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THE WHITE HOUSE
WASHINGTON

Date: 3/24/82

TO: Mike Deaver

FROM: **JOHN F. W. ROGERS**
*Special Assistant to the President
for Administration*

FYI:

LET'S DISCUSS:

COMMENT: I completely agree with you. You must understand, however, that my office did not directly handle RNC bills until late February 1982. According to Mr. Herdman the bills were forwarded to Joe Canzeri.

My office never received a single invoice, statement or inquiry regarding the 23rd event until we began to settle accounts on the recent barbeque.

In any event, I have handled the problem and paid the appropriate parties.

*Thank you
John*

THE WHITE HOUSE
WASHINGTON

March 22, 1982

*Muffie/John
This is awful!
This should be done
I believe!*

MEMORANDUM FOR: JOHN ROGERS

FROM: MUFFIE BRANDON *muffie Brandon*

As you can see from the enclosed letter from Robert Herdman of September 23, he has never been paid for the barbecue expenses for the White House on September 23. I realize the tremendous demands upon your office, but this is a small voluntary organization which is out over \$8,000.00 and I would beg of you to give this bill top priority and have it paid immediately. The people came in good faith and all the bills were paid from their own pockets and they still haven't been paid by the White House.

Thank you so much for your kind attention.

cc: Michael Deaver

*I know this is
not your fault
and your office
has been wonderful
in responding to
my S.O.S.*

THE WHITE HOUSE

WASHINGTON

February 9, 1982

File for next year
keep for next year

MEMORANDUM FOR: JIM ROSEBUSH
MICHAEL DEEVER ✓
JOE CANZERI
REX SCOUTEN

FROM: MUFFIE BRANDON

Muffie Brandon

SUBJECT: Christmas Expenses

The enclosed memo will show you the Christmas expenses of the last five years.

Rex Scouten informs me that the reasons the expenses were very high this year were two-fold:

1. The party on the 12th of December from 2:00 - 7:00 p.m. for the military and secret service.

The party on Sunday, December 13 from 12:00 - 6:00 p.m. for the White House Staff and EOP Staff and Family Open Houses cost \$22,000.

2. Having the two press parties back to back was a superb idea from the point of view of the staff at the House, however, it probably cost the White House approximately \$5,000 more in duplication in personnel.

I would recommend strongly that we keep the two press parties, but perhaps examine in detail the Military and Secret Service Open House and the White House Staff and EOP Staff and Family Open Houses which were really the causes of the extraordinary Christmas expenses.

Thank you for your attention.

THE WHITE HOUSE

WASHINGTON

January 25, 1982

MEMORANDUM FOR:

MICHAEL DEEVER

FROM:

MUFFIE BRANDON

Muffie Brandon

SUBJECT:

Christmas - 1981

Rex and I have composed the attached memos to share our reflections on the Christmas events in 1981 and to help to avoid the same small errors in 1982.

I thought you might appreciate a copy of these memos.

Attachments

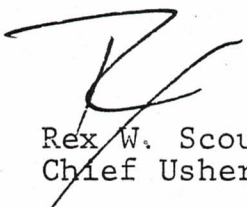
THE WHITE HOUSE
WASHINGTON

January 22, 1982

Muffie:

I doubt if we ever have the opportunity for a
1981 Christmas meeting.

Attached is a list of what is intended to be
constructive comments.



Rex W. Scouten
Chief Usher

CHRISTMAS 1981

COMMENTS

CANDLELIGHT TOURS

White House Staff

Need to schedule one evening for White House staff, families and friends. Then not allow them to bring in families and friends for general public or other candlelight tours through north, south and west entrances. Had "thousands" for public tours.

General Public

Consider making three nights available from 6 to 9 p.m. (1982 - 28th, 29th, 30th?)

Senior Citizen

Have less people or extend hours (6 to 9 p.m.).

Tours and Open House Tours

Six hours of refreshments, on weekends especially, is very expensive and very hard on furnishings.

Press and Family Tour

Eliminate and combine with another group. There has never been a response to justify the expense.

"Roped" Tours

Should keep numbers down so only one side of parlors is roped. This will allow guests to see decorations properly.

