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October 30, 1984

MEMORANDUM TO BILL SITTMANN

RE: Election Night Activities in Washington, D.C.

On Election Night, November 6th, Reagan-Bush '84 and the Republican National Committee are sponsoring an event at the Shoreham Hotel with doors to open at 5:00 PM.

The exact schedule for the evening's festivities is still being determined. Potential speakers for the evening include Senator Laxalt, Frank Fahrenkopf, Mayor Margaret Hance, and Lee Atwater. Further details will be forthcoming.

The event is jointly sponsored and funded by the Campaign and the RNC. Other Republican groups are holding separate, individually funded, events in the hotel; these include the Senatorial and Congressional Committees, the Eagles, and the RNC foreign diplomats.

The main event, to be held in the Shoreham's Grand Ballroom, is a ticket-only affair.

INVITEES

- White House Staff
- Cabinet members/Agency Heads
- Schedule C/Political Appointees
- Reagan-Bush Staff and Volunteers
- Senate and House Leadership
- RNC Staff
- Members of other Republican Groups

ANTICIPATED ATTENDANCE

- 7,000 for the RNC/Reagan-Bush main event
- 2,000 for other Republican events
- Undetermined number for other events/parties in the Shoreham

PRESS OPERATIONS

Reagan-Bush and the RNC are co-sponsoring a complete press operation at the Shoreham throughout Election Night.

POLITICAL OFFICE

Lee Atwater will oversee a fully operational Political Office at the Shoreham.

Open phone lines to California and Texas will be available for use throughout the evening.

A complete list of phone numbers for the Political Office at the Shoreham will be made available later this week.

OPERATIONS

Joe Canzeri is the overall coordinator of the event and liaison between the Shoreham, the RNC, and the Campaign.

ENTERTAINMENT

Lionel Hampton's band will be the main entertainment in the Grand Ballroom. Roving Dixieland bands will circulate throughout the Shoreham during the evening.

A giant 20-foot map of the United States will depict the results of the election--Presidential, Senatorial, House and Gubernatorial races--for the attendees in the Main Ballroom.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Bill
we have a serious problem with H's - 2 suggest you get

FJD

TO: Michael Deaver

CC: James Rosebush
William Sittmann

FROM: Elaine Crispen *EC*

DATE: October 24, 1984

RE: Election Night Party

*adjust
subject of my panel
space.*

In addition to the Jorgensen list, which is attached, the following people will be invited to The President & Mrs. Reagan's private party on election night at the Century Plaza Hotel:

Mr. & Mrs. George Allen

Mr. & Mrs. Frank Sinatra

Mr. & Mrs. Robert Arthur

Mr. & Mrs. Robert Six

Mr. & Mrs. Chad Everett

Mr. & Mrs. Thomas Trainer

Mr. Bill Frye

Mr. & Mrs. Hal Wallis

Mr. Bobby Fryer

Mr. Jim Wharton

Mrs. Freeman Gosden

Ed Rollins

Miss Zsa Zsa Gabor

~~*Sen. Harrell*~~

Mr. Ted Graber

Stu. Spencan

Mr. & Mrs. Cary Grant

Jim Halle

Mr. & Mrs. Rosie Grier

Ken Hachigian

Mr. & Mrs. Charlton Heston

Ray Buchanan

Mr. & Mrs. Bob Hope

Ed Wickley

Mr. & Mrs. Jaqueline Hume

D. Danman

Mr. & Mrs. Mervyn LeRoy

~~*Bob Westford*~~

Mr. & Mrs. Tommy Lasorda

B. Wankel

Mr. & Mrs. A. C. Lyles

Mr. & Mrs. Marshall Shacker

I have also requested a list from your office of campaign and political people who should be added to the invitation list. As soon as we have your list, the location and the time, I will start making the phone calls.

