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THE WHITE HOUSE  
WASHINGTON

Date: 10-15-84

TO: MIKE DEEVER

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

- Information
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- Let's Discuss

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

October 15, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *DWM*

SUBJECT: Weekly Report on Campaign Event Operations #35

## I. ADVANCE

### 1. THE TRIP OF MAUREEN REAGAN TO CHARLOTTE, NORTH CAROLINA (October 7)

Maureen came to Charlotte not only to participate in another NASCAR race, but to attend a debate-watching party. The race went well, with Maureen's two buddies, Bobby Allison and Richard Petty, introducing her before a cheering crowd of 160,000. Later in the evening Maureen attended 300-person Reagan-Bush debate-watching party. She gave a rousing pep talk to the audience prior to the debate and was joined by Bobby Allison, who watched the debate with her. Following the debate, Maureen conducted some impromptu one-on-ones with a live remote station.

### 2. THE TRIP OF SECRETARY DOLE TO OREGON, WASHINGTON AND CALIFORNIA (October 7 - 11)

Portland - The Secretary arrived Sunday just in time to view the entire debate in a holding room at the airport. After the viewing, Secretary Dole attended a Reagan-Bush debate-watching party with 400 guests. The Secretary delivered impromptu remarks before the lively group. The event was well-attended by the media which included a live remote. The next morning, Secretary Dole attended a fund-raising breakfast for a congressional candidate and traveled to Gresham Depot for an official event.

Eugene - The next day in Eugene, the Secretary attended a Victory '84 luncheon with 100 persons, raising \$5000. The event was well-attended by the media, which recorded her remarks. The Secretary received three standing ovations and won the audience when she mentioned Oregonian candidates by name. The press followed the Secretary to the Reagan-Bush headquarters, where she addressed an excited group of 100 volunteers.

Seattle - Although Governor Spellman cancelled a scheduled press availability with the Secretary, the media turned out in full force. Later in the day, Secretary Dole delivered informal remarks before a small group of Reagan-Bush steering committee members. She attended a Victory '84 reception and dinner that evening which was exceptionally well-attended by 400 guests.

Beverly Hills - A Victory '84 reception and luncheon were the events at this stop, with over 250 attending. The press coverage was good, with Secretary Dole giving some one-on-ones after the event. In Lancaster County, the Secretary spoke before a high donor group of Victory '84 attendees, netting over \$75,000. The next stop was San Diego, for another Victory '84 event, a breakfast with over 250 guests. The Secretary was extremely pleased with this three-state swing.

Enclosed please find press clippings from this trip.  
(See Tab A)

3. THE TRIP OF MAUREEN REAGAN TO MILWAUKEE AND GREEN BAY, WISCONSIN (October 10)

Maureen's swing through Wisconsin was fraught with weather problems, which led her to run late for events. Her first stop was in Milwaukee, where 225 guests at a Women for Reagan-Bush luncheon anxiously awaited her arrival. The media remained for her remarks and the swarms of autograph-seekers enveloped her following her speech. Maureen also conducted some impromptu one-on-ones with questions centering primarily on the Presidential debate. A Milwaukee Sentinel reporter gave Maureen an excellent interview in the car ride over to a taping with the "Dave Begel At Large" television show. Later that day, Maureen arrived in Green Bay to conduct an interview with the Green Bay Press Gazette. The questions were tough yet Maureen handled the questioning very well. Maureen's remarks at a fundraising reception and dinner for State Senate candidate Diane Nichols were strong on feminism and the debate. She conducted impromptu one-on-ones after the speech.

4. THE TRIP OF LYN NOFZIGER AND CONGRESSMAN DICKINSON TO MIAMI, FLORIDA (October 11)

The Truth Squad struck at the Reagan-Bush headquarter in Coral Gables just hours before candidate Mondale arrived in Miami. Lyn Nofziger and Congressman Dickinson of Alabama took Mondale head-on with the Pa issue as well as other prime points of attack to set straight the debate from Sunday. The headquarters was a colorful red, white and blue festooned forum of over 100 supporters who cheered on the Truth Squad. The media certainly turned out for this event, giving excellent evening coverage to Nofziger's remarks. The story was a second lead-in with Nofziger responding flawlessly.

