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THE WHITE HOUSE
WASHINGTON

TO: DONNA BLUME

FROM: MIKE BAROODY *jud*
Director of Public Affairs

Participants at Tuesday's 10:00 a.m.
meeting in the Roosevelt Room:

(in addition to Mr. Deaver)

Baker
Fuller
Darman
Sims
Speakes
McManus
Barody
Bailey
Small

re: Communications Plan for the State
of the Union (copies attached)

(I am still up in the air as to who
will attend the 5:00 p.m. -- I'll keep
you informed)

COMMUNICATIONS PROPOSALS FOR STATE OF THE UNION ADDRESS,
POLITICAL ANNOUNCEMENT AND 1985 BUDGET PRESENTATION

WEDNESDAY, JANUARY 25

ACTION

- o 9:00-12:00 noon White House Briefing Verstandig

Selected Mayors in town for Mayors' Conference are briefed in Indian Treaty Room on Conference issues plus SOTU themes.

- o 9:30 a.m. Bipartisan Leadership Briefing Oglesby

RR meets with bipartisan leadership in Cabinet Room to discuss key SOTU themes.

- o 12:00 noon Network Anchors and Producers Small

Luncheon in Roosevelt Room for network anchors and producers of SOTU coverage and post-speech programs with briefing on themes by Meese and McFarlane.

- o 2:00 p.m. Early Edition Photograph Speakes

President poses for still photographers and television cameras while working on speech, providing picture for evening television and early newspaper edition. Oval Office. (Writing Pool and Open Photo Coverage)

- o 3:00 p.m. Foreign Press Sims

~~Don Fortier~~ ^{Kinnaman} and Craig Fuller brief foreign news media on foreign policy themes and foreign impact of domestic policy initiatives. Foreign press center.

- o 3:00 p.m. Columnists and Weekend Commentators Small

Briefing in the Roosevelt Room for major columnists and t.v. weekend commentators on SOTU themes by Meese and McFarlane on background.

- o 4:00 p.m. White House Press Corps Speakes

Major briefing in White House Briefing Room by Baker, McFarlane, Darman on content and themes of SOTU. Text released embargoed for delivery _____.

- o 4:00 ~~or 5:00~~ Briefing of Cabinet Fuller
Cabinet Room *meese, Stockman*

ACTION

- o 5:00 p.m. Administration Appointees Briefing

Fuller

Key Presidential appointees are briefed by Baker on major themes of speech. Talking points and fact sheets are provided. Room 450 OEOB (Includes major Public Affairs Officers).

- o 6:00 p.m. Congressional Television Tapings

Oglesby

Supportive Senators -- armed with talking points and speech summary -- videotape reaction at Republican Senate Republican Conference for feeds to local stations on nationwide basis. The Conference has contacted 5,000 cable systems and 700 commercial television affiliates on availability of the reaction statements. Senate Television Studio.

- o 7:00 p.m. Television Interview Program

Baroody/Hoggar

-- PBS' "McNeil-Lehrer": Key ^{Congressional} Administration official

- o 9:00 p.m. The President Delivers the State of the Union Address -- Capitol Hill

- o 10:30 p.m. Congressional Reaction

Oglesby

Favorable Members of Congress, armed with fact sheets and talking points (provided by the White House), hold press conferences, television interviews and issue statements supportive of the President's Address. Capitol Press Galleries.

- o 10:30 p.m. Mayors and Governors Reaction

Verstandig

Office of Intergovernmental Affairs briefs key supportive Mayors and Governors throughout the day; encourages them to hold news conferences in home towns following Address to show support.

- o 11:30 p.m. Television Interview Program

Baroody/Hoggar

-- ABC's "Nightline": Key Administration Official

Supplemental Activities

- Speech summary, talking points and fact sheets are prepared for early distribution.

Baroody

- Speech materials mailed out to entire press list, editorial page editors, specialized press nationwide.

Small

ACTION

- Speech materials sent out to all Administration spokesmen in all agencies. Small
- Speech materials provided through Reagan-Bush Committee and Republican National Committee to State Chairmen and other supporters nationwide. Baroody
- Speech materials provided to Citizens for America group for their own editing and distribution. Baroody
- Fact sheets and talking points provided to key Congressional supporters. Oglesby
- Op-ed pieces are written, signed by Administration officials and placed for late week and weekend use across the country. Baroody/Small

THURSDAY, JANUARY 26

ACTION

MAJOR EVENT: The President Travels to Atlanta to Address "Spirit of America" Rally and Meet with GOP Leaders

o 7:00 a.m. Television Interview Programs

-- ABC's "Good Morning America": *Feldstein* Key Administration Official

Baroody/Hoggar

-- NBC's "Today": Senator Howard Baker appears to discuss speech and legislative-political outlook. Baker also appears on WRC Radio during drive-time after "Today" interview. (Same building) *MEESE*

Baroody/Hoggar

-- CBS's "Morning": Rep. Bob Michel appears to discuss speech and legislative-political outlook. *BAKER*

Baroody/Hoggar

o 7:20 a.m. Radio Interview

-- National Public Radio Drive Time: Key Administration Spokesmen

Small

o 8:00 *EPA Briefing Michel/Howe* 9:00 a.m. Baker-Michel Press Conference

Oglesby

The Senate Majority Leader and the House Republican Leader meet with press to discuss legislative-political outlook in view of President's SOTU Address and upcoming political announcement. Capitol Press Gallery.

o 10:00 a.m. NASA Briefing

Baroody/Sims

National Aeronautics and Space Administration will hold briefing on Space Station proposals. NASA will provide an extensive press plan to supplement White House briefings. Room 450/OEOB (Background).

o 10:00 a.m. USA TODAY Interview

Speakes

Jim Baker is interviewed by USA TODAY for op-ed question and answer session on political outlook for the President. (Article to appear on Monday, January 30)

o 11:00 a.m. Key Political Writers Backgrounder

Speakes

Jim Baker is interviewed -- with portions on background -- by David Broder of The Washington Post, Hedrick Smith of The New York Times, George Skelton of The Los Angeles Times, and Carl Leubsdorf of The Dallas Morning News. (Article to appear Sunday, January 29)

ACTION

- o 4:00-7:00 p.m. Radio Interviews

Small

During drive time key Administration spokesmen are interviewed on local radio stations in major media markets on SOTU themes.