Thank you.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

JORGENSEN GUEST LIST

NOVEMBER 6, 1984

The President & Mrs. Reagan
Mr. & Mrs. Earle Jorgensen
Mr. & Mrs. Robert Adams
Mr. & Mrs. Walter Annenberg
The Honorable & Mrs. James Baker
The Honorable & Mrs. Michael Deaver
Mr. & Mrs. Armand Deutsch
Mr. & Mrs. Paul Grilley
Mr. & Mrs. Tom Jones
The Honorable & Mrs. Paul Laxalt
The Honorable & Mrs. Robert McFarlane
The Honorable & Mrs. Edwin Meese
Ms. Maureen Reagan & Mr. Dennis Revell
Mr. & Mrs. Michael Reagan
Mr. & Mrs. Neil Reagan
Mr. & Mrs. Ron Reagan
Mr. & Mrs. Gwynn Robinson
Mr. & Mrs. Henry Salvatori
Attorney General & Mrs. William French Smith
Dr. & Mrs. Norman Sprague
Mr. & Mrs. Ray Stark
Mr. & Mrs. Jimmy Stewart
Mr. & Mrs. Holmes Tuttle

JORGENSEN GUEST LIST
NOVEMBER 6, 1984
PAGE TWO

The Honorable & Mrs. Charles Wick
The Honorable & Mrs. William Wilson
Mr. & Mrs. William Winans
Mr. & Mrs. Jack Wrather
Mrs. Alfred Bloomingdale
Mr. Donald Bren
Mrs. Ted Cummings
Mrs. Justin Dart
Mrs. Marje Everett
Ms. Marcia Hobbs
Mrs. Michael Nidorf
Mrs. Virginia Milner
Mrs. Tex Thornton
Mr. Jerome Zipkin

REAGAN-BUSH '84

The President's Authorized Campaign Committee

'84 SEP 27 P1:44

MEMORANDUM

file
OK

To: Mike Deaver
Through: Margaret Tutwiler *MOT*
From: Doug Watts *DW*
Re: Dallas Morning News Articles Written by Ron Reagan, Jr.
Date: September 27, 1984

We are putting out a tabloid insert for college newspapers that will appear the week before the election. We plan to do interviews with various party notables, stories about the President and the campaign, and other relevant articles.

The President's son wrote a series of columns that appeared in the Dallas Morning News during the week of our convention, and they are just the kind of thing we're looking for to use in this project. How would we go about getting permission to reprint them?

Many thanks, Mike, for looking into this for us.

Copy

THE WHITE HOUSE

WASHINGTON

October 5, 1984

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Campaign Related Events

The following dates have been scheduled for events of significance to the campaign:

- | | |
|-----------------------|--|
| Sunday, October 7 | - To Louisville, Kentucky for Debate and Reagan-Bush '84 Rally |
| Monday, October 8 | - To Charlotte, North Carolina to attend Reagan-Bush '84 Rally; to Baltimore for Columbus Day Activities; Host reception for "Victory '84 Steering Committee"
- Taping for Reagan-Bush Get-Out-The-Vote Drive |
| Wednesday, October 10 | - To Wayne County, Michigan to visit Agatha's Catholic High School, and to Macomb County for Heritage Council Luncheon and Reagan-Bush '84 Rally |
| Thursday, October 11 | - Drop by United Negro College Fund Dinner |
| Friday, October 12 | - Whistle-stop train trip through Ohio |
| Monday, October 15 | - To Greenville, South Carolina; Macon, Georgia; and Tuscaloosa, Alabama |
| Tuesday, October 16 | - To Illinois (DuPage and Lake Counties) and St. Louis, Missouri |

Page 2
October 5, 1984
Campaign Related Events

- Thursday, October 18 - Trip to New York for Alfred Smith Dinner
- Sunday, October 21 - To Kansas City, Missouri for Debate
- After October 21 - THEMES:
 - 1. Education/Future/High Tech
 - 2. Crime/Traditional Values
- Tuesday, October 23 - Reception for "Victory '84" Committee

REAGAN-BUSH '84

The President's Authorized Campaign Committee

TO: Michael K. Deaver
FROM: Richard B. Wirthlin
DATE: October 3, 1984

W

Mike, the attached is for your information.

JAB
Has TR seen?
No - we're taking the
rest of this & others &
hooking in all down into
our memo. JAB

REAGAN-BUSH'84

The President's Authorized Campaign Committee

MEMORANDUM

TO: James A. Baker III

FROM: Richard B. Wirthlin
John D. Moss

DATE: October 2, 1984

SUBJECT: Some Suggested Debate Strategy for October 7th

1. Encourage the President to apply his battle tested debate assets
 - Humor to defuse an overblown attack.
 - Rhetorical questions that focus and highlight his points and at the same time can put Mondale on the defensive.
 - Anecdotes to make communication simple and memorable.
 - An emotional closing statement that reinforces the strategic campaign imperative: "Ronald Reagan will provide strong, effective leadership for America's future."