Enclosed please find press clippings from this trip. (See Tab B)

5. THE TRIP OF MAUREEN REAGAN TO PENNSYLVANIA, MISSOURI AND MASSCHUSETTS (October 11-13)

Maureen arrived in Philadelphia in time to attend a reception for State Auditor candidate Susan Shanaman. The enthusiastic crowd of 75 welcomed her with open arms. After the fundraiser, it was off to the debate, where Maureen sat in the Vice President's family's box cheering the Veep on! Following the debate, Maureen conducted a live interview with ABC, where she praised the Vice President's performance. In St. Louis the next day, Maureen attended a reception of 30 guests for Carrie Francke. The luncheon crowd of 150 was thrilled and inspired with Maureen's remarks. The media coverage was excellent, giving Maureen an opportunity to sell her message. She joined Carrie Francke for a joint press availability in which she primarily answered questions on the debate. That afternoon, Maureen taped a 15-minute interview, answering debate questions and women's issues. In Boston, Maureen was scheduled to attend a Victory Blitz Rally.

6. FUTURE TRIPS

Advance is in place for Maureen Reagan's trip to Delaware on Tuesday, October 16 as well as for Secretary Heckler's tour through New York, New Jersey and Virginia on Sunday, October 14 through Tuesday, October 16.

7. REAGAN-BUSH ALL-STARS U.S.A. TOUR

Advance leads have been assigned to five swings:

- Team 1 - Rick Kimberly  
(beginning in San Francisco)
- Team 2 - John Fisher  
(beginning in Los Angeles)
- Team 3 - Joe Brennan  
(beginning in Austin)
- Team 4 - Joe Bailey  
(beginning in Fort Lauderdale)
- Team 5 - Sam Castleman  
(beginning in New York)

Sam Castleman has been assigned to assist with the Kansas City debate and will be replaced mid-swing by Doug Fisher. Site surveys and event selections have been made, some of which will include high school assemblies, street walks, factory tours and rallies. Site advance have been placed in almost all of the 26 stops.

8. FORMER TRIPS

Enclosed please find late-arriving press clippings from last week. (See Tab C)

II. SCHEDULING

In addition to the Reagan-Bush USA teams beginning October 17th and 18th, Scheduling has eleven trips planned for the coming week. (We haven't heard any complaints lately from our surrogates about not getting out on the road!)

1. SECRETARY HECKLER

A Women for Reagan-Bush rally is scheduled in New York City with Secretary Heckler on Sunday, October 13th. On October 15, the Secretary will again be in New Jersey to campaign for the President at a variety of Reagan-Bush events. Stops in New Jersey will include Princeton and Newark. Then following New Jersey, the Secretary will be in Virginia Beach for a Women for Reagan-Bush rally.

2. MAUREEN REAGAN

Maureen will again be on the road almost all of next week for Reagan-Bush, making a solo trip to Wilmington, Delaware, October 16th, and then joining the USA Tour in Texas, Arkansas, and Kansas beginning October 18th.

Maureen no longer has a personal aide traveling with her, so a little extra pressure has been added to our advance people. However, even after a series of trouble-plagued commercial flights and late arrivals last week, our advance staff has been filling the gaps nicely. Maureen has been a real trouper through it all, and the press she is getting is consistently good.

3. U.S. TREASURER KAY ORTEGA

Treasurer Ortega will be spending October 19th for Reagan-Bush in California. The evening of the 19th she will attend a dinner with 700 people sponsored by the California NFRW in Long Beach. She has given us the entire day to schedule, and Clyde Pearce is coming up with other Reagan-Bush events to fill the day.

4. JIMMY DEAN

Country-Western singer Jimmy Dean travels to Benton, Arkansas, for a Reagan-Bush rally on October 16. Local people tell us they are expecting about 300 people. This is the first trip Mr. Dean will do for Reagan-Bush.

5. SECRETARY PIERCE

Portland, Oregon, will have a visit from Secretary Pierce. The Secretary will attend a dinner sponsored by the Oregon Black Republican Council on October 16th.

