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# REAGAN-BUSH '84

File

The President's Authorized Campaign Committee

MEMORANDUM

'84 MAY 28 P12:09

TO: Bill Sittman  
FROM: Richard B. Wirthlin  
DATE: May 23, 1984  
RE: Convention -- First Lady

I believe it is entirely appropriate to develop a media event for the First Lady at the convention. However, the focus of the event on the exploits of Republican women over the past 30 years raises two questions:

- o Will a salute to Republican women by Republican women be sufficiently newsworthy to attract broad media coverage?
- o Could the focus on the past 30 years serve to reinforce the perceptual problem we have with women; i.e., the party's view of women is out-of-date?

I would suggest consideration of an alternative theme which would be:

FIRST LADY NANCY REAGAN'S

SALUTE TO

THE WOMEN OF AMERICA'S FUTURE

This theme would provide a backdrop for the First Lady to make a short speech which focuses on America's future and the integral leadership role women will take in that future. The First Lady could then present awards to ten women whose current accomplishments reflect the type of woman the First Lady had characterized in her speech. The success stories represented by the women honored should represent a real cross section of endeavors (teacher, mother, scientist, successful business entrepreneur, drug rehabilitation worker, etc.) and demographics.

I hope you will find these suggestions helpful. If I can be of any further assistance, please let me know.

cc: Mike Deaver

THE WHITE HOUSE

WASHINGTON

May 29, 1984

MEMORANDUM TO JAMES A. BAKER, III

FROM: MICHAEL K. DEEVER *M*

SUBJECT: Suggested Presidential Convention Schedule

1. Wouldn't the First Lady be with the President? Why would she be greeter?
2. Do we want to start the day at 8:30 a.m. -- the day of his acceptance speech?
3. I don't really think we need dry run on the podium.
4. I would schedule the women's breakfast for 9:00 a.m. Should check with Maureen Reagan on this, I think she's working on luncheon, not breakfast.

Otherwise, schedule looks alright!

Let me know your thoughts.

cc: Michael McManus

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*Vice President*

MICHAEL J. BATES  
*Director of Research*

May 16, 1984

MEMORANDUM FOR: MICHAEL A. McMANUS  
FROM: WILLIAM E. TIMMONS *WET*  
SUBJECT: Presidential Schedule

Attached is a revised draft of recommended use of the President in Dallas. Although details and times may change, can you run it up the flagpole to see if it's generally satisfactory?

Enclosure

*Ps: Exact times will change somewhat.*

PRESIDENTIAL EVENTS-MINUTE-BY-MINUTE

WEDNESDAY, August 22

6:00 p.m. CDT

AIRPORT ARRIVAL - Military Airstrip

No Rally. Greeted by First Lady, Vice President, Senator Laxalt, Mayor, and selected leaders.

NO PRESS PLANNED

6:15 p.m.

HOTEL ARRIVAL - Anatole Hotel

Lobby Rally. Youth demonstrations. Band. No remarks but work crowd.

STILL PHOTOS, FILM & T.V.

6:45 p.m.

DINNER - Anatole Hotel

Selected friends invited to 27th Floor Private Dining Room.

NO PRESS

8:15 p.m.

DEPART FOR CONVENTION CENTER

8:30 p.m.

YOUTH RALLY - Convention Center (Remarks)

Several thousand Reagan-Bush workers. Timed to coincide with floor demonstration after nomination.

STILL PHOTOS, FILM AND T.V.

8:45 p.m.

DEPART FOR ANATOLE HOTEL

9:45 p.m.

SUITE - Anatole Hotel

STILL PHOTOS, FILM AND T.V. WHEN VOTES COUNTED

THURSDAY, August 23

8:15 a.m.

DEPART FOR REUNION ARENA (Remarks)

8:30 a.m. PRAYER BREAKFAST - Reunion Arena  
STILL PHOTOS, FILM AND T.V.

9:15 a.m. DEPART FOR ANATOLE HOTEL

9:30 a.m. SUITE TIME - Anatole Hotel  
(2:45)

12:15 p.m. DEPART FOR HYATT HOTEL

12:30 p.m. FUND RAISING LUNCH - Hyatt Hotel (Remarks)  
PHOTOS, FILM AND T.V.

1:00 p.m. HISPANIC LUNCH - Hyatt Hotel (Remarks)  
PHOTOS, FILM AND T.V.

1:45 p.m. DEPART FOR CONVENTION CENTER

2:00 p.m. SPEECH REHEARSAL - Convention Hall 3  
Dry Run on Podium

2:30 p.m. DEPART FOR ANATOLE HOTEL

2:45 p.m. SUITE TIME - Anatole Hotel  
(4:15)

7:00 p.m. FAMILY DINNER - Anatole Hotel  
27th Floor Private Dining Room

8:45 p.m. DEPART FOR CONVENTION HALL

9:00 p.m. ACCEPTANCE SPEECH - Convention Hall (Remarks)  
STILL PHOTOS, FILM AND T.V.

9:30 p.m. PERMANENT CHAIRMAN'S RECEPTION - Convention Center  
Bob Michel hosting "thank you" party for key  
personnel and House GOP Members  
NO PRESS

9:45 p.m. DEPART FOR ANATOLE

10:00 p.m. SUITE - Anatole Hotel

10:30 p.m. REAGAN-BUSH RECEPTION - Anatole Hotel

Paul Laxalt is host for "thank you" to campaign and convention personnel. (Brief Remarks)

NO PRESS

10:45 p.m. SUITE - Anatole Hotel

FRIDAY, AUGUST 24

8:30 a.m. WOMEN'S BREAKFAST - Anatole Hotel

Build event with prominent Republican Women

STILL PHOTOS AND T.V.

9:45 a.m. DEPART FOR HYATT HOTEL

10:00 a.m. MEET WITH NEW RNC - Hyatt Hotel (Brief Remarks)

Frank Fahrenkopf Presides

STILL PHOTOS AND T.V.

10:30 a.m. DEPART FOR ANATOLE HOTEL

10:45 a.m. SUITE TIME - Anatole Hotel  
(1:15)

12:00 Noon LUNCH WITH KEY CAMPAIGN PERSONNEL (Brief Remarks)  
Anatole Hotel

Senior national staff and 50 state R-B Chairmen

NO PRESS

1:15 p.m. DEPARTS FOR AIRPORT - Military Airstrip

1:30 p.m. WHEELS UP!

PRESIDENTIAL EVENTS-SUMMARY

	<u>DAY</u>	<u>LENGTH OF REMARKS</u>	<u>NEWS COVERAGE</u>
I. <u>MAJOR ADDRESS</u>			
◦ Acceptance of Nomination (Convention Hall)	Thurs.	20	Full
II. <u>KEY VOTING BLOCS</u>			
◦ Women's Breakfast (Anatole Hotel)	Fri.	05	Full
◦ Hispanic Lunch (Hyatt Hotel)	Thurs.	05	Full
◦ GOP Fund Raising Lunch (Hyatt Hotel)	Thurs.	05	Full
◦ Youth Group (Convention Center)	Wed.	05	Full
◦ Religious Groups (Reunion Arena)	Thurs.	05	Full
III. <u>BASE TOUCHING</u>			
◦ Bob Michel & House GOP (Convention Center)	Thurs.	None	None
◦ Republican National Cmte. (Hyatt Hotel)	Fri.	05	Full
◦ Reagan-Bush Cmpgn. Leaders (Anatole Hotel)	Thurs.	05	None
IV. <u>COLOR EVENTS</u>			
◦ Anatole Hotel Arrival (Hotel Lobby)	Wed.	None	Full
◦ Nomination-Votes Counted (Presidential Suite)	Wed.	None	Full



THE WHITE HOUSE

WASHINGTON

March 20, 1984

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Dear Bill:

With regard to the scheduled meeting in Dallas the week of April 16th, all I can say is it's impossible for us. Bill Henkel and all of the top advancement men will either be in China, located at a stop associated with the trip, or with the President in California. I am sorry this can't be better coordinated.

With regard to other convention matters, I would like to follow-up on open items from the January meeting with Mr. Baker and Mr. Deaver. Can you advise me as to the status of the following:

1. The draft proposal for a 4-night versus a 3-night convention.
2. The draft overall proposal for those people who would be part of the convention program.
3. The status of the theme or slogan which I understand you are having Dick Wirthlin poll.

Thank you very much for all your help.

Sincerely,



Michael A. McManus, Jr.  
Assistant to the President

Mr. William E. Timmons  
Timmons and Company, Incorporated  
1850 K Street, N.W.  
Washington, D.C. 20006

bcc: James A. Baker, III  
Michael K. Deaver ✓

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

California

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May 4, 1984

FEDERAL EXPRESS

Mr. Keith Welch  
Executive Director  
California Reagan-Bush '84  
Suite 925  
1127 11th Street  
Sacramento, California 95814

Dear Keith:

Enclosed please find an original and a copy of President Reagan's letter naming the Delegate Candidates committed to his candidacy on the June 5, 1984, Presidential Preference Primary Ballot. Please file the original of the letter with the California Secretary of State by May 7, 1984.

