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THE WHITE HOUSE

WASHINGTON

March 2, 1984

MEMORANDUM TO MICHAEL K. DEEVER

FROM: DONNA BLUME

SUBJECT: Your 10:00 a.m. Appointment with David Whitman  
on Monday, March 5th

David Whitman plans to ask you the following questions on Monday.

1. When did you first learn of the Bob Jones decision -- at the January 7, 1982 staff meeting the day before the announcement? What happened at the meeting?
2. Over the week-end (January 9th and 10th) reports circulated in the media that the Administration had granted Bob Jones and Goldsboro their tax exemptions out of racist sympathies, and as a sop to the religious right. The President, as well as some of his top aides, was convinced that he was being seriously misperceived. What options were discussed for dealing with public misperception, i.e., have the President meet with black leaders, launch an educational campaign via press briefings and hand-outs, deliver a television address on civil rights, let Treasury and Justice handle the fallout, throw the responsibility back on Congress, and so forth?
3. How did the President feel about coverage and what should be done about it? How did he get alerted to the extent of concern?
4. On January 12th, at a Dave Gergen backgrounder on Bob Jones, the Administration released a statement from the President saying that he would propose legislation to deprive racially discriminatory schools of tax exemptions. He explained in his statement, and Dave Gergen elaborated in his backgrounder, that this would create the statutory authority needed for this action, authority he felt had currently not been granted by legislation. However, the press coverage continued in the same vein, with the Administration repeatedly accused of pandering to racism. Why was the Administration unable to get its message through to the media?
5. Shortly after the President announced he would propose legislation he was attacked in the media for flip-flopping. What did Administration officials think of the view that proposing

legislation might seem "insincere," compounding the original perceptual problem?

6. Fairly early on, White House officials acknowledged that they had made a "mistake." What issues arose in trying to explain how this mistake occurred to the Press? When did you learn of Trent Lott log rotation?
7. Why couldn't they get the press to focus on something other than bureaucratic infighting?
8. Did the media coverage affect the actual drafting of the legislation?
9. Supposing the press had given more substantive coverage to the Administration's legal rationale, even some sympathetic coverage. What difference would it have made?
10. Has the Bob Jones controversy had any lasting effects?

3/5  
10:00 a.m.

THE WHITE HOUSE  
WASHINGTON

January 20, 1984

Mr. Deaver:

David Whitman called in December asking for an interview. You expressed interest and asked to see the list of participants he has already interviewed.

Would you like to do this?

YES  NO

DB

**DONNA L. BLUME**



HARVARD UNIVERSITY

JOHN F. KENNEDY SCHOOL OF GOVERNMENT

A FACULTY STUDY GROUP ON  
HOW THE PRESS AFFECTS  
FEDERAL POLICYMAKING

INSTITUTE OF POLITICS  
79 JOHN F. KENNEDY STREET  
CAMBRIDGE, MASSACHUSETTS 02138  
617-495-1360

JONATHAN MOORE, CHAIRMAN  
RICHARD NEUSTADT, VICE-CHAIRMAN  
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F. CHRISTOPHER ARTERTON  
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MARK MOORE  
GARY ORREN  
EILEEN SHANAHAN  
JAMES C. THOMSON, JR.  
JOHN WILLIAM WARD  
LEWIS W. WOLFSON

SENIOR STAFF:

WENDY O'DONNELL  
DAVID WHITMAN

January 16, 1984

The Honorable Michael K. Deaver  
Deputy Chief of Staff  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mr. Deaver:

Donna Blume informs me that you want to see who else we've talked to before passing on our request for an interview for our case study on the media coverage of the "Bob Jones" tax exemption controversy. The list of participants is attached, including the interviews that we plan to schedule during the next several months.

I hope this meets your needs and that you'll be able to help us. We're doing an authoritative, comprehensive piece that will challenge the conventional wisdom about this controversy, and I know your views would enrich our study.

Sincerely yours,

David Whitman  
Research Coordinator

Atth.