2. Some General Guidelines
 - a. Appearance and Manner
 - Strong, at ease, genial
 - Symbol of America's strong hope and optimism
 - The coach

 - b. Attitude
 - Do not attack Mondale, but if Mondale gets into trashing America's economic accomplishments the President should become a tough defender of the "people's" accomplishments.
 - Never attack Carter, but use the Carter/Mondale record to remind of the economic pain in 1980 that Americans experienced because that administration chose government intrusiveness versus trusting the people.

c. Content

- The President should respond to questions with principles. (Some examples are attached as Appendix I).
- It is far more important for President Reagan to demonstrate confidence, knowledge and leadership than for him to prepare elaborate and technical presentations. Only insofar as facts, figures and reasoning complement the perception of the President as possessing these qualities are they worthwhile in the debate.

d. Mondale Attacks

- When Mondale attacks on his issues he should be responded to with principles, the real issues -- less taxes, more responsive government, opportunities generated by economic growth, etc.
- When Mondale uses a question as an excuse to attack the President, the President should respond directly to the moderator's question first and then, only when Mondale's question offers an opening for him to make a point he wants to make, should the President respond to Walter Mondale.
- Expect Mondale to use Reagan quotes from the past to embarrass (See Appendix II for ways to respond).

3. Zingers

To zing someone is to be harshly critical. That is not the President's nature and he should not use literal zingers in the debate. Reagan statements of this nature should be the type that cause the vast majority of the audience to say "Darn right" or "Right on" because it reflects the audience's perception:

- Mondale attacking/trashing America's economic accomplishments...

"Why are you always attacking America?"

- Mondale creating fear of the future...
"Why is your crystal ball always so gloomy?"
"When you're so gloomy about the future, I sometimes wonder if you're speaking for the country or for yourself."
- Mondale getting emotional over the deficit, fairness, toxic wastes, etc...
"Why weren't you so upset over inflation, interest rates, etc. that were punishing the poor in 1980?"
- Mondale attacking the President for favoring big business...
"You don't create more jobs by destroying the job creators."
- A Mondale attack mired in detail...
"I'm not sure you see the forest for the trees."
- Mondale attacking on fairness...
"People who live in glass houses shouldn't cast stones."

Destroy Mondale's credibility as a leader for fairness by the President stating how inflation, taxes and interest rates are the most brutal enemies of the poor. The Detroit speech is right on target.

Mondale's "policies did not just create hardship; they were the very essence of unfairness. "Despite his great torrents of rhetoric about compassion" for the less-well off, the only people to benefit from Carter-Mondale policies were those "wealthy enough to invest in inflation hedges... Working Americans and the needy were left out in the cold," he charged.

- Mondale using questionable facts.

"You're entitled to your own set of opinions, but not your own set of facts."

- "December Surprise" attack.

"You make it sound like I'm the Grinch out to steal Christmas."

- Mondale attack burst that includes a number of "one liners" ala his GWU speech.

"I thought you were interested in issues, not slogans and one-liners."

4. Deal to our strengths

- Highlight the President's promises made and promises kept.
- Drive hard the point that in the last four years American's, working together have:
 - Reduced inflation
 - Brought the economy roaring back
 - Created jobs
- But readily admit much more needs to be done that will never be accomplished by Mondale's "old ways" that got us into the economic mess of 1980.

5. Closing

Objective: Present the President as the only answer to the ballot determining question:

WHICH CANDIDATE OFFERS THE STRONG AND PROVEN
LEADERSHIP THAT CAN EFFECT POSITIVE CHANGE
FOR MY FUTURE?

MEMORANDUM - James A. Baker III
October 2, 1984
Page 5

An outline and key elements of the closing statement are as follows. It is based importantly on the most powerful elements of the 5:00 economic speech which was excerpted from the Detroit October 1 address.

- a. Restate the question of '80 ("Are you better off...") as lead-in to briefly discussing the turnaround.
- b. "I wish I could take the credit but I can't; it belongs to all of you." This statement is imperative and pivotal. It brings all Americans to the President and sets up the remainder of the closing speech (more to be done so all can benefit/caring section and the choice).
- c. President outlines the choice and ends with the question of '84..."Do we move boldly and confidently forward? Or, do we go back?"

cc: Richard G. Darman
Edward J. Rollins
Stuart K. Spencer

DEFICITS

QUESTION: Whoever is elected will face a deficit larger than any in U.S. history. What will you do to reduce that deficit?