Please have the enclosed copy of the letter certified by the California Secretary of State confirming that the original was duly filed. The certified copy should be returned to me.

Thank you for your attention to this matter.

Sincerely,



Ronald E. Robertson  
Chief Counsel

RER/mdp  
Enclosures

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

April 18, 1984

Ms. March Fong Eu  
Secretary of State  
State of California  
1230 J Street  
Sacramento, California 95814

Dear Madame Secretary:

In compliance with Section 6071 of the California Elections Code, I herewith submit a list of the delegate candidates who shall be identified with my candidacy for President on the June 5, 1984 California Presidential Preference Primary Ballot.

Sincerely,

A handwritten signature in cursive script that reads "Ronald Reagan". The signature is written in dark ink and is positioned to the right of the typed name "Ronald Reagan".

FIRST CONGRESSIONAL DISTRICT

C. Robert Barnum  
Anna Sparks  
Margie Handley

SECOND CONGRESSIONAL DISTRICT

Wanda Agostini  
Virginia Yerxa  
Connie Vogt

THIRD CONGRESSIONAL DISTRICT

Ingrid Azvedo  
Kathleen Calderon  
Esther Greene

FOURTH CONGRESSIONAL DISTRICT

Maria Kennedy  
Hon. James Nielsen  
Hon. John Dolittle

FIFTH CONGRESSIONAL DISTRICT

Dorothy Vuksich  
Henry Lucas  
Steve Diaz

SIXTH CONGRESSIONAL DISTRICT

Hon. Sam Hayakawa  
Chip Nielsen  
Bobbe Vargas

SEVENTH CONGRESSIONAL DISTRICT

Susan Heffernan  
Jacquelyn Ferre  
Leo Silva

EIGHTH CONGRESSIONAL DISTRICT

Clarence S. Avery  
Mike Evans  
C. J. Patterson

NINTH CONGRESSIONAL DISTRICT

Frank Light  
Howard Peterson  
Evva B. Stivers

TENTH CONGRESSIONAL DISTRICT

Cynthia Mozzetti  
Harriet McIntyre  
Juanita Stanhope

ELEVENTH CONGRESSIONAL DISTRICT

Barbara Rathbun  
Shirley Royer  
Peter Schragger

TWELFTH CONGRESSIONAL DISTRICT

Katherine E. Boyd  
Isabella Dunn  
Hon. Robert Naylor

THIRTEENTH CONGRESSIONAL DISTRICT

Larry Fargher  
Steven Nakashima  
Elizabeth Simms

FOURTEENTH CONGRESSIONAL DISTRICT

Ed Reinecke  
Fred Nagel  
Shirley West

FIFTEENTH CONGRESSIONAL DISTRICT

Sandra J. Boese  
Carol Harris  
Hon. Ken Maddy

SIXTEENTH CONGRESSIONAL DISTRICT

Bonnie Derdivanis  
Sal Russo  
Hon. Eric Seastrand

SEVENTEENTH CONGRESSIONAL DISTRICT

Virginia Rice  
Clara Rutherford  
Donna Sharp

EIGHTEENTH CONGRESSIONAL DISTRICT

Evelyn Costa  
Fred Garrison  
Louina Sakajian

NINETEENTH CONGRESSIONAL DISTRICT

Marian Koonce  
Don MacGillvray  
Hon. Bob Lagomarsino

TWENTIETH CONGRESSIONAL DISTRICT

Myrtle Park  
Patti Russell  
Hon. William Thomas



TWENTY-FIRST CONGRESSIONAL DISTRICT

Hon. Bobbi Fiedler  
Hon. Marian LaFollette  
Frank McDonald

TWENTY-SECOND CONGRESSIONAL DISTRICT

Ginny Braun  
Jane Crosby  
Marcella Whitmore

TWENTY-THIRD CONGRESSIONAL DISTRICT

Marsha Hobbs  
Joanne Kozberg  
Jeanne Nemo

TWENTY-FOURTH CONGRESSIONAL DISTRICT

Dick Gulbranson  
Joan Castle Joseff  
David I. Olch, M.D.

TWENTY-FIFTH CONGRESSIONAL DISTRICT

Gil Avila  
Arline DeSanctis  
Ardith Shetler

TWENTY-SIXTH CONGRESSIONAL DISTRICT

Eleanor Ashmore  
Sue Cummings  
Bonnie McClure

TWENTY-SEVENTH CONGRESSIONAL DISTRICT

Jordan Daniels, Jr.  
Jack Flanigan  
Jerome Prewoznik

TWENTY-EIGHTH CONGRESSIONAL DISTRICT

Peter W. Dauterive  
Jim Flournoy  
Anita King

TWENTY-NINTH CONGRESSIONAL DISTRICT

Echo Goto  
Carl Johnson  
Dr. Alfred Otero, Jr.

THIRTIETH CONGRESSIONAL DISTRICT

Richard Chavez  
Carol Li  
Rosemarie Morales

THIRTY-FIRST CONGRESSIONAL DISTRICT

Heidi T. Bannai  
Sam Fujimoto  
Mary Gray

THIRTY-SECOND CONGRESSIONAL DISTRICT

Toni McMurray  
Thelma Morris  
Jim Willingham

THIRTY-THIRD CONGRESSIONAL DISTRICT

Hon. William Campbell  
Lodi Flores  
Sarah Flores

THIRTY-FOURTH CONGRESSIONAL DISTRICT

Rusty Feddersen  
Xavier Hermosillo  
Ernie Padilla

THIRTY-FIFTH CONGRESSIONAL DISTRICT

Max Binswanger  
Hon. Jerry Lewis  
Norma Pepiot

THIRTY-SIXTH CONGRESSIONAL DISTRICT

Frank Dominguez  
Richard Solarzano  
June Wallin

THIRTY-SEVENTH CONGRESSIONAL DISTRICT

Dick Darling  
Lu Schlack  
Charlene Stover

THIRTY-EIGHTH CONGRESSIONAL DISTRICT

Rufina Chavez  
Hon. Robert Dornan  
Raoul Silva

THIRTY-NINTH CONGRESSIONAL DISTRICT

Robert Beaver  
Lois Lundberg  
Stella Sandoval

FORTIETH CONGRESSIONAL DISTRICT

Hon. Robert Badham  
Marian Bergeson  
Charlotte Mousel

FORTY-FIRST CONGRESSIONAL DISTRICT

Al Anderson  
Oscar Padilla  
Bob White

FORTY-SECOND CONGRESSIONAL DISTRICT

Hon. George Deukmejian  
Hon. Dan Lungren  
Verna Mattox

FORTY-THIRD CONGRESSIONAL DISTRICT

Carla Hills  
Elsa Sandstrom  
J. Neil Reagan

FORTY-FOURTH CONGRESSIONAL DISTRICT

Cheryl Cox  
Uvaldo Martinez  
Hon. Pete Wilson

FORTY-FIFTH CONGRESSIONAL DISTRICT

Melinda Brock  
Margaret Dailey  
George Gorton

DELEGATES AT-LARGE

Mike Antonovich	Ken Khachigian
Sergio Arredondo	Gordon Luce
Hon. Robert Beverly	Curtis Mack
Delilah Blake	Trudy McDonald
Linda Brewer	Steve Merksamer
Margaret Brock	Connie Minsky
Hon. Clair Burgener	Ed Mills
Manuel Caldera	Parker Montgomery
Dolores Cisneros	Hon. Carlos Moorhead
Charles Cook	Hon. Dick Mountjoy
Jack Courtemanche	Bob Nesen
Kathleen Crow	Hon. Bruce Nestande
Mike Curb	Vance Raye
Don DeFore	Maureen Reagan
Tirso del Junco, M.D.	Hon. John Rousselot
Ann Evans	Karl Samuelian
Myra Goldwater	Hon. John Seymcur
Mable Hay	Hon. Sandy Smoley
Debbie Hesse	Holmes Tuttle
Jack Hume	Doug Watts
	Jack Wrather

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Convention*

CONVENTION AGENDA

May 16, 1984

- I. OFFICIAL CONVENTION PERSONNEL
- II. OFFICIAL PROCEEDINGS BY SESSION
- III. SLOGAN/FILMS



**I. ALREADY DESIGNATED FOR ROLES:**

The President: Ronald Reagan (Cal)  
 The Vice President: George Bush (Tex)  
 Permanent Chairman: Rep. Bob Michel (Ill)  
 Platform Chairman: Rep. Trent Lott (Miss)  
 Platform Co-Chair: Sen. Paula Hawkins (Fla)  
 Platform Co-Chair: Gov. George Deukmejian (Cal)  
 Platform Co-Chair: State Treasurer Kay Orr (Neb)  
 Platform Staff Director: John Bolton  
 Presidential Nominator: Sen. Paul Laxalt (Nev)

