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THE WHITE HOUSE  
WASHINGTON

*File*



February 13, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: MICHAEL A. McMANUS, JR. *McManus*

SUBJECT: Planning System

I recommend that we institute the following procedures to ensure effective long-range communications planning.

1. Memo to Senior Staff - A joint Baker/Deaver memo would be sent to Senior Staff informing them of this new function and asking their cooperation in providing schedule, news, etc., information.
2. Visit to Senior Staff - Pam Bailey and I would sit down with each of the office heads to explain what we're doing, how they fit into the overall communications picture and what information we need from their office on a regular basis.
3. Regular Planning Group Meetings - Regular weekly or bi-weekly meetings of appropriate Senior Staff would serve two purposes:
  - a) To focus on the outstanding strategic issues anticipated for the second two weeks of a one-month planning cycle; and
  - b) To review, finalize, and agree on action responsibilities for the proposed plan for the immediate two weeks (the plan having been put together following the planning meeting of the preceding week).

With such a system we can involve appropriate staff in both the planning and sign-off stages, thereby increasing cooperation, minimizing misunderstanding and getting the job done faster and better.

THE WHITE HOUSE

WASHINGTON

February 23, 1984

*file*

MEMORANDUM FOR MIKE DEEVER

FROM:

MIKE McMANUS *mahon*

SUBJECT:

Communications Plan for the National  
Governors Meeting

I met with Lee Verstandig and Larry Speakes today as you requested to develop a communications plan around the National Governors meeting this weekend. I made the following suggestions:

1. On Saturday, February 25, four workshops will be conducted in the White House on the budget, crime, trade and health care. At the end of the sessions Governor Thompson, the chairman of the group, will designate a spokesman from each workshop to join with him for a press availability on the lawn. Republicans will represent the budget and crime group at least and the budget briefing will include line item veto and balanced budget proposals.
2. On Sunday, February 26, Governor Thompson will hold the chairman's press conference at the Hyatt Regency Hotel and that evening there will be open press coverage of the President's remarks at the state dinner.
3. On Monday, February 27, the President's schedule has him meeting with the governors in the East Room where he will make remarks and take questions. There will either be some writing and photo coverage of the President's remarks or they will be released to the press after the session. At the conclusion of the session Governor Thompson will brief the press in the White House briefing room. I have suggested to Larry and to Lee that we try to coordinate the same theme in the Governor's briefing on Sunday and the President's remarks on Monday. Lee has the action on this.
4. On Tuesday, February 28, I have suggested that we bring Governor Thompson to the White House for a brief meeting with the President as a final wrap-up to this 4-day session. Governor Thompson would then conduct a final briefing for the press in the White House briefing room.



THE WHITE HOUSE  
WASHINGTON  
February 27, 1984

Mike  
This is good  
lets move  
on it.

MEMORANDUM FOR MIKE DEEVER

FROM: PAM BAILEY

SUBJECT: School Prayer Communications Activities

Faith Whittlesey asked me to participate in an in-house meeting this morning on school prayer strategy.

While it is possible some Senate vote may be taken this week on the issue, the first cloture vote will probably be Wednesday, March 6 -- the day following RR's address to the evangelicals.

It was the sense of the group that until agreement can be reached with Senator Baker on amendment wording (hopefully later this week) that communications activities should focus on the issue in general, not specific amendment language.

Communications activities that we can initiate immediately include the following. If you agree, I'll work with the relevant parties on implementation.

- Mailing to editorial page editors nationwide and to specialized press. Would include RR's school prayer radio address, basic questions and answers, RR letter to 500 religious leaders and selected supportive op-eds and editorials from around the country.  
(Action: Small 2/28)
- School prayer talking points distributed to Administration spokesmen in conjunction with RR Cabinet meeting discussion.  
(Action: Baroody 2/28)
- Administration spokesman op-ed distributed to major media markets.  
(Action: Galebach/Small 2/29)
- RR meets with black athletes supporting school prayer.  
(Action: Whittlesey 3/1)
- Major media market and homestates of key Senators targetted for drive-time and talk show radio programs. Wed., Thurs., Friday  
(Action: Reilly asap)
- Possible RR meeting with ecumenical group of black, Hispanic, and white clergy supporting school prayer.  
(Action: Reilly asap)

- Faith Whittlesey and/or others brief press (Thursday, March 2?)  
on agreed upon amendment wording.  
(Action: Reilly 3/2)
- Administration spokesmen on a.m. t.v. shows immediately prior  
to key vote.  
(Action: Speakes t.b.d.)
- Analysis of religious media and efforts to date with follow-up  
plan to utilize all possible communications opportunities.  
Maximize distribution of RR's Columbus speech.  
(Action: Bailey, Reilly, Small --asap)

cc: Mike McManus