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WITHDRAWAL SHEET

Ronald Reagan Library

Collection: BAKER, JAMES: FILES

Archivist: cas

File Folder: Military ^{Political} [2 of 3] OA 10514 Box 8

Date: 3/1/99

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. memo	Michael mcManus to Michael Deaver re communications department 5 p. (p. 2, partial)	3/20/84	D6, F6 B6 C3 10/5/00

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].
- C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

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THE WHITE HOUSE

WASHINGTON

April 9, 1984

MEMORANDUM FOR JIM BAKER

FROM: MIKE McMANUS *mac*

This memo went to Mike Deaver, Ed Rollins, and Jim Lake. It outlines clearly that all final proposals have to go through you. I am not sure what else can be done but I would appreciate any suggestions you might have.

THE WHITE HOUSE

WASHINGTON

April 3, 1984

MEMORANDUM FOR MICHAEL K. DEEVER
FROM: MICHAEL A. McMANUS, JR. *McManus*
SUBJECT: Campaign Advertising

Now that the Campaign Advertising team is in place and we have begun the process of providing them with basic campaign information I would like to suggest that we consider taking the following steps to assure that we are in a position to promptly give them the specific information necessary to begin the production of the first campaign:

1. The campaign strategy group needs to meet to come up with a agreed upon theme for the campaign and at least an outline of a general agreed upon strategy. There should then be a discussion of what kind of ads we want, in what sequence and when do we want to begin the production. Do we want to see ads that are general in nature, related to the leadership issue, related to the improvement in the economy, the renewed faith in America, or what. All of this should be discussed and reduced to writing so that all of the participants can agree upon an overall plan. I would think that the end result should be a theme, an outline of a strategy, and a schedule of when we would like to see certain kinds of ads produced with some specific guidelines or instructions for each such ad. This strategy and schedule would naturally not include the necessity of having to produce some ads very quickly in response to certain issues which may come up during the campaign and would not include the need to produce some attack or negative ads which would be more opponent related. This theme and strategy ~~paper~~ should be reviewed and signed off on by you, Baker, Spencer and perhaps others before it goes to the creative people.
2. After the theme strategy and schedule for ads has been signed off on I would suggest that we have a meeting with the advertising people to bring them up to date on what has been agreed upon and to give them an opportunity to discuss any of these items with the principals involved. After this meeting Ailes and Watt should work with them to make sure that the political strategy can be properly translated into a creative strategy. I would suggest that the first time around we ask that the creative people come back to us with a written plan for the creation of the first requested ads. By quickly checking the written plan we can be assured that they are tracking right and that the message has been conveyed

properly. After this review the creative process could begin and the overall coordination and review would be as we discussed in the meeting yesterday.

Out of yesterday's meeting we also discussed the possibility of getting the creative advertising people involved in a number of other projects. First let me say that I think that any use that we can find for the caliber of creative people that we have on board is worthwhile. With regard to the documentary and the convention however let me raise a couple of concerns which we need to keep in mind as we proceed with the advertising types.

With regard to the documentary we have on several occasions discussed with Bill Carruthers and others the question of whether or not we should hire an expert in documentaries or a movie producer or some other type of person to do the filming around the President's visit to China, the Summit and the Olympics for the purpose of creating footage for both a documentary and footage which could be available for future ads. All of these discussions lead us to Warren Bush who is an established producer of documentaries and everyone agreed that he was the appropriate person to proceed with this project. Our agreement caused us to enter into what is at least a semi-formal agreement with Warren Bush for the filming of the China trip, the Summit trip and the Olympics. His crew will be traveling with us to China. It's the same crew that went with us to the Far East and includes one of his producers. As you know we also send Jann DuVal along to coordinate all of the shooting and to work with the advance people to assure access of the documentary crew. To include a new producer or creative person actually on the trip would be somewhat disruptive in my view. I would suggest that at the point at which we have a theme agreed upon for the documentary we could sit down with the creative types and get their input to Warren Bush with regard to the kinds of footage that we would like to have them shoot not only for the documentary but for future advertising purposes. I think this input would be welcomed and would not add too many cooks in the actual shooting of the film footage. In addition, as part of the Warren Bush agreement he is providing us with a number of research people who will go through the various film libraries and recover for us the footage from the last three years for those events that we think are important to have available for either a documentary or for advertising purposes. I think it is also important to have the creative advertising people review our list of footage which will be researched to make certain that they have the necessary footage from the past that they would like to have for their own advertising purposes. Again in order to do all of this I think it necessary to have the meeting and agreed upon document with regard to the theme for the campaign and the documentary as well as an overall strategy for both the documentary and future advertising to enable the creative advertising people to give the necessary input to Warren Bush for these processes. It may then be possible once we get the footage back from China to make a duplicate copy and let the advertising people have their own copy for the purpose of creating future material for their advertising program.

In addition to the overall documentary filming on China we have also contracted with David Caldwell to take a copy of the film footage from China and edit it down to a 27 minute film on the President's trip to China to be made available on cable stations three or four days after our return from the China trip. As you know we have a meeting on Friday to discuss the overall theme for this film on the President's China trip and to discuss its format. Once we have this discussion and agreed upon format I would suggest that we ask the advertising people to give us some of their input to see if it is possible to improve the quality of the product.

With regard to the convention I think it's important to remember that we have no idea how much of the 1½ - 2 hours of prime time television coverage will actually be focused on whatever program we design. This is important in considering how much additional money you may want to spend for films or other creative ideas in the available time slots on the program for each evening. We need to remember that alot of this may only be produced for viewing by the people actually in the hall or perhaps some of the additional coverage we will provide to cable stations.

I want to emphasize the fact that I think that there is alot that these creative all-stars can do to help us but we need to be certain that we are focusing on the best use of their time and the best use of our money to assure that this effort can be well coordinated and effective. I think its also important that you, Baker and Spencer see written plans, schedules and strategies which you can sign off on before they go into effect.

TIMMONS AND COMPANY, INCORPORATED

1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

April 4, 1984

✓ *Reviewed*
4/16 by
M.M.M.

