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WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name DEAVER, MICHAEL: FILES

Withdrawer

KDB 7/28/2011

File Folder MAY 1984 INCOMING (6)

FOIA

F97-0066/19

Box Number 19

COHEN, D

25

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	LETTER	TO DEAVER RE CORRESPONDENT'S PERSONAL SITUATION	4	5/14/1984	B6
2	ATTACHMT	ATTACHMENT TO DOC #1	9	ND	B6
3	ENVELOPE	PHOTOCOPY OF ENVELOPE	1	ND	B6

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

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C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON

MAUREEN:

I do need your help. This speech must be typed with the Orator element and must be confined to an area in the middle of the page allowing for 4 1/4 inch margins.

There can only be 22 or 23 characters per line and words can not be hyphenated.

Between each paragraph there should be left a line or two. The body does not have to be double spaced.

I REALLY do appreciate your helping me on this. I do need to have it by 5:30 TODAY.

Keep me posted.

THANKS.

MIKE DEAVER'S MESSAGE FOR CHICAGO REGIONAL CONFERENCE

Hello, this is Mike Deaver.

Jim has reminded us that the reality of a presidential campaign is, to borrow a phrase, blood, sweat, and tears. Maybe that's putting it too strongly. Let's just say, blood and sweat!

The President is rightfully known as the "Great Communicator." Having worked for Ronald Reagan for nearly twenty years, I have seen him turn public opinion around with a single speech, even a single well-turned phrase.

Even so, the President needs the help of those of us down in the trenches of political struggle.

He needs all of us to see to it that his message reaches every American.

On top of all our other jobs, we must take on the task of communicating the Reagan message of fairness, opportunity, peace, and freedom to every man and woman, black or white, young or old, in America.

If we succeed, if the President's message of hope reaches the ears of all Americans, then we have the chance to build a broad-based coalition that all Americans will feel included in.

We will have achieved a New Consensus in America, based on traditional values, sound economics, peace through strength, and optimism about the future.

This new consensus will enable the President to accomplish more in his second term than he did in his first. We will have helped.

In the future, we will be proud to tell our children and our grandchildren that we turned four great years for America into eight great years for America.

Thank you.

HELLO, THIS IS MIKE
DEAVER.

JIM HAS REMINDED US THAT
THE REALITY OF A
PRESIDENTIAL CAMPAIGN IS,
TO BORROW A PHRASE,
BLOOD, SWEAT, AND TEARS.
MAYBE THAT'S PUTTING IT
TOO STRONGLY. LET'S JUST
SAY, BLOOD AND SWEAT!

THE PRESIDENT IS
RIGHTFULLY KNOWN AS THE
"GREAT COMMUNICATOR."
HAVING WORKED FOR RONALD
REAGAN FOR NEARLY TWENTY
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ON TOP OF ALL OUR OTHER
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TASK OF COMMUNICATING THE
REAGAN MESSAGE OF
FAIRNESS, OPPORTUNITY,
PEACE, AND FREEDOM TO
EVERY MAN AND WOMAN,
BLACK OR WHITE, YOUNG OR
OLD, IN AMERICA.


IF WE SUCCEED, IF THE
PRESIDENT'S MESSAGE OF
HOPE REACHES THE EARS OF
ALL AMERICANS, THEN WE
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A BROAD-BASED COALITION
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WE WILL HAVE ACHIEVED A
NEW CONSENSUS IN AMERICA,
BASED ON TRADITIONAL
VALUES, SOUND ECONOMICS,
PEACE THROUGH STRENGTH,
AND OPTIMISM ABOUT THE
FUTURE.


THIS NEW CONSENSUS WILL
ENABLE THE PRESIDENT TO
ACCOMPLISH MORE IN HIS
SECOND TERM THAN HE DID
IN HIS FIRST. WE WILL
HAVE HELPED.

IN THE FUTURE, WE WILL BE
PROUD TO TELL OUR
CHILDREN AND OUR
GRANDCHILDREN THAT WE
TURNED FOUR GREAT YEARS
FOR AMERICA INTO EIGHT
GREAT YEARS FOR AMERICA.

THANK YOU.



