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# WITHDRAWAL SHEET

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DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. report	Budget and Finance, 1p.	n.d.	Transferred to P6 Personal File
2. report	Security, 1p.	n.d.	<u>F7 B7</u>
3. memo	Mike McManus to Baker and Deaver re 1984 Convention, 5p.	1/30/84	Transferred to P5 Personal File CCS 10/27/00

opened  
2/26/11  
dlb

### RESTRICTION CODES

**Presidential Records Act - [44 U.S.C. 2204(a)]**

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].
- C. Closed in accordance with restrictions contained in donor's deed of gift.

**Freedom of Information Act - [5 U.S.C. 552(b)]**

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].



# 1984 Republican National Convention

MAY 2, 1984

MEMORANDUM FOR: MICHAEL A. MCMANUS, JR.  
FROM: RONALD H. WALKER *W*  
SUBJECT: CONVENTION UPDATE

The attached is in response to your request of April 17 for an update on Convention planning.

As you know, my leave of absence from my partnership at Korn-Ferry was effective May 1 and I am now full-time at the Convention office. Tentatively, I plan to move with my immediate staff to Dallas at the end of this month.

As you can tell from the attached briefing book, our plans and work dealing with the physical and financial arrangements are either on or ahead of schedule. Planning for thematic and program considerations as well as associated issues, while not necessarily behind schedule, require thought and attention. I look forward to having you more available now that China is behind you.

As you know, a three hour meeting was held with Bill Timmons and his staff in which they surveyed the Anatole, and office and suite space. As in the past, Timmons has the hotel in good shape and I'm sure he will be briefing the White House with the overall plan for the hotel.

Ed Rollins and Jim Lake invited Mark Goode and me to a meeting with the Tuesday Group to provide a briefing of our various responsibilities and our overall plan to date of Convention planning.

The Tuesday Group has not seen the Podium Model as of yet. An attempt was made to schedule a meeting for that purpose, but because of scheduling conflicts it was never held. You may want to call this meeting now that you are back from China.

We conducted a meeting this past Monday regarding the overall plan for the Convention Hall covering construction, architectural designs, office space, official proceedings, etc. In addition to the Convention staff, Bill Timmons, as well as the builders and their architect participated. This meeting was very productive.

I hope that this update assists you. Please let me know if you have any questions.

**Dallas, Texas—August 20—23, 1984**

RNC Convention Office, 310 First Street, S.E., Washington, D.C. 20003 • (202) 863-8581  
Dallas Convention Center Office, 650 South Griffin, Dallas, TX • (214) 220-1984



SUMMARY OF CONVENTION ACTIVITIES

AS REQUESTED BY THE WHITE HOUSE

MAY 2, 1984

TABLE OF CONTENTS

BUDGET

Budget and Finance

COMMUNICATIONS

Electronic Mail

Telephones/Walkie-Talkies

CONVENTION HALL

Baskets

Convention Floor

Lighting

Make-up/Teleprompter

Podium

Podium Design Photos

Sound

LOGISTICS

Delegate Information Update

Housing

Security

Tickets/Badges

Transportation

MULTI-MEDIA

Multi-Media Show

RNC Network

RNC Network Background Memorandum

OFFICIAL DESIGNATIONS

Official Convention Designations

OFFICIAL PROCEEDINGS

Official Proceedings

Staff Listing

Organization Chart

PLATFORM

Temporary Committee on Resolutions (Platform)

THEME

Convention Logo

Convention Slogan/Theme

TIMETABLE

Critical Path

Critical Path Schedule

Tentative Timetable



BUDGET AND FINANCE

A total of \$6,060,000 has been allocated by the Federal Election Commission (F.E.C.) to support the Convention. The funds have been drawn by the Arrangements Committee and presently reside in:

Bank of Virginia (Richmond, Va.)	2,000,000.00
Republic Bank of Dallas (Dallas, Tx.)	1,500,000.00
Bank of Virginia (McLean, Va.)	623,000.00
Pan American Bank (Dallas, Tx.)	500,000.00
Palmer Bank (Washington, D. C.)	231,000.00

Through investments, \$308,000 in interest has accrued, of which \$77,000 was paid in income taxes on March 15, 1984. All interest must eventually be returned to the F.E.C.

Budget reviews have been held for all cost centers. There are several areas of concern, including security which will be far more extensive and expensive than previous conventions.

The Budget by major cost centers is as follows:

Arrangements Committee & Subcommittees	\$ 890,000
Convention Committees	415,000
RNC/Committee Support	210,000
Convention Management	1,220,000
Convention Hall	1,800,000
Convention Operations	<u>1,525,000</u>
Total Convention Allocation	\$ 6,060,000

We expect to have a firm budget ready for approval by the Executive Committee of the Arrangements Committee on May 18.

## ELECTRONIC MAIL

A report is being written by Compucorp regarding the electronic mail project as a result of concerns by both parties (Compucorp and the Convention) as to exactly how this system can successfully work. This report will cover the functional description, the technical development plan, the test plan and the implementation plan. This report is expected Friday, May 4. A separate report, expected the week of May 7, will cover Compucorp's budget and manpower (both to be provided by Compucorp) requirements for this proejct.

A private consultant, Bob Lesko, has been contributing his services to the Convention in an effort to resolve these concerns. His services have been very beneficial.

## TELEPHONES/WALKIE-TALKIES

The contract with AT&T Information Services was signed March 24, 1984. The System 85, ATTIS's most advanced telephone exchange, will be on line May 21. The present phone system will be cut over to the new equipment the same day. The planning team met on the 18th of March in Dallas to start selecting equipment, outlining function and to establish a time line for the Convention floor communications. By the time office space assignments are complete on or about May 15, work will be completed on the balance of the system.

At the same March 18 meeting, Motorola Model MX 300 walkie-talkies were tentatively selected for Convention use. Selection of the Motorola MX 300 walkie-talkie was necessary because of the dispersal of facilities in the Dallas area, the construction of the Convention Center and the need to communicate. Since this model is costly, we will plan to utilize as few as possible and supplement with less costly models, such as the Motorola HT 90, in an effort to meet total requirements. Planning of a functional walkie-talkie network is underway. An order will be placed as soon as possible which will encompass both Convention and Reagan-Bush requirements.



## BASKETS

Dallas architect, Martin Growald, has volunteered to design hanging T.V. and still camera baskets. He anticipates having structural engineering drawings complete and city approval by the end of May.

An extensive meeting was held with the major networks regarding the camera baskets. The networks fully understand that all cameras located away from the podium area must be placed in "baskets" suspended from the ceiling. Most seem quite happy with the arrangement, since it now allows them greater freedom of placement. Our architect has developed an overlay, showing all requested positions, and is now working out costs. As soon as the final cost figures are available, numbers of cameras and final locations will be confirmed. The basic lighting plot was discussed. Final hardware placement will be made when camera positions are locked in.

## CONVENTION FLOOR

Seating specifications have been submitted to the City and it has released its request for proposals. Seating bids are to be returned May 2 and the contract signed May 5. Under the Site City Agreement, costs of seat risers and aisle risers are the responsibility of the City.

Dallas architect Martin Growald is designing kiosks for each delegation to house the electronic mail equipment and floor phones.

Growald is also designing into the first several rows of chair risers in the guest seating area VIP boxes which will accomodate four to eight seats each. We plan to place boxes for the First Family, the Vice President, the Cabinet, celebrities and Eagles stage-left, between the network anchor booths and the center pillar. Other VIP boxes will be designed into the stage-right guest seating area.

Plans are proceeding to erect approximately 10 sky suites, 30 broadcast booths and 86 still and T.V. platforms at the rear of the Hall.

## LIGHTING

Due to the fact that the Dallas Convention Center is an exhibit hall as opposed to an arena, there is no existing lighting of sufficient quality or quantity. In order to remedy this situation, under the Site City Agreement between the City of Dallas and the Committee on Arrangements, the City is responsible for the cost of floor lighting up to 125 foot candles and podium lighting up to 175 foot candles. Lighting specifications have been delivered to Frank Poe, Manager, Dallas Convention Center. Pre-bid qualification meetings are tentatively scheduled for May 9 and bid openings will follow. Appropriate Convention staff will participate in these meetings.

