Friday, June 10, 1983

Faith alone can't solve the gender gap

By Saul Friedman and Joyce Gemperlein

Washington Bureau

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WASHINGTON — The job of courting women's votes for President Reagan in 1984 has been taken away from Faith Whittlesey, the highest-ranking woman in the White House, and put in the hands of a group headed by White House deputy chief of staff Michael Deayer.

St. Paul Pioneer Press

According to a senior White

House official, the Deaver group was formed about two weeks ago after administration staff members became concerned that Whittlesey was doing little to recognize or to close the "gender gap" — the growing opposition to Reagan and his policies among women, which has become a threat to the president's re-election chances.

The senior White House official, also a woman, said that Whittlesey, director of the Office of Public Liaison, has shown little empathy for

The gender gap " is a hoar The feminists know they can crode President Reagan's support by conservation Democrats if they can pull him their way.

lower- and middle-class working women.

Another senior White House official said Whittlesey is thought to be politically unrealistic in her attitude toward women's issues and has been "spending her time playing to the right."

The White House official said Whittlesey did not seem to be initiating new programs and has been . holding meetings that "re-invent the wheel."

The job of the White House Office of Public Liaison is to listen to the concerns of various ethnic, business, religious, women's and community groups, relay the information to Reagan and high-level policymakers, and to be the president's booster to those same groups.

In a speech in Indianapolis this week, Reagan's chief policial adviser predicted that women will control the outcome of the 1984 elections.

But according to the first senior official, Whittlesey announced that she was satisfied that Reagan's attitudes on such issues as the Equal Rights Amendment were not hurting him with women voters and that he did not have to worry about

the gender gap.

Polls have consistently shown that Reagan does more poorly on issues among women voters than among men.

But in interviews and in private strategy meetings at the White House, according to officials, Whittlesey has insisted that there is no gender gap.

That attitude, which coincides with conservative views, prompted Deaver and other White House officials with a more pragmatic views to form a new "core group" to come up with ideas and tactics to deal with issues in which women have a special interest.

The president of the National Organization for Women vowed <u>Thursday to defeat Reagan in 1984</u>, but cautioned that <u>Democrats</u> "cannot simply assume that the gender gap is an automatic windfall for them."

NOW president Judy Goldsmith, addressing a National Press Club luncheon, said Democrats should realize that women will make careful judgments in the coming election. Ve know the difference between style and substance, and we will not accept window dressing from either party," she said.

WASHINGTON

July 12, 1983 /

Dear Terry:

Thank you for your recent letter in support of Mrs. Faith Whittlesey. Her position here at the White House remains secure. She is an active participant on my working group on Women's Issues. I have made note of your concerns regarding Women's Issues. Thank you again for writing.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mrs. Herman Todd State Director Minnesota Eagle Forum Post Office Box 11 So. St. Paul, MN 55075





State Director-Terry Todd 612-451-2698

P.O. Box 11 So. St. Paul, Mn 55075

July 1, 1983

Mr. Michael Deaver % The White House Washington, D. C. 20500

Dear Mr. Deaver,

I am alarmed by the news that Faith Whittlesey has been relieved of her duties as liaison to the President on women's affairs. See the enclosed news item. Several questions come to mind as I ponder this situation.

- Why does any one think President Reagan's opposition to the Equal Rights Amendment is a liability? President Reagan is in office <u>because of</u> his pro-life and anti-ERA positions. <u>He was elected with those posi-</u> tions.
- 2. How can any logical thinking person believe Ronald Reagan could get any N.O.W. members votes? The platform of N.O.W. is strikingly similar to the Democratic Party platform. In fact, I left the Democratic Party because the feminists took it over.
- 3. Why are men so gullible when it comes to the feminists? Ronald Reagan needs a woman to deal with those women. Faith is right on target!

In closing, I offer a last bit of advice; three ways the President can enhance his image with the "average" woman.