MUSIC

Too many units per event -- sound conflict and no space to properly accommodate. Choirs should be selected and instructed by the Social Office or the Ushers Office. With so much activity every detail must be planned for. We just cannot provide for all requests at the last minute.

Choirs should never exceed 30 in number except in very special situation. Then Usher's Office should coordinate their physical requirements.

All units should be made aware that their appearance is for background only, and they are not primary entertainers. Please, please no special set-up for recording or filming. This is in our opinion an insult to the President's guests.

SOCIAL AIDS

For most events, far too many; they had absolutely nothing to do.

SCHEDULING

More consideration should be given to the Residence Staff -- time between functions. Six-hour serving periods followed by back-to-back late night parties.

DECORATIONS

Residence continues to receive prime attention and focus. Office areas incidental.

SUGGESTION

All volunteers attend volunteer party.

OUTSTANDING IMPROVEMENTS

Diplomatic children transported by bus.

Having two parties for the press.

THE WHITE HOUSE

WASHINGTON

January 26, 1982

MEMORANDUM FOR:

REX SCOUTEN

FROM:

MUFFIE BRANDON

SUBJECT:

Christmas Comments 1981

CANDLELIGHT TOURS

White House Staff:

I agree completely with the need for one evening devoted to White House staff, family and friends and then no other times.

General Public:

I would also recommend making three nights available from 6-9pm (28th, 29th, 30th).

Senior Citizens:

I would recommend extending the hours from 6-8pm to 6-9pm.

Tours and Open House Tours:

I agree that 6 hours of refreshments, especially on weekends, is expensive and hard on furnishings. Do you have an alternative recommendation? Perhaps we could have refreshments upon exit in the East Lobby corridor.

Press and Family Tour:

I agree that this group should be combined with another group.

"Roped" Tours:

I agree that numbers should be kept down. Can you give us a figure to head for next year?

MUSIC

I could not agree with you more and I hope that next year we can coordinate the music in an organized fashion:

- choirs should not exceed 30 members;
- choirs should be booked at least one month in advance of appearance;
- choirs should be made to realize that they are merely background and have NO special set-ups or television coverage without the First Family;
- choirs should be handled by the Social Office.

SOCIAL AIDES

We shall certainly cut down the number of social aides. I think this year we erred on the side of caution.

SCHEDULING

A great effort was made by the Social Office not to overschedule the Residence Staff. Unfortunately events were added at the last minute which crowded the schedule. We will try to be sure that this does not happen next year, and that the big parties are spaced in an intelligent way for the Residence Staff.

PRINTED PROGRAMS

All printed program materials should be read and approved before they go to the printer by:

- the Social Office
- Rex Scouten
- Michael Deaver

Unfortunately, there were some corporate credits this year which were not appropriate when the First Lady was involved in the Christmas event.

DECORATIONS

We received many, many compliments about the slight decorations of the East Lobby areas this year. The Residence still remains the area of prime attention and focus but many visitors greatly appreciated the welcome in the East Wing. I would continue that next year.

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SUGGESTIONS

How many volunteers are there in all? I do not know the number and cannot say if we can accommodate them all at one Christmas party.

QUESTIONS

Exactly who is in charge of Christmas at the White House? This was never clearly defined last year and the Social Office did almost everything, but there were some details which went undetected.

Who should work on the Christmas card? ... and ... report to whom?

THE WHITE HOUSE

WASHINGTON

July 9, 1981

MEMO:

TO: Michael Deaver

FROM: Muffie Brandon *Muffie Brandon*

RE: Steve Dart film proposal

I think this is an interesting idea and I have only two concerns:

1. The Merle Haggard PBS special will be broadcast live from the White House on Sunday, December 20, 1981. Although the Dart film is very different in concept I would hate for either one to dilute the other, and would hope that the Dart program could air AFTER the PBS special.
2. Mr Dart proposes that the shooting would require a five-day schedule with, perhaps, several hours each day for Mrs Reagan. That is a lot at this busy time of year.

I think that one has to be very careful when one thinks of inviting local schools etc. to participate in such programs. There is a great deal of time and disruption involved in the production of such a film and I have know of several cases in the past when both teachers and students became fed up with the whole business. There are, however, some wonderful local school Christmas pageants and plays which might be wonderful and places like Woodlawn Plantation have "old fashioned" Christmas celebrations which fit in perfectly with Mrs Reagan's concept of Christmas. Some footage might also be able to be shot at the National Cathedral which has a fabulous children's choir (the kids preparing for Christmas; in rehearsal etc.)