LIST FOR MR. DEAVER

Participants who have been interviewed for Bob Jones/media coverage case study:

Justice Department

Tom DeCair  
Ted Olson  
Brad Reynolds  
Ed Schmults  
Larry Wallace

Treasury Department

John "Buck" Chapoton  
Peter Wallison

White House

Martin Anderson  
Mel Bradley  
Fred Fielding  
Craig Fuller  
David Gergen  
Peter Rusthoven  
Mike Uhlman

Planned interviews (Spring 1984)

Ken Cribb  
Dick Darman  
Michael Deaver  
Anne McLaughlin  
Tim McNamar  
Edwin Meese

THE WHITE HOUSE  
WASHINGTON

February 8, 1984

MEMO FOR MIKE DEEVER

FROM: MIKE McMANUS

All of these people are being invited to the luncheon as they represent the Board of Directors for the Magazine Publishers Association. The request was for the Board to meet with the President so we can't pick and choose who can attend. Probably not everyone will be able to attend.

THE WHITE HOUSE

WASHINGTON

February 7, 1984

MEMORANDUM FOR MICHAEL DEEVER ✓  
MICHAEL MCMANUS

FROM: KARNA SMALL 

SUBJECT: Update on Magazine Publishers Association event

We just received the final list of invitees today for the briefing and luncheon interview with the President for February 23. The list is made up of the Board of Directors of the Magazine Publishers Association. A few names are not listed here because some people are known to be out of the country, or otherwise unable to come. They were all alerted by their Association President about the event, and a formal invitation was sent out to them today.





Magazine Publishers Association 1211 Connecticut Ave., N.W., Suite 406, Washington, D.C. 20036/(202) 296-7277

WHITE HOUSE LUNCHEON  
FEBRUARY 23, 1984

BOARD OF DIRECTORS  
MAGAZINE PUBLISHERS ASSOCIATION

GUEST LIST

<u>NAME</u>	<u>TITLE</u>	<u>COMPANY</u>	<u>COMPANY ADDRESS</u>
Mr. John Beni	President	Gruner & Jahr	685 Third Avenue New York, N.Y. 10017
Mr. Thomas H. Black	Advertising/ Associate Publisher	Smithsonian Magazine	420 Lexington Avenue New York, N.Y. 10170
Mr. William G. Dunn	V.P. & Publisher	U.S. New & World Report, Inc.	45 Rockefeller Plaza New York, N.Y. 10020
Mr. Robert G. Burton	President	ABC Publishing	825 Seventh Avenue New York, N.Y. 10019
Mr. John S. Connors	President & Publisher	American Express Publishing Corp.	1120 Avenue of the Americas New York, N.Y. 10036
Mrs. Gertrude Crain	Chairman of the Board	Crain Communications	740 Rush Street Chicago, IL 60611
Mr. Emory Cunningham	President	Southern Progress Corp.	P.O. Box 2581 Birmingham, AL 35202
Mr. Joel Davis	President	David Publications	380 Lexington Avenue New York, N.Y. 10017
Mr. William H. Davis	President	New York Times Magazine Group	488 Madison Avenue New York, N.Y. 10022
Mr. James J. Dunn	President	CBS Publications	1515 Broadway New York, N.Y. 10011
Mr. Mark Edmiston	President	Newsweek, Inc.	444 Madison Avenue New York, N.Y. 10022
Mr. Raymond Eyes	President & Publisher	The McCall Publish- ing Company	230 Park Avenue New York, N.Y. 10169
Mr. Earl G. Graves	President	Earl Graves Ltd.	295 Madison Avenue New York, N.Y. 10017
Mr. George Green	President	The New Yorker Magazine, Inc.	25 West 43rd Street New York, N.Y. 10036
Mr. George V. Grune	Publisher	Reader's Digest Association, Inc.	Pleasantville, N.Y. 10570