- 1. Make it possible for her husband to support the family so she can stay home with her small children.
- Keep inflation and interest rates down so she and her husband can buy a home and other large items.
- 3. Give her peace of mind that her children will not be alienated from her by their teachers and will be able to read, write, spell, compute, and have a knowledge of history and geography when they complete their secondary level of education.

Sincerely yours, Jerry Ja

Terry Jodd (Mrs. Herman)

Enc. Copy to Faith Whittlesey

St. Paul Dispatch

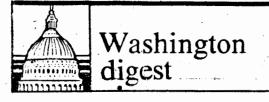
Eldren in one-parent homes up almost double

with out getting married, the Census Bureau d Thu aday.

ap: ig with one parent as of March 1982 mpar with 8.2 million in 1970.

The sharp increase in children in one-parent ormes come during a period in which there was a role in divorce and a parallel rise in the sumber of single women choosing to have famiies.

Among children living with one parent, the moth-



er has custody in nine of 10 cases.

NOW leans toward Democrats

None of the Democratic presidential hopefuls has won the hearts and minds of feminists, the president of the National Organization for Women said Thursday, though NOW is already working to defeat President Reagan in 1984.

Any of the six Democratic hopefuls would be better than Reagan, said Judy Goldsmith,

Friday, July 1, 1983

Dioxin dispute flares again

Effects of dioxin — a potent poison and suspected cancer-causer — on humans is the subject of vigorous scientific debate, which flared again Thursday at a House Science subcommittee hearing.

Under criticism, a representative of the American Medical Association backed down from language in a resolution downgrading dioxin danger the AMA endorsed, saying it was "imprudent."

Weaker bumpers prove costly

Weaker bumpers installed in many cars after the government lowered its bumper remain and insurlast year clearly result in higher repair and insurance costs, according to a study of insurance claims.

The Insurance Institute for Highway Safety released claims statistics Thursday to focus criticism on a decision last year by the Reagan administration to allow bumpers that provide less protection to automobiles.

Compiled frem wire services by E.H. Benson

makes my point ed do to g tion will

WASHINGTON

July 12, 1983

Dear Mr. Masciana:

Thank you for your recent letter giving me information about HMR winery. I am grateful you have brought your winery to my attention.

We would look forward to hearing from you or from a member of the wine institute regarding samples for our consideration.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. Ed Masciana Marketing Director HMR, LTD. 819 North Harbor Drive Redondo Beach, CA 90277



Rauk

July 7, 1983

Mr. Michael Deaver THE WHITE HOUSE Washington D.C. 20500

Dear Mr. Deaver,

I am writing to give you buckground information oncour winery in the hope that you may consider using our wines for a state function.

HMR is a small premium winery which was the first vintner to plant premium French varietals (Pinot Noir, Chardonnay and Cabernet) in San Luis Obispo Country. We have garnered numerous accolaides for our Pinot Noirs (see enclosed) and specifically feel it is worthy of your attention.

Our winery is located in Paso Robles less than 100 miles from the President's ranch. We are also currently not being sold at Corti Brothers (although I hope that we are soon) which is another reason why we may have not been brought to your attention.

The Wine Institute carries a full variety of our wines and I would appreciate the opportunity to have them deliver some samples to you. Either I or a member of the institute will contact you soon to determine your interest in serving HMR.

Regards, Mascian

Ed Masciana Marketing Director HMR, LTD.

EM:ms

cc: L. C. Guthrie

Executive Offices Estate • Winery Vineyards • Tasting Room 819 North Harbor Drive Redondo Beach, California 90277 (213) 374-9656

WASHINGTON

July 12, 1983

Dear Jim:

Thank you very much for the photo album you sent me. That evening was one of the most pleasant I have had in a long time. Please give my regards and thanks to Celestine.

With best wishes,

Sincérely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. James E. Cheek The President Howard University Washington, D.C. 20001

Thank

HOWARD UNIVERSITY WASHINGTON, D. C. 2000)

THE PRESIDENT

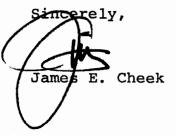
July 6, 1983

Dear Mike:

I am pleased to send you this album of photographs which were taken on the occasion of your February 4 visit to my home on behalf of Howard University.