- o 4:00 The President's Trip

Deaver

The President speaks to "Spirit of America" rally and GOP meeting. Atlanta, Georgia. (Press coverage of speech and of his political meeting)

- o 7:00 p.m. Television Interview Programs

-- PBS' "McNeil-Lehrer": ~~Ed Rollins joins political discussion on upcoming campaign~~

Baroody/Hoggan

-- CNN "Crossfire": Pat Buchanan and Tom Braden Administration official discusses themes and legislative outlook

Baroody/Hoggan

- o 10:00 p.m. Television Interview Program

-- CNN "Freeman Reports": Administration official discusses economic impact of SOTU themes and general economic recovery

Baroody/Hoggan

- o 11:30 p.m. Television Interview Program

-- ABC's "Nightline"

Baroody/Hoggan

FRIDAY, JANUARY 27

		<u>ACTION</u>
MAJOR EVENT:	The President's Breakfast with GOP Members	
o	8:00 a.m. Sperling Breakfast	<u>Lake</u>
	Senator Paul Laxalt is interviewed by leading bureau chiefs and political reporters on outlook as the President prepares for Sunday announcement.	
o	10:00 a.m. Breakfast with House GOP Members	<u>Oglesby/Speak</u>
	The President has breakfast with House GOP Members with remarks centering on Administration's 1984 legislative agenda. State Dining Room. (Writing pool and photo coverage)	
o	11:00 a.m. Radio Interview with Vice President	<u>Green</u>
	The Vice President is interviewed by network and independent radio reporters in 30-minute question and answer session on legislative and political outlook for 1984. Roosevelt Room. (To be aired on weekend)	
o	12:00 noon Specialized Press	<u>Small</u>
	Luncheon briefing for key specialized press (e.g. religious press on family values themes and others). Meese and Darman with RR drop-by for photo.	
o	2:00 p.m. Republican Mayors	<u>Verstandig/</u> <u>Small</u>
	RR hosts reception for Republican Mayors. Interviews with local press arranged after the event on the lawn.	
o	3:00 p.m. The President is interviewed by <u>Newsweek</u>	<u>Speakes/</u> <u>Baroody</u>
	<u>Newsweek</u> magazine conducts an interview with the President on political outlook and how he views the campaign. The Oval Office. (The article will appear -- under strict embargo -- on Monday, January 30.)	
o	_____ The President is interviewed by <u>Time</u> Magazine.	<u>Deaver</u>

SATURDAY, JANUARY 28

ACTION

MAJOR EVENT: The President Makes Weekly Radio Address
The Oval Office

o 10:00 a.m. Television Radio Interviews

-- CNN's "Newsmakers": Sen. Paul Laxalt

Baroody/Hoggar

-- Mutual News _____: Ed Rollins

Baroody/Hoggar

-- UPI Audio Rountable: Lee Atwater

Baroody/Hoggar

o 12:06 p.m. The President's Radio Address

Darman

The President makes his weekly radio address re-emphasizing
themes from the State of the Union. The Oval Office.
(Live radio coverage)

SUNDAY, JANUARY 29

ACTION

MAJOR EVENT: The President makes Nationwide Speech from Oval Office Announcing his Decision on Seeking a Second Term

- o 11:30-12:30 p.m. Sunday Television Interview Shows
 - ABC's "David Brinkley": *Bollum* Jim Baker appears on show to discuss political and legislative priorities. Baroody/Hoggar
 - NBC's "Meet the Press": *Baker* Key Congressional supporter Baroody/Hoggar
 - CBS's "Face the Nation": *Laxalt* Senator Paul Laxalt appears to discuss the President's political announcement. Lake
- o 5:00 p.m. Key state chairmen and RR supporters in Roosevelt Room for individual Oval Office photo w/RR. Tutwiler
- o 5:30 p.m. President's Reception for GOP Officials Tutwiler/
Speakes

The President greets 400 GOP officials and key supporters, making remarks that offer "curtain raiser" for the political announcement. East Room. (Press Pool Coverage)
- o 10:00-11:30 p.m. RR Supporters McManus/
Tutwiler

Attendees and other supporters gather to watch the President's speech. Press Room for interviews.
- o 10:55 p.m. The President's Address Deaver

The President announces his political intentions in nationwide television and radio address. The Oval Office.
- o 11:10 p.m. V.P. speaks to RR supporters. Press Coverage. McManus/
Tutwiler

Supplemental Activities

- State Chairmen and key political figures react to the President's announcement in statements and press conferences in state capitols. Lake

ACTION

- Republican National Committee and Reagan-Bush Committee work with local campaign organizations to motivate telephone calls and telegrams to White House in support of the President's announcement. Including letters from GOP House leadership; Senate Republicans; and GOP Governors. Lake/Greener

MONDAY, JANUARY 30

ACTION

MAJOR EVENT: The President Addresses Religious Broadcasters Convention

- o 7:00 a.m. Television Interview Shows
 - ABC's "Good Morning America": Paul Laxalt is interviewed on the President's announcement. *Baker* Lake
 - NBC's "Today": Vice President Bush is interviewed on the President's announcement. *Laxalt/Wirtkin* Green
 - CBS's "Morning": Jim Baker or Ed Rollins. *Manne Ed Meese* Baroody/Hoggan
- o 11:00 a.m. Mrs. Reagan visits Reagan-Bush Headquarters Deaver
- o 12:00 noon Lunch Briefing in Roosevelt Room for Editorial Page Editors. RR Drop-by. Small