**II. FOR DECISION:**

CONTACT

Temporary Chairman: Sen. Howard Baker (Tenn)	President
Keynoter: <del>Elizabeth Dole</del> (NC/Kan)	President
Address: Gerald Ford (Cal/Mich)	President
Secretary: Judy Weidemeier (Colo)	Fahrenkopf
Rules Chairman: Gov. Terry Branstad (Iowa)	Fahrenkopf
Rules Co-Chair: Bill Stanhagen (Va/National Committee)	Fahrenkopf
Sergeant at Arms: Bill Harris (Ala. State Chmn/Chm., State Chm.)	Fahrenkopf
Deputy Permanent Chairman: Rep. Lynn Martin (Ill)	Michel
Parliamentarian: Rep. Jimmy Quillen (Tenn)	Michel
Staff Parliamentarian: Bill Pitts (Michel's Staff)	Michel

**III. PLATFORM SUBCOMMITTEE CHAIRMEN RECOMMENDED BY LOTT:**

National Security Chair: Rep. Marjorie Holt (Md)  
 National Security Co-Chair: Sen. John Warner (Va.)  
 Foreign Policy Chair: Rep. Jack Kemp (NY)  
 Foreign Policy Co-Chair: Judy Petty (Ark)  
 Agriculture Chair: Sen. Roger Jepsen (Iowa)  
 Agriculture Co-Chair: Sen. Bob Dole (Kan)  
 Community Resources Chair: Toledo Mayor Donna Owens (Ohio)  
 Community Resources Co-Chair: Rep. Bud Shuster (Pa)  
 Human Resources Chair: Marilyn Thayer (La)  
 Human Resources Co-Chair: Rep. Vin Weber (Minn)  
 Education and Future Chair: Rep. Newt Gingrich (Ga)  
 Education and Future Co-Chair: ?  
 Government Regulation Chair: Freda Poundstone (Colo)  
 Government Regulation Co-Chair: Rep. Henson Moore (La)  
 Economic Progress Chair: Sen. Bob Kasten (Wisc)  
 Economic Progress Co-Chair: Rep. Bobbi Fiedler (Cal)

NOTE: If those proposed are added to those already designated in Categories I, II, III, the non-staff breakdown would be:

Men: 21	Women: 11	
White: 32	Black: 0	Hispanic: 0

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7 West: Cal 4, Nev 1, Colo 2  
 9 Midwest: Ill 2, Neb 1, Kan 2, Iowa 2, Minn 1, Wisc 1  
 4 Border: Tenn 2, Md 1, Ark 1  
 9 South: Tex 1, Miss 1, Fla 1, Va 2, Ala 1, La 2, Ga 1  
 3 Industrial: NY 1, Ohio 1, Pa 1

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House: 11	Senate: 7	Governor: 2
Administration: 3	Other: 9	

IV. FOR DISCUSSION:

Credentials Chair: (Woman)  
Credentials Co-Chair:  
Permanent Organization Chair: (Woman)  
Permanent Organization Co-Chair:  
Assistant Secretary: (Black Woman)  
Rules Co-Chair: (Woman)  
Chief Page:  
Vice Presidential Nominator: (Woman)  
Vice Presidential Seconder: (Black)  
Presidential Seconder: (Hispanic Woman)

## CONVENTION PROGRAM

The sessions, days and hours of recent Republican Conventions demonstrate a range of proceedings that provide a basis for 1984 considerations:

<u>YEAR</u>	<u># SESSIONS</u>	<u># DAYS</u>	<u># HOURS</u>	<u>AVERAGE PER SESSION</u>
1980	5	4	23:50	4:46
1976	5	4	23:30	4:42
1972	5	3	17:50	3:34
1968	4	4	23:40	5:55
1964	4	4	26:55	6:44
1960	4	4	18:00	4:30
1956	4	4	18:00	4:30
1952	5	5	41:01	8:12

Average time per session runs from a low of 3:34 minutes in 1972 to 8:12 minutes in 1952.

### PROGRAM SUMMARY

<u>SESSION</u>	<u>DAY</u>	<u>START</u>	<u>TIME IN SESSION</u>	<u>MAJOR EVENTS</u>
1st	MONDAY	10:00 am CDT	2:00	Opening & Organizing RNC Auxiliaries
2nd	MONDAY	7:30 pm CDT	2:00	Keynote, Temp. Chm. Address, 1st Lady's Film & Appearance, Olympic Winners
3rd	TUESDAY	10:00 am CDT	2:00	Committee Reports
4th	TUESDAY	7:30 pm CDT	2:00	Ford Address, Perm. Chm. Address, Platform Presentations
5th	WEDNESDAY	7:30 pm CDT	2:30	Nominations of President and Vice President, Roll Call
6th	THURSDAY	7:30 pm CDT	2:00	Acceptance Speeches

12:30

NOTE: If we are able to keep close to this proposed schedule, the Convention will have more sessions than any in over 30 years, yet total time in session will be considerably below any Republican Convention during the same period.

## LOCAL ACCESS

Recognition in scheduling must be given to "local access" requirements of networks which give local stations broadcast time 7:30 - 8:00 p.m. EDT (6:30 - 7:00 p.m. Dallas), 6:30 - 7:00 p.m. CDT (same in Dallas) and 7:30 - 8:00 p.m. PDT (9:30 - 10:00 p.m. Dallas). News programs can be broadcast by the networks during this segment, but local stations frequently refuse to accept the feed, preferring their own programming. Therefore, convention planners should attempt to avoid major speeches during these periods.

## TELEVISION

In 1980, the 3 networks gave the GOP Convention a total of 22.7 hours coverage, compared to 29.5 in 1976. These broadcast hours include non-session coverage such as evening news, morning shows, etc. It is worth noting that in the 1972 Convention with the re-nomination of President Nixon, the networks broadcast only 19.8 hours. Except for 1964, Democratic Convention coverage far exceeded Republican air time.

The 1980 Republican Convention produced an average of only 3.8 hours of viewing. When compared to total hours aired, only 17 percent households actually viewed the Convention, the lowest level for the past 7 conventions.

For each of the 6 conventions 1956-76 of both political parties, network television's total coverage of conventions averaged a little better than 60 hours.

## PROGRAM TIMES

In 1980, average percentage of T.V. using households viewing the Republican Convention during prime time during the 9:00 - 10:00 p.m. EDT time segment and dropped off quickly after than. Also, viewing was considerably below the average for the week immediately before and after the Convention.

<u>EDT</u>	<u>CONVENTION</u>	<u>NORMAL WEEKS</u>	<u>DIFFERENCE</u>
8:00 p.m.	44	48	-4
9:00	48	55	-7
10:00	48	56	-8
11:00	38	41	-3

In 1980, because of being the first convention and interest in the selection of a Vice Presidential nominee, one would think the audience would have been larger for the GOP than the re-nomination of President Carter. However, the Democrats actually enjoyed a bigger audience, probably because of the "Kennedy Affair."

<u>EDT</u>	<u>CONVENTION</u>	<u>NORMAL WEEKS</u>	<u>DIFFERENCE</u>
8:00 p.m.	46	49	-3
9:00	53	55	-2
10:00	50	54	-4
11:00	40	40	0

Percentage of households viewing 1980 GOP Convention (% are estimates based on graph chart):

	<u>8:00</u>	<u>8:30</u>	<u>9:00</u>	<u>9:30</u>	<u>10:00</u>	<u>10:30</u>	<u>11:00</u>
Monday	46	46	47	48	48	<u>49</u>	46
Tuesday	43	44	46	48	47	47	42
Wednesday	41	42	43	48	<u>49</u>	<u>49</u>	42
Thursday	<u>42</u>	<u>43</u>	<u>44</u>	<u>48</u>	<u>47</u>	<u>46</u>	<u>41</u>
Average	43	44	45	48	48	48	43
Normal August	49.5	52.4	55.7	<u>57.1</u>	55.9	54.0	?

## TYPE AUDIENCE

The 1980 GOP political convention attracted the largest audience among groups in order

1.	Women over 50	(4.4 average hours viewed per person)
2.	Men over 50	(4.2 " " " " " )
3.	Men under 50	(1.8 " " " " " )
4.	Women under 50	(1.7 " " " " " )
5.	Teens	(1.0 " " " " " )
6.	Children	(0.5 " " " " " )

This pattern held true in the Democratic Convention - and over recent years. Therefore, the largest audience will be predominately older Americans if the past viewing habits continue. The age break was more dramatic than other indicators.