That was a memorable evening for Celestine and for me, and we certainly hope that you enjoy having the photographs as mementos of that occasion.

Kindest personal regards.



The Honorable Michael K. Deaver Assistant to the President and Deputy Chief of Staff The White House Washington, D. C. 20500

WASHINGTON

July 12, 1983

Dear Julie:

Thank you for the wonderful token the bottle of Corton-Charlemagne I found awaiting me on my recent arrival back at the White House. I am sorry I missed seeing the two eldest children of M. Louis Latour on their recent visit to Washington.

Again thank you for the lovely bottle of wine and the enticing invite to a winetasting in Manhattan.

With best wishes,

erely, Sinc

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Ms. Julie Ann Kodmur
Frederick Wildman and Sons, LTD.
21 East 69th Street
New York, New York, 10021

TELEPHONE 212-288-8000



21 EAST 69TH STREET NEW YORK CITY NEW YORK 10021

June 30, 1983

Mr. Michael Deaver Old Executive Office Building Washington D.C.

Dear Mr. Deaver:

You may remember we were in touch last December when M. Christian Pol Roger was planning a brief visit with you, which did not become possible.

Shirley Moore informed me of your absence when I was planning this trip to Washington with the two eldest children of M. Louis Latour, and so we must only leave you this token of our presence, and hope to entice you to a winetasting in our brownstone in New York some day.

Do let me know if you have any time for wine while in Manhattan next!

With all best regards,

Julie Ann Kodmur

WASHINGTON

July 12, 1983

Dear Ken:

Thank you for your recent letter in support of Esther R. Greene for the position of U.S. Treasurer.

I've taken the liberty of sending on your recommendation of Esther to John Herrington, Director of Presidential Personnel.

Please be assured that I will do what I can and will keep you informed.

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

The Honorable Kenneth L. Maddy Senator, Fourteenth District California State Senate Sacramento, CA 95814

WASHINGTON

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July 13, 1983

Dear Mr. Pinder:

Thank you for your letter of July 1st with the open invitation to the President and the First Lady. I've taken the liberty of sending all pertinent information to the President's scheduler to see if anything can be worked out.

Thank you for writing.

With best wishes,

Sincerely,

MICHAEL K. Deaver Assistant to the President Deputy Chief of Staff

Mr. C. W. Pinder Director of Monuments The City of Key West Key West, FL 33040

WASHINGTON

July 13, 1983

Dear Paul:

I received your recent letter recommending Robert Pauley to the position as director of National Public Radio. As you know National Public Radio is a completely private concern and we cannot get involved in its internal matters.

You should direct any correspondence regarding this position to Mr. Maurice Mitchell. He is heading the Presidential Search Committee. His address is: National Public Radio, 2025 M Street, N.W., Washington, D.C. 20036.

Thank you for writing and your interest in this matter.

Keep up the good work.

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. Paul Harvey Paul Harvey News 360 North Michigan Avenue Chicago, Illinois 60601

WASHINGTON

July 13, 1983

MEMORANDUM TO JOHN ROGERS

FROM:

MICHAEL K. DEAVER M.

I wanted to bring to your attention how pleased I was with the refurbishment of my office upon my arrival from California last week.

The GSA crew is to be commended for their hard work during the holiday week-end and in particular Sig Girgus for her personal attention in overseeing the project.

WASHINGTON

July 13, 1983

Dear Lorraine:

Thank you for your recent letter with the suggestion for Bernie Herman to interview the President. I am sorry this will not be possible but I am grateful for your idea.