Joseph Verner Reed
Ambassador of the United States of America
Rabat, May 9, 1984



Dear Mike,

I enclose for your possible interest a copy of a recent interview I gave to "Le Matin du Sahara", Morocco's leading French language daily newspaper, reviewing the accomplishments of the recent visit to Washington by Prime Minister Karim-Lamrani. Your assistance was instrumental in making that visit a success, and so I know you will share my pride in the work we have accomplished.

As I said in the interview, however, that visit was just a first step. We have much work to do in carrying the visit's promise into action. We are already working full throttle on it. Last week the Embassy and the Moroccans hosted the visit of Secretary of Commerce Baldrige and a high-level delegation from Washington, the main result of which was to fire Morocco's private sector into action and move it toward forging valuable links with our own entrepreneurs.

Within a few days, Secretary of Defense Weinberger will be coming here to further improve an ever closer political-military relation.

We have to make sure that such "hands-on" attention continues in every field. I know I can count on your support in that effort.

With every best wish,



Mr. Michael K. Deaver, Jr.
Assistant to the President
The White House

AN AMERICAN PERSPECTIVE ON THE VISIT OF
PRIME MINISTER KARIM LAMRANI TO THE UNITED STATES

BY AMBASSADOR JOSEPH VERNER REED

Reprinted from Le Matin du Sahara
April 16, 1984, page one

After the visit of Prime Minister Karim-Lamrani to the United States, I
thought I would take the opportunity to respond to the opportunity,

Nancy K. Elorduy
& Associates
Image Consultant
Corporate Clothing Specialist
9136 Dupont Way
Sacramento, CA 95826
916/366-7905

file

May 10, 1984

Dear Michael,

Last evening a concern arose that might interest you. The image of the President was not to his best advantage. He looked terribly old and he shouldn't have. If you look at the tape, his collar doesn't frame his face properly the neck looks too wrinkled (this can be changed). The contrast of his shirt, tie and suit was not giving him a crisp, sharp, energetic appeal. The viewers are voters this is an important time.

Having been in the image business 10 years, I think it is important to give the public our President looking crisp, sharp and energetic at every moment. He is sharp!

Study done at University of Cal. at
Berkeley shows

55%	Visual
38%	Vocal
7%	Verbal

1% of the words are heard that's
all 38% enthusiasm
55% appearance

Please contact me at any time if
I can answer any questions or give
any advice, Michael.

President Reagan is my President
I care about him and would like to see
another 4 years.

Please give my regards to Carolyn.

Sincerely,

Nancy R Elorduy

THE WHITE HOUSE

WASHINGTON

May 19, 1984

MEMORANDUM FOR WILLIAM F. SITTMANN
SPECIAL ASSISTANT TO THE PRESIDENT
AND SPECIAL ASSISTANT TO THE
DEPUTY CHIEF OF STAFF

FROM: PETER J. RUSTHOVEN 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Request by Thomas H. Bruinooge for
Presidential Message for the 75th
Anniversary of Bright Star Industries

Attached for your information is a copy of the response we have had to give to Mr. Bruinooge's request, along with a copy of a recent memorandum on the general subject of commercial anniversary messages.

As you will see, we have adhered pretty strictly to a rule that the Presidential messages simply will not be done for commercial entities and events. Though companies will at times be commended for their involvement in some "private sector initiative" or the like supported by the White House, requests for corporate anniversary messages (for which a great many requests, often forwarded by Senators or Congressmen, are received) are routinely declined.

Let me know if you have any questions; thank you.

Attachments

cc: Dodie Livingston

THE WHITE HOUSE

WASHINGTON

May 19, 1984

Dear Mr. Bruinooge:

Thank you for your letter to Michael Deaver, which he called to the attention of our office, requesting a Presidential message congratulating Bright Star Industries on its 75th Anniversary.

I am sorry to advise you that we must decline this request. Throughout the Administration, the White House has sought to adhere to a policy of not sending Presidential congratulatory messages for anniversaries of commercial entities. As you might expect, the White House receives numerous requests for such messages. Both because it would be impossible to honor some requests without unintentionally offending those whose requests were declined, and because of concerns about the President sending congratulations to any particular company in a given competitive industry, it was decided that the only fair method of dealing with such requests would be to adopt a general rule that the President would not send messages for commercial events.

Obviously, Bright Star Industries is celebrating a very significant achievement, and I can understand your seeking a message for this occasion. At the same time, though, I know you can understand the reasons we must adhere to the policy described above, in fairness to the many persons who have requested such Presidential messages.