I think the idea of ONE sponsor and no commercial interruption is terrific.

cc. Peter McCoy

Keef

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

August 3, 1981

TO: Michael K. Deaver

FROM: Muffie Brandon *muffie Brandon*

Attached is the list of White House Staff and their participation in State Dinners through Egypt.

cc: Peter McCoy

OFFICERS OF THE WHITE HOUSESTATE DINNERUPSTAIRS/ALTERNATE

Edwin Meese, III	Great Britain Japan Germany Australia Egypt	Upstairs Upstairs Upstairs Upstairs Upstairs
James A. Baker, III	Great Britain Japan Germany Australia Egypt	Upstairs Upstairs Upstairs Upstairs Upstairs
Michael K. Deaver	Great Britain Japan Germany Australia Egypt	Upstairs Upstairs Upstairs Upstairs Upstairs
Richard V. Allen	Great Britain Japan Germany Australia Egypt	Upstairs Upstairs Upstairs Upstairs Upstairs
Martin Anderson	Germany	Alternate
James Scott Brady Mrs. Brady	None Egypt	Upstairs
Elizabeth Dole	None	
Fred F. Fielding	Germany	Alternate
Max L. Friedersdorf	Germany	Upstairs
David R. Gergen	Japan	Alternate
Edwin L. Harper	Australia	Alternate
E. Pendleton James	Australia	Alternate
Franklyn C. Nofziger	Germany (regretted) Australia	Alternate Upstairs
Richard Salisbury Williamson	Germany	Alternate
Robert M. Garrick	Germany (regretted)	Alternate
Joseph W. Canzeri	Japan Germany Australia (regretted) Egypt	Alternate Alternate Alternate Alternate

OFFICERS OF THE WHITE HOUSESTATE DINNERUPSTAIRS/ALTERNATE

Red Cavaney	None	
Richard G. Darman	Japan	Alternate
Kenneth M. Duberstein	Egypt	Alternate
Craig L. Fuller	Japan	Alternate
Edwin J. Gray	None	
Edward V. Hickey	Egypt	Alternate
Francis S. M. Hodson	Japan	Alternate
Alan F. Holmer	None	
Peter McCoy	Japan	Alternate
	Germany	Alternate
	Australia	Alternate
	Egypt	Alternate
Mrs. McCoy	Egypt	Upstairs
Powell Allen Moore	Egypt	Alternate
James W. Nance	Egypt	Alternate
Edward Rollins	None	
Karna Small Stringer	None	
Frank A. Ursomarso	None	
Edwin W. Thomas	None	
Charles Tyson	Japan	Alternate
	Germany	Alternate
	Australia (regretted)	Alternate
	Egypt	Alternate
Herbert E. Ellingwood	None	
Richard A. Hauser	None	
Larry M. Speakes	None	
Douglas Leighton Bandow	None	
Aram Bakshian, Jr.	None	

OFFICERS OF THE WHITE HOUSESTATE DINNERUPSTAIRS/ALTERNATE

Richard Beal	None	
Morton C. Blackwell	None	
Robert F. Bonitati	None	
John F. Burgess	None	
David C. Fischer	None	
Kevin Randall Hopkins	None	
Virginia H. Knauer	None	
Dennis E. LeBlanc	None	
Diana Lozano	None	
Judy F. Peachee	None	
J. Steven Rhodes	None	
John F. W. Rogers	None	
Steven Studdert	None	
Wayne H. Valis	None	
Helene A. von Damm	Egypt	Upstairs
Gregory Newell	None	
Dr. Daniel Ruge	None	
John Herrington	None	

NOTE:

Great Britain	2/26
Japan	5/7
Germany	5/21
Australia	6/30
Egypt	8/5

CABINET OFFICERS WHO
HAVE BEEN INVITED TO STATE DINNERS

1. The Secretary of Commerce (Malcolm Baldrige)
 - May 5, 1981 - JAPAN
 - November 17, 1981 - VENEZUELA
2. The Secretary of Education (Terrel H. Bell)
 - August 5, 1981 - EGYPT
 - November 2, 1981 - JORDAN
3. The Secretary of Agriculture (John R. Block)
 - October 13, 1981 - SPAIN
 - November 17, 1981 - VENEZUELA
4. The Secretary of Labor (Raymond J. Donovan)
 - June 30, 1981 - AUSTRALIA
5. The Secretary of Energy (James B. Edwards)
 - none *gov. dinner 3 luncheons Mrs.*
 - 1 private 2 luncheons Mr.*
6. The Secretary of State (Alexander M. Haig, Jr.)
 - February 26, 1981 - GREAT BRITAIN
 - May 7, 1981 - JAPAN
 - May 21, 1981 - GERMANY
 - June 30, 1981 - AUSTRALIA
 - August 5, 1981 - EGYPT
 - September 9, 1981 - ISRAEL
 - October 13, 1981 - SPAIN

 - November 2, 1981 - JORDAN
 - November 17, 1981 - VENEZUELA
 - February 3, 1982 - EGYPT
 - *March 25, 1982 - Italy*
7. The Secretary of Transportation (Andrew L. Lewis, Jr.)
 - February 3, 1982 - Egypt
8. The Secretary of Housing & Urban Development (Samuel R. Pierce, Jr.)
 - June 30, 1981 - AUSTRALIA
 - November 2, 1981 - JORDAN
9. The Secretary of the Treasury (Donald T. Regan)
 - February 26, 1981 - GREAT BRITAIN
 - May 7, 1981 - JAPAN
 - May 21, 1981 - GERMANY
 - September 9, 1981 - ISRAEL

10. The Secretary of Health, & Human Services (Richard S. Schweiker)
-- June 30, 1981 - AUSTRALIA
-- *March 25, 1982 - Italy*
11. The Attorney General (William French Smith) 5 lunches
(2 mr.
3 m's.)
4 dinners -
-- February 26, 1981 - GREAT BRITAIN
12. The Secretary of Interior (James G. Watt)
-- June 30, 1981 - AUSTRALIA
-- October 18, 1981 - FRANCE
-- November 17, 1981 - VENEZUELA
-- February 3, 1982 - EGYPT
13. The Secretary of Defense (Caspar W. Weinberger)
-- February 26, 1981 - GREAT BRITAIN
-- May 7, 1981 - JAPAN
-- May 21, 1981 - GERMANY
-- August 5, 1981 - EGYPT
-- September 9, 1981 - ISRAEL
-- November 2, 1981 - JORDAN
14. William E. Brock, III (US Trade Representative w/ Cabinet rank)
-- October 13, 1981 - SPAIN
-- *March 25, 1982 - Italy*
15. Edwin Meece, III (Counsellor to the President w/ Cabinet rank)
-- February 26, 1981 - GREAT BRITAIN
-- May 7, 1981 - JAPAN
-- May 21, 1981 - GERMANY
-- June 30, 1981 - AUSTRALIA
-- August 5, 1981 - EGYPT
-- September 9, 1981 - ISRAEL
-- October 13, 1981 - SPAIN
-- November 2, 1981 - JORDAN
-- November 17, 1981 - VENEZUELA
-- February 3, 1982 - EGYPT
16. Hon. William J. Casey (Director of Central Intelligence w/ Cab. Rank)
-- October 13, 1981 - SPAIN
-- November 2, 1981 - JORDAN
17. Jeane Kirkpatrick (US Rep. to the UN - w/ Cabinet Rank)
-- February 26, 1981 - GREAT BRITAIN
-- May 21, 1981 - GERMANY
-- August 5, 1981 - EGYPT
-- September 9, 1981 - ISRAEL
-- February 3, 1981 - EGYPT
18. David Stockman (Director of OMB w/ Cabinet Rank)
-- August 5, 1981 - EGYPT

STATE DINNERS

February 26, 1982
Great Britain

February 3, 1982
Egypt

May 7, 1982
Japan

*March 25, 1982
Italy*

May 21, 1982
Germany

June 30, 1982
Australia

August 5, 1981
Egypt

September 9, 1981
Israel

October 13, 1981
Spain

November 2, 1982
Jordan

November 17, 1981
Venezuela

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 22, 1981

MEMO

TO: Michael Deaver

FROM: Muffie Brandon

muffie Brandon

RE: Allocation of State Department Seats at Official Dinners at the White House

Ambassador Annenberg and I have discussed this situation and I gather she has requested Ambassador Clark to go over the Sadat dinner in particular with you.