WHITE HOUSE GUEST LIST

Mr. John W. Hartman	Chairman of the Board	Bill Communica- tions, Inc.	633 Third Avenue New York, N.Y. 10017
Mr. Philip G. Howlett	Exec. V.P., Magazines	Time Inc.	Time & Life Building New York, N.Y. 10020
Mr. Lincoln T. Hudson	Senior V.P.	Johnson Publishing Company, Inc.	820 S. Michigan Avenue Chicago, IL 60605
Mr. C. John Kirby	V.P. & Advertising Director	Scientific American, Inc.	415 Madison Avenue New York, N.Y. 10017
Mr. Cleon T. Knapp	Chairman	Knapp Communica- tions Corp.	5900 Wilshire Blvd. Los Angeles, CA 90036
Mr. L.W. Lane, Jr.	Chairman of the Board/Publisher Sunset Magazine	Lane Publishing Co.	80 Willow Road Menlo Park, CA 94025
Mr. Robert J. Lapham	President	The Conde Nast Publications, Inc.	350 Madison Avenue New York, N.Y. 10017
Mr. Michael R. Levy	President & Chairman of the Board	Mediatex Communica- tions, Inc.	P.O. Box 1569 Austin, TX
Mr. W.D. Littleford	Chairman	Billboard Publica- tions, Inc.	1515 Broadway New York, N.Y. 10036
Mr. Gilbert C. Maurer	President	Hearst Magazines Division	959 Eighth Avenue New York, N.Y. 10019
Mr. Jack D. Rehm	President, Publishing Group	Meredith Corp.	1716 Locust Street Des Moines, IA 50336
Mr. John A. Scott	President	Times Mirror Maga- zines, Inc.	380 Madison Avenue New York, N.Y. 10017
Mr. Martin Singerman	President & Publisher	New York Magazine	755 Second Avenue New York, N.Y. 10017
Mr. Dale E. Smith	President & Publisher	Farm Journal, Inc.	230 W. Washington Square Philadelphia, PA 19105
Mr. Richard B. Stolley	Managing Editor	Life Magazine	Time & Life Bldg. New York, N.Y. 10020
Mr. William F. Gorog	President	Magazine Publishers Association	575 Lexington Avenue New York, N.Y. 10022

THE WHITE HOUSE

WASHINGTON

PRE-BRIEF FOR SPERLING BREAKFAST

DATE: February 14, 1984  
TIME: 4:30 p.m.  
LOCATION: Oval Office  
  
FROM: Larry Speakes

I. PURPOSE

To give the President an opportunity to review current domestic and foreign questions which might be raised by the Sperling Breakfast on Wednesday morning.

II. BACKGROUND

The event Wednesday morning is an expanded version of the Sperling Breakfast Group, which holds regular sessions with prominent Administration officials and Members of Congress. The President met with the Sperling Group on February 23, 1983.

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Attachments:

- (1) Talking Points on Current Domestic Issues
- (2) Possible Questions on Current Foreign and Domestic Issues

4:30  
Pm.

## POLITICAL QUESTIONS

1. If your campaign strategy is to remain "Presidential", why are you going to Iowa on February 20 when all the Democratic candidates are there?
2. Will you campaign in the early primaries? Which states will you go to?
3. Which of the Democratic candidates would you most prefer to run against? Would you be willing to debate?
4. Your campaign director has stated he's not certain your campaign will accept matching funds? You have stated you are philosophically opposed to them. Do you plan on taking matching funds?
5. The Democrats have stated that voter registration is a high priority and that they'll be registering around three million new voters. How do you anticipate the Republicans, and your campaign, countering that?
6. Do you have any special strategy for solving the "gender gap" problem?
7. Do you plan to make more than a token effort at getting minority votes, and, if so, how?

## QUESTIONS

### DOMESTIC

1. The Democrats are saying they won't negotiate on the deficits unless the next meeting is dedicated to cutting defense spending. Are you willing to cut defense?
2. Your economic advisers have implied that this budget is meaningless and all that really matters is the Downpayment Deficit negotiations. If this panel fails, what will happen to your budget? Will you support it?
3. Is there any way to achieve a balanced budget without raising taxes after the election? Will you do that?
4. Some Conservatives have implied that monetary policy might be too tight to support the recovery, especially in the face of large deficits. Do you agree?
5. The major social/economic issue of the campaign appears to be fairness. Do you believe your programs are fair to the poor, the elderly and others who depend on government help?
6. Everyone agrees that there are some people who live on grates that refuse shelter for one reason or another. But this group is such a small part of the population, aren't you concerned that your comments on them only signals an insensitivity to the poor and the homeless in general?
7. Rumors are that William Clark and others are urging you to bring Joe Coors into the White House to represent conservative issues the way Ed Meese does. Is this true?
8. Your press relations have had some difficult periods as a result of the Grenada invasion, a lack of press conferences, and your comments that appear to question the patriotism of the press. Now Charlie Wick has a black list of Americans who are unfit to speak for America abroad and most of them are press. Do you think the press is antagonistic to your Administration?