The Convention is responsible for the costs of lighting above the levels paid for by the City. Fiorentino has designed 175 foot candles for the floor area and 250 foot candles for the podium area. Thus the Convention must assume the cost of 50 foot candles on the floor and 75 foot candle power on the podium. In past conventions, the networks have absorbed these costs. They are refusing to pay these charges in 1984 because of both technology advances and problems in their relations with the Democratic National Convention in San Francisco.



## MAKE-UP/TELEPROMPTER

One make-up man has been retained. If the schedule dictates a second, arrangements will be made. A speech coach has also been hired to be on hand in the teleprompter rehearsal area whenever speakers are scheduled to prepare there.

The teleprompter operator will be located directly under the podium beneath the rostrum.

## PODIUM

The podium plans, including office space beneath, are scheduled to be completed May 15 and will be available for review by the White House. Upon approval, request for bids will be issued and a contract signed by May 30.

The podium design is complete. With the exception of a few small elements, all plans have been sent to Martin Growald (who may be designated, upon approval, the official architect of the Convention) who is already at work on engineering and structural plans. It is estimated that comprehensive plans, including all structural and technical details, will be complete within the next week. Construction pricing can begin as soon as those plans are available.

Buck May and two photographers from Newsweek (Bruce Hoertel) and U. S. News & World Report (Thomas O'Halloran), who regularly cover the White House, inspected the podium model and provided comments, particularly on color. All three were favorably impressed with the design, and the consensus was that the earth tones are very attractive and will appear "warm and comfortable" in still shots. They agreed with our intention to start the side panels with the lighter tan seen elsewhere in the model and move the graduations to the darker tones over by one panel width each. They were also pleased to learn about the "baskets" under discussion for stills.

As you know, the podium design chosen for the Convention was produced by Imero Fiorentino Associates, Inc. Thirteen companies were originally invited to submit podium design proposals and eight of those submitted designs. These proposals were reviewed by the appropriate parties and the design submitted by Fiorentino eventually agreed upon as the best design. Necessary approval was then received from the White House, the Committee on Arrangements and the Oversight Board.

The Fiorentino firm refer to itself as consultants to the performing arts. Some of its areas of strength are television and theatrical design, lighting implementation and design and television production. Fiorentino has done work in the past for the 1980 Reagan Campaign, the 1981 Inaugural and was chosen to provide the lighting for the Reagan-Carter debates. They have also been involved in White House events for the present Administration.

## SOUND

Under the Sity City Agreement, the City is responsible for the entire cost of sound systems for the Convention. All sound specifications have been delivered to Frank Poe. The meeting for pre-bid qualifications will be held in Dallas on May 4 at 10:00 A.M. The people at the Convention Center are very pleased with the concepts that have been designed. Bid openings will take place on Monday, May 11 at 2:00 P.M. Appropriate Convention Staff will participate in these meetings.

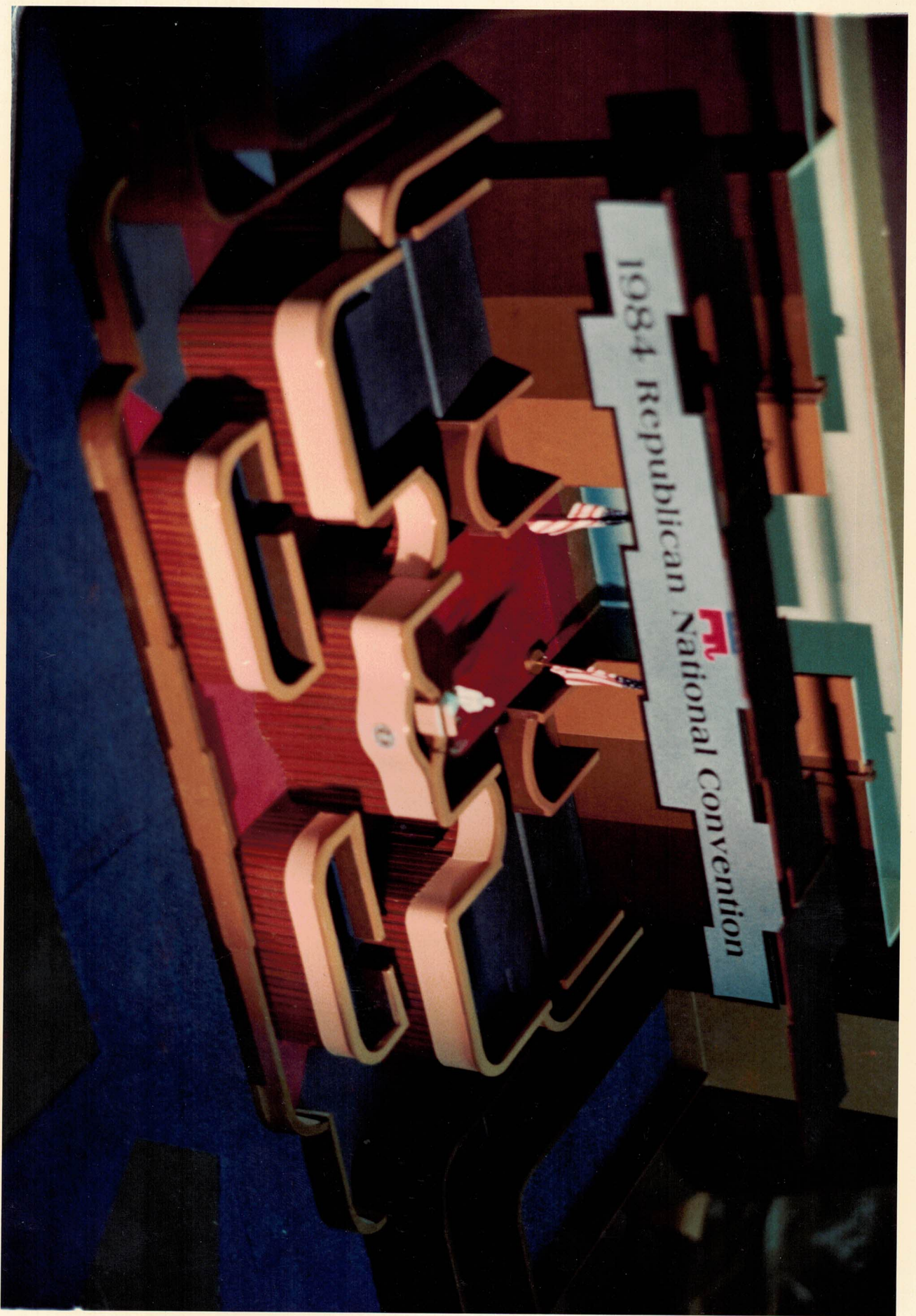
Since the specifications call for a complete installation of new equipment as the most cost-effective solution, there is a chance that the city will include the cost in its capital budget rather than fund the system from the Dallas Fund.



1984 Republican National Convention







1984 Republican National Convention



## DELEGATE INFORMATION UPDATE

Delegate selection for the 1984 Republican National Convention began in January. To date, a total of 815 delegates have been chosen. By the end of the first week in May, 183 additional delegates will have been selected bringing the total number to 998.

In states where delegates are elected at a caucus/convention, certification forms are being forwarded to the State Chairman. The state Chairman and the Secretary of the Convention are responsible for returning the certification forms to the Secretary of the Republican National Committee. In states where delegates are chosen at a primary election, the Secretary of State (or the chief administrator of the State Board of Elections, as provided by state statute) is being asked to provide delegate lists under the seal of that office. The Secretary of the Republican National Committee will prepare the Temporary Roll from the delegate lists provided to her from these sources.