General Position:

Under our current dinner allocation the Department of State is allowed to recommend 4 couples for the official dinners. This list has, in the past included:

The Secretary of State
The Chief of Protocol
The Assistant Secretary of State
The Regional Deputy Assistant Secretary
(or current U.S. Ambassador)

Ambassador Annenberg now wishes:

The Chief of Protocol
The American Ambassador to the visiting nation

to be removed from the State Department allocation as she claims that both these positions are "personal representatives" of the President. She says that The Chief of Protocol is also Chief of Protocol of the White House and therefore she should be listed under a special allocation, or under White House allocation.

Whatever policy you wish us to follow is fine, but I think The Ambassador is pushing the point when she wishes to be listed not as a Department of State official, which is certainly the way her position is perceived, but under the White House allocation.

The Sadat dinner: August 5, 1981

The State Department, Office of Protocol, never informed us on paper of their exact wishes concerning their allocations for this dinner despite requests. Ambassador Annenberg mentioned

Page Two

in a telephone conversation the current American Ambassador to Cairo, Roy Atherton and his wife, be included and there is no problem with this at all.

The Deputy Secretary, Veliotis and his wife, can easily be fitted into the dinner as well and would be most appropriate. Done

Our current State Department list which you, Peter and Mrs. Reagan approved includes:

Secretary of State and Mrs. Haig
Ambassador & Ambassador Annenberg
Apecial Ambassador Habib and Mrs. Habib

We can certainly accommodate Atherton and Veliotis as there have been many regrets for this period of the year when many are on vacation. Done

cc: Peter McCoy

THE WHITE HOUSE

WASHINGTON

June 26, 1981

*file
over*

MEMO

TO: Michael Deaver

FROM: Muffie Brandon *muffie Brandon*

RE: Television Series With Outstanding Performers And The
New Talent Of The Future

DATES: First Program: Sunday November 22, 1981
Rudolph Serkin and protege

Second Program: Sunday, December 20, 1981

Johnny Cash & June Carter & protoges

These dates have been selected because they are good for the performer's busy schedules and because they coincide with maximum viewing periods just before the holidays.

SCENARIO:

The performances will be broadcast live from the East Room and will last approximately 40 minutes with the remainder of the hour appearing before the television audiences in the form of location footage which will be shot about the performers this summer.

After the performance there will be a buffet reception for those 150 guests attending with the President & Mrs. Reagan

PRESIDENCIAL PARTICIPATION:

It is hoped that the President will welcome the guests in the East Room and those in the vast television audience before the program begins and have remarks which introduce the performers as well as a larger statement which will encourage the private support of the Arts throughout our nation. Beverly Sills has agreed to serve as the narator of the series.

GUESTS:

It is suggested that the guests attending these unique

performances should include:

Members of the President's Commission on the Arts &
Humanities

Corporate Sponsors of the Television series

Senior White House Staff

Representatives of the Corporation for Public
Broadcasting

Families of the performers

Major potential donors to the Arts who are recommended
by the Presidential Commission for the Arts &
Humanities.

Personal friends of the President & Mrs. Reagan

BROADCAST SCHEDULE:

The performances will be broadcast live from the White
House to audiences in Washington and New York and then
again to the entire nation at 10:00 p.m. that evening.

Working with the I.C.A. there will probably be satellite
transfer of the programs to Europe.

IMMEDIATE NEEDS:

A letter from the President to Mr. Rudolph Serkin should
be sent as quickly as possible inviting him to be the
honored performer on November 22, 1981 to launch the new
series to bring new talent to the front of the stage
before a vast American audience. It is very important
that this invitation be extended from the President
personally.