Senator Paul Laxalt, Ed Meese, Bud McFarlane, Drew Lewis, Margarete Hance and Ed Rollins.
- o 2:00 p.m. President Speaks to Religious Broadcasters Convention Deaver/Speakers

The President speaks to Religious Broadcasters in remarks intended to underscore commitment to traditional values. Sheraton Washington Hotel. (Open Press Coverage)
- o 5:00 p.m. The President's Television Interview McManus

The President is interviewed by ABC's "Good Morning America" host, David Hartman. Oval Office. (For use Tuesday, 7:00 a.m.)
- o 6:00 p.m. Vice President's Television Interview Green

The Vice President is interviewed on a live two-way discussion with CBS "Evening News" Dan Rather to discuss the President's decision and plans for the campaign.
- o 6:30 p.m. Television Interview Program
 - PBS's "McNeil-Lehrer": Key political official Lake
- o 11:30 p.m. Television Interview Program
 - ABC's "Nightline": Senator Paul Laxalt Lake

ACTION

Supplemental Activities

- Newsweek cover story on RR. Speakes
- Talking points and RR announcement speech distributed to Administration spokesmen. Baroody/Small
- Talking points and RR religious broadcasters speech distributed to spokesmen and relevant interest groups. Small
- Cabinet members and surrogates placed on drive-time radio shows, regional t.v. and radio interviews from D.C. Small
- Profile pieces on V.P. appear in Post (Michael Barone) and Christian Science Monitor (Louise Sweeney). Green
- Reagan-Bush distributes RR speech, etc., to key interest groups. Lake
- Op-eds by Cabinet Members placed in major media markets. State Chairmen op-eds and letters to the editors mailed in local markets. Baroody/Small
- Reagan-Bush state t.v. and radio actualities continue. Lake

TUESDAY, JANUARY 31

		<u>ACTION</u>
MAJOR EVENT:	The President Travels to Chicago for Speech to Concrete and Aggregates Show	
o	<u>Early morning</u> budget hand delivery to selected Members of Congress.	<u>Wright</u>
o	10:00 a.m. EURONET Interview Robert McFarlane is interviewed by correspondents from the foreign press. USIA	<u>Sims</u>
o	<u>Mid-morning</u> embargoed budget distribution to Hill (Republicans first).	<u>Wright</u>
o	10:00-11:30 a.m. CBS affiliates briefing on SOTU and announcement. RR drop-by. Roosevelt Room.	<u>Small</u>
o	12:00 noon The Vice President's Editorial Interview The Vice President attends a luncheon hosted by the editors of <u>The Washington Post</u> to discuss the President's political and legislative agenda. Washington Post Bldg.	<u>Green</u>
o	12:00 noon The President's Trip The President addresses Concrete and Aggregates Show and visits ethnic neighborhood.	<u>Deaver</u>
o	2:00-6:00 p.m. Agency press and Congressional embargoed budget briefings.	<u>Baroody/Wrig</u>
o	6:00 p.m. Embargoed budget release to press.	<u>Wright</u>
o	_____ Room 450 Briefing on SOTU themes for social issue groups by Svahn and Wright.	<u>Whittlesey</u>

WEDNESDAY, FEBRUARY 1

ACTION

MAJOR EVENT: The President presents Budget to Congress and makes remarks to Business and Labor Group

- o 10:00 a.m. Cabinet meeting Fuller
- o 10:00 a.m. Major Budget Briefing Speakes
Secretary Regan, Director Stockman and Chairman Feldstein brief news media on the 1985 Budget. State Department Auditorium. (Open Press Coverage)
- o 11:00 a.m. The President Formally Presents Budget Oglesby/
Speakes
The President presents budget to the bipartisan Congressional leadership. Oval Office. (Press Coverage)
- o 11:00 a.m. IGA briefing for local and state officials. Verstandig
Indian Treaty Room.
- o 12:00 noon The Budget is Released OMB/Speakes
The Budget is formally released to the news media and public.
- o 2:00 p.m. Maureen Reagan Interview Greener
Maureen Reagan meets with selected group of women reporters to discuss women's issues and campaign.
- o 2:00 p.m. Budget Briefing for Administration Appointees Fuller
Stockman, Meese, Regan in Room 450.
- o 3:00 p.m. The President Meets with Labor and Business Whittlesey
The President meets with Business and Labor leaders in meeting arranged by Office of Public Liaison. The President makes remarks on the Budget. East Room. (Press Coverage)

Supplemental Activities

- Talking points on Budget to Administration spokesmen. Baroody/Small
- Public Liaison, RNC, Reagan-Bush distribute Budget, talking points, fact sheets to key groups. Baroody/Whittlesey
Lake/Small
- RNC Cabinet Member actualities supporting RR's Budget. Greener

THURSDAY, FEBRUARY 2

ACTION

MAJOR EVENT: Release of Economic Report and favorable '84 forecast. The President attends Luncheon on Capitol Hill.