WILLIAM E. TIMMONS
President

TOM C. KOROLOGOS
Executive Vice President

HOWARD G. PASTER
Vice President

KENNETH M. DUBERSTEIN
Vice President

WILLIAM H. CABLE
Vice President

MARY A. SIDLEY
Vice President

MICHAEL J. BATES
Director of Research

MEMORANDUM FOR: LEE ATWATER
JIM BAKER ✓
DICK DARMAN
MIKE DEAVER
FRANK FAHRENKOPF
PAUL LAXALT
DREW LEWIS
MIKE MCMANUS
ED ROLLINS
MARGARET TUTWILER

FROM: WILLIAM E. TIMMONS *WET*

SUBJECT: National Convention

I. As a followup to Tuesday's meeting, I understand the following action plans were agreed upon:

1. A six-session - four-evening convention will be recommended to the President for his guidance by Baker/Deaver. Decision hoped for by April 10th.

2. The President will be asked by Baker/Deaver for his decision on a specific woman for Keynoter. Decision hoped for by April 10th.

3. After the President's views are determined, Paul Laxalt will privately inquire among his Senate colleagues the acceptability of the Keynoter. Results hoped for by April 17th.

4. The new campaign advertising group will look at the draft schedule of convention programming and make recommendations on spicing it up. McManus will brief the creative ad people and seek their help. Initial recommendations hoped for by April 17th.

5. The White House and Administration contingent for the convention was discussed and McManus has the responsibility for coordinating and getting back to Timmons with a revised list for "guests" of the campaign as well as official working personnel. Paper should be ready by April 10th.

6. A first cut of the President's convention schedule was presented for discussion. There are several options for travel currently under consideration, and a tentative determination on days in Dallas (not specific events) may be made by April 17th. Deaver's responsibility.

7. Agreement was reached regarding funding for special filming during the President's official trips. Details of this arrangement are to be worked out between Fahrenkopf, Rollins and McManus.

8. An initial guidance paper on types of films which would be most useful was prepared by Wirthlin. Rollins will rework the outline with the assistance of writers and the new advertising group. This is urgent and must be completed by April 10th. Also, it was suggested that one of the ad people accompany the President to China to supervise film content.

9. There was discussion of the recommended evening session times of 7:00 p.m. - 9:00 p.m. EDT, except for nomination and roll call night which is 7:00 - 10:00 p.m. EDT. Views were expressed that this is 5:00 p.m. - 7:00 p.m. Pacific time and too early for the President's base vote. On the other hand, it is 8:00 p.m. - 10:00 p.m. in the East where many of the target states and southern voters are located. Media experts cite dramatic audience fall-off after 10:00 p.m., and Wirthlin recommends 7-9 EDT.

No decision was reached, but this issue should be explored with the new advertising agency. Can I request Rollins and McManus to include this in the other items they are raising with the New York group?

II. The following items were not discussed:

1. Podium Design. With some minor changes recommended by various parties, I assume Ron Walker has final approval to proceed. If this is not your understanding, please contact Ron ASAP.

2. RNC Network. The RNC is moving forward on planning for a multi-screen capability at the Convention to project both still photos and film. In addition, camera crews will shoot the podium and, packaged with the multi-screen show, coverage will be offered free to cable systems and independent broadcasters. Initial interest has been expressed by the Spanish International Network, Westinghouse, and others.

Page (3)
April 4, 1984

If anybody has problems with this concept, please contact Walker.

3. Slogan. Dick Wirthlin and a subcommittee of my planning group met and discussed themes and slogans for the Convention. The group recommends "Reagan Leadership." It is positive, susceptible to few negative add-ons, is short enough, and can be coupled with other words to make theme points. For example, REAGAN LEADERSHIP "Working for You," "Working for a Better Tomorrow," "for Texas," "for America," "for Education," etc., etc.

It is suggested the type-face for REAGAN be bold and clear with LEADERSHIP in a different type and tilted forward to show movement. There should not be dots, slashes, equal marks, and the like since the two basic words should be seen as a whole. Artists can prepare color layouts for approval.

I recommend Rollins discuss this slogan with the new ad group to get reactions, recommendations, or new ideas. Hopefully, a final decision can be made by April 17th.

4. Temporary Chairman. I recommended the Senate Majority Leader Howard Baker for this position along with a special woman for Keynoter. Also, I suggested Lynn Martin as a Deputy Chair to Bob Michel and to relieve him on occasion. There are some problems in that Bob and Lynn are both from Illinois and there could be jealousies in the House. Additionally, I believe Colorado GOP leader Judy Weidemeier should be named Secretary of the Convention as well as Reading Clerk (to call the roll). She is attractive and articulate. Please be thinking about these positions we can discuss in a future meeting.

For your information, these posts already have been named:

- Nominator: Sen. Paul Laxalt (Nev.)
- Permanent Chairman: Rep. Bob Michel (Ill.)
- Platform Chairman: Rep. Trent Lott (Miss.)
- Vice Chairman: Gov. George Deukmejian (Cal.)
- Vice Chairman: Sen. Paula Hawkins (Fla.)
- Vice Chairman: Mrs. Kay Orr (Neb.)

The Parliamentarian historically has been the ranking Republican on the House Rules Committee because the Convention operates under House Rules. Rep. Jimmy Quillen (Tenn.) would

Page (4)
April 4, 1984

get the position which is not on camera unless his opinion
is requested by the Chairman (unlikely!).

THE WHITE HOUSE

WASHINGTON

March 28, 1984

MEMORANDUM FOR JIM BAKER^v
MIKE DEEVER

FROM: MIKE McMANUS *Mike*

SUBJECT: Advertising Agency Plan

Attached is the Advertising Agency Plan and budget for your review. The contract is presently being finalized by Ron Robinson at the Reagan-Bush Committee. It will include a cancellation provision, payment on the basis of work actually completed, and will conform to the attached budget. It will be available for your review if you so request.

I - Where's the K study?

ADVERTISING AGENCY PLAN

It is proposed that a media consulting corporation (the Corporation) be established to provide media consulting and related services to the Reagan-Bush '84 Committee (the Committee).

The Corporation, to be called the Tuesday Team, Inc. will be an independent commercial corporation, with a legal existence separate and distinct from the operations of the Committee. The directors of the Corporation will be James D. Travis of Della Femina, Travisano & Partners, Inc., Walter A. Carey Jr., of Leber, Katz Partners and Glenn J. Sedam Jr., an attorney in Washington, D.C. Mr. Travis will be the President and CEO of the Corporation; Mr. Carey will be the Executive Vice President and Treasurer of the Corporation, and Mr. Sedam will be the Secretary. The Corporation will hire and retain further officers, employees, staff and administrative support. None of the principals of the Corporation will hold any staff position with the Committee.