The State Chairman is also being provided with a form for Convention Committee Assignments. There are four official Convention Committees: Credentials, Rules and Order of Business, Resolutions and Permanent Organization. The delegates, immediately after they are elected, select from the delegation a male delegate and a female delegate to serve on each committee. No delegate may serve on more than one committee and an alternate may not serve on any committee. These committee assignment forms are also returned to the Secretary of the Republican National Committee who in turn notifies each committee chairman of the appointments.

A Delegate database and an Alternate database have been created. As the names and mailing addresses of the delegates and alternate delegates are received, a questionnaire will be sent to each. The information on the questionnaire will be used to provide statistical information about the make-up of the delegations to the Convention and a profile of the representative male and female delegate. The statistics and profiles can be updated as needed.



## HOUSING

The overall housing plan is being implemented. Reservation forms have been mailed to all state housing chairmen to organize housing for the delegates, alternates, local media, etc. Processing of the forms begins as soon as they are returned to the Housing Office. Assignment of the National Media rooms is the next step and this will be completed by June 1. Reservation forms must be returned to the Housing Office by July 15 to ensure processing.

We are on schedule to begin processing the forms. There are 24,000 rooms reserved for the Convention throughout Dallas. Significant progress is being made daily in preparing the processing system.

Of the twelve subcommittees of the Committee on Arrangements, Housing is really the only Sub-Committee that is doing its own thing and has not been effectively involving me or my Staff. While this appears to be in good shape, I am unable to assure you of this fact.

RONALD W. REAGAN LIBRARY

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WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

## TICKETS AND BADGES

### Tickets

The printer for the tickets and accompanying credentials for the main exhibit hall, the adjacent arena and the theater has been selected and a letter of agreement signed. Significant security considerations went into the final design with embossing and black light elements being incorporated along with other security elements into the tickets.

Several ticket designs are under consideration awaiting a logo decision. It is our hope that designs can be chosen and submitted to the White House and Reagan-Bush '84 Oversight Board for review and then submitted to the Republican National Committee Committee on Arrangements Executive Committee for final approval by May 18.

The main convention hall will have slightly fewer seats than were available in Joe Lewis Arena in 1980 or in Kemper Arena in 1976. The final numbers are not available due to the design development incorporating the front row of the guest seating into Special Boxes (VVIP boxes for the First Family, Vice President, Cabinet, Celebrities, Eagles.) Sky boxes will be very minimal in the observation area. Seating in this area is not yet determined.

Adjacent halls will hold around 7,000-75,000 in the arena and 1,770 in the theater. Staging designs will determine the number of seats available in the arena. Consideration is being given to providing tickets in the arena to state delegations and local Dallas-area Republicans. A letter has gone out to all state delegations (RNC members and state party executive directors) to provide us with an estimate on the number of additional tickets they would like to have in the adjacent arena. We should have those figures by May 16.

Allocation of the tickets should be completed the end of May. We presently have requests for blocks of tickets totalling over 18,000 for the main hall. This number includes the 1,000 tickets requested by Bill Timmons for the White House/Administration/Reagan-Bush '84. By resolution adopted by the Committee on Arrangements, state delegations receive 6,149 guest seats in the main hall, a figure arrived at state-by-state using a political performance formula. The Republican Host Committee in Dallas anticipates they could fill the adjacent arena even with no state delegation guests receiving tickets to that area. Consideration is being given providing the theater seating for RNC Finance. No final decisions have been made on ticket allocation awaiting response from the states on their needs for tickets in the adjacent hall.



## Badges

We anticipate ordering around 12,000 badges for the 1984 Republican National Convention. The company supplying the badges has been selected -- Bastian Bros. Several designs have been prepared awaiting a logo decision to be incorporated into the design.

Fifteen categories of badges have been established. They are:

REPUBLICAN NATIONAL COMMITTEE - current members, finance committee, former officers, staff

HONORED GUESTS - Governors, Senators, Members of Congress, Cabinet, Officials of the Host City and State

HOST COMMITTEES - Dallas Welcoming Committee, Republican Host Committee, Dallas Convention Fund and City

CANDIDATES - candidates for Senate, House of Representatives, Governor

NATIONAL CONVENTION - officers, senior state vice chairman, state finance chairman, state delegation aides, superintendents and officers of news media groups, staffs of senatorial and congressional committees, staff of the Arrangements Committee

DELEGATES, ALTERNATES

PAGES - executives and VIP's

RADIO AND TV - executives and VIP's

PHOTOGRAPHER - executives and VIP's

FOREIGN VISITORS - 250-300 foreign visitors

REAGAN/BUSH '84 - state chairman, finance committee, staff

ADMINISTRATION - cabinet officers, White House senior staff

Badge orders should be placed by June 1. Lists are being developed at this time and will be supplied to the manufacturers beginning around the middle of May. Names will be supplied between the end of May and the first of August.

## TRANSPORTATION

Transportation is at the point where we are moving from concept to implementation. This transition is an involved process because of the coordination of all the various groups that have their own plan they want to utilize, i.e. Host Committee, Host Transportation Committee, Welcoming Transportation Committee, etc. We are presently making contact with all these factions drawing from them their ideas and plans. We have made significant progress in the areas of bus movement and preliminary routes, VIP handling, parking consideration, and the motor pool. Most of the local committees have given good thought to their programs and it is a question of fitting them into the overall transportation plan. We are on schedule with our planning and the next step is writing the complete transportation program.

## MULTI-MEDIA SHOW

A plan for a multi-media show has not been produced. This plan cannot be produced until a program has been decided upon which is still in a discussion stage.

It is not known at this time whether White House photographs or slides will be utilized for the multi-media show. It is the prelliminary opinion of the Assistant Convention Manager, Media Planning, that if White House photos or slides are used for this purpose, the number will be minimal (according to the White House Photo Office, three weeks lead time is needed for photo orders and two months lead time is needed for slides).



## REPUBLICAN NATIONAL COMMITTEE NETWORK

By way of an update to the attached memorandum regarding the RNC Network, we intend to make a public announcement within the next ten days, provided proper approval has been given. Three of the companies which were helpful during off-the-record inquiries have been told of the decision to move ahead. However, they have been asked to use the information only for internal planning purposes until the official announcement. All three were quite pleased about the decision and definitely plan to avail themselves of the service. They are INN, which has 140 subscribers to their news service and a feature service which is provided to 12 major groups (one of which is MacNeil-Lehr, seen on more than 200 PBS stations); SIN, a network of more than 250 Spanish speaking stations across the country; and C-Span, which feeds about 15,000 cable systems. INN and SIN will tape the entire feed and use pieces in their wrap-ups. INN will also provide tapes of all speeches to local stations which subscribe to their service in the constituency of each speaker. C-Span will broadcast live gavel-to-gavel coverage. Warner Amex has indicated that C-Span's feed will be carried on all of their systems.



# 1984 Republican National Convention

**Ronald H. Walker**  
Convention Manager

**COMMITTEE ON  
ARRANGEMENTS**

April 20, 1984

**Ernest Angelo, Jr., TX**  
Chairman

**Trudy McDonald, CA**  
Vice Chairman

**George Clark, NY**  
Treasurer

**Mary Stivers, GA**  
Secretary

**Roger Allan Moore**  
General Counsel

**SUBCOMMITTEE  
CHAIRMEN:**

**Noël Gross, NJ**  
Decorations

**Jack Courtemanche, CA**  
Entertainment

**Jan Chiles, TX**  
Host Committee

**Nancy Apgar, OK**  
Housing

**Dennis Olsen, ID**  
News Media

**Jennifer Dunn, WA**  
Program Planning

**Bill Harris, AL**  
Security

**Don Adams, IL**  
Special Events

**Robert Voy, OR**  
Tickets & Badges

**Peter Secchia, MI**  
Transportation

**Glnny Martinez, LA**  
VIP's

**Sheila Roberge, NH**  
Youth Activities

MEMORANDUM

TO: Frank Fahrenkopf  
Ron Walker

FROM: Mark Goode *M. G.*

The decision to recommend creation of an RNC Network during the convention was primarily based on the value of the operation itself. However, it was linked to what we felt was the necessity of operating our own cameras in the convention area.