Sincerely,



Peter J. Rusthoven

Associate Counsel to the President

Thomas H. Bruinooge, Esquire
Bruinooge & Andrews
85 Orient Way
Rutherford, New Jersey 07070

THE WHITE HOUSE

WASHINGTON

April 9, 1984

MEMORANDUM FOR FAITH RYAN WHITTLESEY
M.B. OGLESBY
LEE VERSTANDIG

FROM: FRED F. FIELDING (Orig. signed by FFF)
COUNSEL TO THE PRESIDENT

SUBJECT: Requests for Presidential Messages for
Anniversaries of Commercial Entities

Recently, there have been numerous requests that the President do congratulatory messages for corporate and other commercial anniversaries. Often, these requests originate with persons with whom your respective offices regularly deal, and are then forwarded either to Anne Higgins or to Dodie Livingston before being referred to us.

The general White House policy is that the President will not do congratulatory messages for commercial anniversaries. The basic reasons are (1) to avoid having to pick-and-choose among the numerous requests received, which inevitably offends those whose requests are denied, and (2) to avoid the problem of the President congratulating a particular company in a competitive industry. In addition to these concerns, which we routinely cite in advising people that requests of this sort cannot be granted, it would be virtually impossible to do the kind of checking necessary to ensure that a Presidential message to a given company will not later prove embarrassing.

The purpose of this memorandum is simply to ask that you advise members of your staffs of the policy against doing Presidential messages for commercial anniversaries. This should make it simpler for them to respond to requests for such messages, and will avoid the embarrassment and misunderstandings that can arise when (as has frequently happened in the past) someone "promises" or "recommends" a message will be done, when in fact the request must be denied by others!

If you think a particular request should receive a formal written response explaining the White House policy, or that there should be a deviation from this policy, please forward all details to this office. More generally, members of your staffs should call Peter Rusthoven, at ext. 6500, if they have questions about these matters. Thanks very much for your help.

cc: Anne Higgins
Dodie Livingston
James A. Baker, III

File

THE WHITE HOUSE

WASHINGTON

May 15 1984

MEMORANDUM FOR: WILLIAM SITTMANN
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Events Honoring Walter Annenberg

In response to your question about events honoring Ambassador Annenberg, we have checked our sources and find that he was honored last week with the Bob Hope Good Citizen Award at Valley Forge.

He will also be honored on the occasions below. Written messages from the President have either been sent, or are in the process of being sent, for these events.

- May 16 Special program honoring Ambassador Annenberg at the Annenberg School of Communications at the University of Pennsylvania
- May 18 Establishment of the Walter Annenberg Scholarship Fund by the Philadelphia Chapter of Broadcast Pioneers -- Dinner in Philadelphia
- May 20 Special convocation at the Peddie School to recognize Ambassador Annenberg for his contributions to the School

If we learn of any other events, I will let you know.

File
R-I

Good

THE WHITE HOUSE

WASHINGTON

May 11, 1984

MEMORANDUM FOR WILLIAM SITTMAN, SPECIAL ASSISTANT TO
THE PRESIDENT

FROM: MARSHALL BREGER, SPECIAL ASSISTANT TO
THE PRESIDENT FOR PUBLIC LIAISON

MB

SUBJECT: PRESIDENTIAL MESSAGE HONORING
AMBASSADOR WALTER ANNENBERG

Per your request, I have arranged for a Presidential message honoring Ambassador Walter Annenberg selection as " Man of the Year " by the United Jewish Appeal Federation of Jewish Philanthropies of New York on May 23. Additionally, it has come to my attention that Ambassador Annenberg is hosting a dinner in his capacity as Honorary Chairman of the Board of Trustees of Dropsie College, Merion, Pennsylvania in Philadelphia on May 14. I have taken the liberty of arranging for a message from the President praising Mr. Annenberg's contributions to that school.

cc: Michael Deaver

CUSTOM BUILDER
... PALM SPRINGS

Allan Kramer *AK*

DE LUXE HOMES
... RANCHO MIRAGE

69-900 LOS COCOS COURT
RANCHO MIRAGE, CALIFORNIA 92270
PHONE (714) 328-1971

5/17/84

Mr. Michael K. Deaver
White House
Washington D.C.