I was sorry to have missed you when you were in Washington with your family. Hope to see you next time.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Ms. Lorraine M. Wagner 2017 Nester Street Philadelphia, PA 19115



LORRAINE M. WAGNER

2017 Nester St. Philadelphia, Pa. 19115

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June 28, 1983

Hello again Mike,

I certainly did look for you on June 16 when our family visited President Reagan in the Oval Office! It was a disappointment that you were not there, let me tell you. Would've liked everyone meeting you.

Well, let me tell you how wonderful it was to see our President again. He looks just marvellous, the pressure schedule seems to agree. And, I suspect that you've helped to take good care of him also. So, there!

Mike, I don't know in what direction to go on this...I suspect thru you. A very close friend of mine does a talk-radio show on our leading FM station - 50,000 watts. He's a class guy, an excellent interviewer and does a fair and consistent job in reporting as well as discussing the issues with the callers.

HOW DO WE GO ABOUT SECURING AN INTERVIEW WITH OUR PRESIDENT? BERNIE HERMAN is his name, and he would, of course, come to Washington for the taping. Let me also tell you that he leads the city in his 8pm to 12am time slot.

I don't claim that Bernie always agrees with every administration policy, but always does he discuss rationally and with candor his feelings, and similarly - and so importantly - he allows honest input from the callers. Becuz he has so much integrity, I feel comfortable in saying that any 'hard' questions he feels compelled to present are totally legitimate and reflective of what is 'out here' and what should be asked in order to lay to rest public concern...and similarly, to support and strengthen where possible.

An example: Last week he interviewed on the air Larry Barrett of TIME who wrote the book (containing the Carter debate papers controversy!) and elicited from him his evaluation that our President was physically in top shape and mentally capable of continuing a 2nd term. Bernie restated the issue several times for emphasis. Also, when Barrett felt that our President was less intellectual than he'd have liked, Bernie's rational challenge resulted in a reassessment of his comment.

As for Barrett, incidentally, he did surprise me in that in the overall evaluation of character, personality and performance, including strengths and weaknesses, etc., he surprised me with more objectivity and logic than most of the press offer.

But, Mike, I'd be so <u>very grateful</u> for whatever you can do to effect an interview. Bernie really deserves it, I assure you. Also, on a personality basis, Our President and Bernie have much in common. Bernie also hails from Ill., interviewed a number of stars here and overseas for a TV movie presentation series he hosted (had an interesting time with Bob Taylor in Spain!) - even started his career with play-by-play baseball."

CAN YOU PLEZ GET BACK TO ME, so I know if we should contact someone else you suggest. Enclosing direct contact info for Bernie. Gratefully,

WASHINGTON

July 13, 1983

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Dear Mr. Salvatori:

The President passed your recent note recommending Colonel Milton Frank to the position of Ambassador to Brazil along to me. I have taken the liberty of sending your recommendation as well as that of Robert Hornby along to John Herrington, Director of Presidential Personnel.

The President appreciates your writing and your interest in assuring this opening is filled with a highly qualified candidate.

Thank you again for writing.

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. Henry Salvatori Century City, Suite 1130 1901 Avenue of the Stars Los Angeles, CA 90067

Prom Henry Salvatori

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I endorse this recommendation based primarily on the information provided me by Bob Hornsby, for whom I have the highest regard.

I have personally met Colonel Frank and he appeared very knowledgeable and attractive.

Sincerely,

Salvatori

From Henry Salvatori to not

July 2, 1983

Dear Mr. President:

Robert A. Hornby, whom you appointed to the Board of Trustees of the California State University, has asked me to deliver the following message:

"Colonel Milton Frank is seeking an Ambassadorial Post for which he is unusually qualified. Complete details of his background and qualifications have been submitted to Helene Von Damm and he now urges you to give serious consideration of Colonel Frank as Ambassador to Brazil"

WASHINGTON

July 13, 1983

Dear Michaela:

You were kind to remember me with your new book, <u>Rising Star</u>. It is indeed a fascinating coverage of your winery, Domaine Chandon and winemaking in general.