II
F.F. -
introducing?

The Committee, through arms-length negotiations with the Corporation will enter into a contract with the Corporation to retain the Corporation to consult with the Committee regarding media strategy, and to create and furnish all media related services.

The Corporation will not be required to devote its full efforts to the Committee and will probably have other campaign contracts (e.g. the RNC for convention related media and documentary) and other candidates; and contracts with business entities. The Committee will have no interest in these other contracts.

III How much?
Is it in this budget?
No

Roger Ailes will be hired as a consultant to the Committee and Jim Lake. He will provide political/advertising liaison and oversight with the Corporation's creative process. He has agreed to give us two days a week and to be available on call for a third if we need him. Roger will be a part of the political strategy group as defined by Baker, Deaver and Rollins and will coordinate the communications of the strategy to the creative people. He will also help keep track of production and media costs and schedules.

?

Ed Rollins has suggested that the total advertising budget will be approximately \$25 million with \$3.5 million in the primary and \$21.5 in the general. He has also suggested the

Does this incl. comp. to time buyers?

need for approximately 35 ads to be produced. Based on these requirements, the Corporation budget would be approximately as follows:

PAYROLL

Exec./Acct. Mgmt.	\$ 370.2	
Creative	355.0	
Media	72.0	
Administration, Accounting, Research, <u>Production</u>	<u>218.6</u>	<i>Low</i>
		1,015.8

FACILITIES 266.5

MEDIA FEES 375.0

OPERATING EXPENSES 542.7

GRAND TOTAL \$ 2,200.0

PRODUCTION \$ 2,000.0

Based on these budget amounts, total payroll, facilities and operating expenses amount to 10.6% of the media time buy. This compares with 13.4% in 1972 and 8.7% in 1980 (1980 figures were for only three months of operation as compared with seven months for 1984). Production costs of 9.6% of the media time buy budget compare with 14.4% in 1972 and 15.9% in 1980. The savings in 1984 are due to using our high caliber creative people as producers and by savings from production houses willing to help at reduced prices. All of these numbers are estimates and may change substantially depending on additional requirements or changes which may be necessary.

We have attached additional financial information and a proposed contract between the campaign and the Corporation for your review. Jim Lake and I will assume the continuing responsibility to Baker and Deaver for this operation.

Based upon your review of the foregoing, may we proceed to set up the Tuesday Team and announce the agency.

_____ Approve _____ Disapprove

*25
15
12.5*
Do this in line?
18% admin. for production + prod?
76. We have a net \$1M to spend.

Check OK w/ Spencer, Winklin, Rollins + Teater.

RESULTS

VIII
out of 25M ad budget, will be putting 19M on air.

? ? ? What are these?

VI
Do this or not?

VII
Should be get ad budget for 50.

March 26, 1984

REAGAN-BUSH '84
ADVERTISING AGENCY
BUDGET RECAP
(\$000)

PAYROLL

Exec./Acct. Mgmt. \$ 370.2

Creative 355.0

Media 72.0

Administration, Accounting,
Research, Production 218.6

1,015.8

FACILITIES 266.5

MEDIA FEES 375.0

OPERATING EXPENSES 542.7

GRAND TOTAL \$ 2,200.0 10.6%

PRODUCTION \$ 2,000.0 9.6%

REAGAN-BUSH
 RECAP BUDGET BY MONTH
 (\$000)

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG.</u>	<u>SEPT.</u>	<u>OCT.</u>	<u>NOV.</u>	<u>TOTAL</u>
PAYROLL	\$122.0	\$141.8	\$159.1	\$155.9	\$141.8	\$146.8	\$127.0	\$ 21.4	\$1,015.8
FACILITIES	34.5	34.5	34.5	34.5	34.5	34.5	34.5	25.0	266.5
MEDIA FEES	25.0	75.0	25.0	25.0	25.0	100.0	100.0		375.0
OPERATING EXP.	74.5	81.0	75.4	77.3	79.8	78.3	70.6	5.8	542.7
TOTAL	\$256.0	\$332.3	\$294.0	\$292.7	\$281.1	\$359.6	\$332.1	\$ 52.2	\$2,200.0 8.8%

REAGAN-BUSH 84
ACCOUNT MANAGEMENT
PROJ. PAYROLL EXPENSE
(\$000)

	<u>ANNUAL</u> <u>BASE</u>	<u>@ PROJECT</u> <u>YEAR</u>	<u>BASE</u>	<u>%</u> <u>TIME</u>	<u>TOTAL</u> <u>PAY</u>	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG.</u>	<u>SEPT.</u>	<u>OCT.</u>	<u>NOV.</u>	<u>DEC.</u>	<u>TOTAL</u>
MANAGER	\$ 200.0	60.0	\$ 120.0	91.7	\$ 110.0	\$ 14.9	\$ 15.4	\$ 14.9	\$ 15.4	\$ 15.4	\$ 15.1	\$ 15.4	\$ 3.5		\$ 110.0
MS	175.0	60.0	105.0	91.5	96.0	13.7	13.7	13.7	13.7	13.7	13.7	13.8			96.0
AS	70.0	60.0	42.0	85.6	36.0	5.1	5.1	5.1	5.1	5.1	5.1	5.4			36.0
AS	70.0	60.0	42.0	85.6	36.0	5.1	5.1	5.1	5.1	5.1	5.1	5.4			36.0
AE	40.0	60.0	24.0	85.6	20.5	2.7	2.7	2.6	2.7	2.7	2.6	2.7	1.8		20.5
AE	40.0	60.0	24.0	85.6	20.5	2.7	2.7	2.6	2.7	2.7	2.6	2.7	1.8		20.5
AC	25.0	60.0	15.0	81.1	12.2	1.6	1.5	1.5	1.6	1.6	1.6	1.7	1.1		12.2
AC	25.0	60.0	15.0	48.0	7.2				1.7	1.7	1.7	1.7	0.4		7.2
EX SECTY	25.0	50.0	15.0	92.4	13.9	1.9	1.8	1.8	1.9	1.9	1.8	1.9	0.9		13.9
SECTY #1	20.0	60.0	12.0	81.1	9.5		1.0	1.9	2.0	2.0	1.7	0.2	0.7		9.5
SECTY #2	20.0	60.0	12.0	70.0	8.4		1.4	1.4	1.4	1.4	1.4	1.4			8.4
TOTAL	\$ 710.0		\$ 426.0		\$ 370.2	\$ 47.7	\$ 50.4	\$ 50.6	\$ 53.3	\$ 53.3	\$ 52.4	\$ 52.3	\$ 10.2		\$ 370.2