ANSWER: I believe there are two aspects to that question. First, the reason we have a deficit is because the government is too big and spends too much, not because the taxpayers spend too much of their hard earned money. Second, if government is to blame, then reduce the deficit first by reducing government spending, not by taking more from the taxpayers' pockets. My opponent sees the situation differently. His solution: increase your taxes and make government even bigger.

I've made very clear my view on how to reduce the deficit:

- You start by further reducing the growth rate of government spending;
- Interest rates will fall further because we've brought inflation under control;
- Continued economic expansion will increase revenues. And, I might add, nothing would stop the biggest economic expansion in 30 year faster than a tax increase;
- Government waste and inefficiency.

POVERTY

QUESTION: It's ironic that 20 years after the Great Society was created, even in the high-tech America of the 1980's during an economic expansion, the number of poor Americans is increasing. Doesn't this cast doubt on liberal ideas that anti-poverty programs work, and on conservative ideas that economic growth reduces poverty? Isn't there any way for America to end the disgrace of widespread poverty in the richest nation on earth?

ANSWER: Your question indicates that there are two fundamental approaches to reducing poverty and let's make it clear that we're talking about poverty among those able to work. Mr. Mondale and I agree government has a responsibility in this area, but we differ dramatically on how government can reduce poverty. I believe government can reduce poverty by encouraging economic expansion that yields individual economic opportunity through jobs rather than by creating bureaucratic nightmares called jobs programs.

(Brief summary of what happened to poverty rate under Carter/Mondale and how rate of increase had slowed to near zero by 1983.) It's started working, but unfortunately not everyone is participating yet. However, if we continue to build opportunity through economic expansion in the next four years, and we must, then poverty will decline as more and more people participate in the economic recovery by getting jobs.

ENVIRONMENT

QUESTION: Some have charged that the federal commitment to a cleaner environment has stalled in the past four years, and there are new public concerns about acid rain and toxic waste. What will you do in the next four years to ease these concerns and assure the American people that the federal government will protect the environment?

ANSWER: There are some arenas in which only the federal government can act: providing a strong and stable currency, providing for the safety and security of our citizenry. When our health and safety face potential threats, we must respond coolly and decisively. I have regarded acid rain and toxic wastes as enemies. Both are illusive enemies. Some believe in throwing money at symptoms; I believe in funding permanent solutions for the disease.

We have doubled the budget for acid rain research because we don't yet know enough about how it's caused or how best to cure it. I told Bill Ruckelshouse to make acid rain a priority when he took over EPA. Once we know the responsible cure, we'll act with speed and decisiveness. As far as toxic wastes go, I'm proud of our record. For decades this problem has been ignored. We've tripled the federal share for Superfund, but more importantly, we have assessed 125 companies more than \$300 million for their share of cleaning up their mess. Work has begun on 600 sites.

The role of the federal government and the mandate of this administration is clear: protect our people.

REAGAN-BUSH'84

The President's Authorized Campaign Committee

TO: RICHARD B. WIRTHLIN
FROM: JOHN D. MOSS
DATE: 24 September 1984
SUBJECT: DEBATES

As discussed previously, Mondale will be looking to the debates for a breakthrough. A likely strategy is to try to catch the President off guard with something out of left field.

One possible tactic would be to pull some statement of a position out of the President's past that is in conflict with his current policy, and challenge the President to explain the inconsistency. For example, in 1975 Ronald Reagan took a hard line against grain deals with the Russians. Now he flails Carter/Mondale for the embargo. Which Reagan do you want America to vote for?

Through nearly thirty years of political statements by the President, I'm sure there are a number of such inconsistencies that could be turned up. At this point it's impossible to identify all such statements and prepare specific responses. However, I would suggest an alternative strategy for dealing with any Mondale attack of this nature.