In 1980, there was not much difference in household viewing size:

1.	Household size 1-2	(3.8 average hours viewing)
2.	" " 3-4	(3.4 " " " )
3.	" " 5+	(3.4 " " " )

Income levels of T.V. watchers were:

1.	\$20,000+	(3.9 average hours viewing)
2.	Under \$10,000	(3.5 " " " )
3.	\$10,000-\$20,000	(3.3 " " " )

Education broke out:

1.	1+ years college	(3.7 average hours viewing)
2.	Under 4 years high school	(3.6 " " " )
3.	4 years high school	(3.5 " " " )

REACH

In 1976 Kansas City Republican Convention, the regional viewership per T.V. household was:

1.	South	4.3
2.	West Central	4.0
3.	East Central	3.6
4.	Pacific	3.1
5.	North East	2.8

In 1980 Detroit the pattern changed somewhat:

1.	East Central	7.5
2.	Pacific	6.5
3.	South	6.4
4.	West Central	6.3
5.	North East	4.5



MAJOR EVENING SPEECHES

<u>PERSON</u>	<u>EVENT</u>	<u>TOTAL TIME</u>	<u>DAY</u>
1. The President (Cal)	Acceptance	20 Mins.	Thursday
2. The Vice President (Tex)	Acceptance	15 "	Thursday
3. Elizabeth Dole (NC/Kan)	Keynote	15 "	Monday
4. Gerald Ford (Cal/Mich)	Former President	15 "	Tuesday
5. Howard Baker (Tenn)	Temp. Chairman	10 "	Monday
6. Bob Michel (Ill)	Perm. Chairman	10 "	Tuesday
7. Paul Laxalt (Nev)	Pres. Nomination	10 "	Wednesday
8. (Woman)	V.P. Nomination	5 "	Wednesday
		—	
		(1:40)	

IMPORTANT EVENING SPEECHES

1. (Senior)	Seniors Issues	5 "	Monday
2. (Black)	Black Issues	5 "	Monday
3. Guy Vander Jagt (Mich)	House Report	5 "	Monday
4. (Hispanic)	Hispanic Issues	5 "	Tuesday
5. (Woman)	Womens Issues	5 "	Tuesday
6. Dick Lugar (Ind)	Senate Report	5 "	Tuesday
7. Victor Atiyah (Ore)	Governors Report	5 "	Tuesday
8. Trent Lott (Miss)	Platform	5 "	Tuesday
9. ?	Platform	5 "	Tuesday
10. (Woman)	Platform	5 "	Tuesday
11. (Hispanic)	Platform	5 "	Tuesday
12. (Black)	Platform	5 "	Tuesday
13. ?	Platform	5 "	Wednesday
14. (Hispanic Woman)	Pres. Second	5 "	Wednesday
15. (Black)	V.P. Second	5 "	Wednesday
		—	
		(1:15)	

=====  
 GRAND TOTAL 2:55

FIRST SESSION-MONDAY

10:00-12:08 am CDT

PODIUM

Hammon Band  
RNC Chairman Fahrenkopf

CDT	MINUTES	EVENT	
9:30	25	Music	
9:55	05	Take Seats Request	
10:00	01	Call to Order	RNC Chairman Fahrenkopf
10:01	03	Presentation of Colors	?
10:04	03	Pledge of Allegiance	?
10:07	04	National Anthem	?
10:11	03	Invocation	Protestant Minister
10:14	02	Colors Post	RNC Chairman Fahrenkopf
10:16	05	State of Republican Party Address	RNC Chairman Fahrenkopf
10:21	05	Introduction & Welcome by Mayor of Dallas	Stark Taylor
10:26	02	Resolution of Appreciation to Dallas	RNC Chairman Fahrenkopf
10:28	05	Introduction & Address by Texas Senate Candidate	Rep. Phil Gramm
10:33	02	Call for Convention	RNC Secretary Jean Birch
10:35	05	Introduction & Address by College Republican Chairman	Jack Abramoff
10:40	03	Presentation of Temporary Roll	RNC Secretary Jean Birch
10:43	01	Referral of Temporary Roll to Credentials Committee	RNC Chairman Fahrenkopf
10:44	05	Introduction & Address by NFRW President	Betty Rendel
10:49	03	Announcement of Procedure for Motions & Amendments	RNC Chairman Fahrenkopf
10:52	05	Introduction & Address by Republican Heritage Group	Michael Sothiros
10:57	01	Election of Temporary Chairman	RNC Chairman Fahrenkopf
10:58	01	Appointment of Committee to Escort Temporary Chairman	RNC Chairman Fahrenkopf
10:59	03	List of Temporary Officers of Convention	RNC Chairman Fahrenkopf
11:02	05	Introduction & Presentation to Arrangements Chairman & Co-Chair	RNC Secretary Jean Birch
11:07	03	Adoption of Temporary Rules	Ernie Angelo/Trudy McDonald
11:10	05	Introduction & Address by Young Republican Chairman	RNC Chairman Fahrenkopf
11:15	03	Motion on Credentials Committee	RNC Chairman Fahrenkopf
11:18	03	Motion on Rules Committee	RNC Chairman Fahrenkopf
11:21	03	Motion on Permanent Organization Committee	RNC Chairman Fahrenkopf
11:24	03	Motion on Resolutions (Platform) Committee	RNC Chairman Fahrenkopf
11:27	01	Motion to Dispense with Reading of Names	RNC Chairman Fahrenkopf
11:28	22	Introduction & House Campaign Report	Rep. Guy Vander Jagt
11:50	05	Introduction & Address by Chairman of State Chairmen Association	Bill Harris
11:55	03	Benediction	Protestant Minister
11:58	02	Motion to Adjourn to Time Certain	RNC Chairman Fahrenkopf

2:08

No Alternate Programming Opportunities

SECOND SESSION-MONDAY

7:30 - 9:30 pm CDT

PODIUM

Hammond Band & Columbus Glee Club  
RNC Chairmen Fahrenkopf

<u>CDT</u>	<u>MINUTES</u>	<u>EVENT</u>	
7:00 -	7:25 p.m.	Music	
7:25 -	7:30	Take Seats Request	
7:30 -	7:31	Call to Order	RNC Chairmen Fahrenkopf
7:31 -	7:34	Presentation of Colors	?
7:34 -	7:37	Pledge of Allegiance	?
7:37 -	7:41	National Anthem	Shelly Burch
7:41 -	7:44	Invocation	Black Protestant Minister
7:44 -	7:46	Colors Post	RNC Chairmen Fahrenkopf
7:46 -	7:51	Introduction & Address by Senior Citizen	?
7:51 -	7:57	Introduction of Cabinet	RNC Chairmen Fahrenkopf
7:57 -	8:01	Introduction & Demonstration for Temporary Chairman	Temporary Chairman Baker
8:01 -	8:11	Address by Temporary Chairman	Temporary Chairman Baker
8:11 -	8:16	Introduction of Olympic Medal Winners	Katherine Ortega
8:16 -	8:21	Introduction & Address by Black Republican	?
8:21 -	8:26	Introduction and Demonstration for Vander Jagt	Rep. Guy Vander Jagt
8:26 -	8:31	House Campaign Report	Rep. Guy Vander Jagt
8:31 -	8:46	Film Tribute to First Lady	Film
8:46 -	8:48	Introduction of First Lady	?
8:48 -	8:58	Demonstration for First Lady	Mrs. Reagan
8:58 -	9:00	Mrs. Reagan Thanks Delegates from Podium	Mrs. Reagan
9:00 -	9:05	Introduction and Demonstration for Keynoter	Temporary Chairman Baker
9:05 -	9:20	Keynote Address	Elizabeth Dole
9:20 -	9:25	Demonstration	Elizabeth Dole
9:25 -	9:28	Benediction	Greek Orthodox Archbishop
9:28 -	9:30	Motion to Adjourn to Time Certain	Temporary Chairman Baker

2:00

\*Alternate Programming Opportunities (:52)

Major Events:

- o Keynote Address
- o Temporary Chairman's Address
- o First Lady's Film and Appearance
- o Olympic Winners

THIRD SESSION--TUESDAY

10:00-12:00 am CDT

PODIUM

Harmon Band  
 Temporary Chairman Baker

EVENT

Music  
 Take Seats Request

MINUTES

25  
 05

CDT

9:00 - 9:25 a.m.  
 9:25 - 10:00

Temporary Chairman Baker

?  
 ?  
 ?

Protestant Minister  
 Temporary Chairman Baker  
 Credentials Chair ?  
 Rules Chairman

Perm. Organization Chair ?\*\*\*

Victor Atiyeh  
 Chairman & Subcommittee  
 Chairmen of Resolutions  
 Committee

Dick Lugar  
 Catholic Priest  
 Perm. Chairman Michel

\*\*\*Perh. Chairman Michel  
 Assumes Gavel

Call to Order  
 Presentation of Colors  
 Pledge of Allegiance  
 National Anthem  
 Invocation  
 Colors Post  
 Introduction & Report on Committee on Credentials  
 Introduction and Report on Committee on Rules  
 (Floor motions and debate may be required which  
 will require significantly more time)  
 Introduction & Report on Committee on Permanent Organization  
 Introduction & Governors Campaign Report  
 Report on Committee on Resolutions  
 Adoption of Report  
 (Floor motions and debate may be required which  
 will require significantly more time)  
 Introduction & Senate Campaign Report  
 Benediction  
 Motion to Adjourn to Time Certain

01  
 03  
 03  
 04  
 03  
 02  
 05  
 10  
  
 04  
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 50  
  
 20  
 03  
 02

10:00 - 10:01  
 10:01 - 10:04  
 10:04 - 10:07  
 10:07 - 10:11  
 10:11 - 10:14  
 10:14 - 10:16  
 10:16 - 10:21  
 10:21 - 10:31  
  