- o 7:00 a.m. Television Interview Programs
 - ABC's "Good Morning America": Director Stockman interviewed on the Budget. Baroody/Hoggard
 - NBC's "Today": Secretary Regan interviewed on the Budget. Baroody/Hoggard
 - CBS's "Morning": Martin Feldstein Baroody/Hoggard
- o 10:00 a.m. Briefing On Economic Report and Favorable Economic Forecast Speakes
Regan, Stockman, and Feldstein
- o 11:00 a.m. Radio Interview Programs Speakes
Secretary Regan and Director Stockman are interviewed by reporters from independent radio networks.
- o 12:00 noon The President Visits Capitol Hill Deaver/Oglesby
The President Addresses Luncheon for House and Senate Republicans. Remarks stress economic policy successes, good '84 economic outlook and need for Republican support of Budget. Capitol Hill. (Press Coverage)
- o 2:15 p.m. The President's Wall Street Journal Interview McManus
The President is interviewed by the editors of The Wall Street Journal on the economy and politics. Oval Office. (Article will appear Friday, February 3)

Supplemental Activities

- Talking points on economic report distributed to spokesmen, Public Liaison groups and Reagan-Bush. Baroody/Small et. al.
- Economic spokesmen placed on radio drive-time and major media markets radio shows. Small
- Surrogates emphasize economic good news. Lake/Baroody

FRIDAY, FEBRUARY 3

ACTION

MAJOR EVENT: RR interview in Wall Street Journal on major economic news and politics. The President addresses GOP Women's Luncheon.

o 7:00 a.m. Television Interview Programs

-- ABC's "Good Morning America": Maureen Reagan

Greener

o 12:00 noon President Speaks to GOP Women

Verstandig

The President addresses elected women officials from 12 northeastern states. State Dining Room. (Press coverage)

Supplemental Activities

-- Talking Points on issues of interest to women distributed to Administration spokesmen, surrogates and Public Liaison groups.

Baroody/Small/Whittlesey

OTHER

ACTION

SUNDAY, FEBRUARY 5

- o NBC's "Meet the Press" Vice President Bush

Green

MONDAY, FEBRUARY 6

- o 9:30 a.m. RR drops by Regional Press Briefing.
Room 450.

Small

COMMUNICATIONS PROPOSALS FOR STATE OF THE UNION ADDRESS,
POLITICAL ANNOUNCEMENT AND 1985 BUDGET PRESENTATION

WEDNESDAY, JANUARY 25

ACTION

- o 9:00-12:00 noon White House Briefing Verstandig

Selected Mayors in town for Mayors' Conference are briefed in Indian Treaty Room on Conference issues plus SOTU themes.
- o 9:30 a.m. Bipartisan Leadership Briefing Oglesby

RR meets with bipartisan leadership in Cabinet Room to discuss key SOTU themes.
- o 12:00 noon Network Anchors and Producers Small

Luncheon in Roosevelt Room for network anchors and producers of SOTU coverage and post-speech programs with briefing on themes by Meese and McFarlane.
- o 2:00 p.m. Early Edition Photograph Speakes

President poses for still photographers and television cameras while working on speech, providing picture for evening television and early newspaper edition. Oval Office. (Writing Pool and Open Photo Coverage)
- o 3:00 p.m. Foreign Press Sims

Don Fortier and Craig Fuller brief foreign news media on foreign policy themes and foreign impact of domestic policy initiatives. Foreign press center.
- o 3:00 p.m. Columnists and Weekend Commentators Small

Briefing in the Roosevelt Room for major columnists and t.v. weekend commentators on SOTU themes by Meese and McFarlane on background.
- o 4:00 p.m. White House Press Corps Speakes

Major briefing in White House Briefing Room by Baker, McFarlane, Darman on content and themes of SOTU. Text released embargoed for delivery _____.
- o 4:00 or 5:00 Briefing of Cabinet Fuller
Cabinet Room

ACTION

- o 5:00 p.m. Administration Appointees Briefing Fuller
Key Presidential appointees are briefed by Baker on major themes of speech. Talking points and fact sheets are provided. Room 450 OEOP (Includes major Public Affairs Officers).
- o 6:00 p.m. Congressional Television Tapings Oglesby
Supportive Senators -- armed with talking points and speech summary -- videotape reaction at Republican Senate Republican Conference for feeds to local stations on nationwide basis. The Conference has contacted 5,000 cable systems and 700 commercial television affiliates on availability of the reaction statements. Senate Television Studio.
- o 7:00 p.m. Television Interview Program Baroody/Hoggan
-- PBS' "McNeil-Lehrer": Key Administration official
- o 9:00 p.m. The President Delivers the State of the Union Address -- Capitol Hill
- o 10:30 p.m. Congressional Reaction Oglesby
Favorable Members of Congress, armed with fact sheets and talking points (provided by the White House), hold press conferences, television interviews and issue statements supportive of the President's Address. Capitol Press Galleries.
- o 10:30 p.m. Mayors and Governors Reaction Verstandig
Office of Intergovernmental Affairs briefs key supportive Mayors and Governors throughout the day; encourages them to hold news conferences in home towns following Address to show support.
- o 11:30 p.m. Television Interview Program Baroody/Hoggan
-- ABC's "Nightline": Key Administration Official

Supplemental Activities

- Speech summary, talking points and fact sheets are prepared for early distribution. Baroody
- Speech materials mailed out to entire press list, editorial page editors, specialized press nationwide. Small

ACTION

- Speech materials sent out to all Administration spokesmen in all agencies. Small
- Speech materials provided through Reagan-Bush Committee and Republican National Committee to State Chairmen and other supporters nationwide. Baroody
- Speech materials provided to Citizens for America group for their own editing and distribution. Baroody
- Fact sheets and talking points provided to key Congressional supporters. Oglesby
- Op-ed pieces are written, signed by Administration officials and placed for late week and weekend use across the country. Baroody/Small