During our discussions with the networks with regard to making their pool feed available to us, we finally succeeded in arranging to have it delivered free of charge for use on our large screen. However, our requests for access to individual cameras and communications with a designated technical person were refused. That meant that if they should carry a shot which did not reflect positively on convention activities or one which was not focused on the main center of attention at a given moment, we would have nothing live to show. Further, the camera positions requested by the pool do not provide full coverage. They are not positioned to cover roll call voting, floor demonstrations or remarks by speakers from their delegations. Those have been left to the individual networks to cover, if they so choose. In order to protect ourselves, we felt the necessity of installing our own cameras. Working from the control units we had already planned, the cost of doing this will be relatively small, and the recommendation was approved.

(Since our last meeting, the need to operate our own cameras within the meeting area has increased even further. The pool producer phoned this week to say that the networks had reconsidered their previous agreement. Their feed will only be available for use on monitors in the offices of convention officials. They have now decided that it may not be used on our large screen).

As you are aware, discussions concerning the RNC Network began last summer, based exclusively around providing service to cable systems. The concept has now broadened to a point where cable will be only a small part of it. Through our private discussions with over-the-air broadcasters, we have learned

Dallas, Texas—August 20—23, 1984



that there is great interest in our proposal. The network pool has quoted such excessive rates to potential subscribers that almost all of them have complained openly to anyone who will listen. They would like to have access to a "pool" feed, but feel they cannot afford it. We can provide that service, benefiting the Republican Party and its candidates, as well as those broadcasters.

To avoid going public with our proposal, we have limited the number of discussions we have held to a small sampling of broadcasters. All are people with whom we have personal relationships, and all conversations have been off-the-record. The reaction has been unanimously favorable. Westinghouse, INN and SIN have indicated that they would be pleased to accept the feed. We are certain that when others are approached, the reaction will be the same. Companies such as Metromedia, RKO, Gannett, etc. will be among those approached. In the cable area, C-Span and Warner-Amex have indicated interest.

We plan to have six cameras in the convention arena, placed to cover all podium activity, roll call votes, delegates recognized to speak from their assigned seating areas, floor demonstrations and opening ceremonies. The operation will also be equipped to provide a direct feed to broadcasters of all films and/or video tapes shown on the large screen.

Advantages of the system are:

1. When live convention activity is displayed on the main large screen and auxiliary screens around the hall, there will be a choice of shots which best cover primary activity.
2. Cameras and support material (tapes, films, slides and stills) can be mixed on the direct broadcast feed as well as on the large screens.
3. A complete video tape record of the convention will be made. All tapes will be the property of the Republican National Committee. Beyond historical reference, there is great immediate campaign value. In past years, campaign committees have been forced to deal with the television networks to obtain such material, including the President's (or presidential candidate's) acceptance speech. That process has been complicated, time consuming and costly. Material from any speech made during the convention will be immediately available with no negotiations for usage and at no cost.
4. Arrangements may be made for various candidates to be video-taped either from the podium or other locations in the arena when the convention is not in session. Tapes can be handed over immediately for campaign use. The only cost involved will be additional hours for crews, which will be minimal. Equipment is rented for the entire duration of the convention, so there will be no hardware charge.



5. Most important, there will be a great deal of added exposure for the convention. Broadcast news services, independent stations, ethnic networks, station groups and cable services which would previously have been shut out due to high costs will now have complete convention coverage available to them. Some will carry gavel to gavel live coverage, but most will tape all proceedings and extract major speeches and speeches of interest to individual local audiences (local Republican Senators, Congressmen, Governors, Mayors, etc.).
6. Good relationships will be built with local and regional broadcasters whose good will may be important during the campaign.

Disadvantages:

The major television networks may be annoyed by what they could perceive as a loss of potential revenue through added pool subscribers.

cc: Mike McManus (3 copies for White House distribution)  
Ed Rollins  
Bill Timmons

OFFICIAL CONVENTION DESIGNATIONS

The following organizations have been designated as official sponsors of the 1984 Republican National Convention:

American Airlines  
Official Carrier

Compucorp  
Official Word/Data Processor

"D" Magazine  
Official Convention Guide

Blythe-Nelson  
Official Information Systems Consultant

Executive Presentation Systems/Dallas  
Official Graphics

AT&T Communications  
Official Long Distance  
Official Message Center

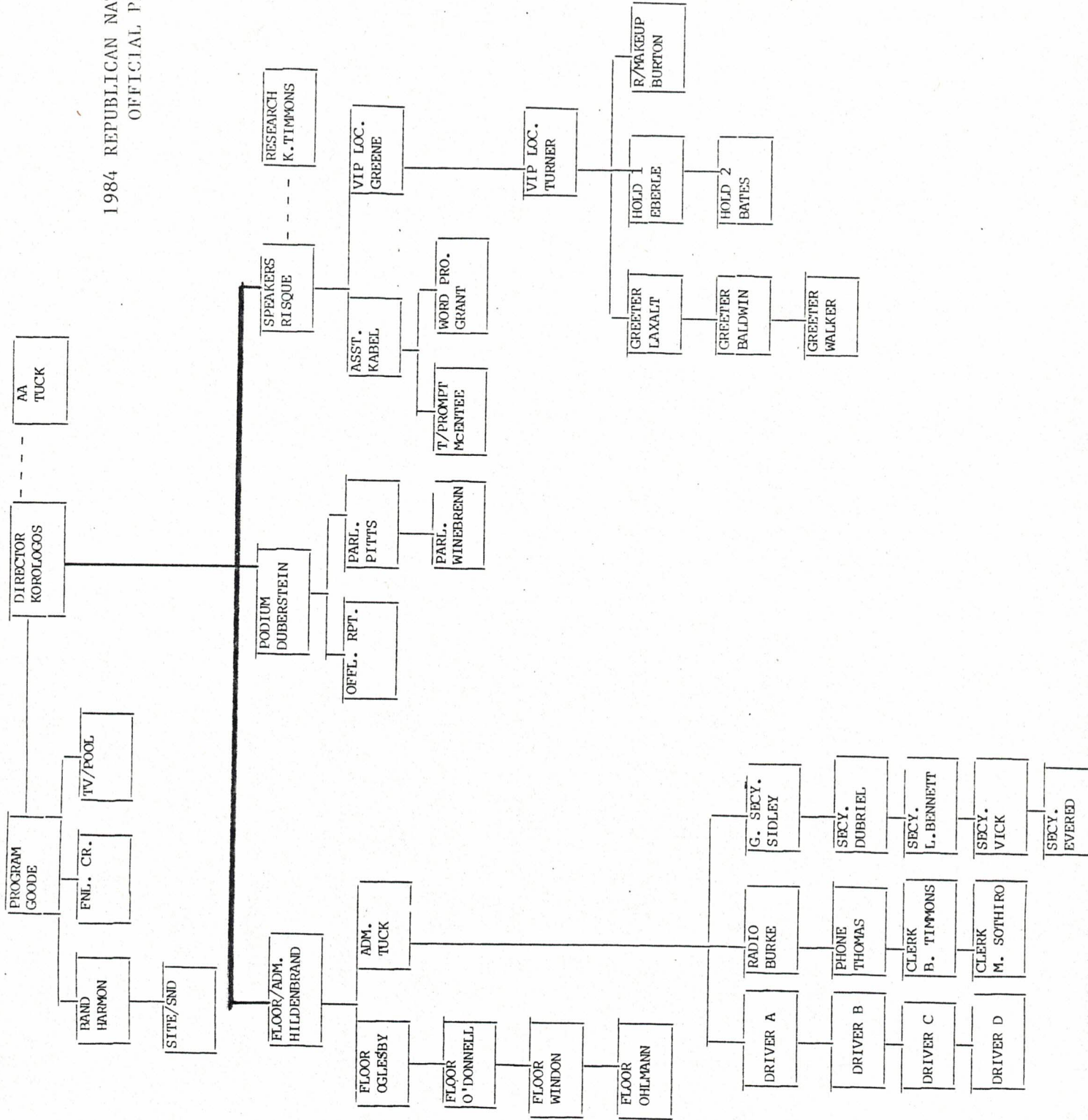
AT&T Information System  
Official Telephone System

Southwestern Mobile Systems  
Official Cellular Telephone

Other requirements for the Convention in which an official designation would be effective are being assessed.