REAGAN-BUSH '84
 CREATIVE DEPT.
 PROJECTED PAYROLL EXPENSE
 (\$000)

TITLE:	ANNUAL BASE	% YEAR	PROJEC BASE	% TIME	TOTAL PAY	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
TEAM A:															
SR.WRITER	\$300.0	60.0	\$180.0	\$35.6	\$64.1	\$9.1	\$9.2	\$9.1	\$9.2	\$9.2	\$9.1	\$9.2			\$64.1
SR.A.D.	150.0	60.0	90.0	35.6	32.0	4.5	4.6	4.5	4.6	4.6	4.6	4.6			32.0
TEAM B:															
SR.WRITER	250.0	60.0	150.0	35.6	53.4	7.5	7.7	7.5	7.7	7.7	7.6	7.7			53.4
SR.A.D.	200.0	60.0	120.0	35.6	42.7	6.0	6.2	6.0	6.2	6.2	6.0	6.1			42.7
TEAM C															
SR.WRITER	200.0	60.0	120.0	35.6	42.7	6.6	6.6	13.2	13.2		3.1				42.7
SR.A.D.	250.0	60.0	150.0	35.6	53.4	8.2	8.2	16.4	16.4		4.2				53.4
TEAM D															
SR.WRITER	100.0	60.0	60.0	35.0	21.0		3.2	3.3		6.4	6.4	1.7			21.0
SR.A.D.	100.0	60.0	60.0	35.0	21.0		3.2	3.3		6.4	6.4	1.7			21.0
ASST.A.D.	25.0	60.0	15.0	40.6	6.1			1.2	1.3	1.2	1.2	1.2			6.1
COMP	25.0	60.0	15.0	24.6	3.7				1.0	0.9	0.9	0.9			3.7
BULLPEN 1	20.0	60.0	12.0	40.6	4.9			1.0	1.0	1.0	1.0	1.0			5.0
BULLPEN 2	20.0	60.0	12.0	24.6	3.0					1.0	1.0	1.0			3.0
SECTY	20.0	60.0	12.0	58.9	7.1			1.2	1.2	1.2	1.2	1.1	1.0		6.9
TOTAL	\$1660.0		\$996.0		\$355.0	\$41.9	\$48.9	\$66.7	\$61.8	\$45.8	\$52.7	\$36.2	\$1.0		\$355.0

REAGAN-BUSH 84
 MEDIA, RESEARCH, PRODUCTION,
 ACCTG. & ADMIN.
 (\$000)

*Salary of the
 Budget*

	ANNUAL BASE	PROJECT YEAR	PROJECT BASE	% TIME	TOTAL PAY	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	TOTAL
<u>MEDIA</u>															
MEDIA DIRECTOR	\$ 100.0	60.0	\$ 60.0	100.0	\$60.0	\$ 8.5	\$ 8.5	\$ 8.5	\$ 8.5	\$ 8.5	\$ 8.5	\$ 8.5	\$ 0.5		\$ 60.0
SECTY	20.0	60.0	12.0	100.0	12.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	0.1		12.0
<u>RESEARCH</u>															
	60.0	60.0	36.0	60.0	21.6		3.6	3.6	3.6	3.6	3.6	3.6			21.6
<u>PRODUCTION</u>															
<u>BROADCAST</u>															
PRODUCER	60.0	60.0	36.0	33.3	12.0	0.7	2.3	2.2	2.3	2.3	2.2				12.0
PRODUCER	60.0	60.0	36.0	20.0	7.2		1.8	1.8		1.8	1.8				7.2
ASST. PROD.	35.0	60.0	21.0	70.0	14.7		2.4	2.3	2.4	2.4	2.3	2.4	0.5		14.7
TRAFFIC	20.0	60.0	12.0	100.0	12.0	1.6	1.5	1.4	1.5	1.5	1.4	1.5	1.6		12.0
<u>PRINT</u>															
MANAGER	40.0	60.0	24.0	81.1	19.5	2.6	2.7	2.6	2.7	2.7	2.6	2.7	0.9		19.5
TRAFFIC	25.0	60.0	15.0	100.0	15.0	1.8	1.9	1.8	1.9	1.9	1.9	2.0	1.8		15.0
<u>ACCOUNTING</u>															
MANAGER	60.0	60.0	36.0	100.0	36.0	5.1	5.1	5.2	5.1	5.2	5.1	5.2			36.0
BILLING CLERK	30.0	60.0	18.0	100.0	18.0	2.2	2.3	2.2	2.3	2.3	2.2	2.3	2.2		18.0
ADMINISTRATOR	20.0	60.0	12.0	100.0	12.0	1.4	1.5	1.5	1.6	1.6	1.5	1.5	1.4		12.0
<u>ADMINISTRATION</u>															
ADMIN. ASST.	30.0	60.0	18.0	81.1	14.6	1.9	2.0	1.9	2.0	2.0	1.9	2.0	0.9		14.6
MAIL RM/MESNGR.	10.0	60.0	6.0	100.0	6.0	0.8	0.9	0.8	0.9	0.9	0.7	0.8	0.2		6.0
RECEPT./SECTY	20.0	60.0	12.0	100.0	12.0	1.7	1.7	1.7	1.7	1.7	1.7	1.7	0.1		12.0
SECURITY	30.0	60.0	18.0	100.0	18.0	2.4	2.6	2.6	2.6	2.6	2.6	2.6			18.0
GRAND TOTAL	\$ 620.0		\$ 372.0		\$ 290.6	\$ 32.4	\$ 42.5	\$ 41.8	\$ 40.8	\$ 42.7	\$ 41.7	\$ 38.5	\$ 10.2		\$ 290.6

REAGAN-BUSH '84

MEDIA FEES
PLANNING/BUYING
(\$000)

	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>TOTAL</u>
<u>MEDIA FEES</u>	\$ 25.0	\$ 75.0	\$ 25.0	\$ 25.0	\$ 25.0	\$ 100.0	\$ 100.0	---	\$ 375.0

Cost of time buys
Entire cost

2/6/84

REAGAN-BUSH '84FACILITY EXPENSES

(\$000)