## FOREIGN

### U.S./ Soviet

1. Do you expect a change in U.S./Soviet relations now?
2. Is there a "window of opportunity"?
3. It would have sent the world, and this country, a reassuring message if you had gone to Andropov's funeral. Why didn't you?
4. Paul Laxalt said you wanted to go, but foreign policy advisers talked you out of it. Right?
5. Would you be interested in meeting Chernenko to get acquainted? Why not?
6. What's your definition of a summit that is "well planned, with a reasonable chance for success"?
7. Did you ask or do you expect the Vice President to explore the possibility of a summit?
8. Why not offer the Soviets some bold new initiative, now that they've changed leaders, to get the arms talks going again?
9. What are the prospects for their resumption now?
10. Would you consider a pause in the INF deployments if our European allies proposed that to get the Soviets back to the table?
11. How did the United States facilitate Andropov's medical treatment? Did you know about it at the time, or not?

### Lebanon

1. Why did our policy fail?
2. When will the Marines be redeployed to their ships? Why not right now?
3. When did you decide to redeploy the Marines -- was it February 1, as you were criticizing Tip O'Neill for being willing to surrender; or was it around February 5 or 6, after West Beirut had been overrun?
4. Why did you say you were standing fast, when you were planning redeployment?
5. How do you justify the shelling from naval ships?

## Lebanon (Continued)

6. Will Gemayel be able to form a government? Why did we "back the wrong horse"?
7. Will you continue to strike back at artillery from Syrian-controlled territory if it is used against Beirut after the Marines redeploy?
8. Would you accept a U.N. presence in Beirut, with or without participations by any of the MNF partners?
9. Why do you plan to keep our ships off Beirut with Marines on board -- what can they do?
10. Won't the Marines be vulnerable on the ships too?
11. How can you make progress with Hussein and Mubarak on the Middle East peace process with Lebanon falling to Syrian-controlled forces?
12. Is Hussein any nearer now to entering the peace process. as your September 1 initiative envisioned?
13. What effect will cancellation by Gemayel of the May 17 Lebanese-Israeli treaty have on our relations with him?
14. Will withdrawing the Marines -- but in such an unceremonious way -- help or hurt your reelection chances?
15. Under what circumstances might you send the Marines back in?
16. What would be wrong with a partitioned Lebanon, since the Lebanese themselves can't agree on a government?
17. Would you go along with the so-called "Saudi Plan" that calls for withdrawal of all foreign forces and the MNF, plus security for Israel's northern border and an abrogation of the May 27 agreement?

## Central America

1. How would Mr. d'Aubisson's election affect your willingness to support the government of El Salvador?
2. Do you think he's connected with the right wing death squads? Doesn't the government have evidence of that, as Ambassador White claimed?
3. Are they getting any better about death squads?
4. When will you send the Central America legislative package to Congress?

Central America (Continued)

5. Are you and CONgress near deciding on a formula for placing conditions on aid to El Salvador to force them to improve their human rights record?
6. The Kissinger Commission recommended a Central America Development Organization, assuming you accepted that part of the plan, how will this organization work and will it have its own funds?
7. Are you planning to spend something like \$80 million for emergency military aid to El Salvador? Can they survive without it?
8. When will Radio Marti start up, and do you expect the Cubans to interfere with the broadcast?
9. Eric Geary is back in Grenada, and the Maurice Bishop party has opened an office -- what's going on there?



## FOREIGN

### U.S./ Soviet

1. How do you size up the new Soviet leader?
2. Do you expect a change in U.S./Soviet relations?
3. Why didn't you go to Andropov's funeral?
4. You've said you would be willing to have a summit, if there were an "agenda" of substantive issues to talk about. Isn't there such an agenda?
5. Why not offer some new gesture or initiative, to get the arms talks going again?

### Lebanon

1. How can you make progress with Hussein and Mubarak on the Middle East peace process with Lebanon still unresolved?
2. Is Hussein any nearer now to entering the peace process?
3. Do you think Lebanon has been a "national obsession," detracting us from success in the Middle East peace process?
4. Have we now "lanced the boil" in Lebanon so that we can move on to the overall Palestinian issue?
5. When will the Marines be redeployed to their ships?
6. How many Army trainees will be sent in? What will they do? Aren't they, going to be in danger, just like the Marines?
7. Why were you so tough on the Democrats, when you yourself were planning redeployment?
8. What is the legal basis for the heavy shelling from naval ships?
9. Have we told Gemayel we would not penalize him if he cancels the May 17 Lebanese-Israeli treaty?