THURSDAY, JANUARY 26

		<u>ACTION</u>
MAJOR EVENT:	The President Travels to Atlanta to Address "Spirit of America" Rally and Meet with GOP Leaders	
o	7:00 a.m. Television Interview Programs	
	-- ABC's "Good Morning America": Key Administration Official	<u>Baroody/Hoggart</u>
	-- NBC's "Today": Senator Howard Baker appears to discuss speech and legislative-political outlook. Baker also appears on WRC Radio during drive-time after "Today" interview. (Same building)	<u>Baroody/Hoggart</u>
	-- CBS's "Morning": Rep. Bob Michel appears to discuss speech and legislative-political outlook.	<u>Baroody/Hoggart</u>
o	7:20 a.m. Radio Interview	
	-- National Public Radio Drive Time: Key Administration Spokesmen	<u>Small</u>
o	9:00 a.m. Baker-Michel Press Conference	<u>Oglesby</u>
	The Senate Majority Leader and the House Republican Leader meet with press to discuss legislative-political outlook in view of President's SOTU Address and upcoming political announcement. Capitol Press Gallery.	
o	10:00 a.m. NASA Briefing	<u>Baroody/Sims</u>
	National Aeronautics and Space Administration will hold briefing on Space Station proposals. NASA will provide an extensive press plan to supplement White House briefings. Room 450/OEOB (Background).	
o	10:00 a.m. <u>USA TODAY</u> Interview	<u>Speakes</u>
	Jim Baker is interviewed by <u>USA TODAY</u> for op-ed question and answer session on political outlook for the President. (Article to appear on Monday, January 30)	
o	11:00 a.m. Key Political Writers Backgrounder	<u>Speakes</u>
	Jim Baker is interviewed -- with portions on background -- by David Broder of <u>The Washington Post</u> , Hedrick Smith of <u>The New York Times</u> , George Skelton of <u>The Los Angeles Times</u> , and Carl Leubsdorf of <u>The Dallas Morning News</u> . (Article to appear Sunday, January 29)	

ACTION

- o 4:00-7:00 p.m. Radio Interviews

Small

During drive time key Administration spokesmen are interviewed on local radio stations in major media markets on SOTU themes.

- o 4:00 The President's Trip

Deaver

The President speaks to "Spirit of America" rally and GOP meeting. Atlanta, Georgia. (Press coverage of speech and of his political meeting)

- o 7:00 p.m. Television Interview Programs

- PBS' "McNeil-Lehrer": Ed Rollins joins political discussion on upcoming campaign

Baroody/Hogga

- CNN "Crossfire": Pat Buchanan and Tom Braden Administration official discusses themes and legislative outlook

Baroody/Hogga

- o 10:00 p.m. Television Interview Program

- CNN "Freeman Reports": Administration official discusses economic impact of SOTU themes and general economic recovery

Baroody/Hogga

- o 11:30 p.m. Television Interview Program

- ABC's "Nightline"

Baroody/Hogga

FRIDAY, JANUARY 27

		<u>ACTION</u>
MAJOR EVENT:	The President's Breakfast with GOP Members	
o	8:00 a.m. Sperling Breakfast	<u>Lake</u>
	Senator Paul Laxalt is interviewed by leading bureau chiefs and political reporters on outlook as the President prepares for Sunday announcement.	
o	10:00 a.m. Breakfast with House GOP Members	<u>Oglesby/Speak</u>
	The President has breakfast with House GOP Members with remarks centering on Administration's 1984 legislative agenda. State Dining Room. (Writing pool and photo coverage)	
o	11:00 a.m. Radio Interview with Vice President	<u>Green</u>
	The Vice President is interviewed by network and independent radio reporters in 30-minute question and answer session on legislative and political outlook for 1984. Roosevelt Room. (To be aired on weekend)	
o	12:00 noon Specialized Press	<u>Small</u>
	Luncheon briefing for key specialized press (e.g. religious press on family values themes and others). Meese and Darman with RR drop-by for photo.	
o	2:00 p.m. Republican Mayors	<u>Verstandig/</u> <u>Small</u>
	RR hosts reception for Republican Mayors. Interviews with local press arranged after the event on the lawn.	
o	3:00 p.m. The President is interviewed by <u>Newsweek</u>	<u>Speakes/</u> <u>Baroody</u>
	<u>Newsweek</u> magazine conducts an interview with the President on political outlook and how he views the campaign. The Oval Office. (The article will appear -- under strict embargo -- on Monday, January 30.)	
o	_____ The President is interviewed by <u>Time</u> Magazine.	<u>Deaver</u>

SATURDAY, JANUARY 28

ACTION

MAJOR EVENT: The President Makes Weekly Radio Address
The Oval Office

o 10:00 a.m. Television Radio Interviews

-- CNN's "Newsmakers": Sen. Paul Laxalt

Baroody/Hoggan

-- Mutual News _____: Ed Rollins

Baroody/Hoggan

-- UPI Audio Rountable: Lee Atwater

Baroody/Hoggan

o 12:06 p.m. The President's Radio Address

Darman

The President makes his weekly radio address re-emphasizing
themes from the State of the Union. The Oval Office.
(Live radio coverage)

SUNDAY, JANUARY 29

- ACTION
- MAJOR EVENT: The President makes Nationwide Speech from Oval Office Announcing his Decision on Seeking a Second Term
- o 11:30-12:30 p.m. Sunday Television Interview Shows
- ABC's "David Brinkley": Jim Baker appears on show to discuss political and legislative priorities. Baroody/Hoggar
- NBC's "Meet the Press": Key Congressional supporter Baroody/Hoggar
- CBS's "Face the Nation": Senator Paul Laxalt appears to discuss the President's political announcement. Lake
- o 5:00 p.m. Key state chairmen and RR supporters in Roosevelt Room for individual Oval Office photo w/RR. Tutwiler
- o 5:30 p.m. President's Reception for GOP Officials Tutwiler/ Speakes
- The President greets 400 GOP officials and key supporters, making remarks that offer "curtain raiser" for the political announcement. East Room. (Press Pool Coverage)
- o 10:00-11:30 p.m. RR Supporters McManus/ Tutwiler
- Attendees and other supporters gather to watch the President's speech. Press Room for interviews.
- o 10:55 p.m. The President's Address Deaver
- The President announces his political intentions in nationwide television and radio address. The Oval Office.
- o 11:10 p.m. V.P. speaks to RR supporters. Press Coverage. McManus/ Tutwiler
- Supplemental Activities
- State Chairmen and key political figures react to the President's announcement in statements and press conferences in state capitols. Lake

