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**Collection: Khachigian, Ken: Papers**  
**Folder Title: Mid-Term Election - Notes**

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Meeting  
President Reagan  
KKK  
Deaver  
Baker

9-12-52

in West Hall  
sitting area.

KKK - RR - 4:50 - 6:00  
Deaver/Baker arrive at 5:10

I'm not running for Pres -  
but a lot of candidates in  
my party & they are  
running on issues that are critical  
to the job I'm doing.

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RR:

Unemployment started about  
15 years ago - & got higher as each  
time came out of the recession.

Unemployment in July - went from  
9.5 to 9.8.

RR put  
in in

RR - refers to himself as New Deal  
Democrat - where refers to gov't  
programs not providing unemployment.  
But in what deal - after all  
programs - still only WW II ended  
unemployment - say: "But  
that is a price I will not pay."

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With all the criticism - Have they  
suggested an alternative? w/o an  
alternative I assume they'll remain  
the same.

Roosevelt ran for 3rd term barely  
he had reduced unemployment to 14%  
But that was really life of  
lend lease etc.

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Baker: ideas are in there - too  
much in there on pure economic problem  
in the middle too long.

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RFP: presentation in cabinet room w/  
slides on how outmoded a lot of  
things we do - things done by hand,  
duplication.

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Deaver: pretty good speech - needs a grabber at  
the end.

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TV speech week of Oct. 12

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As Q's at the end -  
I can't tell you how to vote -  
but at least answer these Q's -  
do you really think we've given  
this enough time.

Re: Even unemployment - (Q 5)

What is the alternative?

Do you want to go back to  
interest rates of  $21\frac{1}{2}\%$ ?

Influen

Unemployment is worse - yes - but  
we'll work on that - & should we  
lose the rest?

If interest rates were still  $21\frac{1}{2}\%$   
& inflation was still  $13\frac{1}{2}\%$  -  
maybe unemployment would  
have been 12 or 13 -

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In the campaign (revised)  
of a few months where 2 million  
lost their jobs in the last  
3 months (in 1980) check  
this out.

If we can find rate of increase  
in last few months & project it  
out.

JB:

More on hope-factor

KK. meeting w/ President Reagan / Beverly  
Ed Meese / Wildfire  
Jim Baker / Hotel

RR:

8/24/82  
10:30 - 10:50  
a.m.

On taxes:

We had strong belief  
that our tax system had to  
be changed in order to  
reduce %age of GNP  
that gov't was taking  
or waste

So we passed

the greatest tax cut  
in the nation's history.

\$350 billion in tax cut.

450 this year

788 next year

Taxes

cut 50

J.B.: Tax battle strengthened  
the President's leadership  
Did the right thing for  
the country.

Tax weekend 10 weeks

before the election —  
H brought it off.

EM: Comprehensive plan  
to get deficit down.

Increased revenues were  
price we had to pay.

Not a compromise in  
principle — compromise to  
achieve a goal.

Operating compromise —  
to reduce deficit

RL: Opposed would to  
increase personal taxes  
but just was tax reform —  
1/2 was eliminating tax  
advantages to a few.

#72 of PWS cut was  
new

Only the P's program  
offers hope.

- interest rates -

- inflation down

- double goods - up 3%

ODD are the only ones  
that offer hope.

Get  
that (RR has figures back in West  
from CIAA -

EM: use percentages to show  
how inflation & other  
came down.

RR: Inflation less than  $\frac{1}{2}$  of  
what it was.

(Tax increase answered fairness  
charge - taxes fell on big corps.

Middle



Ref: I fact enjoy bragging  
about — demonstrates  
inside —

Use the figure: the  
highest figure we dedicated  
to helping the poor &  
the needy.

\$22 on need  
29 on defense versus  
JFK

More money being dedicated to  
poor & needy.

But this not good —  
we need to create jobs  
here — new production  
opportunities.

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Start w/ G.F. economy —  
4.8 infl. etc. Both  
will economy & make a rich economy

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We took a sick leave  
& made it well.

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By going back to our  
Chicago - in only a  
1 1/2 years we made progress

We hope  
it's  
infectious (Milwaukee S & L put  
up \$100 million for U. 92)

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Acknowledge it's tough out  
there. Ensure we know there's  
suffering.

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Banks in Ohio & Indiana -  
put up money for auto loans  
at lower interest rate.

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Alternatives - opponents  
have none.

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Tight vote - W  
came close to defeat on  
major elements - need more  
help. - eg. I vote on  
nuclear freeze

nuclear freeze vote - the  
segue into "peace" discussion,  
Pres. needs support to  
have unified image  
across the world

- Retain military deterrent for
- Retain respect for U.S. <sup>Peace</sup>

(end the speed or  
strength)

(Many inspiring stories  
of getting in letters  
people who aren't bellyaching)

RR - Bradley never came to SACRO

Send Margaret - China trusts

8-4-82

Blair House

norm

Baker - Beaver -

William - Wirth

Tetter - Tetter

KK

Speed that R. could use  
throughout the campaign

- Knows how bad it is -  
- T'm aware

- Program will work.  
- won't get me over

Use opening statement from  
RR per conference last week.

Use RR's briefing book -

Real memo re: running against the  
Congress - K.K. get this

Most fundamental issue:

Do we stay on course or  
do we return to the failed  
policies of the past?

Deans are willing to take this  
issue

1.2  
Post Deans are unfair -  
They have to have a message  
of hope.

DW Gender gap - an acceptably large -  
Females much more sensitive that  
we haven't done off on inflation  
Prices aren't increasing as fast  
as they were a year ago.