6. AMBASSADOR BROCK

Ambassador Brock has been one of our stalwart Victory 84 surrogates. This week he is out once again for Victory 84, this time in Louisiana. On October 17, the Ambassador will be in Baton Rouge to attend a Victory 84 reception.

7. CHARLTON HESTON

Mr. Heston has agreed to jump into the breach for us this week by traveling to Albuquerque, New Mexico, to attend a Victory 84 fundraiser originally scheduled for Ambassador Brock.

8. REAGAN-BUSH ALL AMERICAN USA TOURS

All the site surveys have now been completed for the five USA tours, and schedulers are beginning to write the tour schedules as the Advance people call them in. (See Tab D for current list of cities on the tour.)

In general, we are hitting two cities a day, with two or three events in each city. Events include a combination of rallies, factory tours, hospital visits, and visits to high schools and elementary schools. (See Tab E for copies of draft schedules.)

9. MAIN SCHEDULING DOCUMENT

See Tab F.

cc: Margaret Tutwiler



THE WHITE HOUSE  
WASHINGTON

Date: 10-1-84

TO: MIKE DEEVER

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

Information

Action

Let's Discuss

A handwritten signature in cursive script, appearing to read "Jill", is written in the lower right area of the document.

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

October 1, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *Dwm*

SUBJECT: Weekly Report on Campaign Event Operations #33

## I. ADVANCE

### 1. THE TRIP OF LYN NOFZIGER TO MOBILE AND BIRMINGHAM, ALABAMA

As reported last week, Lyn Nofziger's Truth Squad's swing through Alabama was very successful, especially in Birmingham where his press availability went back to back with Walter Mondale.

Enclosed please find newspaper clippings from this trip.  
(See Tab A)

### 2. THE TRIP OF SECRETARY DOLE TO MICHIGAN, ALABAMA, NORTH CAROLINA AND CONNECTICUT

This four-state tour (September 23 - 27) for the Secretary went off well in spite of initial problems with the various political entities involved.

Michigan - The Secretary assisted the campaign of Congressman Guy Vander Jagt at a fundraising reception in Muskegon, where many enthusiastic Michiganders came out for the Congressman and the Secretary as well. Many of the same people attended a Muskegon GOP breakfast hosted by the Congressman, numbering nearly 300. While in Detroit, the Secretary was at her best, speaking before an official luncheon event at the Detroit Economic Club, where 850 people packed Cobo Hall. Upon conclusion of the luncheon, Secretary Dole attended a very successful Victory '84 reception, which raised \$11,000. The Secretary then participated in two TV one-on-ones which were aired on both the early and the late evening news. In Lansing later on that evening, Secretary Dole was warmly received by Republican legislators and guests at a fundraising reception and dinner, attended by more than 300 people.

Alabama - After concluding her Michigan swing, the Secretary ventured South to Mobile on Tuesday morning, where she conducted a very lively and spirited press availability upon arrival at the airport. Press turnout was good and afforded the Secretary the opportunity to "plug" women in the Administration. Her subsequent speech before 400 attendees at a Victory '84 luncheon was tremendous. The speech was longer than anticipated and was carried that evening by two TV stations.

North Carolina - Upon arrival at the airport in Charlotte, Secretary Dole's press availability certainly gave her ripe opportunity in her home state for discourse with the media. Press turnout was good and the Secretary seemed at ease with the home state reporters. A Victory '84 fundraising reception that evening was well-attended, most of individuals being friends of the Secretary's.

Connecticut - The Secretary's visit to this state included two stops: an official stop in Fairfield where she addressed 500 guests at a luncheon for the Charles Lindburgh Chapter of the National Air Force Association, and political events in Hartford. While in Hartford, Secretary Dole conducted another airport press availability with the Capitol Press, a Victory '84 reception, and a fundraising dinner for Congresswoman Nancy Johnson. The dinner was hosted by the Congresswoman, with 300 in attendance. The media coverage of this event was excellent, with lead-in stories on all three late evening networks.