	<u>APR</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG</u>	<u>SEPT</u>	<u>OCT</u>	<u>NOV</u>	<u>TOTAL</u>
<u>NYC OFFICE*</u>	\$ 25.0	\$ 25.0	\$ 25.0	\$ 25.0	\$ 25.0	\$ 25.0	\$ 25.0	\$ 25.0	\$ 200.0
<u>FURN. RENTAL</u>	3.0	3.0	3.0	3.0	3.0	3.0	3.0	--	21.0
<u>APARTMENTS**</u> <u>NYC/WAS</u>	6.0	6.0	6.0	6.0	6.0	6.0	6.0	--	42.0
<u>AUTO LEASE</u> <u>WAS</u>	.5	.5	.5	.5	.5	.5	.5	--	3.5
	<u>\$ 34.5</u>	<u>\$ 34.5</u>	<u>\$ 34.5</u>	<u>\$ 34.5</u>	<u>\$ 34.5</u>	<u>\$ 34.5</u>	<u>\$ 34.5</u>	<u>\$ 25.0</u>	
								<u>TOTAL</u>	\$ 266.5

* 10,000 sq. ft. @ \$30/foot

** \$4,000/mo. - NYC
2,000/mo. - WAS

REAGAN-BUSH
OPERATING EXPENSES
(\$000)

	<u>APRIL</u>	<u>MAY</u>	<u>JUNE</u>	<u>JULY</u>	<u>AUG.</u>	<u>SEPT.</u>	<u>OCT.</u>	<u>NOV.</u>	<u>TOTAL</u>
LOCAL TRAVEL	\$ 1.6	\$ 1.6	\$ 1.6	\$ 1.6	\$ 1.6	\$ 1.6	\$ 1.6	\$.8	\$ 12.0
C-T-T	16.3	16.5	16.5	16.5	16.5	16.4	16.3		115.0
HOTEL, ENT.	10.0	15.0	15.0	15.0	10.0	15.0	10.0		90.0
AUTO	1.5	1.5	1.5	1.4	1.4	1.4	1.3		10.0
TELEPHONE	6.4	7.4	6.4	7.4	6.4	7.4	6.6		48.0
POSTAGE	.5	.5	.6	.6	.6	.6	.6		4.0
SHIPPING	2.0	2.0	2.0	2.0	2.0	2.0	2.0		14.0
EQUIP. RENTAL	7.4	7.2	7.2	7.2	7.2	7.2	6.6		50.0
OFFICE EXP.	2.9	2.9	2.9	2.8	2.8	2.9	2.8		20.0
OFFICE MAINT.	.5	.5	.5	.5	.5	.5	.5		3.5
MOVING & STORAGE	.2	.3	.2	.3	.2	.3	.3		1.8
ART SUPPLIES	3.6	3.6	3.4	3.4	3.4	3.4	3.4		24.2
SUPPERS	2.0	2.0	2.0	2.0	4.0	4.0	4.0		20.0
INSURANCE	1.5	1.4	1.5	1.4	1.5	1.4	1.3		10.0
OUTSIDE RESEARCH	3.0	4.5			7.5				15.0
COMPETITIVE	3.0	3.0	3.0	3.0	3.0	3.0	2.0		20.0
LEGAL/CPA	2.0			1.0				2.0	5.0
TAXES	3.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	30.0
CONTINGENCY	<u>7.1</u>	<u>7.1</u>	<u>7.1</u>	<u>7.2</u>	<u>7.2</u>	<u>7.2</u>	<u>7.3</u>		<u>50.2</u>
TOTAL	\$ 74.5	\$ 81.0	\$ 75.4	\$ 77.3	\$ 79.8	\$ 78.3	\$ 70.6	\$ 5.8	\$ 542.7

REAGAN-BUSH '84EQUIPMENT RENTAL

<u>Quantity</u>	<u>Description</u>	<u>Monthly Cost Each</u>	<u>Total Monthly Cost</u>	<u># Mos.</u>	<u>Total Cost</u>
2	3/4" Videotape Player	675	1350	7	\$ 9,450
5	TV Monitor	412	2000	7	14,000
1	Telecopier	200	200	7	1,400
4	IBM Typewriter	75	300	7	2,100
3	Word Processor (Wang)		1395	7	9,765
2	Printer (Wang)				
1	Refrigerator	20	20	7	140
1	Xerox Machine (#1075)	1000	1000	8	8,000
1	IBM PC & Printer	575	575	8	4,600
	PURCHASE 1 Shredder				<u>545</u>
					<u>TOTAL: \$ 50,000</u>

THE WHITE HOUSE

WASHINGTON

March 20, 1984

del

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: MICHAEL A. McMANUS *McManus*

SUBJECT: Communications Department

This memo is intended to be an update of the present organization and operation of the Communications Department. You and I have discussed the need to get the department operating effectively, and to better coordinate what's going on around the White House so that we can be out front with a plan for our communications effort. In this regard, I'd like to make the following observations:

1. Coordination and Information:

a. From the beginning we have for some reason separated your overall office into two separate wings and unfortunately, in some cases, the right hand doesn't know what the left is doing, which means that we don't talk with one voice and in some cases we don't talk at all. Some examples are Ag. Day and the Maritime Bill Signing Ceremony. You had mentioned to me that you didn't think we were following up on the Ag. Day proposals, and yet the last I heard of Ag. Day proposals was when you and I discussed with Baker the suggestion of cancelling all the proposed outside events. I never knew about a Maritime Bill Signing Ceremony until I picked up my Monday Presidential schedule. All of these "glitches" could be easily resolved by at least a regular meeting with Bill Sittmann, you and me to discuss what's happening on both sides of your office. We've discussed this several times and for one reason or another just haven't implemented it. I have a meeting with Bill Henkel and Fred Ryan each Monday at 9:00 but Bill Sittmann refuses to attend. And although the meetings are helpful to all present, it would also be helpful for the three of us to meet regularly to discuss what's happening in your overall office.

Suggestion: I suggest that we have regular meetings as we have previously discussed, even for 15 minutes at the end of the day would be better than the present situation. In addition, I would

DB
I want to have a meeting every week at 5:00 with WFS.

3. Press Relations: If we do agree to meet regularly, obtain up-to-date information by your attending meetings, or my attending meetings, and if we share information on a daily basis, I can be more helpful to you with the press. I would be more willing to meet with some of the press and share the burden, if you wish, but I need to know what you know and what's happening here on a timely basis in order to be effective. In this way, we could avoid the constant pressure on you to meet with all the press and they could have another source for background information without being critical of your lack of attention.