 10:31 - 10:35  
 10:35 - 10:45  
 10:45 - 11:35  
  
 11:35 - 11:55  
 11:55 - 11:58  
 11:58 - 12:00

2:00

No Alternate Programming Opportunities

FOURTH SESSION-TUESDAY

7:30-9:30 pm CDT

<u>CDT</u>	<u>MINUTES</u>	<u>EVENT</u>	<u>PODIUM</u>
7:00 -	25	Music	Harmon Band
7:25 -	05	Take Seats Request	Temporary Chairman Baker
7:30 -	01*	Call to Order	Temporary Chairman Baker
7:31 -	03*	Presentation of Colors	?
7:34 -	03*	Pledge of Allegiance	?
7:37 -	04*	National Anthem	?
7:41 -	03*	Invocation	Hispanic Catholic Priest
7:44 -	02*	Colors Post	Temporary Chairman Baker
7:46 -	02*	Ratification of RNC	Temporary Chairman Baker
7:48 -	05	Introduction & Address of Hispanic Republican	?
7:53 -	02*	Appointment of Committee to Escort Permanent Chairman	?
7:55 -	06	Introduction & Address by Republican Women Leader	?
8:01 -	05*	Introduction & Demonstration for Permanent Chairman	?
8:06 -	10	Address by Permanent Chairman	Temporary Chairman Baker
8:16 -	02*	Resolution on Vacancy on Ticket	Rep. Bob Michel
8:18 -	05*	Introduction & Demonstration for Senate Campaign Chm.	Permanent Chairman Michel
8:23 -	05	Senate Campaign Report	Sen. Richard Lugar
8:28 -	10*	Introduction & Demonstration for Former President	Sen. Richard Lugar
8:38 -	10	Address by Former President	Gerald Ford
8:48 -	05	Introduction & Governors Campaign Report	Gerald Ford
8:53 -	02*	Official Photograph	Gov. Victor Atiyah
8:55 -	05	Introduction & Overview of Platform	Permanent Chairman Michel
9:00 -	05	Defense Issues	Platform Committee Chm. Lott
9:05 -	05	Family Values	and Presenters
9:10 -	05	Economic Issues	"
9:15 -	05	Foreign Policy Issues	"
9:20 -	05	Domestic Issues	"
9:25 -	03*	Benediction	"
9:28 -	02*	Motion to Adjourn to Time Certain	"
9:30 -			Jewish Reform Rabbi
			Permanent Chairman Michel

2:00

\*Alternate Programming Opportunities (:49)

Major Events:

- o President Ford Address
- o Permanent Chairman Speech
- o Platform Presentations

FIFTH SESSION-WEDNESDAY

7:30-10:00 pm CDT

PODIUM

Harmond Band  
Permanent Chairman Michel

Permanent Chairman Michel  
?  
?  
?

Evangelical Protestant Minister  
Permanent Chairman Michel  
Permanent Chairman Michel  
Secretary Weidemeir  
Sen. Paul Laxalt  
Sen. Paul Laxalt  
(Hispanic Woman)  
(Woman)

(Black)  
Secretary Weidemeir  
Secretary Weidemeir  
Permanent Chairman Michel  
Permanent Chairman Michel  
Catholic Cardinal O'Conner  
Permanent Chairman Michel

EVENT

Music  
Take Seats Request

Call to Order  
Presentation of Colors  
Pledge of Allegiance  
National Anthem  
Invocation  
Colors Post  
Rules Notice for Nominations  
Roll Call/States for Nominations of Pres./V.P. Candidates\*\*\*  
Nomination of Presidential Candidate  
Moving Demonstration for Candidate  
Seconding Speech  
Nomination of Vice Presidential Candidate  
Demonstration  
Seconding Speech  
Roll Call/States for Election of Pres./V.P. Candidates  
Announcement of Elections and Votes Cast  
Demonstration  
Appointment of Committees to Notify & Escort Candidates  
Benediction  
Motion to Adjourn to Time Certain

MINUTES

25  
05

01\*  
03\*  
03\*  
04\*  
03\*  
02\*  
02\*  
30\*  
10  
10\*  
05  
05  
10\*  
05  
40\*  
01  
08\*  
03\*  
03\*  
02\*

CDT

7:00 - 7:25 p.m.  
7:25 - 7:30

7:30 - 7:31  
7:31 - 7:34  
7:34 - 7:37  
7:37 - 7:41  
7:41 - 7:44  
7:44 - 7:46  
7:46 - 7:48  
7:48 - 8:18  
8:18 - 8:28  
8:28 - 8:38  
8:38 - 8:43  
8:43 - 8:48  
8:48 - 8:58  
8:58 - 9:03  
9:03 - 9:43  
9:43 - 9:44  
9:44 - 9:52  
9:52 - 9:55  
9:55 - 9:58  
9:58 - 10:00

2:30

\*Alternate Programming Options (2:04)

Major Events:

- o Nomination of President
- o Nomination of Vice President
- o Roll Call

\*\*\* First Lady Enters Hall

SIXTH SESSION - THURSDAY

7:30 - 9:36 pm CDT

<u>CDT</u>	<u>MINUTES</u>	<u>EVENT</u>	<u>PODIUM</u>
7:00	- 7:25 p.m.	Music	Harmon Band
7:25	- 7:30	Take Seats Request	Deputy Perm. Chm. Martin
7:30	- 7:31	Call to Order	Deputy Perm. Chm. Martin
7:31	- 7:34	Presentation of Colors	Deputy Perm. Chm. Martin
7:34	- 7:37	Pledge of Allegiance	?
7:37	- 7:41	National Anthem	?
7:41	- 7:44	Invocation	Conservative Jewish Rabbi
7:44	- 7:46	Colors Post	Deputy Perm. Chm. Martin
7:46	- 7:56	Introduction & Demonstration for Vice President	Martin/Vice Pres. Bush
7:56	- 8:11	Acceptance Speech by Vice President	Vice President Bush
8:11	- 8:21	Demonstration for Vice President	Vice President Bush
8:21	- 8:41	Presidential Documentary	Film
8:41	- 8:56	Demonstration	Pres. Reagan
8:56	- 9:16	Acceptance Speech by President	Pres. Reagan
9:16	- 9:31	Demonstration, Balloons, Ticket/Family Pictures	Pres., V.P., et al.
9:31	- 9:34	Benediction	Mainline Protestant Minister
9:34	- 9:36	Motion to Adjourn	Perm. Chm. Michel

2:06

\* Alternate Programming Opportunities (1:11)

Major Events:

- ° Presidential Speech
- ° Vice Presidential Speech
- ° Presidential Documentary Film
- ° Grand Finale

THE WHITE HOUSE

WASHINGTON

May 16, 1984

MEMORANDUM FOR WILLIAM E. TIMMONS

FROM: MICHAEL A. McMANUS, Jr. *manm*

SUBJECT: Convention

I've had an opportunity to go over your recent memos with Jim Baker and Mike Deaver and want to pass on the following responses:

- 1) Presidential Box - Mike Deaver and I will continue to work with you on the seating in the box.
- 2) Convention Staff Offices - We would like one White House Senior Staff office. Messrs. Baker and Deaver will not need separate offices but will use their suites. All equipment for the White House official offices will be provided by us. We agree that Craig Fuller will staff the Cabinet Office and that Dick Darman will staff the White House Convention office as you suggested. Since both of these offices will serve as centers for Convention related matters, you should provide all the necessary equipment for them.
- 3) White House Communications Agency - WHCA will provide WHCA phones to the appropriate people for their official functions at government expense. I understand Convention phones will also be provided at your expense to a limited number of White House staff who have a Convention function. I will ask the WHCA coordinator to contact your Ron Crawford.
- 4) Office equipment - As you and I already discussed, we will provide office equipment for a White House senior staff office for official purposes and also for any other office which has a normal White House traveling staff function. You should plan on providing all the equipment for the Cabinet and White House Convention related offices.



5) Convention Transportation - Except for those persons you mentioned with Secret Service protection, all other transportation should be provided by Reagan-Bush or the Convention.

6) White House Personnel - We have decided not to cut back on the list of White House personnel going to the Convention. All of these people, with the exception of the small group considered official (ie - doctor, military aide, etc.) will have their expenses paid out of your budget. I will work with you on room assignments and arrival/departure dates.

7) Convention program - While we agree with the plan you suggest, we would like to see a list of program participants who have been picked and a list of the program positions and titles that still need to be chosen.

8) Convention Invitations - We agree with your suggestion that you send a letter to subcabinet officials explaining the policy regarding invitations but offering to assist others who wish to attend at their own expense.

9) Themes - We agree that themes need immediate attention and would like to make some decisions at our next meeting. If you have any new "gems" please let me know.