Enclosed please find clippings from this trip.  
(See Tab B)

3. THE TRIP OF SECRETARY HODEL TO LOUISIANA AND ARKANSAS

Louisiana - While in Louisiana, Secretary Hodel visited Shreveport and Lafayette. The Secretary conducted a very well-attended press availability while in Shreveport, with questions relating to the positive effects the Administration has had on energy-related issues. Immediately following, the Secretary participated in a Campaign '84 luncheon, where he spoke before nearly 100 participants. In Lafayette, Secretary Hodel conducted a press availability at the airport where his responses were excellent, and more campaign-oriented. The day ended at a Victory '84 reception held at a private residence, where a small group raised nearly \$60,000.

Arkansas - The Secretary stopped at Little Rock only to conduct a press availability at the airport. Immediately following, he traveled to El Dorado for a press availability at the local GOP headquarters, and a small Victory '84 luncheon. In Fort Smith, the Secretary held still another press conference at the airport, the third in this state which was well-attended by the media. A Victory '84 reception that evening netted \$17,000 from about 100 attendees. A happy Secretary of Energy returned to Washington the next morning.

Enclosed please find clippings from this trip.  
(See Tab C)

4. THE TRIP OF SECRETARY BELL TO TUCSON, ARIZONA

Secretary Bell's trip to Tucson for Reagan-Bush was an overwhelming success. In addition to the official events he participated in during the day, the Secretary attended a fundraising reception for Congressional candidate Jim Kolbe, a Reagan-Bush rally and media one-on-ones. Although the outdoor rally at the adobe-style Arizona Inn had to be moved indoors due to flash flooding and torrential rain, an enthusiastic crowd of 300 Arizonians showed up to express their support for the Reagan-Bush ticket. The rally was replete with a Mariachi band and sign and flag-waving supporters. A local "Fritzbusters" group entertained the crowd to the Secretary's delight. Media coverage was good, with the Secretary on live at the rally, as well as spots on all three late evening newscasts. The Secretary conducted impromptus with aspiring journalists: five students from nearby schools.

Enclosed please find clippings from this trip.  
(See Tab D)

5. THE TRIP OF MAUREEN REAGAN TO SPOKANE, WASHINGTON AND PORTLAND, OREGON

Spokane - Maureen's first stop in Spokane was a speech before a group of 200 at a Reagan-Bush Women's Luncheon, where she received three standing ovations from the warm and friendly crowd. Following the luncheon, she conducted spontaneous interviews, with one-on-ones later that afternoon. Maureen was at ease with the reporters and seemed to strike common chords with both interviewers. Later that evening, she attended a small reception of major donors for the Spokane County GOP and a dinner with the same group, which numbered over 175. The late evening news coverage of Maureen was excellent.

Portland - While in Portland, Maureen conducted one-on-ones and was the featured speaker at a Reagan-Bush luncheon. The luncheon was packed with 150 enthusiastic supporters who interrupted her many times with applause. In an interview with The Oregonian, Maureen encountered antagonistic questions which translated into a combative give and take; however, a later interview with the Willamette Week went well and Maureen seemed pleased with the outcome.

6. THE TRIP OF SECRETARY BLOCK TO KANSAS, NEBRASKA AND INDIANA

Kansas - The Secretary's visit to Kansas included stops in Abilene, Manhattan and Kansas City. The first event in Abilene was a one-on-one with the Kansas City Times, followed by an appearance at an agricultural lunch sponsored by Reagan-Bush. The Secretary spoke to a capacity crowd of 600 at the luncheon, which received excellent media coverage. Later, in Manhattan, Kansas, Secretary Block attended a Victory '84 reception, followed by a panel-type discussion at Kansas State University before 50 attendees and local media. During the stop in Kansas City, the Secretary conducted media one-on-ones at his hotel, all of which went very well. At a Victory '84 reception that evening before an audience of 70, the Secretary wound up his Kansas swing playing guitar for the group.

Nebraska - In Nebraska, Secretary Block began in Omaha, speaking at a closed-press Reagan-Bush breakfast. The Secretary proceeded from there to an official event for lunch, and later in the day attended a Victory '84 reception. Secretary Block then flew to Lincoln, where he conducted four one-on-ones, with the Secretary responding very openly and in a casual manner to the reporters. Former Governor Thone joined the Secretary for a Victory '84 reception that evening, followed by a private dinner.