Specifically, the President can simply deflect any such charge by coming back with a similar, specific Mondale inconsistency, e.g., "deficits for the sake of employment are o.k.," etc. With a couple of Mondale statements in hand, the President can simply turn the attack around on Mondale, and the audience will interpret the Mondale attack as sheer silliness.

cc - K. Khachigian

REAGAN-BUSH '84

The President's Authorized Campaign Committee

*Read
File*

TO: Bill Sittman
FROM: Dick Wirthlin
DATE: September 28, 1984

Bill, the attached is for your information.

file

STATE COUNT AS OF 09/26/84 -- MOST RECENT BALLOT

Key Variable: State Name Report compiled: 18:06 hrs 09-27-1984

ST	EL VT	VENDOR	SAMPLE SIZE	POLL DATE	REAGAN PERCENT	MONDALE PERCENT	REAGAN MARGIN	UNDECIDED PERCENT
AL	9	ABC	500	09/17/84	58%	32%	26%	10%
AK	3	RBSP	600	08/01/84	60%	40%	20%	0%
AZ	7	DMI	600	02/10/84	66%	26%	40%	8%
AR	6	VLT	500	09/23/84	61%	31%	30%	8%
CA	47	KABC	1200	09/23/84	50%	38%	12%	12%
CO	8	DMI	600	06/25/84	59%	37%	22%	4%
CT	8	HRT CRNT	500	09/19/84	54%	28%	26%	18%
DE	3	MOR	600	09/22/84	59%	35%	24%	6%
DC	3	unknown	0	unknown	20%	80%	-60%	0%
FL	21	NEWS	750	09/11/84	64%	27%	37%	9%
GA	12	DMI	600	09/05/84	56%	36%	20%	8%
HI	4	SMSR	400	02/14/84	44%	40%	4%	16%
ID	4	DMI	150	06/04/84	67%	28%	39%	5%
IL	24	ABC	500	09/17/84	57%	34%	23%	9%
IN	12	MOR	800	06/06/84	62%	33%	29%	5%
IA	8	IA POLL	644	09/18/84	58%	35%	23%	7%
KS	7	MOR	600	07/10/84	61%	32%	29%	7%
KY	9	VLT	800	09/07/84	61%	34%	27%	5%
LA	10	DMI	600	09/02/84	59%	37%	22%	4%
ME	4	MOR	600	09/09/84	61%	35%	26%	4%
MD	10	BT SUN	800	09/08/84	49%	39%	10%	12%
MA	13	MOR	500	02/18/84	50%	44%	6%	6%
MA	20	MOR	800	09/13/84	56%	38%	18%	6%
MN	10	MN POLL	931	09/01/84	47%	40%	7%	13%
MS	7	MOR	600	05/06/84	53%	43%	10%	4%
MO	11	MOR	600	09/09/84	59%	34%	25%	7%
MT	4	DMI	150	06/04/84	61%	33%	28%	6%
NB	5	SRI	589	08/10/84	57%	26%	31%	17%
NV	4	DMIM	28	01/30/84	60%	25%	35%	15%
NH	4	DMIM	47	01/30/84	52%	35%	17%	13%
NJ	16	ABC	500	09/17/84	61%	29%	32%	10%
NM	5	ZIA	405	09/10/84	62%	27%	35%	11%
NY	36	NYUBS	800	09/16/84	55%	34%	21%	11%
NC	13	DMI	600	09/13/84	57%	40%	17%	3%
ND	3	MOR	500	06/30/84	59%	33%	26%	8%
OH	23	ABC	500	09/17/84	55%	38%	17%	7%
OK	8	VLT	600	02/25/84	60%	30%	30%	10%
OR	7	DMI	600	09/06/84	51%	43%	8%	6%
PA	25	DMI	800	09/10/84	53%	42%	11%	5%
RI	4	MOR	600	09/09/84	51%	38%	13%	11%
SC	8	VLT	600	06/14/84	60%	34%	26%	6%
SD	3	DMI	300	06/09/84	59%	34%	25%	7%
TN	11	MOR	600	08/12/84	55%	40%	15%	5%
TX	29	ABC	500	09/17/84	60%	31%	29%	9%
UT	5	DMI	150	06/04/84	80%	18%	62%	2%
VT	3	MOR	400	05/06/84	55%	36%	19%	9%
VA	12	NAM	800	06/06/84	62%	31%	31%	7%
WA	10	DMI	600	09/08/84	57%	37%	20%	6%
WV	6	RYAN RES	1200	09/18/84	58%	40%	18%	2%
WI	11	DMI	600	08/31/84	58%	36%	22%	6%
WY	3	DMI	150	06/04/84	63%	30%	33%	7%
US	0	GLP	965	09/23/84	57%	39%	18%	4%
TR	0	DMI	1000	09/26/84	57%	36%	21%	7%