My suggestion for a weekly Convention meeting has been approved. The group will include you, Ron Walker, and Frank Fahrenkopf. These meetings should provide a good opportunity for us to raise problems and get quick answers. The meetings will be on an as-needed basis. If you have some proposed agenda items please get them to me as quickly as possible by Friday of each week so I can attempt to line up the necessary players for the following week.

cc: Jim Baker  
Mike Deaver ✓  
Margaret Tutwiler

THE WHITE HOUSE

WASHINGTON  
May 10, 1984

Tele  
convention

MEMORANDUM FOR MICHAEL K. DEAVER

FROM: MICHAEL A. McMANUS *makm*

SUBJECT: Baker Meeting on Convention

There are a couple of things which you may want to consider for discussion at the Baker Convention meeting:

1) It may be time to suggest that we have a separate Baker/Deaver Convention meeting similar to our present Tuesday political meeting as there are a number of important matters which need to be discussed on a regular basis. I would suggest that the group should include Bill Timmons, Ron Walker and Frank Fahrenkopf. Topics for the first couple of meetings would include a platform update including a status of drafts and preparation of the platform, the status of the Dick Allen/Ed Harper group and an agreed upon procedure for moving forward on the platform. Timmons understands that some drafts are being submitted but is concerned that with people like Weicker and Helms on the same committee we could be pulled in too many directions. We need to discuss the status of the program including signing off on key speakers, religious representatives, women, hispanics and other people who should be included as part of the overall program effort. We should also discuss Tuesday Team involvement, people attending the Convention as guests, people who are using the Presidential box, the President's, the Vice President's and other Cabinet people's schedules at the Convention, White House people who we want to have in Dallas in advance of the Convention and other related matters. We may want to reconsider inviting Bishop O'Connor of N.Y. to participate, for example.

2) We should discuss and agree upon the procedure for developing a theme for the Convention. As you know, the Tuesday Team has suggested "Rebuilding the American Dream". We should probably agree on one or two others that should be tested and signed off on in the near future.

(cont'd)

3) There has been some negative press coverage of the FDA, FCC and other government involvement recently in the Dallas area checking hotels, restaurants and communications systems connected with the Convention. We should be sure that these trips are not opportunities for large numbers of government officials to be around during the Convention period, and we should also carefully check on government agencies' plans for involvement around the Democratic National Convention.

4) We should discuss cutting down on the number of White House staff people who are planning on traveling to the Convention. As you know, the areas we may want to take a look at are Faith Whittlesey's office, Jack Svahn's office, B. Oglesby's office and the Counsel's office where there are large numbers of people planning on traveling to Dallas.

5) I think we should also discuss at the Baker meeting or at the subsequent Convention meeting the problem of actual dollars which are available from any source for Convention purposes. As you know the Tuesday Team has planned to spend more than a million dollars for documentary and other filming purposes. In addition, there are considerable expenditures being discussed for multi-media purposes and general programming. All of this needs to be coordinated with other ongoing similar plans by either the RNC or the campaign, and we need to be sure that we know where the dollars can come from and that they are not committed for other programs.

6) We have previously discussed a woman keynoter. Attached is a list of women state office holders from Lee Verstandig. Even if these women are not keynoter material, we may want to use them elsewhere at the Convention.

7) If you agree I would propose that my office continue to be the central point for Convention matters including who the First Lady or others want in the Presidential box, White House people going to the Convention, and other matters, so that we have a coordinated White House effort.

KEY REPUBLICAN WOMEN STATE OFFICE HOLDERS

ARKANSAS - Representative Judy Petty  
901 McAdoo  
Little Rock, Arkansas 72207  
(501) 664-6198 (office)

- o President's state chairman in 1976. Former office holder in Arkansas Young Republicans and National Young Republicans.

CALIFORNIA - Supervisor Sandy Smoley  
Sacramento County  
Suite 2450  
700 H Street  
Sacramento, California 95814  
(916) 440-5471 (office)

*travels  
often  
county - good recognition factor*  
o President of the National Association of Counties. Member of the National Conference of Republican County Officials

COLORADO - Senator Martha Ezzard  
15 Cherry Vale Drive  
Englewood, Colorado 80110  
(303) 781-0082 (home)  
(303) 534-1700 (office)

- o Member of leadership. Articulate lawyer/journalist. Moderate Republican. Candidate for Republican nomination for Governor in 1982.

DELAWARE - State Treasurer Janet Rzewnicki  
Thomas Collings Building  
Dover Delaware, 19901  
302/736-3382 (office)

- o Articulate and young go-getter. CPA. Assumed office in 1983.

*LV Super - 30 - 40 - 50 - 60 - 70 - 80 - 90 - 100*

FLORIDA - Senator Toni Jennings  
 1032 Wilfred Drive  
 Orlando, Florida 32803  
 (904) 488-3975 (legislative)  
 (305) 894-2106 (district office)

- o Senate Minority Leader. Real Estate, construction, mortgage broker.

Representative Illeana Ros  
 9020 NW 8th Street  
 Miami, Florida 33172  
 (813) 758-1161 (district office)  
 (813) 756-0577 (home)

- o An educator. First Hispanic women elected to Florida House.

ILLINOIS - Representative Judy Baar Topinka  
 6924 West Cermak Road  
 Berwyn, Illinois 60402  
 (312) 795-8266 (district office)

- o Former professions include: Public relations, newspaper reporter, radio company official. Chairman of Ethnic Groups for Reagan in Illinois.

*top 2013*

MICHIGAN - Representative Colleen Engler  
 1090 West Bluegrass Road  
 Mount Pleasant, Michigan 48858  
 (517) 373-1789 (legislative)

- o Strong young legislator. Knows how to use media. Introduced line-item veto resolution in House. Wife of Senate Majority Leader.

*Barbara Jordan*

MISSOURI - Councilwomen Joanne Collins  
 414 East 12th Street  
 Kansas City, Missouri 64106  
 (816) 274-2595 (office)

- o Black Republican.

NEBRASKA - Senator Shirley Marsh  
 2701 South 34th Street  
 Lincoln, Nebraska 68506  
 (402) 471-2734 (legislative)

- o Effective legislator with national recognition. Introduced line-time veto resolution for President.

OKLAHOMA - Representative Joan Hastings  
4148 East 51  
Tulsa, Oklahoma 74135  
(405) 521-2711 ext. 208

- o Only woman officer of National Republican Legislators Association. Very energetic, sharp woman.

OREGON - Secretary of State Norma Paulus  
State Capitol  
Salem, Oregon 97310  
(503) 378-4139 (office)

- o Viewed as a moderate Republican with a very strong following in Oregon. Second ranking statewide official to Governor. Attorney.

*Early 40's  
attractive  
will be  
running for 2000  
in '68 & should  
win!  
may be too  
moderate*

THE WHITE HOUSE

WASHINGTON

MEMORANDUM FOR JAMES A. BAKER, III ✓  
MICHAEL K. DEEVER  
MICHAEL A. MCMANUS

FROM: MARGARET TUTWILER *MST*

DATE: MAY 7, 1984

SUBJECT: MEETING ON THURSDAY, MAY 10, 1984

---

This is to confirm the meeting in Mr. Baker's office on Thursday,  
May 10th at 11:00 a.m.

Please find attached items to be discussed.

Thank you.

30 min.

EDUCATION UNIT 5/3

MDT

We should have a mtg.  
to resolve any questions  
raised by these memos - soon.  
(You, me, MKD + McManus.)

JAB

Please return these in  
advance of meeting.



TIMMONS AND COMPANY, INCORPORATED

1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

JAB R.F.

April 20, 1984

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
*Vice President*

KENNETH M. DUBERSTEIN  
*Vice President*

WILLIAM H. CABLE  
*Vice President*

MARY A. SIDLEY  
*Vice President*

MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *BT*  
SUBJECT: Presidential Box

As you'll recall, we have always had trouble planning appropriate use of the First Family's box in the convention hall. Obviously, the President and First Lady will have complete control over those seats and will take special attention to who joins the First Lady when she's there.

Also, this preferred seating presents the campaign with a good opportunity to use the seats for maximum political effect. We'll need somebody to be responsible for this chore - somebody we can work with and also has the confidence of the First Lady.

Can you and Mike Deaver assign somebody (maybe from Mrs. Reagan's staff)?

NOTE: Although boxes are not finalized, it appears the Presidential Box may have two rows of eight seats each. Six sessions means 96 total places to be filled.

TIMMONS AND COMPANY, INCORPORATED  
1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

April 20, 1984

JAB. R.F.

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
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*Vice President*

WILLIAM H. CABLE  
*Vice President*

MARY A. SIDLEY  
*Vice President*

MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS

FROM: WILLIAM E. TIMMONS *WET*

SUBJECT: Convention Staff Offices

I plan to have four rooms used as an office to coordinate activities and serve as information centers for 1) Cabinet, 2) White House personnel, 3) campaign officials, and 4) R-B finance committee members.

These offices will furnish information about the convention program, ground transportation, meal service, social activities, news conferences, etc. In addition, convention hall tickets will be dispensed here. Each office will serve as a message center in case the principals are out - and as locators to find them.

I will need a senior person and two secretaries to staff each of the four facilities. Ed Rollins and Joe Rodgers will provide names for campaign and finance. Will you give me people for the Cabinet and White House?