Official designations are approved by the Chairman, Committee on Arrangements and the Convention Manager.

1984 REPUBLICAN NATIONAL CONVENTION  
OFFICIAL PROCEEDINGS





## OFFICIAL PROCEEDINGS

This area will be working directly with the Temporary and Permanent Chairmen of the Convention to assure a timely, organized Convention program.

The process of scripting the official business of the Convention has begun. Progress is being made in arranging the proper physical facilities and technical requirements to perform this function during the Convention.

OFFICIAL PROCEEDINGS STAFF

Tom C. Korologos

John Tuck

Bill Hildenbrand

Ken Duberstein

Nancy Risque

Kim Timmons

Bernie Windon

Pat O'Donnell

Mike Uhlmann

Dennis Thomas

Toni Sidley

Vivian Dubriel

Linda Bennett

Chris Vick

M. B. Oglesby

Bob Kabel

Howard Greene

Joan McEntee

Lynn Grant

Pam Turner

Michele Laxalt

Elizabeth Baldwin

Hal Eberle

Mike Bates

Larry Burton

Sheila Burke

Jane Evered

Lisa Walker

ASSISTANT PARLIAMENTARIANS

Bill Pitts

Tom Winebrener

## TEMPORARY COMMITTEE ON RESOLUTIONS (PLATFORM)

Congressman Trent Lott is Chairman of the Temporary Committee on Resolutions, and Governor George Deukmejian, Senator Paula Hawkins and the State Treasurer of Nebraska, Kay Orr, serve as Co-Chairmen.

The Resolutions Committee will be made up of seven subcommittees, each to be headed by subcommittee Chairmen and Co-Chairmen, whose selection is nearly complete. Trent Lott plans to hold the first meeting of the Executive Committee, including all Subcommittee Chairmen and Co-Chairmen named thus far, on May 7, 1984, in Washington, D. C.

Platform drafting is underway. The Executive Committee will review the draft material at the May 7 meeting.

The Platform Office at the Republican National Committee Headquarters continues to receive written statements and testimony from concerned citizens, national organizations and elected officials, and is preparing to receive word from various Republican Members of Congress and other officials who are holding town hall meetings in their districts. There have been a number of inquiries regarding the town hall meetings from Republican State Chairmen and other officials, and they have indicated interest in holding them. On the other hand, there has been some grumbling from some Republicans and various national organizations that the town hall meetings do not provide the kind of forum they want to air their views before the Platform Committee.

To date, the Republican National Committee has received notice that six elected delegates have been selected by their delegations to serve on the Resolutions Committee. This process will continue as States elect their delegates.

Preparations for the delegates' platform week, the week prior to the Convention, are underway. A printing firm will be selected within two weeks. Hotel accommodations and space requirements for the delegates serving on the Resolutions Committee are also in process.



## CONVENTION LOGO

Logo designs have been received by various sources. These designs have been reviewed by a printing professional to assess the applicability to various items on which the logo would be used.

After refinement of chosen designs, these designs will be presented for final selection.

CONVENTION SLOGAN/THEME

To this point the Convention has taken no active initiative toward a working slogan for the 1984 Republican National Convention. The intention has been to wait until a formal theme for the Campaign has been decided upon. If it is not necessary, nor desired, to parallel the Convention slogan with the Campaign slogan, we will actively proceed with suggested themes for review by the appropriate parties.

In the meantime, following are various slogan suggestions:

Leadership You Can Trust  
Keep America Working  
America - Proud Again  
Keep America Rolling  
Keep America Working  
Leadership That Works  
Responsible Leadership for America  
Leading The Way  
A Vision For All America  
A Dependable Future For America  
A Vision For Tomorrow  
A Commitment To America  
Keeping The Commitment To America  
Prouder To Be Americans  
Better Today - Better Yet Tomorrow  
Together - A Greater America  
Honoring The Promise Of America  
Honoring America's Promise  
Trust In A Working America  
Trust...Experience...Leadership  
Getting Things Done  
Leadership That Works  
American Dream Alive And Well

## CRITICAL PATH

The enclosed printed bar chart schedule is one of the information products available and will be produced on a regular basis. It lists all of the activities that have been identified, the period during which each activity can be accomplished and the completion status of each activity. The time available to accomplish each activity is represented by a bar. The bar created using "+" indicates those activities that have been completed. The bar created with "=" indicates those activities which are not yet complete. The beginning and the end of the bar represents the inclusive dates during which work can and should be accomplished.









# 1984 REPUBLICAN NATIONAL CONVENTION

## SCHEDULE

PE	DESCRIPTION	FUNCTION	PCT	EACH SPACE REPRESENTS 3 DAYS														
				OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG				
	1685 BDGT REVIEW-CONVENTION MANAGEMENT	BUDGET	100							+	+	+	+	+	+			
	1686 BDGT REVIEW-PERMANENT ORGANIZATIONS	BUDGET	100							+	+	+	+	+	+			
	1687 BDGT REVIEW-RESOLUTIONS (PLATFORM)	BUDGET	100							+	+	+	+	+	+			
	1688 BDGT REVIEW-RULES COMMITTEE	BUDGET	100							+	+	+	+	+	+			
	1689 BDGT REVIEW-CONTESTS AND CREDENTIALS	BUDGET	100							+	+	+	+	+	+			
	1690 BDGT REVIEW-ARRANGE. EXEC. COMM.	BUDGET	100							+	+	+	+	+	+			
	1691 BDGT REVIEW-DECORATIONS SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1692 BDGT REVIEW-ENTERTAINMENT SUB-COMM	BUDGET	100							+	+	+	+	+	+			
	1693 BDGT REVIEW-HOST COMMITTEE SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1694 BDGT REVIEW-HOUSING SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1695 BDGT REVIEW-NEWS MEDIA SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1696 BDGT REVIEW-PROGRAM PLNG SUB-COMM	BUDGET	100							+	+	+	+	+	+			
	1697 BDGT REVIEW-SECURITY SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1698 BDGT REVIEW-SPECIAL EVENTS SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1699 BDGT REVIEW-TICKETS AND DANCES SUB-COMM	BUDGET	100							+	+	+	+	+	+			
	1700 BDGT REVIEW-TRANSPORTATION SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1701 BDGT REVIEW-VIP SUB-COMM.	BUDGET	100							+	+	+	+	+	+			
	1702 BDGT REVIEW-YOUTH ACTIVITIES SUB-COMM.	FLOORNET	100							+	+	+	+	+	+			
	1703 DEFINE OMEGANITE LOOK	FLOORNET	100							+	+	+	+	+	+			
	1704 PROVIDE KIOSK SPECS TO FREEMAN	FLOORNET	100							+	+	+	+	+	+			
	1705 TEST EMAIL II	FLOORNET	100							+	+	+	+	+	+			
	0056 RFD - COMMUNICATIONS	FLOORNET	100							+	+	+	+	+	+			
	1706 DEVEL EMII INSTALL/OPS MANUALS	FLOORNET	100							+	+	+	+	+	+			
	1707 DEVEL. OPERATOR KITS/PROCEDURES	FLOORNET	100							+	+	+	+	+	+			
	0063 AWARD COMMUNICATIONS CONTRACT	CONVNGT	100							+	+	+	+	+	+			
	1719 CONFIGURE OMEGANITE WORK STATIONS	FLOORNET	100							+	+	+	+	+	+			
	0411 DESIGN NETWORK/POOL CAMERA POSITIONS	FLOORNET	100							+	+	+	+	+	+			
	1724 BUILD, TEST, SHIP GATEWAYS	FLOORNET	100							+	+	+	+	+	+			
	1732 DESIGN MESSAGE FORMS	FLOORNET	100							+	+	+	+	+	+			
	0412 APPRV DESIGN-NETW/POOL CAMERA POSITIONS	MEDIA	100							+	+	+	+	+	+			
	0093 ACCOM PLN - SECURITY PERSONNEL	HOUSING	100							+	+	+	+	+	+			
	0094 ACCOM PLN - AUX/COALITION GROUPS	HOUSING	100							+	+	+	+	+	+			
	0095 ACCOM PLN - NATIONAL PRESS	HOUSING	100							+	+	+	+	+	+			
	0096 ACCOM PLN - REAGAN YOUTH	HOUSING	100							+	+	+	+	+	+			
	0097 ACCOM PLN - RE-ELECT COMMITTEE	HOUSING	100							+	+	+	+	+	+			
	0098 ACCOM PLN - PAGES	HOUSING	100							+	+	+	+	+	+			
	0099 ACCOM PLN - FIRST FAMILY	HOUSING	100							+	+	+	+	+	+			
	0100 ACCOM PLN - WHITE HOUSE STAFF	HOUSING	100							+	+	+	+	+	+			
	0101 ACCOM PLN - CABINET/VIP	HOUSING	100							+	+	+	+	+	+			
	0102 ACCOM PLN - WHITE HOUSE PRESS	HOUSING	100							+	+	+	+	+	+			
	0103 ACCOM PLN - STATE DELEGATIONS/GUESTS	HOUSING	100							+	+	+	+	+	+			
	0104 ACCOM PLN - CONVENTION STAFF	HOUSING	100							+	+	+	+	+	+			
	0193 ACCOM PLN - RNC STAFF	HOUSING	100							+	+	+	+	+	+			
	0304 RECEIVE/PROCESS REQ FOR SPACE	CONVHALL	100															
	0106 ALLOCATE AVAILABLE HOTEL SPACE	HOUSING	100							+	+	+	+	+	+			
	0402 ASSGN SPACE-PRINT MEDIA /RELATED	MEDIA	100							+	+	+	+	+	+			
	0605 DEVEL, SECURITY PLAN (INSIDE)	CONVSERV	100							+	+	+	+	+	+			
	0321 SPACE RMNITS-RNC ORGANIZATIONS	CONVHALL	100							+	+	+	+	+	+			

