THE WHITE HOUSE
WASHINGTON

Keep

September 19, 1984

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Campaign Taping Sessions

In accordance with the time frames that Bob Teeter requested, the following times have been tentatively scheduled for campaign taping sessions:

- Thursday, September 27 - 1:30 p.m. (30 minutes)
- Thursday, October 11 - 3:00 p.m. (30 minutes)
- Tuesday, October 16 - 1:30 p.m. (30 minutes)
- Thursday, October 25 - 1:30 p.m. (30 minutes)
- Monday, November 5 - 11:30 a.m. (30 minutes)

cc Margaret D. Tutwiler
William Sittmann

THE WHITE HOUSE
WASHINGTON

file

September 18, 1984

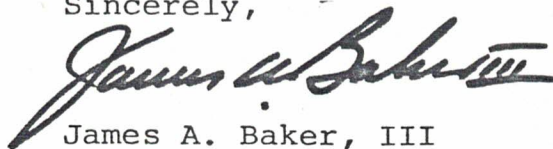
Dear Congressman Wyden:

Thank you for your recent letter to the President requesting that he withhold any final statement of victory or defeat with respect to the November 6, 1984 Presidential elections until after the polls in the Pacific Time Zone have closed.

The President strongly believes there is a clear public interest in encouraging all citizens to vote, and that we should discourage anything that might have the effect of keeping people away from the voting booths. As you noted in your letter, questions have been raised whether there was a causal relationship between the voter turnout in the 1980 elections and the early network projections of a winner in that Presidential election. The House of Representatives has addressed that concern by calling upon the news media to voluntarily refrain from publicizing their election projections until all of the nation's polls have closed.

For his part, the President has authorized me to say that he will not comment upon the election results until at least 11:00 P.M. Eastern Standard Time, November 6, 1984.

Sincerely,



James A. Baker, III
Chief of Staff and
Assistant to the President

The Honorable Ron Wyden
United States House of Representatives
Washington, D.C. 20515

bcc: Michael Deaver ✓
Larry Speakes
Richard Darman
Fred Ryan
Sherrie Cooksey

Senator Paul Laxalt
Stuart Spencer
Edward Rollins
Lee Atwater
James Lake



SEP 6 1984

HOUSE OF REPRESENTATIVES
WASHINGTON, D.C. 20515

RON WYDEN
THIRD DISTRICT, OREGON

September 6, 1984

Discussed with Tom on 9/10 she will do the letter for JAB -

President Ronald W. Reagan
c/o Edward J. Rollins
Reagan - Bush '84
440 First St., NW
Washington, D.C. 20001

Dear Mr. President:

The most cherished American right has always been the right to vote. In recent years however, it seems that fewer and fewer Americans have chosen to exercise their franchise.

There are, of course, many reasons the percentage of voters has declined. Some of these causes cannot be eliminated. Yet there are steps that can be taken to increase the chances that on Nov. 6, 1984, the maximum number of voters registered will get out and cast their vote.

I am writing to ask both you and Walter F. Mondale to take one of those steps: to withhold any final admission of defeat or proclamation of victory until polls are closed in the Pacific Time Zone.

In the 1980 election, voters in the Pacific Time Zone were unnecessarily discouraged from going to the polls because the presidential race was called by the networks -- and the candidates themselves -- by 5 p.m. Pacific time. There is little chance that the networks will refrain from reporting the results of their exit polls and the results of the voting from eastern states.

But, even if the networks do proclaim an early winner, it is important that the candidates not put a seal of approval on these projections. It is even more important that there not be a formal statement claiming victory or conceding defeat before the polls close -- because there is no doubt that the formal statements made in such a manner in 1980 were the primary reason many western voters stayed away from the polls.

As one of the two leading candidates for President, you can take an important step toward preventing a repeat of the sense of futility experienced by million of Americans in the 1980 election. By pledging now that you will not claim victory or concede defeat publicly before 11 p.m. Eastern Standard Time, you will be able to do more than just generate interest in the presidential race, you can help maintain interest in western congressional and local political races.

This pledge would serve not only the interests of the voters on the west coast, but all Americans by increasing voter turnout. Elections in this country should remain an open question for as long as the polls are open. Please help make this happen November 6.