### Central America

1. How would Mr. d'Aubisson's election affect your willingness to support the government of El Salvador?
2. Do you think he's connected with the right wing death squads? Doesn't our government have evidence of that, as Ambassador White claimed?
3. Do you and Congress have an agreed formula for placing conditions on aid to El Salvador to cause them to improve their human rights record?
4. Would you veto another certification resolution?

### NSDD-84

1. Have you decided to hold the new "lie detector" regulations in abeyance?

## TALKING POINTS

### FOREIGN

#### U.S.-Soviet Summit

- No change in our desire for a meeting.
- It should allow for the participants to do more than just get acquainted.
- Should have an agreed agenda of carefully prepared issues.
- Negotiations should precede the meeting, so that issues are far enough along to have a reasonable promise for resolution.

#### Marine Redeployment

- Consulting with MNF and Lebanese now about redeployment.
- It is feasible to have all Marines now at airport back on ships 30 days after redeployment begins.
- No final decision on when to start, or timetable. Expect to make a decision on that in next few days, after receiving Secretary Weinberger's recommended timetable.
- Our aim is to make support for Lebanon more effective.

THE WHITE HOUSE  
WASHINGTON

Participants in the Meeting will  
be:

Mike McManus  
Edward O. Fritts  
Shaun Sheehan  
John B. Summers, Vice President for Gov. Rela-  
tions

2/14 \

4:00pm



1771 N STREET, N.W.  
WASHINGTON, D.C. 20036

GOVERNMENT RELATIONS  
(202) 293-2150

NATIONAL ASSOCIATION OF BROADCASTERS

February 3, 1984

2/14  
4:00P.  
memo  
Fritts  
Sheehan

Ms. Donna Blume  
Executive Assistant  
to the Deputy Chief of Staff  
The White House  
1600 Pennsylvania Ave., N.W.  
Washington, D.C. 20500

DD  
Set-up  
include in me.

Dear Donna:

Long time no see! I still think of you and how nice you always were during my pleasant two year association with Vice President Bush.

Perhaps Gail in your office has already discussed the subject of our phone conversation this morning. Let me explain further. The president of our association, Edward O. Fritts, and Shaun Sheehan, our vice president for public affairs, would like to schedule a meeting with Mr. Deaver as soon as possible. The meeting would basically be a courtesy call to meet Mr. Deaver and discuss his new role as liaison to the communications industry. Also, Mr. Fritts would like to briefly discuss our invitation to the President to address our convention in the latter part of April and early May.

Thanks in advance for your attention in this matter. I look forward to hearing from you soon.

Sincerely,

Susan Alvarado  
Director  
Congressional Liaison

P.S. I have attached our Annual Report which describes our association and its membership.

It's so to lunch at Marion Blanche soon! Call me when you're free.

Att:  
Annual Report  
Copy of Invitation to The President



1771 N STREET, N.W.  
WASHINGTON, D.C. 20036

EDWARD O. FRITTS  
PRESIDENT  
(202) 293-3516

NATIONAL ASSOCIATION OF BROADCASTERS

October 27, 1983

The President  
The White House  
Washington, DC 20500

Dear Mr. President:

The National Association of Broadcasters' Annual Convention is in Las Vegas April 29 to May 2, 1984. The Board of Directors and I would like to extend a warm, enthusiastic invitation for you, as one of our own, to address this convocation.

As the medium most people rely on for candidate and issue information, we have made the theme of this convention "The Media and the Electoral Process." We will be launching a national voter education campaign sponsored by the broadcasting industry, and many of our workshops and sessions will deal with media's responsibility to the electorate.

NAB's conventions have been addressed by every sitting President since Eisenhower. We were fortunate to have you speak to us in 1978, and would be honored to have you now as the leader of our nation. Ideally, we would like to showcase your appearance at our opening session Sunday afternoon, April 29, between 3:00 and 5:00 pm. We would, however, be delighted to have you appear at any time and would arrange our program to accommodate your schedule.