## TENTATIVE TIMETABLE

May 17, 1984	Committee on Arrangements Reception
May 18, 1984	Meeting of Executive Committee of the Arrangements Committee
May 18, 1984	Meeting of Executive Committee of the Republican National Committee
July, 1984	Announce program of Convention (time schedule and most participants)
July 10, 1984	File Quarterly FEC Report of Receipts and Disbursements
July 16-19, 1984	Democratic National Convention in San Francisco
July 17, 1984	Unlimited access to main area of Convention Hall (East Exhibit Hall and Center Exhibit Hall) Levels 3 and 4 to begin construction of anchor and radio booths, podium, press seats, camera stands
July 17, 1984	Convention Hall is available to start setting up all Convention Floor seating
July 28 - August 12, 1984	1984 Olympics - Olympic games held in Los Angeles
August, 1984 (1st or 2nd week)	Chairman of Republican National Committee arrive in Dallas
August 6, 1984	Unlimited access to entire Convention Center
August 11, 1984	Begin orientation of special Pages and security personnel



August 12, 1984 Preliminary meeting of Committee on Resolutions (Platform). This is usually an organizational meeting followed by a social period. This Committee will meet daily as a whole in subcommittees or both during the period August 12 through 19, 1984.

August 13, 1984 Meeting of Committee on Contests, if required. Possible meeting would occur next day or two days of meetings might be required

August 14, 1984 Final meeting of the Committee on Rules of the National Committee to adopt the report which will be submitted to the Republican National Committee for approval

August 14, 1984 Final meeting of the Committee on Arrangements

August 14 or 15, 1984 Final meeting of current Republican National Committee. At this meeting the temporary roll of the Convention is approved, all final arrangements are reported and the report of the Rules Committee is adopted for referral to the Convention Committee on Rules and Order of Business

August 16, 1984 Delivery of Badges and Tickets for each state to Members of the Republican National Committee

Delivery of Badges and Tickets to the Superintendents of the news media groups (with the possible exception of Temporary Floor Passes, which may be issued each day)

August 17-18, 1984 Delivery of special Badges and Tickets to individuals who present letter of authorization and do not receive tickets from state source

August 18, 1984 Meeting of Pages for instructions, credentials and rehearsal

August 19, 1984 Preliminary meeting of Committee on Rules and Order of Business

Final instruction for Pages



August 24, 1984

Meeting of new Republican National  
Committee

September 1, 1984

Republican National Committee Lease  
period is over at Dallas Convention  
Center

October 17, 1984

Post Convention FEC report must be  
filed (or no later than ten days  
after activity relating to the  
Presidential nominating convention  
has ceased)

November 6, 1984

Presidential Election Date

*RD  
outline*

THE WHITE HOUSE  
WASHINGTON

January 30, 1984

*77  
Jelmer*

MEMORANDUM FOR JIM BAKER  
MIKE DEEVER ✓  
FROM: MIKE McMANUS *McManus*  
SUBJECT: 1984 Convention

I have reviewed the January 26 memo from Bill Timmons which will be one of the subjects of discussion at the 5:30 p.m., Monday meeting and have the following comments:

1. Television - The General Counsels and other executives of both NBC and ABC have advised me that they believe the standard for T.V. coverage of both conventions will be whether they are "news". They believe that since there is expected to be more news out of the DNC than ours the coverage will not be equal and doesn't need to be. I do expect however that we will get 1½ - 2 hours of nighttime coverage, although it's important to note that the "news" standard will still be utilized to decide when the networks go to the booth for their own programming as opposed to that on the podium.

I understand that CNN will provide the most coverage and will sell their service to others.

I have suggested that Chairmans Fahrenkopf and Manatt go to the networks to try to clarify the T.V. issue. I understand this is in the works.

I would not drop our effort with the nets. I think we should take a run at convincing the nets that they have a responsibility to cover this important part of our political process. ABC just completed a special on voter attitudes and why so few people vote. I would suggest that a network that can make a marathon interesting can find a way to include more coverage of this political process in a way that will develop more interest. We should accept a responsibility for creative programming and the networks should be more responsible to cover the event.

Providing some feed or other service to SIN is important and we should plan on doing that.

Conclusion: We should designate someone to get as much information on the networks' plans as soon as possible, provide a feed for SIN, and plan our program with as much "news" as possible for prime time.



II. Convention Length - It's my understanding that the President wants a three day convention and that the Chairman's paper suggests it could legally be accomplished by a four day, three night convention with a limited amount of time devoted to a daytime opening of the convention.

The question of political pressure for podium time can only be intelligently addressed after we have seen a proposed program for what needs to be accomplished during two hours for three nights. Part of this final decision will depend upon whether both of you and Senator Laxalt are willing to enforce a tight rule on speaking time. I suggest we ask Timmons and Anderson to come up with a draft program. At some point in time it may be necessary for you to meet with the principals who are part of the T.V. program to emphasize the importance of following the schedule. You should also request that all speeches be submitted in advance to assure the compliance with necessary timing.

The program review is key however because once again we can never be sure of what part of the podium program will be covered. The networks can go to their own programming at any time.

We need to focus on whether we want to have a First Lady's night as some people are talking about. This is another factor that needs to be looked at in this draft program review.

Even with four days and three nights we need to focus on what will be scheduled outside the hall the first night. The networks will be in town and may start some coverage that night. The story can't be of fat cat Republican parties. We may want to consider some kind of positive senior citizen or women's forum.

Conclusion: We need to see a creative draft proposal for a five day, four night and a four day, three night program.