With warm regards,

Sincerely,

Ron Wyden
RON WYDEN
Member of Congress

Not printed at government expense

RW/cya
cc: Walter F. Mondale

THE WHITE HOUSE

WASHINGTON

Mike

September 4, 1984

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

FROM: MICHAEL A. McMANUS, JR.

SUBJECT: Campaign

Several months ago, you asked me to be responsible for the Surrogate, Advance and Scheduling operations at Reagan-Bush. These operations have now been eliminated by Bill Henkel's inviting the six major staff people to join the Presidential advance staff. This was done without speaking to either me or Dan Morris, and supposedly with your approval. I believe it is foolish and wrong and inconsistent with the agreement I thought was reached after my memo to Mike of July 25 (attached).

The Presidential Advance office will now have more than 26 paid advance people and more than 40 experienced volunteers. This is the largest paid group in history by almost two-fold and it is partially paid for by the elimination of the surrogate function. The people responsible for presidential advance in '72 and '76 agree this is a big mistake. We can't afford to build empires or squirrel away assets during this campaign - it is too important. We do need some management here not just throwing dollars and people at problems as we did in '72 when money didn't matter. We need now to carefully manage our limited assets, to plan and to prioritize.

A strong surrogate function is necessary in this campaign to:

- 1) Show a high level presence at important events the President can't attend.
- 2) Show a high level presence in important states the President may not visit.
- 3) Provide support for the Vice President, Maureen, and others who have smaller staffs.
- 4) Provide support for voter registration drives and victory '84, if necessary.
- 5) Support surrogate activity when the President isn't traveling, ie. around debates.
- 6) Support a "shadow group" if desired.

(cont'd)

To provide this function and the best management of our assets, I suggest:

1) Littlefair, Schmitz, Mermoud, Swift, Lake and Johnson remain in the surrogate operation where they provide the only experience available.

2) Marcy Head stay in the Surrogate operation as the senior and most experienced scheduler. Her requested role should be handled in Presidential advance by the management function created when I hired Henkel and Terry (an MBA).

3) That we all agree on the President's activity as the highest priority so that if at any time the 20 remaining paid professionals and 40 experienced volunteers are not enough to support the President, some or all the Surrogate staff could be immediately assigned to help at that event.

4) That Bill Henkel, Morris, Atwater and I meet once a week to plan all our needs, prioritize the use of our limited assets and manage these functions.

Approve _____

Disapprove _____

Discuss _____

THE WHITE HOUSE

WASHINGTON

July 25, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: MICHAEL A. McMANUS, JR. *McManus*

SUBJECT: Advance Office Requirements

I've read Bill Henkel's memo to you regarding advance requirements and agree with his need for more people and equipment. I would raise one concern regarding the assignment of personnel. We should discuss whether advancements for Reagan/Bush should be under Henkel's direct control as he suggests from both a legal and practical point of view. The potential legal issue notwithstanding, we have always discussed the fact that the Reagan/Bush advance office has a separate and important mission. We have agreed that where there is conflict, the mission of supporting the President is everyone's top priority. We have run several advance schools to raise our volunteer level and although the last scheduled school was not held, we have good volunteer support. I think it would be a mistake therefore to rely on Reagan/Bush advance people as the sole first level of support for Presidential trips because that would completely strip our ability to support the surrogate effort. We should not completely destroy the surrogate program, but should insure that it, too, is sufficiently staffed to support the President's re-election. In addition, I don't believe the two operations can be run directly by W.H. advance, time-wise or otherwise.

In the past few months, whenever Bill Henkel needed support, he let me know and I gave him the support he needed out of Dan Morris' operation. I suggest we not disrupt that system now.

cc: Bill Henkel

Presently planned White House and Reagan-Bush Presidential
Advance Staff:

Charles Bakaly
Steve Hart
Grier Ballantine
Susie Trees
Mark Hatfield
Steve Studdert
Bill Brennan
Jim Hooley
Jim Kuhn
Cece Kremer
Dave Harris
Rick Ahearn
Grey Terry
Gary Foster
Lanny Wiles
Matt Crow
Janet Bradbury
Dave Rabin
Jeff Brein
Terry Baxter
Barry Coughlin

Also requested out of the present Surrogate Office:

Andrew Littlefair
Bob Schmidt
Mike Lake
Frank Mermoud
Judd Swift
Marcy Head