Dear Sir:

It occurred to me that
it may be a good idea to
advise the Russians that we
would be happy to have them
send their own body guards to
protect the Olympic teams.

"Call their bluff"

Sincerely,

Allan Kramer

CHARLES R. VAN WAGENEN

44 VAN DUYNE AVENUE
AUBURN, NEW YORK 13021

PHONE AL 2-5852

May 17, 1984

Residential Assistant

Dear (Mr) Mike Deaver,

We Republicans, owe it to
A great Republican President, A
Great General and man the BEST
D. EISENHOWER -

I am supporting the Software
Engineering Institute, idea for
EISENHOWER College, Seneca
Falls, NY and request a good

friend of mine, an Congressman
FRANK HORTON 29th district of
New York to contact you.

And may I ask for your
assistance please.

A loyal
Republican
person

Charles

PRESET

COPY

3 39

Thank
you!

18 May 1984

Dear Mr Deaver:

- Euro-NATO countries loan the Soviet Union \$250 million. Interest rate too low for U.S. banks.
- Euro-NATO and Warsaw Pact countries negotiate non aggression treaties.
- Euro-NATO countries, with France joining to develop their "high tech" weapons.
- U.S. troops defend Euro-NATO's end of the Soviet natural gas pipeline.

In about two years, a balanced budget amendment will be law. How will it be balanced to prevent fiscal, economic, political and social chaos? The U.S. spends about 71.39 billion per year in Europe to defend its end of the "pipeline". Demote the Pershing II and Cruise missiles targeted at their trading partners, and sell them to wanting Euro-NATO countries. Bring their U.S. mercenaries home to repel the economic invasion from Mexico and far anti-terrorist duty. Euro-NATO countries have enough allied bodies, if needed, to keep the "pipeline" open and trade routes open.

Regarding Japan and South Korea, sell them non nuclear Pershing II's to target the Kremlin and Pihonyang. \$30 billion more toward a balanced budget.

Here you may consider these mega billions:

- The "same hole" MX versus the invulnerable Trident MX.
- B-1 Bomber versus sea based Cruise missiles.
- "Star Wars" versus "flat trajectory" missiles on Soviet ships and subs, no warn time, pin point targeting the White House, and like N.S. - the Kremlin.
- "Sitting duck" carrier task forces versus may mobile missile cruisers, destroyers and frigates.
- Nuclear vs non nuclear missiles targeting the

Kremlin and its the White House. British nuclear missiles are a legitimate Soviet-NATO bargaining chip"

Productive tax reduction - \$750 billion Reaganomics, were abated by \$1.6 trillion for non-productive Reaganomics.

Balanced the budget to prevent fiscal, economic, social and political chaos, and to preserve our physical security.

A damned concerned American!

Charles Thompson

1151 S. Walnut #302

La Habra, CA 90631

P.S. Selling grain to the "Bear" and then defaming against it, surfaces a treason - fraud, "burning the candle at both ends", and it will not last the night. Para 1, Sec 3, Article III and Sec 4, Article II.

Fifty years ago, I landed on Omaha Beach to preserve the Republic, which now faces fiscal, political, social, economic and physical chaos, as my buddies sleep in their European and Japanese graves!

Pres - Gen. Eisenhower warned, beware of the military-industrial complex, but no one in government is heeding this destruction-prone warning?

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NO Document Description

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1 LETTER

4 5/14/1984 B6

TO DEAVER RE CORRESPONDENT'S PERSONAL
SITUATION

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3 ENVELOPE

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May 18, 1984

Dear Mike:

I thought you would be interested in the attached letter (see Tab A) I have just received from Lane Kirkland praising the working relationship between USIA and the AFL-CIO. USIA's Private Sector Labor Committee, chaired by Lane, was established in 1982. This Committee has provided invaluable advice and assistance to USIA, particularly with respect to our International Visitors programs for foreign labor specialists.

In August, 1983, we made a formal agreement with the Free Trade Union Institute, a non-profit affiliate of the AFL-CIO, to arrange programs for USIA's International Visitors with specialties in the labor field. Our programs for these distinguished foreign visitors to the U.S. have become much more effective as a result.

Lane's comments speak well for the kind of cooperation between the public and private sectors so strongly encouraged by this Administration.

Best regards.