Mr. Rudolph Serkin
% Marlboro School of Music
Marlboro, Vermont 05344
862 - 254 - 2394

cc: Peter McCoy
Helene Von Damm
Dick Darman

THE WHITE HOUSE

WASHINGTON

February 4, 1981

File

To: Mike Deaver ✓
Ed Meese
Joe Canzeri
Peter McCoy

Fm: James A. Baker, III *JAB III*

Re: White House Social Functions

General guidelines have been determined for the distribution of invitations to White House social functions by categories. (Members of Congress, Business and Labor Leaders, Artists and Entertainers, Executive Branch Officials, etc.) These quotas are not rigid and will vary from event to event depending on the particular circumstances of any given event. For all events, the following steps will be followed for determining invitations:

1. Mike Deaver will give the final scheduling sign off on all events. The scheduling office will prepare an information sheet on the event and send a copy of it to Margaret Tutweiler in the Chief of Staff's office and to Peter McCoy.
2. The White House Social Secretary in Peter McCoy's office will contact the appropriate members of the White House senior staff to tell them about the event. She will solicit recommendations from them for invitees to the event from their area consistent with the quota guidelines. (For example, Max Friedersdorf will be asked to get the names of 4 Members of Congress he recommends be invited to the State dinner for Prime Minister Thatcher.) The Social Secretary will ask the staff members to get their recommendations in writing into Margaret Tutwiler in my office within one working day of the initial phone call.
3. The list will be in the Chief of Staff's office for political review. Within 48 hours of receipt of the recommendations for invitees, my office will compile the list, review it and forward the approved list to Peter McCoy.

4. Peter McCoy's office will proceed to handle (a) invitations, (b) inform the appropriate White House Senior Staff Members which of their recommendations are, in fact, being invited to the event, and (c) record the invitation list into the computer.

THE WHITE HOUSE

WASHINGTON

February 13, 1981

MEMORANDUM FOR: James Baker
Michael Deaver ✓

FROM: Peter McCoy *PK*

SUBJECT: Suggested Guidelines to be followed for events in the Executive Mansion

In order to facilitate the organization of events taking place in the Executive Mansion, the following guidelines should be created to assure that each event will serve the President and Mrs. Reagan in a meaningful and dignified manner, and that misunderstandings can be kept to a minimum.

We would be most grateful if these guidelines receive your careful consideration.

OCCASIONS FOR USE:

1. A briefing and/or reception can be held in the Mansion only if either the President or the First Lady is attending the event.
2. The Mansion can be used for official functions after public tour hours, which take place from 8:00 a.m. until 2:30 p.m. during June, July and August, and until 12:30 p.m. the other months.
3. Monday traditionally has been reserved to clean the Executive Mansion and the Usher's office urges that no events be scheduled on this day.

PROGRAM PROCEDURE:

1. All scheduling for the Residence is to be done through Peter McCoy's office.
2. All invitations for events to be held in the Residence must be sent from the Social Office to avoid confusion. The Social Office will serve as the central organizing office for all functions.
3. Each office which sponsors an occasion will assign one staff officer only to serve as the liaison with the Social Office for their event.

4. The staff officer will meet with the Social Office at least two weeks in advance, if possible, to review key preliminary logistical decisions and establish efficient lines of communication.
5. The sponsoring office should coordinate/request press coverage with Sheila Patton if coverage is desired.
6. The staff liaison officer will meet with either the Social Secretary or her assistant, at least one day prior to the event to review in detail the entire program and to walk through the scenario.
7. The staff liaison officer in charge of the programs must notify the Social Secretary's office at least five hours in advance if there are to be any last minute changes. (We realize that this is not always possible, but unnecessary last minute changes can cause profound confusion to the overall event.)
8. Greetings: It is suggested that the senior staff officer from the office sponsoring the event should try to attend the program slightly in advance to greet the guests. The Social Secretary, or her assistant, will then usher the guests to their seats.
9. All gate lists for events in the Residence must be handled through the Social Office in order to avoid confusion. The Social Office is structured to extend the invitation; take the RSVP; compile the final gatelist (coordinating everything closely with the originating office); and to handle the clearance information with the Secret Service. Final additions may be called in to the Social Office no later than five hours before the event.

Any suggestions from staff members will be most welcomed. These suggestions should be forwarded directly to Peter McCoy and not to the White House Residence staff and personnel.

cc: Joe Canzeri
Muffie Brandon