III. Convention Program - Same as above.

IV. Films - The proposal is for two documentaries, one for the President and one for the First Lady. Based upon our latest proposal from Warren Bush it would cost approximately \$600,000 for the President's documentary alone, including the purchase of film footage for the past three years and new footage from China, the Summit, the Olympics and two designated campaign events. I believe this could be negotiated down but that it would be difficult to get two documentaries for \$600,000 if they include separate crews on the foreign trips. We have already spent \$125,000 for footage from the Far East.

The important aspect to address right away is a theme for one or two documentaries. We should ask Khachigian and Wirthlin to come up with an outline for approval. We can't ask Warren Bush or anyone else to produce footage without some upfront guidance.



Legal guidance is necessary on who pays for what since part of the footage will also be used in the General Election.

We can arrange to have film footage shot now and wait until May 1 to decide on a documentary but we must have a decision by that date in order to produce a quality documentary.

We may want to address this issue another way and that is to decide how much money we want to spend and then work with Warren Bush to produce quality within that cap.

Conclusion:

1. We need to decide whether we want a documentary on Mrs. Reagan.
2. We need to decide how much we want to spend on a documentary on the President.
3. We need to agree on a theme before we shoot any more footage.

V. Celebrities - We do need to look for talent to appear before the convention but we won't get any coverage of these people. Olympic winners will be national heroes and we should try to line them up now. I think it's important however to see if we can't find women, hispanic and other minority representatives who are Republican elected officials and private sector substantive celebrities who have high credibility.

VI. Slogan - I've heard three or four slogans advanced and while "Better Off Today, Even Better Tomorrow" may be good I would suggest we ask for all suggestions and poll three or four instead of just one.

VII. Presidential Participation - We should look at the draft schedule for Presidential participation, but I would suggest we have our White House planning group put together a plan for the convention and perhaps some ideas for stops on the way to the convention. The coverage could be a daytime Presidential event in a key state and then convention coverage that night.

VIII. Hall Design - We have selected a general contractor after a day of presentations by three finalists to a select panel. The contractor is not working on design. The plan is to submit a theme to several designers for a proposal that would be reviewed by you and by the President. The contractor would then implement the approved design. One important aspect of design is the look on T.V. and this will be an important part of any proposal.

IX. Big Screens - This is an important issue to get some guidance on early as it is obviously an integral part of the design proposal. We should also decide on how we want to spend our money since the proposal we have in house for a multi-media show without coverage of events outside the hall would run \$250,000. If we want to produce a documentary and then buy time to show it on television,

if it's not covered during its showing at the convention the cost would be about \$200,000 for one network. The total film and multi-media package would be over \$1 million.

X. Lead Time Planning - All of the decisions mentioned need to be resolved as soon as possible.

XI. Support Staff - I agree with the idea here, but we all know how difficult this has been to accomplish in the past. You have to decide on the rules here and most likely enforce them.

XII. Convention Officers - This needs your attention and the President's approval.

XIII. General Comments - I believe it's important to use this meeting with Bill to start a well organized coordinated effort at planning the convention. To date there have been several problems that you need to be aware of:

1. Now that we have a candidate we need to make sure everyone knows that the White House will be running the convention. To date there has been a problem with who is in charge. The system created in 1980 provided that the Chairman of the Arrangements Committee run the convention. The Chairman is Ernie Angelo and the Vice Chair is Trudy McDonald. For a number of reasons they both look at this assignment as a last hurrah and have tried to maintain control over every little decision including the hiring of secretaries. The other members of the national committee who have specific assignments also consider these to be their own personal domain eq. Nancy Apfar who is the housing chairperson released the hotel assignments to the press without even notifying Frank Fahrenkopf. The national committee meets this week, Wednesday and Thursday in Washington and the who is in charge question needs to be resolved before they leave town.

2. We have discussed the Roger Allan Moore issue and I believe it has been agreed he will become Counsel to Reagan-Bush and not to the RNC or convention. This should be clarified and finalized this week to avoid future confusion.

3. Bill Timmons is the resident expert on conventions and everyone wants him to be involved in an important way but this needs to be defined now and at the 5:30 meeting if possible. Senator Laxalt has apparently given Bill some role in the convention but it hasn't been defined to me or to Ed Rollins. He supposedly works for Rollins but only reports to you two. He started out with the responsibility for programming from the trailer but now signs his correspondence on Reagan-Bush paper as Convention Director. He started meetings several months ago with a group of people who have had prior convention experience and called it a Communications Advisory Group. I see from his latest memo that it has become the Convention Planning Group. I only heard about the meeting from Bill Carruthers and was invited at the last minute at Carruthers' suggestion. I have had weekly



meetings on convention planning with Rollins, Fahrenkopf, Walker, a Laxalt representative, Moore, Angelo, and McDonald and Bill hasn't attended more than one and will not send a representative. Ron Walker has been named the Convention Manager and what he and Bill do needs to be defined and coordinated.

I suggest that now that we have a candidate, you make it clear that we are going to oversee the planning and make some necessary decisions as we go down the line. If you want me to be the White House liaison that needs to be made clear and all requests and input should be through me. I understand there may be a limited number of exceptions. I would call a weekly meeting, in the White House if legally possible, or outside will all the players represented and bring necessary issues to our 10:30 Tuesday meeting for decisions or guidance. We can't have three or four people all thinking they are running the convention and hope to get anything done. We can get a group to work together if we have the proper direction from you.

4. The President should send a letter to the State Chairmen asking them to exert their influence where possible to include more women and minorities at the convetion. The "look" will be important and we need to at least do better than 1980.





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

*file  
convention*

January 27, 1984

*[Handwritten signatures]*

WILLIAM E. TIMMONS  
*President*

TOM C. KOROLOGOS  
*Executive Vice President*

MICHAEL L. REED  
*Vice President*

HOWARD G. PASTER  
*Vice President*

KENNETH M. DUBERSTEIN  
*Vice President*

MARY A. SIDLEY  
*Vice President*

MICHAEL J. BATES  
*Director of Research*

MEMORANDUM FOR: THE HONORABLE MICHAEL DEAVER

FROM: WILLIAM E. TIMMONS *by*

SUBJECT: Dallas RNC Convention

Maybe the enclosed summary of our most recent convention planning session can be used as an agenda for Monday's 5:30 meeting.

Enclosure

January 26, 1984

MEMORANDUM

FROM: WILLIAM E. TIMMONS

SUBJECT: CONVENTION PLANNING SESSION

PARTICIPANTS:	Stan Anderson	ABSENT:	Dwight Chapin
	Bill Carruthers		Dave Gergen
	Rick Davis		Mike McManus
	Dan Denning		
	Mark Goode		
	Tom Korologos		
	Dick Moore		
	Dave Parker		
	Rick Shelby		
	Bill Timmons		
	Peggy Venable		
	Paul Wagner		
	Ron Walker		

*are they  
going to do*

I. TELEVISION: Goode reported Nets should be obligated to provide gavel to gavel coverage if they cover Democratic Convention start to finish. Networks expressed interest in covering GOP completely if evening sessions are limited to two hours and program is tight and snappy. Of 80 million homes with T.V., only 11% watch cable television: local programming, pay channels, and cable/super stations. The potential convention cable market is 1 million homes or 2.7 million people.

The Spanish International Network (SIN) has a potential reach of 33 million people with average prime time audience of 8 million Spanish speaking. The GOP may have to provide the feed without cost, and SIN would translate and provide its own commentary. C-Span cable system also cannot afford



\$70,000 for pool feed. CNN wants to go gavel to gavel and will sell convention service to others.

We have four alternatives:

1. Stay out of involvement and take whatever T.V. is available.
2. Produce a GOP program, buy satellite time, and give away.
3. Buy the pool feed and give to SIN, C-Span and others to use.
4. Buy the pool and insert our own GOP programming and give away.

Goode will explore with pool T.V. authorities the possibility of the RNC buying the feed with unrestricted use (to give away to cable, etc.). He will report reactions, and we can be in a position to make recommendations.