I am sorry I missed the party but thank you for thinking of me.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Ms. Michaela K. Rodeno Vice President Domaine Chandon California Drive Yountville, CA 94599

Domaine Chandon

Hi.

Sorry you couldn't be with us for the party to launch <u>Rising Star</u>, the new book which chronicles the birth and growth of Domaine Chandon winery in the Napa Valley.

I've enclosed a copy of the book for you. Hope you enjoy it.

I'll be interested in hearing what you think. If you'd like more information about the book or about Domaine Chandon, please don't hesitate to give me a call. The number is (707) 944-8844.

Best regards,

Michaela K. Rodeno Vice President Marketing & Communications

> California Drive Yountville, California 94599 Telephone 707 944 8844

WASHINGTON

July 13, 1983

Dear Gary:

Just a short note to tell you how much I enjoyed reading your article in the Washington Post on July 2nd.

Your support and explanation of the President's position was perfect. Thank you.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Dr. Gary L. Jones Under Secretary United States Department of Education Washington, D.C. 20202 Dr. Gary L. Jones Under Secretary U.S. Department of Education

Education: On the National Agenda

President Reagan is the first President in a quarter of a century to place education on the national agenda.

He stung his critics with a widely reported and highly respected bipartisan National Commission on Excellence Report that hit education leaders and state and local officials like a thunderbolt.

This nation's nearly 16,000 school systems and 3,200 colleges and universities are on the threshold of the greatest reform movement they have ever experienced.

Local school boards on their own initiative are either considering or already have reacted to major findings and recommendations in the Report by (I) raising high school graduation requirements, (2) lengthening the school day, (3) placing a renewed emphasis on instructional elements in the curriculum or (4) examining their whole system as it relates to the recommendations of the Report.

State officials are considering increasing financial support and raising high school graduation requirements. Governors and legislators are advocating merit pay for teachers.

Nevertheless, Mr. Willard McGuire, National Education Association president, has distorted the President's public record in a turgid article in <u>The Washington</u> Post (June 8).

He would like to have the public believe the President has "rejected the widely acclaimed findings of the Commission...", an accusation that is patently false.

He continues to try to disassociate the President from the Report which calls for "real educational reform and rethinking." Let us not be mistaken. It's been the President himself — more than any other national figure in 25 years -- advocating such nationwide reform and rethinking.

Mr. McGuire argues that "the President appears to believe he has nothing to lose by claiming that large numbers of teachers are mediocre or worse." He argues that the President has misread the spirit that permeates his own Commission's Report and misread the attitude of the American people. On the contrary, Mr. McGuire, it is the President who wants to recognize quality teachers through merit pay and a master teacher plan. It is you and the NEA that have historically advocated a single salary schedule which protects and propagates mediocrity. It is the President who -- drawing on the lifetime of dedication to education excellence of Secretary T. H. Bell -- is advocating merit pay for teachers and teacher excellence in the classroom, not the NEA.

Furthermore, it is equally disturbing to read <u>The Washington Post</u> editorial of June 19 that "Mr. Reagan is clearly wrong in his suggestions that the schools can be greatly improved without any additional money at all." The President never suggested that additional funds would not be needed to improve our schools.

The President recognizes that some of the Commission's recommendations -such as improving teacher quality -- will require more revenue and has said as much in Tennessee and Albuquerque.

Mr. David Broder, in an article appearing in the same edition of <u>The</u> <u>Washington Post</u> went on to state that unlike the merit pay advocates in Tennessee and California, "Reagan did not put his money where his mouth was."

Mr. Broder clearly misses the obvious policy position in his own statement. The reason the President does not budget money for merit pay is because teachers' salaries and standards have always been a sovereign matter for local and state governments -- witness the initiatives in Tennessee and California.

Lastly, Mr. Broder laments that education should have "at least an equal

claim on limited resources" as does the military budget. To draw such an analogy on such inherently unequal elements of the federal role (education received 10% support; defense literally 100%) begs the question: "What should states do?"

The first step before asking for more money is obvious -- they should reorder their priorities and reallocate their own revenues.