As background, NAB's 1983 convention attracted over 35,000 participants including radio and television as well as network executives, academicians, engineers, attorneys, exhibitors, more than 500 reporters and approximately 35 Members of Congress and Administration representatives. The Commerce Department has deemed our convention an International Trade Show. It is the largest such gathering in the world.

We believe our convention would provide a unique opportunity for you to meet personally with radio and television broadcasters who are keenly interested in the activities and progress of your Administration.

We certainly hope you will be able to join us.

Sincerely,

Edward O. Fritts  
President

cc: Mr. Baker  
Mr. Deaver  
Mr. Gergen  
Mr. Rollins  
Ms. Small  
Mr. Speakes  
Senator Laxalt

February 8, 1984

Dear Mr. Quaal:

To follow up on Michael Deaver's previous correspondence to you on January 20, the President's schedule for April and May is now being confirmed.

The President will be pleased to participate in a teleconference with the 1984 Convention of the National Association of Broadcasters on May 2. Due to foreign travel scheduled for late April, the President will not be able to personally attend the convention.

Jan Duval, Media Coordinator, will soon be contacting you with all necessary details concerning the teleconference. With best wishes for a successful event,

Sincerely,

FREDERICK J. RYAN, JR.  
Special Assistant to the  
President, Director of  
Appointments and Scheduling

Mr. Ward L. Quaal  
President  
The Ward L. Quaal Company  
401 North Michigan Avenue  
Suite 3140  
Chicago, IL 60611

cc Michael Deaver, Michael McManus, Jan Duval  
Mary Rawlins, Helen Donaldson



February 8, 1984

Dear Mr. Fritts:

To follow up on previous correspondence to you on November 8, 1983, the President's schedule for April and May is now being confirmed.

The President will be pleased to participate in a teleconference with the 1984 Convention of the National Association of Broadcasters on May 2. Due to foreign travel scheduled for late April, the President will not be able to personally attend the convention.

Jan Duval, Media Coordinator, will soon be contacting you with all necessary details concerning the teleconference. With best wishes for a successful event,

Sincerely,

FREDERICK J. RYAN, JR.  
Special Assistant to the  
President, Director of  
Appointments and Scheduling

Mr. Edward O. Fritts  
President  
National Association  
of Broadcasters  
1771 N Street, N.W.  
Washington, D.C. 20036

FJR/cm

cc Michael Deaver, Michael McManus, Jan Duval  
Mary Rawlins, Helen Donaldson



1771 N STREET, N.W.  
WASHINGTON, D.C. 20036

RORY WILCOX  
EXECUTIVE DIRECTOR  
PUBLIC AFFAIRS  
(202) 293-3570

NATIONAL ASSOCIATION OF BROADCASTERS

*meeting on Jan 16 -  
about  
managers*

1 - live -  
2 - tape -  
3 - satellite -

TO: Michael McManus  
FROM: Rory Wilcox <sup>RW</sup> and Susan Alvarado <sup>SA</sup>  
RE: NAB Convention  
DATE: January 16, 1984

The National Association of Broadcasters will be kicking off a national voter campaign - to encourage public participation and provide information on the political process - at its 1984 annual convention in Las Vegas, April 29 - May 2. The NAB, which represents more than 4500 radio stations, over 700 television stations and all the major networks, has not undertaken such a project in 30 years.

The Association is currently working with the Advertising Council, the Association of Secretaries of State (co-chaired by State Secretaries Susan Farmer (R-RI) and Don Siegelman (D-AL), the national parties, the networks and all interested voter groups to make this project a non-partisan, cooperative, national effort. Radio and television public service spots are in the works. All broadcast stations will be provided with collateral material (buttons, bumper stickers, t-shirts) and suggestions for local twists to make the campaign work on all levels.

The NAB Convention will provide the appropriate hoop-la to premiere this undertaking. The largest audio/visual show ever produced in this country will highlight the opening session April 29 - wrapping the room, which holds 6-7000, with sound and lights. The production will take 102 projectors, 25 30-foot screens, 4 computers, lasers and the latest in video equipment. It will last approximately 30 minutes. The San Diego branch of the Marine Corps Band will provide the music. A headliner from Las Vegas will open with all-American songs. Audio and video spots for the voter campaign will be aired for the first time for station executives.