Suggestion: I think we should, in our regular meetings, figure out how to cover the press information need and share information to be able to provide updated information in these background sessions. I would also suggest it may be a good idea for you to hold meetings once a week with a few press in an informal session in your office. We should continue the small sessions with the President as well, but I think we could get additional mileage out of similar sessions with you and me if you wish.

4. Organization and Planning: Now that Merrie Spaeth has replaced Karna, we are beginning to fill the open slots in both the Public Affairs and Media Relations Offices. We need to put together a more comprehensive effort to produce a better communications product. I submit the following ideas for your review and discussion:

a. Mike Baroody, Merrie Spaeth and Jann Mahan should put together a list of their individual departmental goals to be accomplished over the next seven months. These should be essentially general in nature, subthemes we should be getting out regularly, no matter what specific events are scheduled on a day-to-day basis. I believe they should be the themes consistent with our State of the Union and some recent speeches essentially a message of a sustained economic recovery and why its effects have benefited all Americans, and peace through strength and world leadership. Mike's job should be to plan how we get this out through a coordinated agency and departmental effort as well as talking points and information packages for distribution. Merrie should concentrate on getting these themes to regional newspapers and also concentrate on important constituencies, such as blue collar, seniors, Catholics, Hispanics and women. We should be coming up with a plan to sell the

President's accomplishments and program in the next seven months in a way which enables us to check to see if we are accomplishing our goals. These efforts should be basic, recognizing the fact that each of these offices will be very busy cooperating in the overall communications effort as it is being developed on a regular two week plan basis. They will also address various concerns and issues which may come up as surprises or campaign issues. Although we do not yet have a person to run the television office, I believe that Jann can come up with such a plan which at least highlights for us those major TV matters which should be planned over the next seven months.

b. Each of the departments will also be involved in the two week communications plan through a weekly communication office meeting which I will chair beginning next week.

c. I would like to suggest that the two week plan be produced in a more centralized and hopefully productive fashion. The proposal is that Pam and I will work on a very preliminary draft plan more than two weeks before the implementation date. I will then chair a meeting with Pam, Darman, Fuller, Speakes, Svahn, Whittlesey, Oglesby and Verstandig to go over what each wants to accomplish in the particular period of time discussed. This will give an opportunity for everyone to discuss individual items around the table instead of having to go back and forth from one office to the next to try to get a consensus. After the meeting, Pam will produce a new draft which will be distributed for review and then submitted to you with action recommendations for your approval.

d. I suggest that we re-initiate the long range ten week theme schedule which Fred Ryan has produced for us in the past. As Darman suggested on Saturday, we may want to take another look at this mini-blitz concept, particularly with regard to blue collar, Hispanic, education, and environmental issues over at least three day periods of time. These themes need a longer lead time to be effectively coordinated, but would also be discussed in the meeting mentioned above. The intent would be to get a general sign-off on the concept and then work individually with offices involved in the particular issue in order to develop a more detailed plan.

e. We continue to see the need to get the NSC into this system as well, and perhaps we can accomplish this by a once-a-week or once-every-two-week meeting with Small and perhaps Kimmitt in order to get additional advance notice on their plans.

f. I would suggest that we continue your communications sessions, either as the Deaver lunch group, or Saturday sessions. These have been an extremely valuable resource for planning and direction and they actually set up the over-all planning process.

g. I believe we should also continue the Wirthlin session which I think gives everyone a better focus on key issues and direction.

h. Larry Speakes and I will have weekly individual meetings to try to better coordinate our efforts and to discuss participants in various press-related events.

i. I will begin meeting every two weeks with the outside groups we had discussed for some creative new thoughts.

j. I think the sessions we have had recently with both Harris and Finkelstein have been helpful and I would encourage you to continue them in the future. *also the Browder Nixon Ford groups*

k. I think it may be a good idea to meet every couple of weeks with Dave Gergen to get him involved and to utilize some of his good ideas. *good*

To sum up, I think it's important that we get a handle on this communications effort quickly and to address two major concerns.

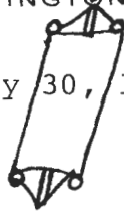
First is the need to get updated information as soon as possible, and the best way to do that is to get the information as the decisions are being made. That can only be done by having you or me attend decision meetings.

A second major concern is organization, and I have suggested some things which I think will include all of the important players in the development of the communications plan, give everyone an opportunity to be heard, and quickly address any conflicts between offices over what the plan should consist of.

One additional final thought, and that is to reiterate my belief that we ought to bring your overall office back together again as soon as possible so that we can share information, keep up to date, and be able to cover one another on any particular point when necessary. I would be happy to discuss any or all of this further at your convenience.

THE WHITE HOUSE
WASHINGTON

January 30, 1984



MEMORANDUM FOR JIM BAKER
MIKE DEEVER

FROM: MIKE McMANUS *McManus*

SUBJECT: 1984 Convention

*① Largent tell
F. Fahrenkopf & Ernie - this
will be The Pres's
convention - Timmons in chg.
use Walker - keep McMan
posted*

② Platform

I have reviewed the January 26 memo from Bill Timmons which will be one of the subjects of discussion at the 5:30 p.m., Monday meeting and have the following comments:

1. Television - The General Counsels and other executives of both NBC and ABC have advised me that they believe the standard for T.V. coverage of both conventions will be whether they are "news". They believe that since there is expected to be more news out of the DNC than ours the coverage will not be equal and doesn't need to be. I do expect however that we will get 1½ - 2 hours of nighttime coverage, although it's important to note that the "news" standard will still be utilized to decide when the networks go to the booth for their own programming as opposed to that on the podium.

I understand that CNN will provide the most coverage and will sell their service to others.

I have suggested that Chairmans Fahrenkopf and Manatt go to the networks to try to clarify the T.V. issue. I understand this is in the works.

I would not drop our effort with the nets. I think we should take a run at convincing the nets that they have a responsibility to cover this important part of our political process. ABC just completed a special on voter attitudes and why so few people vote. I would suggest that a network that can make a marathon interesting can find a way to include more coverage of this political process in a way that will develop more interest. We should accept a responsibility for creative programming and the networks should be more responsible to cover the event.