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Always come back to basic  
elements of econ. recovery act.

Maximizing individual opportunities  
"the promised land" people  
can reach their potential.

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Peace through strength -  
Snake speed lines

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Hit interest rates hard -  
Always say if you go back to  
old ways. 2 1/2 2

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Wark - Frank - chess

Find 2 or 3 excellent examples of  
ship that has been stopped

good cuts in spending

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Keep tone non-partisan  
no political huckster -  
not carry Republican banner  
Keep him President of all  
the people.

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Be sympathetic to how tough  
things are

Things were much worse than  
I ever thought - so bad - the  
longer

Get back to why we're doing  
all these things. There's a  
pot of gold at the end of  
the rainbow.

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Some people have had 25 years  
to do this & I've had less  
than 25 months.

No way we cannot use economy issue.  
no auxiliary issues.

No alternative that Dems have.

Tough times need strong leadership

(Should be no options to Econ.  
Recovery Program)

Consistency

Can't have different options  
switching back & forth -  
"can't have 5 or 6 different  
economic plans": stick to plan

rebates - debates - cost control -  
credit control - etc  
etc -

Follow line of Jimmy Carter  
2 1/8% interest rates

No cynicism

Balanced Budget amendment ?

Way we govern is out of  
control. Are we going to have a  
budget? Whole system has to be

brought under control. (p.7)  
gaining control of budget process

(get rid of justs for Dems ~ ~ ~  
social security - J.C.'s plan - etc.)

New Federalism - shrinking the  
size of government & controlling  
it.

govt. is good - but keep  
it doing the right thing.

Break the mold - s/g lead to  
change - future-oriented.

Phrase: s/g that gets hold

Democrat - negative: they promised  
the moon - don't deliver.

2 competing policies of past -  
they had all the time in the  
world - + I've had less than 2 years.



P.6

end it w/ - challenge -  
people on President's side -  
not afraid of future -  
we can do a lot of PR +  
people versus the world.

Time: 18 months - we're  
now saying it takes longer. }

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Assemblies:

Treston?

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Get speed to RR by  
weekend of Aug. 21

see RR Aug. 16 or 17

(Use Misty + Julie for research)

Margaret Tutwiler telecon  
9.23.82

Speech moved up to Oct. 6<sup>th</sup> -  
get it to RF by Oct. 5

Oct. 8 numbers are  
thought to be bad - pre-suff.

K.K. dissects vigorously -  
wait & have rebuttal time - they will  
have last word - #5 will just put the lie to  
speech.  
20 hours plus - will have.

K.K. do news?

Congress out of session on Oct. 2<sup>nd</sup>  
Maybe change time for Calif. trip

(Maybe say - will ask for network  
time on Oct. 13<sup>th</sup> & address  
these issues - have President comment  
about it.)

To speech say: Many of you have  
become accustomed to new programs every time  
things get bad - But that's what the problem  
was - we need to stay on course - don't let it  
get out of control

Dick Wisthin telecon

9-22-82

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5 general comments

1) Righte up going

2) More on peace

3) Recog. of sensitivity to unemployment

4) hope

5) Not trying to run programs + voting Republican.

Key

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data show when you focus on good accomplishments we come off fairly well.

Specifics

1) 9-8-82 - p. 9 1<sup>st</sup> ¶ - focus on business community + not individuals

2) p. 10 - 4<sup>th</sup> ¶ (impl.) put inflation in context of growth - ~~part~~ of inflation has been reduced by 1/2 (not "cut")

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other guys simply believe in more govt etc.

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if you think we're going in the right basic direction, ~~and~~ that we only need some more time - then I'm going to need support in that.

p 22

- 3) p. 11 — stay the same — good
- 4) p. 12 — good
- 5) p. 13 — peace — good —  
from "Hansen feed start" feed.

put in Carter  
Mr. Carter

1.) Spending cuts - veto -  
make tough anti - gov't growth  
plans - unite C/S

2.) Past - litany - Mismanagement  
Things worsened

3.) Alternatives - they have none

4.) Make ~~end~~ <sup>end</sup> of speed &  
message of hope - work that  
has to be done.  
- Back to themes of campaign

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Things worse than ever before -  
worse than we had thought -

struggled prolonged

But it's not that Amer. people  
can't deal w/.

It's better to hear those who  
play to the weakness - They  
underestimate the courage of Amer.  
people.

3/14/92  
integrated  
no  
alternatives

American people are the most  
wonderful in the world —  
so many hate me or they'll say  
me when I'm at a rally &  
they'll grab my hand & say ~~hang~~  
~~is just hang in there~~

in our wonderful hang expression  
"hang in there" — Not — It's  
not I who should be given encouragement  
I believe they be/c. men. people  
are strong. "It's to them & say —  
"hang in there" etc.

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politics begin new growth &  
jobs for 100s — get  
engine of America fired up  
again.

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if TV "I've only acted if the very  
good best interest of the people at  
heart."

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if TV — directly address  
families (i.e. women) talk of  
future — kind of world of  
our children — we owe them & still

p. 1  
\$16 report

IG's reported 4-1-81 to  
April '82 - direct savings  
of \$11.2 billion

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Regulatory reform - saving  
about \$10 billion in one time  
investment costs + \$6 billion in  
annual recurring cost savings.

# Productivity

2 consecutive years of declining productivity. 1979 and 1980

\* note

1<sup>st</sup> time ever in the history of keeping productivity figures (since 1947)

Only other negative was 1974.

actually declined - 2 years in a row - 1979 and 1980.

Q-15-82 p-803  
last 2 lines  
JFK  
May 9<sup>th</sup> - ~~Smoke~~