Sincerely,

Charles Z. Wick

The Honorable
Michael K. Deaver
Deputy Chief of Staff and
Assistant to the President
The White House

8465799-
ida

American Federation of Labor and Congress of Industrial Organizations

EXECUTIVE COUNCIL



815 Sixteenth Street, N.W.
Washington, D.C. 20006
(202) 637-5000

LANE KIRKLAND PRESIDENT

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S. Frank Raitery
Glenn E. Watts
Angelo Fosco
Lloyd McBride
Wm. W. Winpisinger
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Marvin J. Boede
Owen Bieber

3734

May 10, 1984

Mr. Charles Z. Wick, Director
U. S. Information Agency
301 Fourth Street, S. W.
Suite 800
Washington, D. C. 20547

Dear Charlie:

Inasmuch as I shall be unable to attend the June 21 meeting of the private sector Public Relations Committee, I am sending you this letter regarding our cooperative working relationship with the United States Information Agency.

Since the establishment of the U.S.I.A. Labor Committee our cooperative efforts have expanded considerably, particularly with respect to visitors programs. The programming of trade union visitors by our four labor institutes is going well, and we are prepared to cooperate in expanding youth exchange programs if resources become available.

Non-governmental organizations have important and unique contributions to make in international affairs, and your recognition of this is reflected in our cooperative relationship.

Sincerely yours,

President

Howard N. Stark
Peacham
Vermont 05862

May 18, 1984

Mr. Michael Deaver
The White House
Washington, D.C. 20003

File

Dear Mr. Deaver,

Just a brief letter to express my appreciation of the outstanding job that you did in planning and executing our President's trip to China.

(Meeting the "Pope" in Alaska was the topping on the cake.)

The president, was, as usual in great form but the back-up that you and your staff provided was most professional and the timing was right on target filling in the foreign relations slot that the opposition were going to throw at us in the coming election and has again thrown them off balance.

As a member of our Republican State Committee and again a member of the Reagan 84 State Committee working with Larry Wright our National Committeeman to re-elect our president, I did want to congratulate you on your outstanding contribution.

Sincerely,

Howard N. Stark
Howard N. Stark

THE WHITE HOUSE

WASHINGTON

May 9, 1984

Handwritten signature/initials

MEMORANDUM TO WILLIAM SITTMANN

FROM: HOLLY STEWART
PRIVATE SECTOR INITIATIVES *HS*

SUBJECT: AMY BENHAM
(Pageant of Peace Christmas Ceremony)

I understand that John Rogers is handling the request to place Amy Benham's name below the President's on the Christmas Switch Box.

If you need our office to telephone Amy to inform her, (per the President's note) please let me know.

Rec 115
1984 APR 16 AM 8:07

THE WHITE HOUSE

WASHINGTON

April 10, 1984

RECOMMENDED TELEPHONE CALL

206-268-9638

TO: Amy Benham, West Port, Washington

DATE: Open

TIME: Mon.-Thurs. after 3:30 P.M. Pacific Time
Sat.-Sun. Open

RECOMMENDED

BY: James K. Coyne

PURPOSE: As a followup to Amy's visit with the President last Christmas and to extend warm greetings.

BACKGROUND: Amy Benham was the little girl who assisted the President in turning on the Christmas tree lights during the Pageant of Peace Ceremony. Her trip to the White House was arranged through the "Make a Wish Foundation" in Phoenix, Arizona. She is eight years old.

Although Amy has Hodgkins Disease in the third stage, she is living with her family and attending school in West Port, Washington. She goes to the hospital every Friday for routine examinations.

TOPICS OF DISCUSSION:

- I was thinking of you, Amy, and wanted to call to say hello.
- I was so pleased to meet you and your family last Christmas and include you in our Pageant of Peace Ceremony.
- I understand that you are now singing with your church group and performing at rest homes in your community. Amy, that is a very commendable project you are doing and I know it must be very much appreciated by everyone.
- How is school going?
- Please give my best to your sisters and your mother and father. God Bless You, and thank you again for visiting me at the White House.

DATE OF

SUBMISSION: April 10, 1984

ACTION:

Call made - Amy asked me a question I couldn't answer. She said she'd seen the names of others who had lighted the tree "engraved" on the box & wanted to know if her was there. I said I'd find out & let her know.