ACTION

- Republican National Committee and Reagan-Bush Committee work with local campaign organizations to motivate telephone calls and telegrams to White House in support of the President's announcement. Including letters from GOP House leadership; Senate Republicans; and GOP Governors. Lake/Greener

MONDAY, JANUARY 30

		<u>ACTION</u>
MAJOR EVENT:	The President Addresses Religious Broadcasters Convention	
o	7:00 a.m. Television Interview Shows	
	-- ABC's "Good Morning America": Paul Laxalt is interviewed on the President's announcement.	<u>Lake</u>
	-- NBC's "Today": Vice President Bush is interviewed on the President's announcement.	<u>Green</u>
	-- CBS's "Morning": Jim Baker or Ed Rollins	<u>Baroody/Hoggan</u>
o	11:00 a.m. Mrs. Reagan visits Reagan-Bush Headquarters	<u>Deaver</u>
o	12:00 noon Lunch Briefing in Roosevelt Room for Editorial Page Editors. RR Drop-by.	<u>Small</u>
	Senator Paul Laxalt, Ed Meese, Bud McFarlane, Drew Lewis, Margarete Hance and Ed Rollins.	
o	2:00 p.m. President Speaks to Religious Broadcasters Convention	<u>Deaver/Speakers</u>
	The President speaks to Religious Broadcasters in remarks intended to underscore commitment to traditional values. Sheraton Washington Hotel. (Open Press Coverage)	
o	5:00 p.m. The President's Television Interview	<u>McManus</u>
	The President is interviewed by ABC's "Good Morning America" host, David Hartman. Oval Office. (For use Tuesday, 7:00 a.m.)	
o	6:00 p.m. Vice President's Television Interview	<u>Green</u>
	The Vice President is interviewed on a live two-way discussion with CBS "Evening News" Dan Rather to discuss the President's decision and plans for the campaign.	
o	6:30 p.m. Television Interview Program	
	-- PBS's "McNeil-Lehrer": Key political official	<u>Lake</u>
o	11:30 p.m. Television Interview Program	
	-- ABC's "Nightline": Senator Paul Laxalt	<u>Lake</u>

ACTIONSupplemental Activities

- Newsweek cover story on RR. Speakes
- Talking points and RR announcement speech distributed to Administration spokesmen. Baroody/Small
- Talking points and RR religious broadcasters speech distributed to spokesmen and relevant interest groups. Small
- Cabinet members and surrogates placed on drive-time radio shows, regional t.v. and radio interviews from D.C. Small
- Profile pieces on V.P. appear in Post (Michael Barone) and Christian Science Monitor (Louise Sweeney). Green
- Reagan-Bush distributes RR speech, etc., to key interest groups. Lake
- Op-eds by Cabinet Members placed in major media markets. State Chairmen op-eds and letters to the editors mailed in local markets. Baroody/Small
- Reagan-Bush state t.v. and radio actualities continue. Lake

TUESDAY, JANUARY 31

		<u>ACTION</u>
MAJOR EVENT:	The President Travels to Chicago for Speech to Concrete and Aggregates Show	
o	<u>Early morning</u> budget hand delivery to selected Members of Congress.	<u>Wright</u>
o	10:00 a.m. EURONET Interview Robert McFarlane is interviewed by correspondents from the foreign press. USIA	<u>Sims</u>
o	<u>Mid-morning</u> embargoed budget distribution to Hill (Republicans first).	<u>Wright</u>
o	10:00-11:30 a.m. CBS affiliates briefing on SOTU and announcement. RR drop-by. Roosevelt Room.	<u>Small</u>
o	12:00 noon The Vice President's Editorial Interview The Vice President attends a luncheon hosted by the editors of <u>The Washington Post</u> to discuss the President's political and legislative agenda. Washington Post Bldg.	<u>Green</u>
o	12:00 noon The President's Trip The President addresses Concrete and Aggregates Show and visits ethnic neighborhood.	<u>Deaver</u>
o	2:00-6:00 p.m. Agency press and Congressional embargoed budget briefings.	<u>Baroody/Wright</u>
o	6:00 p.m. Embargoed budget release to press.	<u>Wright</u>
o	_____ Room 450 Briefing on SOTU themes for social issue groups by Svahn and Wright.	<u>Whittlesey</u>

WEDNESDAY, FEBRUARY 1

		<u>ACTION</u>
MAJOR EVENT:	The President presents Budget to Congress and makes remarks to Business and Labor Group	
o	10:00 a.m. Cabinet meeting	<u>Fuller</u>
o	10:00 a.m. Major Budget Briefing Secretary Regan, Director Stockman and Chairman Feldstein brief news media on the 1985 Budget. State Department Auditorium. (Open Press Coverage)	<u>Speakes</u>
o	11:00 a.m. The President Formally Presents Budget The President presents budget to the bipartisan Congressional leadership. Oval Office. (Press Coverage)	<u>Oglesby/ Speakes</u>
o	11:00 a.m. IGA briefing for local and state officials. Indian Treaty Room.	<u>Verstandig</u>
o	12:00 noon The Budget is Released The Budget is formally released to the news media and public.	<u>OMB/Speakes</u>
o	2:00 p.m. Maureen Reagan Interview Maureen Reagan meets with selected group of women reporters to discuss women's issues and campaign.	<u>Greener</u>
o	2:00 p.m. Budget Briefing for Administration Appointees Stockman, Meese, Regan in Room 450.	<u>Fuller</u>
o	3:00 p.m. The President Meets with Labor and Business The President meets with Business and Labor leaders in meeting arranged by Office of Public Liaison. The President makes remarks on the Budget. East Room. (Press Coverage)	<u>Whittlesey</u>