PROBABLE OUTCOME: Tight two-hour sessions with network gavel to gavel coverage plus RNC purchase pool feed to give to selected systems (such as SIN).

II. CONVENTION LENGTH: The group endorsed again its earlier recommendation that there be a 4-night, 5-session convention. We can use the fourth night of coverage, worth millions of dollars of advertising. Political pressure for podium time much too great to limit to three nights, especially in Networks plan 1½-2 hours per session.

RECOMMENDATION: Four-night, five-session convention.

III. CONVENTION PROGRAM: Anderson read a proposed outline of 4-night, 5-session program which included mandatory motions, necessary speeches, and important events that should be considered. Specific names of speakers, of course, were not addressed in his presentation. An effort was made to limit speech time to conform to the two-hour possible television coverage. Anderson will assign times allotted to each program item and agreement by speakers to the time limits will be a condition of invitation. Korologos will be responsible for keeping the program on time once the proceedings are firm.

IV. FILMS: The group recommended that Warren Bush be retained to shoot certain presidential events (such as China, Summit, Olympics, State of the Union, etc.), catalog footage, and produce a twenty-minute presidential documentary as the introduction to the President's address and a ten-minute film on the First Lady to be shown earlier in the week. This material can be used for general election advertising and may be shown the week following the Convention. However, Dick Wirthlin should provide survey input into issues, and Ken Khachigian should draft an outline for the films in coordination with Reagan-Bush advertising personnel.

RECOMMENDATION: Reagan-Bush pay up to \$350,000 to film, search records, and catalog materials. This to be split between advertising and convention divisions. The RNC Arrangements Committee pay up to \$250,000 to produce the two films, including some fresh presidential material, scoring, editing, etc.

TOTAL: \$600,000



V. CELEBRITIES: Parker presented lists of individuals as a base to draw talent to appear before the Convention: Attractive delegates, (youngest, etc.), Olympic winners, Roger Staubach, Bob Hope, Jim Brady, Ricardo Montalban, Brooke Shields, sports leaders, musicians, etc. However, it was generally agreed that there should be no "entertainment" by stars and that celebrities will be limited to a few very popular VIPs. Attention was given to effective use of the Presidential and Vice Presidential boxes.

RECOMMENDATION: A few, carefully selected celebrities be recruited for use on podium and in VIP boxes, but de-emphasize Holly stars and emphasize sports and minorities.

VI. SLOGAN: Our planning group has come up with a convention slogan that I personally like - "Better Off Today, Even Better Tomorrow. This slogan would be emphasized by still pictures with captions, signs, posters, and actual re-runs of that part of the debate when Reagan asked the American people "Are you better off today than you were four years ago?" The clear answer then was NO, the answer in '84 will be YES! This also can tie our expected opponent (Mondale) into the disaster of the Carter years. Reagan has a record so play to it; but since that is past we also have to be forward looking as well, hence the promise of a better tomorrow. Since this will be a party convention, the slogan is broad enough to cover all Republicans who are candidates (not united to Reagan) but clearly is associated in a personal way with the President. I would hope the President would incorporate

the slogan in his acceptance speech (delegates would roar the right answer).

RECOMMENDATION: A wirthlin survey test various slogans in conjunction with the campaign advertising management. This should be a crash priority since printed materials and podium design require knowledge of a slogan.

VII. PRESIDENTIAL PARTICIPATION:

Considerable discussion was held on the role of the President at the Dallas Convention. We agreed that he should arrive Wednesday, August 22 and depart Friday, August 24 (two days). It is hoped, however, that the First Lady and Vice President and Mrs. Bush will arrive Sunday, August 19 "to work" the convention. A creative schedule is in draft form for Presidential participation and will be presented soon for consideration.

VIII. HALL DESIGN: Walker reported that a general contractor has been selected to create ideas on the look of the hall - podium, seating, color, sound, light, and when the final product is approved, to act as a prime contractor. Guidance will be given to make proposals "Presidential."

RECOMMENDATION: None until first renderings are available.

IX. BIG SCREENS: Carruthers led discussion on use of multi-screens above podium to flash slides or show films to illustrate proceedings or reinforce themes (such as platform). Live remote broadcast can be piped into the Hall and projected. It is not



expected that networks will pick up this directly, but as a backdrop for many T.V. camera angles (including anchor booths) as well as still photographs it seems a valuable tool at modest costs. One possible use is to cover a presidential event away from the Hall and project that image on the screen (like when he learns of his election as our nominee). If we decide to invest in other than network T.V. outlets and control the cameras the multiscreen idea has even more merit. New technology enables us to use special lights, computer driven visuals, etc.

X. LEAD TIME PLANNING: It is important that the President and Vice President start thinking about a number of decisions relating to the Dallas Convention:

1. Acceptance Speech Preparation
2. Nominator and Seconders
3. Committee to Notify Candidate of Nomination
4. Committee to Escort Candidate to Podium
5. Introducer of Candidate (if film not used)
6. Family Members to be Invited
7. Friends to be Invited
8. Use of Candidates' VIP Boxes in Hall

*Feel employees. Cars, SUVs, Cabinet.*

XI. SUPPORT STAFF: Since all campaign, White House, and Administration personnel attending the National Convention will have expenses paid by the Reagan-Bush '84 Committee, it is imperative that only essential officers be invited. Timmons proposes that Cabinet officers and wives, plus one secretary and one assistant be invited. Identical treatment for Assistants to the President. No agency heads and assorted hangers-on be included. This proposal does not, of course, apply to personnel who normally travel with the President and Vice President and are paid through government funds (WHCA, Secret Service,

physician, Press Office, etc.).

RECOMMENDATION: Concur in Timmons proposal to limit guests at campaign expense.

XII. CONVENTION OFFICERS: Rep. Bob Michel (R-Ill.) has been selected as Convention Permanent Chairman, and Rep. Trent Lott (R-Miss.) named as Platform Chairman. Also, it is traditional and expected that Rep. Jimmy Quillen (R-Tenn.) will be chosen as Parliamentarian since the convention operates under House rules. (Jimmy is ranking Republican on the House Rules Committee).

There are two other principal positions: Keynoter (or Keynoters) and Temporary Chairman who receive considerable camera coverage. One should go to a Senator and the other to a Governor.

Unfortunately, Paula Hawkins (R-Fla.) and Nancy Kassebaum (R-Kan.) are not appropriate for one of these assignments. There must be articulate and attractive women involved however.

Senator Howard Baker (R-Tenn.) has requested to nominate the President and would make a rip-snorting speech. The Chief Executive, however, probably prefers Paul Laxalt (R-Nev.) who has nominated in previous conventions and deserves the honor.



THE WHITE HOUSE

WASHINGTON

January 26, 1984

MEMORANDUM FOR BILL HENKEL

FROM: MIKE McMANUS *MM*

This is a reminder of two outstanding items which we have discussed. The first is a memo regarding security as we go into a campaign mode. The second is an update on the room reservations for the convention. You have received a copy of the memo that Gubitosi did, and Timmons and I would like to have an update. Without putting any undue pressure on your staff, could you advise me with a date as to when I will receive these?

Now that we are getting into a campaign mode, this office will be more responsible for set-up memos in connection with events we have created. I would appreciate it if you would instruct your people to deliver to my office 48 hours before an event a draft of their assessment of the purpose of the event as defined in local terms, a description of the sponsors and people attending, an approximate number of people attending, and anything else that would be helpful for the President to have in the set-up memo. We need to get this from people actually on the ground working on the event.

Thank you.

cc: Mike Deaver ✓

THE WHITE HOUSE  
WASHINGTON

Date: January 30, '84

TO: MIKE DEAVER  
FROM: **Michael A. McManus, Jr.**  
*Assistant to the President  
and Deputy to Deputy Chief of Staff*

- Information
- Action
- Let's Discuss

For our 4:30 meeting today.

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THE WHITE HOUSE  
WASHINGTON

Mr. Deaver:

Is this 4:30 p.m. meeting  
taking the place of the  
5:00 p.m.?

DB