Providing some feed or other service to SIN is important and we should plan on doing that.

Conclusion: We should designate someone to get as much information on the networks' plans as soon as possible, provide a feed for SIN, and plan our program with as much "news" as possible for prime time.

II. Convention Length - It's my understanding that the President wants a three day convention and that the Chairman's paper suggests it could legally be accomplished by a four day, three night convention with a limited amount of time devoted to a daytime opening of the convention.

The question of political pressure for podium time can only be intelligently addressed after we have seen a proposed program for what needs to be accomplished during two hours for three nights. Part of this final decision will depend upon whether both of you and Senator Laxalt are willing to enforce a tight rule on speaking time. I suggest we ask Timmons and Anderson to come up with a draft program. At some point in time it may be necessary for you to meet with the principals who are part of the T.V. program to emphasize the importance of following the schedule. You should also request that all speeches be submitted in advance to assure the compliance with necessary timing.

The program review is key however because once again we can never be sure of what part of the podium program will be covered. The networks can go to their own programming at any time.

We need to focus on whether we want to have a First Lady's night as some people are talking about. This is another factor that needs to be looked at in this draft program review.

Even with four days and three nights we need to focus on what will be scheduled outside the hall the first night. The networks will be in town and may start some coverage that night. The story can't be of fat cat Republican parties. We may want to consider some kind of positive senior citizen or women's forum.

Conclusion: We need to see a creative draft proposal for a five day, four night and a four day, three night program.

III. Convention Program - Same as above.

IV. Films - The proposal is for two documentaries, one for the President and one for the First Lady. Based upon our latest proposal from Warren Bush it would cost approximately \$600,000 for the President's documentary alone, including the purchase of film footage for the past three years and new footage from China, the Summit, the Olympics and two designated campaign events. I believe this could be negotiated down but that it would be difficult to get two documentaries for \$600,000 if they include separate crews on the foreign trips. We have already spent \$125,000 for footage from the Far East.

The important aspect to address right away is a theme for one or two documentaries. We should ask Khachigian and Wirthlin to come up with an outline for approval. We can't ask Warren Bush or anyone else to produce footage without some upfront guidance.

Legal guidance is necessary on who pays for what since part of the footage will also be used in the General Election.

We can arrange to have film footage shot now and wait until May 1 to decide on a documentary but we must have a decision by that date in order to produce a quality documentary.

We may want to address this issue another way and that is to decide how much money we want to spend and then work with Warren Bush to produce quality within that cap.

Conclusion:

1. We need to decide whether we want a documentary on Mrs. Reagan.
2. We need to decide how much we want to spend on a documentary on the President.
3. We need to agree on a theme before we shoot any more footage.

V. Celebrities - We do need to look for talent to appear before the convention but we won't get any coverage of these people. Olympic winners will be national heroes and we should try to line them up now. I think it's important however to see if we can't find women, hispanic and other minority representatives who are Republican elected officials and private sector substantive celebrities who have high credibility.

VI. Slogan - I've heard three or four slogans advanced and while "Better Off Today, Even Better Tomorrow" may be good I would suggest we ask for all suggestions and poll three or four instead of just one.

VII. Presidential Participation - We should look at the draft schedule for Presidential participation, but I would suggest we have our White House planning group put together a plan for the convention and perhaps some ideas for stops on the way to the convention. The coverage could be a daytime Presidential event in a key state and then convention coverage that night.

VIII. Hall Design - We have selected a general contractor after a day of presentations by three finalists to a select panel. The contractor is not working on design. The plan is to submit a theme to several designers for a proposal that would be reviewed by you and by the President. The contractor would then implement the approved design. One important aspect of design is the look on T.V. and this will be an important part of any proposal.

IX. Big Screens - This is an important issue to get some guidance on early as it is obviously an integral part of the design proposal. We should also decide on how we want to spend our money since the proposal we have in house for a multi-media show without coverage of events outside the hall would run \$250,000. If we want to produce a documentary and then buy time to show it on television,

if it's not covered during its showing at the convention the cost would be about \$200,000 for one network. The total film and multi-media package would be over \$1 million.

X. Lead Time Planning - All of the decisions mentioned need to be resolved as soon as possible.

XI. Support Staff - I agree with the idea here, but we all know how difficult this has been to accomplish in the past. You have to decide on the rules here and most likely enforce them.

XII. Convention Officers - This needs your attention and the President's approval.

XIII. General Comments - I believe it's important to use this meeting with Bill to start a well organized coordinated effort at planning the convention. To date there have been several problems that you need to be aware of:

1. Now that we have a candidate we need to make sure everyone knows that the White House will be running the convention. To date there has been a problem with who is in charge. The system created in 1980 provided that the Chairman of the Arrangements Committee run the convention. The Chairman is Ernie Angelo and the Vice Chair is Trudy McDonald. For a number of reasons they both look at this assignment as a last hurrah and have tried to maintain control over every little decision including the hiring of secretaries. The other members of the national committee who have specific assignments also consider these to be their own personal domain eq. Nancy Apar who is the housing chairperson released the hotel assignments to the press without even notifying Frank Fahrenkopf. The national committee meets this week, Wednesday and Thursday in Washington and the who is in charge question needs to be resolved before they leave town.

2. We have discussed the Roger Allan Moore issue and I believe it has been agreed he will become Counsel to Reagan-Bush and not to the RNC or convention. This should be clarified and finalized this week to avoid future confusion.

3. Bill Timmons is the resident expert on conventions and everyone wants him to be involved in an important way but this needs to be defined now and at the 5:30 meeting if possible. Senator Laxalt has apparently given Bill some role in the convention but it hasn't been defined to me or to Ed Rollins. He supposedly works for Rollins but only reports to you two. He started out with the responsibility for programming from the trailer but now signs his correspondence on Reagan-Bush paper as Convention Director. He started meetings several months ago with a group of people who have had prior convention experience and called it a Communications Advisory Group. I see from his latest memo that it has become the Convention Planning Group. I only heard about the meeting from Bill Carruthers and was invited at the last minute at Carruthers' suggestion. I have had weekly

meetings on convention planning with Rollins, Fahrenkopf, Walker, a Laxalt representative, Moore, Angelo, and McDonald and Bill hasn't attended more than one and will not send a representative. Ron Walker has been named the Convention Manager and what he and Bill do needs to be defined and coordinated.