Supplemental Activities

--	Talking points on Budget to Administration spokesmen.	<u>Baroody/Small</u>
--	Public Liaison, RNC, Reagan-Bush distribute Budget, talking points, fact sheets to key groups.	<u>Baroody/Whittlesey Lake/Small</u>
--	RNC Cabinet Member actualities supporting RR's Budget.	<u>Greener</u>

THURSDAY, FEBRUARY 2

ACTION

- MAJOR EVENT: Release of Economic Report and favorable '84 forecast. The President attends Luncheon on Capitol Hill.
- o 7:00 a.m. Television Interview Programs
- ABC's "Good Morning America": Director Stockman interviewed on the Budget. Baroody/Hoggar
- NBC's "Today": Secretary Regan interviewed on the Budget. Baroody/Hoggar
- CBS's "Morning": Martin Feldstein Baroody/Hoggar
- o 10:00 a.m. Briefing On Economic Report and Favorable Economic Forecast Speakes
- Regan, Stockman, and Feldstein
- o 11:00 a.m. Radio Interview Programs Speakes
- Secretary Regan and Director Stockman are interviewed by reporters from independent radio networks.
- o 12:00 noon The President Visits Capitol Hill Deaver/Oglesby
- The President Addresses Luncheon for House and Senate Republicans. Remarks stress economic policy successes, good '84 economic outlook and need for Republican support of Budget. Capitol Hill. (Press Coverage)
- o 2:15 p.m. The President's Wall Street Journal Interview McManus
- The President is interviewed by the editors of The Wall Street Journal on the economy and politics. Oval Office. (Article will appear Friday, February 3)

Supplemental Activities

- Talking points on economic report distributed to spokesmen, Public Liaison groups and Reagan-Bush. Baroody/Small et. al.
- Economic spokesmen placed on radio drive-time and major media markets radio shows. Small
- Surrogates emphasize economic good news. Lake/Baroody

FRIDAY, FEBRUARY 3

ACTION

MAJOR EVENT: RR interview in Wall Street Journal on major economic news and politics. The President addresses GOP Women's Luncheon.

o 7:00 a.m. Television Interview Programs

-- ABC's "Good Morning America": Maureen Reagan

Greener

o 12:00 noon President Speaks to GOP Women

Verstandig

The President addresses elected women officials from 12 northeastern states. State Dining Room. (Press coverage)

Supplemental Activities

-- Talking Points on issues of interest to women distributed to Administration spokesmen, surrogates and Public Liaison groups.

Baroody/Small/Whittlesey

OTHER

ACTION

SUNDAY, FEBRUARY 5

o NBC's "Meet the Press" Vice President Bush

Green

MONDAY, FEBRUARY 6

o 9:30 a.m. RR drops by Regional Press Briefing.
Room 450.

Small

DRAFT

THE WHITE HOUSE

Office of the Press Secretary

Embargoed Until Delivery

January 25, 1984

STATE OF THE UNION
FACT SHEET

The President delivered his third State of the Union Address before a Joint Session of the Congress, commencing at 9:00 p.m., Wednesday, January 25, 1984.

I. THEMES

"America is Back"

The President introduced his address by reporting that the state of the Union is much improved; that there is "renewed energy and optimism throughout the land" -- in short, that "America is back."

As favorable signs of change:

- With regard to the economy, the President noted across-the-board tax reductions; interest rates cut almost in half; an increase in real after tax income; and inflation reduced from 12.4 to 3.2 percent.
- With regard to peace and security, the President contrasted a time in which "we had an uncomfortable feeling that we had lost respect of friend and foe" with today, when "America's new strength, confidence, and purpose are carrying hope and opportunity far from our shores." "The tide of the future," the President said, "is a freedom tide."

"Freedom's Next Step -- Four Great Goals"

The President urged America "to take freedom's next step" ... to "unite behind four great goals to keep America free, secure, and at peace in the eighties:"

- (1) to ensure steady economic growth;
- (2) to develop America's next frontier;
- (3) to strengthen our traditional values; and
- (4) to build a meaningful peace.

Spirit of Bi-partisanship

The President did not blame any particular party for the "long decline that had drained this Nation's spirit and eroded its wealth." He credited "bi-partisan cooperation" with stopping this decline, and called on the Congress to act in a bipartisan spirit in support of both economic recovery and foreign policy.

more

(c) Plan for Tax Simplification

- The President stated that plans to increase taxes in the present situation would amount to a "Band-aid solution" and a "threat to economic recovery."
- He said, "There is a better way: Let us go forward with an historic reform for fairness, simplicity, and incentives for growth."
- He asked Secretary of the Treasury Regan for "a plan for action to simplify the entire tax code." His objectives are:
 - to make the tax system more fair for all taxpayers;
 - to bring the underground economy into the sunlight; and
 - to make the tax base broader so personal tax rates could come down, not go up."

He directed the Secretary of the Treasury to present "specific recommendations, consistent with these objectives," by December 1984."