Let's look at where President Reagan "put his money" when he was Governor of California. He did what Governors and state legislators need to do now -promote efforts to expand support of education at all levels. As Governor, Mr. Reagan's administration:

- o increased aid to the state university systems 105% while enrollment increased 44%;
- o increased support for the state college systems 164% while enrollment increased 78%;
- o increased spending for community colleges 323% while enrollment increased 84%; and
- o increased aid to the primary and secondary systems 105% while enrollment increased 5%.

The President's support of education has been strong and appropriate for the two levels he has served. He provided significant fiscal support when he was Governor and is providing the strongest national leadership for education reform of any President in nearly a quarter of a century.

WASHINGTON

July 14, 1983

Dear Curtis:

Thank you for your recent letter and the wonderful words of encouragement for the President and for me.

We look forward to working with you and the "Citizens for the Republic" in planning the "President's Committee" dinner. We are grateful for your continuing work and support for the Ad= ministration.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

Mr. Curtis Mack Executive Director Citizens for the Republic 1253 Seventh Street, Suite 200 Santa Monica, CA 90401

Citizens Republic

LYN NOFZIGER Chairman

ARTHUR J. DELLINGER Treasurer

CURTIS MACK Executive Director

Aunt

July 11, 1983

The Honorable Michael K. Deaver Assistant to the President/ Deputy Chief of Staff The White House Washington, DC 20500

Dear Mike:

First of all, thanks for agreeing to do a "President's Committee" dinner for us. We are working with some of our members now to determine what the best location would be for it. I'll then be back in touch with Donna to work out the scheduling details.

But the main reason for this note is just my reaction to the briefing book situation. (I just finished the chapter on you in Barrett's book. To this point, at least, to say that he has written an intellectually unstimulating book is, I think, an understatement.) Anyway, to my point.

If you'll remember, all the way back to the 1966 campaign with Pat Brown's news release "Ronald Reagan: Extremist Collaborator," Democrats have been trying to knock the "white hat" off the boss. And time after time they have lived to regret it. He has always been perceived, by both his friends and his critics, as a man of integrity, forthrightness and honor - a man, whether you agreed with him or not, who could be believed.

Please encourage him to use his own instincts on this one. His gut knows what is right and this is too important for him and his presidency to be left to others. If it means that a wholesale sacking of staff has to take place (and I don't believe it does) then so be it.

If the Democrats are smart, they will lay off him until they see if some of the President's "friends" get him, personally, into trouble. By this I mean stonewalling, lack of candor, a perception of not being truly honorable, etc. If that should happen just one time, the opposition will pounce on it and I think finally, and permanently, knock off that "white hat." That just can't happen. So please just encourage him to do and say what he thinks is right. (I just can't believe that he didn't get some extra coaching for that first press conference when he avoided the question on ethics three or four times.) That just wasn't Ronald Reagan.

Thanks for taking the time to read this and I look forward to seeing you soon.

With best personal regards.

Sincerely,

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CURTIS MACK Executive Director

WASHINGTON

July 14, 1983

Dear Max:

Enclosed is my payment for the bottles of champagne you provided for Mike McManus. He has returned from his Bermuda vacation exclaiming about your wonderful island. Thank you for your contribution to his holiday.

With best wishes,

Sincerely,

MICHAEL K. DEAVER Assistant to the President Deputy Chief of Staff

The Honorable Max L. Friedersdorf Consul General Consulate General of the United States Hamilton, Bermuda



CONSULATE GENERAL OF THE UNITED STATES OF AMERICA

HAMILTON

June 14, 1983

Mr. Mike Deaver Deputy Assistant to the President The White House Washington, D. C. 20500

Dear Mike:

Enclosed is the bill for two bottles of champagne for Mike McManus, per your request.

With cordial regard.

Sincerely,

14.24 + 600-20,2 4

Max L. Friedersdorf Consul General

Enc.

Attn: Shirley