→ My own recommendation is Craig Fuller and two from his office for Cabinet Coordination - and Dick Darman and two from his office for White House Staff Coordination. Darman may have other duties during convention week, and if so, some other appropriate individual should be named - of Assistant rank.

Let's discuss when you have a chance.

TIMMONS AND COMPANY, INCORPORATED

1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

April 20, 1984

JAB R.F.

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
*Vice President*

KENNETH M. DUBERSTEIN  
*Vice President*

WILLIAM H. CABLE  
*Vice President*

MARY A. SIDLEY  
*Vice President*

MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *WET*  
SUBJECT: White House Communications Agency

Telephones and walkie-talkies at the Convention could be a problem. We'll have three systems: WHCA, RNC, and Reagan-Bush. We currently plan separate telephone systems, switchboards, hand units, etc. However, there will be tie lines between them so that we're all interconnected by pushing an access number. Some key individuals may require units directly on each system. Perhaps your convention WHCA chief could coordinate with R-B telephone man Nick Volcheff at 602/955-8377 to make certain we're not overlooking anything.

I assume all WHCA phones are paid by the government and not the responsibility of the RNC or R-B.

Regarding walkie-talkies, the White House advance will, of course, use its own equipment. Ditto for the Vice President, I assume. However, there may be need to coordinate frequencies and units. Perhaps whoever handles that in the White House can contact Ron Crawford, our radio expert, at 202/296-5505.

Thanks, Mike.

cc/Rich Shelby  
Nick Volcheff  
Ron Crawford

TIMMONS AND COMPANY, INCORPORATED

1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

April 20, 1984

JAB R.F.

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
*Vice President*

KENNETH M. DUBERSTEIN  
*Vice President*

WILLIAM H. CABLE  
*Vice President*

MARY A. SIDLEY  
*Vice President*

MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *WT*  
SUBJECT: Office Equipment

I know what office machines and equipment are required for the Reagan-Bush operations in Dallas at both the Anatole and Convention Hall. However, I need guidance on these items for the White House staff. Will you bring your own typewriters, dictaphones, etc. and rent your own desks and chairs - at government expense - since there is a requirement to support the President and Vice President?

// Am I to furnish any or all of these items?

Any light you can throw on this area will be appreciated. Thanks much.

cc/Rich Shelby

TIMMONS AND COMPANY, INCORPORATED  
1850 K STREET, N.W. WASHINGTON, D.C. 20006 (202) 331-1760

JAB R.F.

April 20, 1984

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
*Vice President*

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MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *WET*  
SUBJECT: Convention Transportation

To plan adequate automobile transportation for family, special guests, Cabinet, and senior White House personnel - can you check with appropriate persons to determine:

1. Names of all protected persons the Secret Service will move in cars they secure. (Seems several family members have refused protection!)
2. Names of other government officials that will be provided cars and drivers by their agencies.
  - ° Senior White House staff?
  - ° USSS for Don Regan?
  - ° FBI for Bill Smith?
  - ° DOD for Cap Weinberger?
  - ° State security for George Shultz?
  - ° Any others?

Obviously, the more people the government can move, the better my budget likes it.

cc/Rich Shelby

TIMMONS AND COMPANY, INCORPORATED  
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JAB R.F.

April 24, 1984

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
*Vice President*

KENNETH M. DUBERSTEIN  
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MEMORANDUM FOR: PAUL LAXALT  
FRANK FAHRENKOPF  
ED ROLLINS  
MIKE MCMANUS ✓

FROM: WILLIAM E. TIMMONS *WET*

SUBJECT: Convention Program

Soon we will finalize recommendations for the participants in the official program of the National Convention. Once decisions have been agreed upon, I suggest this plan for implementation.

1. Fahrenkopf meet with the Executive Committee of the RNC Arrangements Committee to discuss names with them and solicit their approval. This is extremely important to keep harmony in the family. In fact, the RNC program subchairman may make the presentation with Frank.

2. The President should personally call these people to ask them to participate: His Seconders, the Keynoter, President Ford, and the Temporary Chairman. This way the President gets credit for their selection.

3. Others who are chosen for major official rolls, such as Parliamentarian, key speakers, etc. should be contacted personally by Senator Laxalt or Frank Fahrenkopf.

4. Those with more minor parts, such as invocators, pledge leaders, etc., should be contacted by the Arrangements Subcommittee for the program.

5. This should be accomplished in late May with talking points written for each person who invites that gives the RNC some measure of control over the length of speech and its content.

cc/Stanton D. Anderson  
Tom Korologos

Enclosure

DRAFT

Telephone Call To \_\_\_\_\_  
(Name)  
\_\_\_\_\_  
(Address)  
\_\_\_\_\_  
\_\_\_\_\_  
(Phone Number)

President Reagan asked me to call to see if you would be willing to serve as \_\_\_\_\_ (Title of Function) \_\_\_\_\_ during the Republican National Convention in Dallas. I hope you can accept. Your responsibility would be to \_\_\_\_\_ (Outline of Role) \_\_\_\_\_.

Current planning is for you to \_\_\_\_\_ (Give a Speech, Call the Roll, etc.) \_\_\_\_\_ on \_\_\_\_\_ (Day and Date) \_\_\_\_\_ about \_\_\_\_\_ (Time) \_\_\_\_\_/

Unfortunately, the Republican National Committee has no funds to defray your expenses, so I hope you were planning on attending anyway.

If you agree to accept the President's invitation, I'll ask \_\_\_\_\_ (Name) \_\_\_\_\_ to contact you to assist in your remarks, make arrangements for teleprompter service, and work out details of your participation.

Thanks so much.

Comments on Call: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
(Your Name)

DRAFT FOLLOW-UP LETTER FROM PRESIDENT

Dear \_\_\_\_\_:

\_\_\_\_\_ (Name) \_\_\_\_\_ told me of your willingness to participate in the Republican National Convention to be held in Dallas. I am very grateful for your acceptance and look forward to a truly great convention - especially if I'm nominated as your candidate again!

Thanks for the important part you will play in making our convention a success.

Best wishes.

Sincerely yours,

Ronald Reagan

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address)  
\_\_\_\_\_



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R.T.

April 27, 1984

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

HOWARD G. PASTER  
*Vice President*

KENNETH M. DUBERSTEIN  
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MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *WET*  
SUBJECT: Convention Invitation

I have sent letters to all Cabinet status members of the Administration as approved. I will let you know the results.

I am not inviting Deputy Secretaries, Assistant Secretaries, Military Service Secretaries, Regulatory Chairmen, or Agency heads. While I cannot afford to cover them with my budget, should I sent a selected group a letter explaining the situation and offering to be of assistance if they can pay their own way?

In this group might be Peter McPherson, Don Devine, Jim Miller, Mark Fowler, or whomever the White House wants.

Please advise.

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JAB R.F. —

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*President*

April 30, 1984

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*Director of Research*

MEMORANDUM FOR: THE HON. MICHAEL MCMANUS

FROM: WILLIAM E. TIMMONS *BT*

SUBJECT: Themes

Attached is Dr. Wirthlin's listing of slogans that was tested. He includes another group that has not been surveyed.

Enclosure

THE WHITE HOUSE  
WASHINGTON

Date: May 3, 1984

TO: Mike Deaver  
FROM: **Michael A. McManus, Jr.** *MAJ*  
Assistant to the President  
and Deputy to Deputy Chief of Staff

Information

Action

Let's Discuss

The attached arrived while  
we were in China. I am  
sending you copies for your  
information.

*file*

**TIMMONS AND COMPANY, INCORPORATED**

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April 20, 1984

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*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS

FROM:

WILLIAM E. TIMMONS *WT*

SUBJECT:

FDA

Please see attached. The Anatole has FDA investigators three times a week going through kitchen, etc.

I believe this activity is being handled through other avenues, but you should be aware of its negative P/R impact on the Dallas community.

Also, I understand the FCC is planning on sending a large contingent to Dallas for the convention period to monitor radio frequency violations. This may be necessary - or it could be vacation time for bureaucrats.

I fear each department, agency, and regulatory commission could see the two national conventions as opportunities for junkets at taxpayer expense. Some are justified; others may not be. The problem, of course, is that the President may be blamed for any government involvement - especially in San Francisco - even if unauthorized by him.

Therefore, Mike, I suggest an appropriate high level officer in the White House survey over the phone to find out exactly what "official" activities are contemplated for the political conventions: mission, personnel numbers, authority, etc. Then the President can decide which are appropriate. This will be a little delicate regarding regulatories so perhaps those should be for information only.

I'd like to know exactly who approved the FDA inspections, but don't waste time worrying about that.

Enclosure

April 16, 1984

MEMORANDUM

TO: Doug Blaser  
Deputy Convention Manager

FROM: Gary Hoitsma  
Convention Communications Director

RE: FDA Letter (Potential Press Flap)

---

On March 2, the Dallas office of the U.S. Food and Drug Administration sent a letter (copy attached) to all Dallas hotels and motels invoking supposed requirements of the Republican National Convention and the U.S. Secret Service as reason to instigate new state-sponsored inspections and sanitation procedures at food establishments at these facilities.