The grand finale will focus on Americans who have made a difference in the course of our country...Washington, Jefferson, Lincoln, Kennedy and, of course, the President. As pictures of these people flash around the room and the music builds, the extravaganza will stop with Reagan's face on the front 60-foot screen and he will begin talking about the greatness of our country and our democracy. The camera pans back until the President is life size, at which point he literally walks through the screen, the Marine Band begins "Hail to the Chief," and Reagan speaks to the broadcasters. (In a perfect world.)

The entire NAB Convention will be built around this voter/all-American theme. Sessions will feature former WH press secretaries along with journalists, special political advertising panels and "how-to" nuts and bolts on conducting candidate debates (which stations can now do for the first time). Former Presidents Ford and Carter have been invited to close the convention May 2, speaking to the media's role in facilitating the political process.

Every sitting President since Herbert Hoover has addressed the NAB Convention. Reagan has yet to appear, and as a former broadcaster has a special appeal and kinship with those attending. The convention has hosted some memorable moments in Presidential politics -- it was the occasion where Richard Nixon and Dan Rather had their infamous exchange about running for President and Lyndon Johnson walked impromptu on NAB's stage the day after announcing he would not run again.

Virtually all broadcast executives attend this annual gathering. The networks send some 400-500 representatives each. Last year over 35 Members of Congress, all FCC Commissioners, and agency representatives attended. There were over 500 reporters - including all major national publications. We feel it is an opportunity the President should not miss and we hope his schedule can accommodate us.

## THE WHITE HOUSE

WASHINGTON

### Scheduled Interviews

- o The Washington Post - Monday, January 16 at 3:00 pm

An interview to assess the President's administration on the third anniversary of his presidency. It will appear in two parts, one dealing with the accomplishments and agenda of the President, and the personal viewpoint from the President. Interviewers: Lou Cannon, David Hoffman, Juan Williams. Publication: January 22-23.

- o Newsweek - Friday, January 27 at 3:00 pm

An interview for a cover story on politics, with questions centering on the President's decision to seek re-election and his views on issues in the campaign. Newsweek has made the cover photo and we'll arrange photo coverage of selected meetings over the next ten days to give them the flavor of the President's activities. Interviewers: Tom DeFrank, Eleanor Clift, Mel Elfin. Publication: Monday, January 30.

- o Good Morning America - Taped on Monday, January 30 at 5:00 pm

An interview on politics and the major issues of the day -- both on the international and domestic side. Interviewer: David Hartman. Air time: Tuesday morning, January 31, between 7 and 9 am.

- o Wall Street Journal - Thursday, February 2 at 1:30 pm

An interview concentrating on economic policy, but also on the general thrust of foreign policy. Interviewers: Associate Publisher Peter Kann, Editor Robert Bartley, Managing Editor Norman Pearlstine, Washington Bureau Chief Al Hunt, White House Correspondent Rich Jaroslovsky. Publication: Friday, February 3.

- o Knight-Ridder Newspapers - Monday, February 13 at 2 pm

An interview by the editors of Knight-Ridder Newspapers on a wide range of foreign and domestic topics. Interviewers: Editors of Knight-Ridder. Publication: Tuesday, February 14.

- o Sperling Breakfast Group - Wednesday, February 15 at 9:30 am

An interview with leading bureau chiefs and political reporters of major Washington news bureaus. It will cover the range of foreign and domestic topics with particular emphasis on politics. Publication: Thursday, February 15.

- o Irvine R. Levine, NBC - Monday, February 27 at 2:30 pm

An interview centering on the 1985 budget time economy. Air Time: Will air at 6:00 pm the same night on the NBC Nightly News.

- o Business Editors Lunch - Wednesday, March 7 at 12 noon

An interview with a group of specialty magazine editors regarding the economy. Publication: Date varies, but would begin within the week following the lunch.

- o New York Times - Tuesday, March 20 at 4:30 pm

An interview on a wide range of interests, foreign and domestic, with emphasis on politics. Interviewers: Frank Clines and Steve Weisman. Publication: The piece will run Wednesday, March 21.