I suggest that now that we have a candidate, you make it clear that we are going to oversee the planning and make some necessary decisions as we go down the line. If you want me to be the White House liaison that needs to be made clear and all requests and input should be through me. I understand there may be a limited number of exceptions. I would call a weekly meeting, in the White House if legally possible, or outside will all the players represented and bring necessary issues to our 10:30 Tuesday meeting for decisions or guidance. We can't have three or four people all thinking they are running the convention and hope to get anything done. We can get a group to work together if we have the proper direction from you.

4. The President should send a letter to the State Chairmen asking them to exert their influence where possible to include more women and minorities at the convention. The "look" will be important and we need to at least do better than 1980.

THE WHITE HOUSE

WASHINGTON

January 30, 1984

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MIKE DEEVER

FROM: MIKE McMANUS *McManus*

SUBJECT: 1984 Convention

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III. Convention Program - Same as above.

IV. Films - The proposal is for two documentaries, one for the President and one for the First Lady. Based upon our latest proposal from Warren Bush it would cost approximately \$600,000 for the President's documentary alone, including the purchase of film footage for the past three years and new footage from China, the Summit, the Olympics and two designated campaign events. I believe this could be negotiated down but that it would be difficult to get two documentaries for \$600,000 if they include separate crews on the foreign trips. We have already spent \$125,000 for footage from the Far East.

The important aspect to address right away is a theme for one or two documentaries. We should ask Khachigian and Wirthlin to come up with an outline for approval. We can't ask Warren Bush or anyone else to produce footage without some upfront guidance.

Legal guidance is necessary on who pays for what since part of the footage will also be used in the General Election.

We can arrange to have film footage shot now and wait until May 1 to decide on a documentary but we must have a decision by that date in order to produce a quality documentary.

We may want to address this issue another way and that is to decide how much money we want to spend and then work with Warren Bush to produce quality within that cap.

Conclusion:

1. We need to decide whether we want a documentary on Mrs. Reagan.
2. We need to decide how much we want to spend on a documentary on the President.
3. We need to agree on a theme before we shoot any more footage.

V. Celebrities - We do need to look for talent to appear before the convention but we won't get any coverage of these people. Olympic winners will be national heroes and we should try to line them up now. I think it's important however to see if we can't find women, hispanic and other minority representatives who are Republican elected officials and private sector substantive celebrities who have high credibility.

VI. Slogan - I've heard three or four slogans advanced and while "Better Off Today, Even Better Tomorrow" may be good I would suggest we ask for all suggestions and poll three or four instead of just one.

VII. Presidential Participation - We should look at the draft schedule for Presidential participation, but I would suggest we have our White House planning group put together a plan for the convention and perhaps some ideas for stops on the way to the convention. The coverage could be a daytime Presidential event in a key state and then convention coverage that night.

VIII. Hall Design - We have selected a general contractor after a day of presentations by three finalists to a select panel. The contractor is not working on design. The plan is to submit a theme to several designers for a proposal that would be reviewed by you and by the President. The contractor would then implement the approved design. One important aspect of design is the look on T.V. and this will be an important part of any proposal.

IX. Big Screens - This is an important issue to get some guidance on early as it is obviously an integral part of the design proposal. We should also decide on how we want to spend our money since the proposal we have in house for a multi-media show without coverage of events outside the hall would run \$250,000. If we want to produce a documentary and then buy time to show it on television,

if it's not covered during its showing at the convention the cost would be about \$200,000 for one network. The total film and multi-media package would be over \$1 million.

X. Lead Time Planning - All of the decisions mentioned need to be resolved as soon as possible.

XI. Support Staff - I agree with the idea here, but we all know how difficult this has been to accomplish in the past. You have to decide on the rules here and most likely enforce them.

XII. Convention Officers - This needs your attention and the President's approval.

XIII. General Comments - I believe it's important to use this meeting with Bill to start a well organized coordinated effort at planning the convention. To date there have been several problems that you need to be aware of:

1. Now that we have a candidate we need to make sure everyone knows that the White House will be running the convention. To date there has been a problem with who is in charge. The system created in 1980 provided that the Chairman of the Arrangements Committee run the convention. The Chairman is Ernie Angelo and the Vice Chair is Trudy McDonald. For a number of reasons they both look at this assignment as a last hurrah and have tried to maintain control over every little decision including the hiring of secretaries. The other members of the national committee who have specific assignments also consider these to be their own personal domain eg. Nancy Apfar who is the housing chairperson released the hotel assignments to the press without even notifying Frank Fahrenkopf. The national committee meets this week, Wednesday and Thursday in Washington and the who is in charge question needs to be resolved before they leave town.

2. We have discussed the Roger Allan Moore issue and I believe it has been agreed he will become Counsel to Reagan-Bush and not to the RNC or convention. This should be clarified and finalized this week to avoid future confusion.

3. Bill Timmons is the resident expert on conventions and everyone wants him to be involved in an important way but this needs to be defined now and at the 5:30 meeting if possible. Senator Laxalt has apparently given Bill some role in the convention but it hasn't been defined to me or to Ed Rollins. He supposedly works for Rollins but only reports to you two. He started out with the responsibility for programming from the trailer but now signs his correspondence on Reagan-Bush paper as Convention Director. He started meetings several months ago with a group of people who have had prior convention experience and called it a Communications Advisory Group. I see from his latest memo that it has become the Convention Planning Group. I only heard about the meeting from Bill Carruthers and was invited at the last minute at Carruthers' suggestion. I have had weekly

these points discussed

meetings on convention planning with Rollins, Fahrenkopf, Walker, a Laxalt representative, Moore, Angelo, and McDonald and Bill hasn't attended more than one and will not send a representative. Ron Walker has been named the Convention Manager and what he and Bill do needs to be defined and coordinated.

I suggest that now that we have a candidate, you make it clear that we are going to oversee the planning and make some necessary decisions as we go down the line. If you want me to be the White House liaison that needs to be made clear and all requests and input should be through me. I understand there may be a limited number of exceptions. I would call a weekly meeting, in the White House if legally possible, or outside will all the players represented and bring necessary issues to our 10:30 Tuesday meeting for decisions or guidance. We can't have three or four people all thinking they are running the convention and hope to get anything done. We can get a group to work together if we have the proper direction from you.

4. The President should send a letter to the State Chairmen asking them to exert their influence where possible to include more women and minorities at the convetion. The "look" will be important and we need to at least do better than 1980.