(d) Call for Bi-partisan Congressional Action to Reduce the Deficit

(2) TO DEVELOP AMERICA'S NEXT FRONTIER

- (a) The President called for support of a second great goal: "to build on America's pioneer spirit and develop our next frontier -- space." In doing so, the President particularly emphasized space's "enormous potential for commerce" -- potential for advances in science, communications, and the production of metals and life-saving medicines which can be manufactured only in space.
- (b) With a view toward "living and working in space for peaceful, economic, and scientific gain," the President tonight directed NASA "to develop a permanent manned space station -- and to do it within a decade." The President also directed NASA to invite other countries to participate "so we can strengthen peace, build prosperity, and expand freedom for all who share our goals."
- The U.S. space station would be a multi-purpose, permanently manned facility orbiting the earth. It would serve as a national research laboratory for both government and industry. Satellites and other payloads would be assembled and repaired at the facility. Ultimately, the station would serve as a staging base for additional space initiatives. Most importantly, the U.S. space station would serve as a place where new technologies and new industries will be created.
 - The earliest possible launch date would be 1991. The total estimated development cost over the period would be \$8 billion. NOTE: A detailed briefing on this initiative is being given by NASA.

more

- (c) The President announced his intention to submit proposals to the Congress and to implement soon a number of executive initiatives that would ease regulatory constraints and promote private sector investment in space.
- (d) The President emphasized that as we develop our next frontier, we must "remember our responsibility to preserve our older resources here on earth."
- He noted that though this is a time of budget restraints, he is requesting one of the largest percentage budget increases of any agency for the Environmental Protection Agency.
 - He cited initiatives to reduce the threat of hazardous wastes; to seek reauthorization of the Superfund law; to double research on acid rain, while taking additional actions to restore lakes and to develop technology to reduce pollution that causes acid rain.
 - He also announced initiatives to help restore the Chesapeake Bay (10 million new federal dollars to assist in coordination with affected states -- above and beyond direct federal grants for sewer treatment facilities) and to acquire new parklands (\$157 million for FY 1985). The latter initiative follows a billion dollar national park repair and restoration effort begun in 1981.
- (3) TO STRENGTHEN OUR TRADITIONAL VALUES
- (a) The President's third great goal is "strengthening our community of shared values." "For us, faith, family, work, neighborhood, freedom and peace are not just words; they are expressions of what America means." In this context, the President emphasized the special importance of families as the "center of our society."
- (b) Consistent with this, the President reemphasized the importance of implementing the recommendations of the bipartisan National Commission on Excellence in Education -- teaching the "new basics," rewarding teachers of merit, enforcing tougher standards, and putting parents back in charge. He also urged more discipline in schools. And he reinforced his commitment to tuition tax credits and to a Constitutional amendment permitting voluntary prayer in schools.
- (c) The President similarly reinforced his commitment to "restore protection of the law to unborn children." He urged Americans to come together to find positive solutions to the "tragedy of abortion."
- (d) The President also underlined the need to crack down on career criminals, organized crime, and drug pushers; and to intensify the drive against child pornography and abduction.
- (e) The President committed to help ensure women's rights, provide for equitable treatment in pension benefits and IRA's, facilitate child care, and enforce delinquent parent support payments.
- (f) And the President repeated his call upon the Congress to enact his proposal for Enterprise Zones -- noting "its passage can help high-unemployment areas by creating jobs and restoring neighborhoods". He argued, "It is not just the home but the workplace and community that sustain our values and shape our future."

(4) TO BUILD A MEANINGFUL PEACE

- (a) The President described the fourth great goal, " a lasting and meaningful peace," as "our highest aspiration." He noted that America has no territorial ambitions and that "it is democracies that offer hope."
- (b) The President called for bipartisan support "to advance our agenda for peace" -- to:
- Establish a more stable basis for peaceful relations with the Soviet Union;
 - Strengthen allied relationships across the board;
 - Achieve real and equitable reductions in the levels of nuclear arms;
 - Reinforce our peacemaking efforts in the Middle East, Central America, and Southern Africa;
 - Assist developing countries, particularly our neighbors in the Western Hemisphere; and
 - Assist in the development of democratic institutions throughout the world.
- (c) The President particularly stressed the need for bipartisan action "to implement the recommendations of the Bipartisan Commission on Central America" (known as the Kissinger Commission) -- in the same spirit as was demonstrated in connection with the Scowcroft Commission.
- (d) The President stated that the Congressional Joint Resolution on the Multinational Peacekeeping Force in Lebanon is serving the cause of peace, and helping the Lebanese break their cycle of despair. He said, "we must not be driven from our objectives for peace by state-sponsored terrorism." He indicated further that he will forward a legislative proposal to help combat terrorism.
- (e) The President noted strengthened partnerships in NATO and the Far East.
- (f) He concluded his review of international policy by observing, "the United States is safer, stronger, and more secure in 1984 than before. We can now move with confidence to seize the opportunities for peace -- and we will."

III. CONCLUSION

The President captured the spirit of his conclusion with a quotation attributed to the poet Carl Sandburg, "I see America, not in the setting sun of a black night of despair. I see America in the crimson light of a rising sun fresh from the burning, creative hand of God. I see great days ahead for men and women of vision."

THE WHITE HOUSE

WASHINGTON

January 19, 1984

MEMORANDUM FOR MIKE DEAVER

FROM: M. B. OGLESBY, JR.
NANCY RISQUE

SUBJECT: State of the Union Seating

We recommend that the following individuals be seated in the First Lady's Box for the State of the Union:

1. Mrs. Howard Baker
2. Mrs. Strom Thurmond
3. Mrs. Ted Stevens
4. Mrs. Paul Laxalt
5. Mrs. Bob Michel
6. Mrs. Trent Lott
7. Mrs. Jack Kemp
8. Mrs. Dick Cheney
9. John Herrington
10. Larry Speakes
11. Jack Svahn
12. Dick Darman
13. Lee Verstandig
14. Fred Fielding
15. Faith Whittlesey
16. Marty Feldstein
17. Craig Fuller
18. M. B. Oglesby
19. Jim Jenkins
20. John Rogers
21. Mike McManus
22. Ed Hickey
23. Bill Ruckleshaus
24. Maureen Reagan
25. Steve Trujillo

As I mentioned before, we would be delighted to make arrangements for receipt of the tickets for the box and to extend invitations to all of the First Lady's guests.

*Added
to the
Final list
from all parties?*