2/3  
10:00am

*Mike*

THE WHITE HOUSE  
WASHINGTON  
January 20, 1984



MEMORANDUM FOR MIKE DEEVER  
FROM: PAM BAILEY *PAB*  
SUBJECT: POINTS FOR DeFRANK INTERVIEW

General Guidance

It's not worth picking a fight with the press or getting mired in press versus RR questions. Your communications responsibilities are broader than just press -- they have to do with how RR can utilize his extraordinary communications skills to lead, to inspire, and to achieve the goals he and the American people share.

Also, I suspect DeFrank means the White House press corps when he talks about "the press," while we mean the press throughout the country.

1. How Communications policy will or will not change?
  - o Communications policy has been and will continue to be set by RR. Key to the success of his Presidency is that he so successfully articulates the goals he and the American people share.
  - o RR's record of openness and frequent meetings with the press -- 186 meetings with the press of all kinds, from all around the country, in a variety of formats -- will continue.
  
2. Views on press coverage of RR -- fairness or lack of?
  - o White House press corps sometimes seemed more heavy handed than even-handed. Most likely a legacy we inherited that had its roots in the Watergate era. But if you include the press beyond Washington, coverage has been more balanced.

3. Any ideas about changing way RR and press communicate with each other? Views on prime time press conference?
  - o Will continue variety of formats for press communications, not rely on any one. For instance, "minis," editorial boards, one-on-one interviews, and Q&A's with out of town editors.
  - o Prime time press conference necessary but -- even the press must admit -- not as useful as before it became major theater.
  - o Has become a measure of Presidential accountability. RR's record compares favorably to predecessors -- RR 13 (3 years), Carter 8 (4 years), Ford 13 (2 1/2 years), Nixon 14 (6 1/2 years).
  - o Not conducive to indepth discussion of issues the way other sessions can be.
  
4. Media access questions regarding Grenada, etc.
  - o Grenada was a special situation. American lives were at stake.
  - o Decision on press access was appropriately made by military leaders.
  - o Within 2 days after invasion, hundreds of newsmen were on Grenada, fully reporting the story.
  - o Situation has provoked a healthy discussion on procedures. Press and military now looking at how to work together better at such times (Seidel Commission).

THE WHITE HOUSE

WASHINGTON

January 19, 1984

Mr. Deaver:

The attached is what I received from Tom in response to my inquiry of providing you with questions for tomorrow.

Pam Baily is working on the points raised in Kay Evan's letter, should be over here ~~tonight.~~ tomorrow morning.

DB

**Newsweek**

From  
THOMAS DeFRANK

1-19-84

Donna--

I spoke with Kay Evans, who tells me that Washington Journalism Review has a policy of not providing questions to interviewees in advance. But she and I agreed we could give Mike some general idea of the thrust of the interview.

I'll be asking about how communications policy will (or won't) change now that Mike has that portfolio. I'll also want to explore what he thinks about press coverage of Reagan, its fairness or lack thereof; any ideas he has about changing the way the press and the president communicate with each other. Also, his views of the prime-time press conference, his view of the state of the relationship between reagan and the press, questions relating to media ~~access~~ access, etcetera.

Cheer,  
Tom D.



not up on network

10:07

# WJR

Washington Journalism Review  
2233 Wisconsin Avenue, N.W.  
Washington, D.C. 20007  
(202) 333-6800

1/20  
10:50 ~~name~~  
~~lets discuss~~

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

December 16, 1983

Dear Mike:

As Tom deFrank has told you, we are hoping very much that you will agree to be interviewed by him for our magazine. We would run it as a Q & A, giving you a chance to describe in your own words your philosophy of what White House press policy should be. We'd like to ask you:

Your comparative evaluation of White House coverage by the networks, dailies, wires and news magazines...Which does the best job? Which is most important to the Reagan presidency?

Some observers feel that the Reagan White House, in its third year, entered a period of outright hostility with the press? Do you agree? If so, why did that happen? Was it inevitable?

Has President Reagan<sup>a</sup> been given a fair shake by the press? What about Nancy Reagan's press coverage?

How do you feel about the Presidential press conference, its usefulness, its importance, its format?

What plans do you have for White House communications policy in the fourth year of the Reagan presidency?

We, and our audience of newspaper reporters and editors and television producers, would be particularly interested to hear what you have to say about all of this now, in light of your new, expanded responsibility for the White House communications operation.

I hope you'll agree to the interview. I'll be crossing my fingers that you will.

My best,

Kou