These inspections, which go above and beyond any normal FDA requirements or procedures, have gone forward and elicited cries of harrassment from the local Hotel and Motel Association.

We have investigated the matter with these results:

- A. There are no requirements of the Republican National Convention or the U.S. Secret Service that necessitate such inspections.
- B. The letter was sent without any consultation with officials at the Republican National Convention or the U.S. Secret Service.
- C. The Regional Director of the U.S. Department of Health and Human Services, appalled when first informed by us about the letter, has ordered a follow-up letter to be sent to the same list disassociating the Republican National Convention and the U.S. Secret Service from any such activities of the FDA.
- D. The U.S. Secret Service is also sending their own letter clarifying their noninvolvement.

This matter is further complicated by the fact that an "investigative" reporter for a local TV station (ABC affiliate WFAA-TV) has been visiting local food establishments collecting film for a series of future reports about local food sanitation procedures and conditions. His alleged abrasive manner has already led to one serious altercation in which a hotel owner smashed the reporter's camera and confiscated his film. The station has since filed a lawsuit as a result.

We will be monitoring this situation closely.



DEPARTMENT OF HEALTH & HUMAN SERVICES  
FOOD AND DRUG ADMINISTRATION

*John D. ...*  
767-3321  
4211  
5428

March 2, 1984

(M.)  
DSM  
MSD  
3/8-  
DALLAS DISTRICT  
2803 BRYAN STREET  
DALLAS, TEXAS 75204-0191

*4-11*

(M.)  
PASS ON TCI  
FOR THE  
GOP FILE  
MSD  
3/19

Dallas, Texas

Dear Mr.

During the upcoming Republican National Convention, the Dallas Office of the U. S. Food and Drug Administration will be called upon to advise the U. S. Secret Service concerning safe dining and catering facilities for the visiting delegations. Your level of sanitation will be the basis for our recommendation.

Currently, Federal, State, and Local health departments are cooperating in an effort to raise the levels of food safety in the Dallas metropolitan area prior to the GOP Convention. In the next few weeks, your foodservice area will be inspected by a team of State and Local sanitarians to determine its level of sanitation. A copy of the inspection report is always left with your foodservice manager. A few of these inspections have already been made, and initial indications are disturbing. Please be aware that the lower the inspection score the greater the potential for a foodborne illness outbreak.

It is not difficult for a conscientious foodservice manager knowledgeable in good food sanitation practices to attain and maintain inspection scores in the high 90's. We hope that your standards are high enough and your concern for people and your reputation is great enough that you will help your foodservice manager attain the highest possible level of food safety in your establishment.

One very positive thing which you can do to improve food safety in your hotel is to ensure that your foodservice manager and food handlers have training in food sanitation. Both the Texas Restaurant Association (TRA) and Brookhaven College offer adult education short courses in foodservice sanitation at reasonable costs. These two organizations are currently making an extra effort to provide ample on-campus and on-site training courses to accommodate all hotel foodservice personnel in the months remaining before the convention.

There is now time and opportunity to improve the level of food safety in your facility not only for convention goers but for the public in general. Manager training and subsequent improved sanitation will certainly be viewed as a credit to you and your establishment especially since State and Local sanitarians will be making follow-up inspections to hotels with low inspection scores.

Page 2  
March 2, 1984

We urge you to take all appropriate measures to provide a safe and healthy foodservice—one which we could recommend heartily. For information concerning dates and costs for food sanitation courses, you may contact Ms. Vickie Vaclavik or Ms. Sue Lichten of Brookhaven College at (214) 620-4715 or Mr. Don George of the Texas Restaurant Association at (512) 444-6543.

Sincerely,

---

*William F. Sundin*

Mr. William F. Sundin  
Senior Food Sanitation Specialist

214-767-5428

**TIMMONS AND COMPANY, INCORPORATED**

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April 20, 1984

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*Vice President*

MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *BT*  
SUBJECT: Presidential Box

As you'll recall, we have always had trouble planning appropriate use of the First Family's box in the convention hall. Obviously, the President and First Lady will have complete control over those seats and will take special attention to who joins the First Lady when she's there.

Also, this preferred seating presents the campaign with a good opportunity to use the seats for maximum political effect. We'll need somebody to be responsible for this chore - somebody we can work with and also has the confidence of the First Lady.

Can you and Mike Deaver assign somebody (maybe from Mrs. Reagan's staff)?

NOTE: Although boxes are not finalized, it appears the Presidential Box may have two rows of eight seats each. Six sessions means 96 total places to be filled.



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*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS

FROM: WILLIAM E. TIMMONS *WET*

SUBJECT: Convention Staff Offices

I plan to have four rooms used as an office to coordinate activities and serve as information centers for 1) Cabinet, 2) White House personnel, 3) campaign officials, and 4) R-B finance committee members.

These offices will furnish information about the convention program, ground transportation, meal service, social activities, news conferences, etc. In addition, convention hall tickets will be dispensed here. Each office will serve as a message center in case the principals are out - and as locators to find them.

I will need a senior person and two secretaries to staff each of the four facilities. Ed Rollins and Joe Rodgers will provide names for campaign and finance. Will you give me people for the Cabinet and White House?

My own recommendation is Craig Fuller and two from his office for Cabinet Coordination - and Dick Darman and two from his office for White House Staff Coordination. Darman may have other duties during convention week, and if so, some other appropriate individual should be named - of Assistant rank.

Let's discuss when you have a chance.

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MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL MCMANUS  
FROM: WILLIAM E. TIMMONS *WET*  
SUBJECT: White House Communications Agency

Telephones and walkie-talkies at the Convention could be a problem. We'll have three systems: WHCA, RNC, and Reagan-Bush. We currently plan separate telephone systems, switchboards, hand units, etc. However, there will be tie lines between them so that we're all interconnected by pushing an access number. Some key individuals may require units directly on each system. Perhaps your convention WHCA chief could coordinate with R-B telephone man Nick Volcheff at 602/955-8377 to make certain we're not overlooking anything.

I assume all WHCA phones are paid by the government and not the responsibility of the RNC or R-B.

Regarding walkie-talkies, the White House advance will, of course, use its own equipment. Ditto for the Vice President, I assume. However, there may be need to coordinate frequencies and units. Perhaps whoever handles that in the White House can contact Ron Crawford, our radio expert, at 202/296-5505.

Thanks, Mike.

cc/Rich Shelby  
Nick Volcheff  
Ron Crawford

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April 24, 1984

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Tom Korologos

Enclosure



DRAFT FOLLOW-UP LETTER FROM PRESIDENT

Dear \_\_\_\_\_:

\_\_\_\_\_ (Name) \_\_\_\_\_ told me of your willingness to participate in the Republican National Convention to be held in Dallas. I am very grateful for your acceptance and look forward to a truly great convention - especially if I'm nominated as your candidate again!

Thanks for the important part you will play in making our convention a success.

Best wishes.

Sincerely yours,

Ronald Reagan

\_\_\_\_\_  
(Name)

\_\_\_\_\_  
(Address)  
\_\_\_\_\_

REAGAN-BUSH '84

The President's Authorized Campaign Committee

Rec'd by [unclear]  
4/27/84 - 1 43p

MEMORANDUM

TO: Bill Timmons  
FROM: Richard B. Wirthlin  
DATE: April 27, 1984  
RE: THEMES

Bill, the following themes have been tested:

- Building an Even Better Future
- Leadership for a Greater Tomorrow
- Four More Years
- Complete the Job
- Continued Leadership

These additional themes have not been tested:

- America -- Proud Again
- Keep America Rolling
- Keep America Working
- Leadership that Works
- Leadership You Can Trust
- Age Before Beauty
- Responsible Leadership
- Leading the Way
- Proven Leadership Today and Tomorrow
- Beyond a New Beginning
- Reagan: Presidential Leadership that Works
- Together, A Force for the Future



- Together, America's Future
- Together, We Are the Future
- Together, A Vision For Our Future
- Together, A Vision For America
- Together, A Vision For America's Future
- Together, A Force For America's Future
- Together, Leadership for America's Future
- Together, Great Expectations
- Reagan Leadership. Our future can count on it.  
Reagan for President.
- Reagan Leadership. You know you can count on it.  
Reagan for President.
- Reagan Leadership. You can count on it. Reagan for  
President.
- Reagan Leadership. You know it makes a difference.  
Reagan for President.
- Reagan Leadership. You know it works. Reagan for  
President.
- Reagan Leadership. Vote for it. You know you can  
count on it.
- Reagan Leadership for a Strong America
- Reagan Leadership for a Responsive Government
- Reagan Leadership for America's Future Economic  
Growth, Low Taxes, Low Interest Rates
- Reagan Leadership for More Jobs, Efficient Government,  
A Balanced Budget
- Reagan Leadership for World Peace, Arms Reduction
- Reagan Leadership for Quality Education, Drug Control,  
Judicial Reform, Free Trade
- Reagan Leadership for Opportunity

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*Rec'd by hand  
4/27/84 - 1 43p*

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