 6:30-7:00 p.m. Probably 50 to 75 people would be on hand.

Thanks for joining us at the NAM luncheon where the President spoke on March 10. We look forward to working with your office and your colleagues.

Sincerely,

Sandy Trowbridge

THE WHITE HOUSE

WASHINGTON

TO: FAITH RYAN WHITTLESEY

DATE: 22 March 1983

FROM: SUSAN GRAF

SUBJ: SCHEDULING REQUEST

Name: Alexander Trowbridge
President

Represents:

Nat'l Association of Manufacturers

Event/Purpose:

Reception in your honor

How Much Time:

5:30-7:00 (short remarks) (4-6:00?)

Date:

Early April - 6, 11, 12, 13 or 14

Location:

their offices - 1776 F St. (Blockaway)

What Subject:

Background:

to meet Washington's corporate representative
& key Assoc. leaders -

OPL Staff Comment:

J.T: OK -

YOUR RECOMMENDATION:

Accept ☒

Regret ☐

Surrogate ☐

(Priority/Routine)

Maiselle

THE WHITE HOUSE
WASHINGTON

Date: 4/26/83

TO: ALL OPL STAFF

FROM: Jonathan Vipond, III

☐ Recommended Action

☐ Review & Comment

☐ Information

☐ Other

first sharing good news!

THE WHITE HOUSE

Office of the Press Secretary

OPL
memo

For Immediate Release

April 27, 1983

Faith Ryan Whittlesey, Assistant to the President for Public Liaison, today announced the appointment of four senior staff members to spearhead the activities of the Office of Public Liaison as part of an overall reorganization. Since arriving in early March, Mrs. Whittlesey has sought to attract and hire individuals with both outstanding substantive credentials and commitment to the policies, programs and philosophy of the Reagan Administration.

Named as Deputy Assistant to the President and the chief manager of the Office of Public Liaison is Jonathan Vipond, III. Mr. Vipond served as a member of the Pennsylvania House of Representatives with Mrs. Whittlesey and most recently held the position of Chief Counsel in the Pennsylvania Department of Public Welfare in Harrisburg, Pennsylvania. As the #2 official in the office, Mr. Vipond brings twelve years of experience as a practicing attorney and as a sound and tested manager.

Former California Congressman John H. Rousselot has been named as Special Assistant to the President and will serve as Deputy Director of the Office of Public Liaison. Mr. Rousselot served seven terms in the House of Representatives and brings substantial experience from his service in Congress dealing with banking, finance and taxation issues. Mr. Rousselot will oversee White House relationships with the business community, labor groups and other constituencies concerned with issues of commerce, trade and agriculture.

Joining Mr. Rousselot in dealing with business issues and constituencies will be Mary Jo Jacobi also named as Special Assistant to the President. Since February of 1982, Miss Jacobi has been the Director of the Office of Business Liaison in the Department of Commerce. She has broad experience both within the government and in the private sector dealing with the business community.

Judi Buckalew, formerly Legislative Assistant to United States Senator Dan Quayle, has also assumed the title of Special Assistant to the President. Miss Buckalew's professional experience includes fifteen years of involvement with federal legislation, policy analysis and management and administration with respect to health, education, aging and women's issues.

Dee Jepsen and Morton Blackwell, currently Special Assistants to the President in the Office of Public Liaison, continue as important members of the reorganized team and will have some new responsibilities. Mrs. Jepsen will share the responsibility for women's concerns with Miss Buckalew and will also assist Mr. Rousselot with agriculture issues. Mr. Blackwell will also carry broader responsibilities than in the past although his principal efforts will be devoted to conservative groups and veterans.

Mrs. Whittlesey stressed that the Office will not be absolutely structured around specific constituencies or portfolios, but rather will utilize the varied and considerable talents of all staff members as spokespersons for the Administration's policies in an effort to forcefully convey the messages of the Reagan Administration. These appointments and new arrangements represent a serious commitment to sound management, effective communication and careful use of limited staff resources. Copies of the resumes of Mr. Vipond, Mr. Rousselot, Miss Jacobi, Miss Buckalew, Mrs. Jepsen and Mr. Blackwell are attached. All appointments are effective immediately.