Indiana - The Secretary is scheduled to have a private luncheon with Reagan-Bush officials, attend a Victory '84 reception, and eat barbeque with the Future Farmers of America Reagan-Bush supporters at a County Fairgrounds. He will also participate in one-on-ones and speak at a Reagan-Bush rally.

7. EAST TEXAS STATE FAIR

Actor Ken Curtis and Dallas Cowboy Billy Joe Dupree arrived at the East Texas State Fair in Tyler in a mule-drawn wagon with both surrogates driving. The Reagan-Bush wagon was driven to various booths at the fair, where the surrogates conducted one-on-ones. The media turnout was super, yielding a seven-minute segment on two local TV stations that evening. At the Jaycee Dunking Booth, Curtis and Dupree "dunked" a caricature of Fritz Mondale. The final event was a speech before 300 supporters who were very responsive, rewarding the surrogates with whoops and cheers.

8. FUTURE TRIPS

This week advance will cover Charlton Heston in Iowa; Maureen Reagan in Florida, Mississippi, Pennsylvania, and Tennessee; Secretary Dole in New Jersey; and Secretary Block in Louisiana. The Truth Squad hits New York and Connecticut on Monday; Illinois, Minnesota, Iowa and Missouri on Tuesday; South Carolina and Florida on Wednesday; Ohio and Kentucky on Thursday; and California, Oregon and Washington on Friday.

## II. SCHEDULING

This is a big week for scheduling, with fourteen separate trips scheduled during the coming week. To cut down on the length of the weekly report, we will spare you by not including copies of all the schedules.

### 1. VICTORY '84 FUNDRAISERS

See Tab E for status of Victory 84 events by state.

### 2. CHARLTON HESTON

Mr. Heston makes his debut as a Reagan-Bush Surrogate this week, hitting Iowa and Michigan for Victory 84 fundraisers. On September 30, in Iowa, Mr. Heston will be the featured guest at two fundraisers held in private homes - one in Davenport and one in Iowa City. After a day of personal engagements in New York City, he then will fly to Grand Rapids and Detroit, again for Victory 84 events. In Grand Rapids, Mr. Heston will attend a luncheon at the Amway Grand Plaza Hotel, and in Detroit, he is scheduled for a Patrons (major donor) reception, and a Victory Rally at the Renaissance Center Westin Hotel.

Mr. Heston has been very pleasant to work with, and has agreed to do 20-minute receiving lines in order to give all the attendees a chance for a personal photo.

### 3. MAUREEN REAGAN

Maureen is on the road almost all week for Reagan-Bush. On Monday, she has added a Victory 84 reception in a private home in Palm Beach, Florida, to a personal trip to Boca Raton.

On Wednesday, October 3, she starts on the road for the remainder of the week, making stops in Philadelphia, PA; Cleveland, MS; Memphis and Chattanooga, TN; and Charlotte, NC. In Philadelphia, October 3, she will attend a luncheon sponsored by the Republican Women's Club of Philadelphia and a reception/fundraiser for women candidates for the state legislature. In addition, she will be a guest on "AM Philadelphia".

October 4th, Maureen travels to Cleveland, Mississippi, to attend the Bolivar Co. GOP dinner. (This is not a Reagan-Bush event.) From Mississippi, she flies to Memphis, Tennessee, to attend a "Legislators for Reagan-Bush" coffee the morning of October 5, and then on to Chattanooga to be the guest of honor at a Women for Reagan-Bush reception. On October 6, Maureen flies to Charlotte, North Carolina. No events are scheduled this day.

On October 7, Maureen will attend and participate in the Miller 500 NASCAR race at the Charlotte Motor Speedway in the afternoon. In the evening, she will attend a Debate-Watching Party at the Radisson Hotel in Charlotte. This should be a good media event, with the press focusing on Maureen watching her father debate. Jim Lake is mapping out the press strategy for this particular event, along with Grace Moe. Finally, on October 8th, Maureen will remain in Charlotte and join The President for the Reagan-Bush rally scheduled there.

4. SECRETARY BLOCK

Secretary Block is making trips to Louisiana and Florida for Reagan-Bush this week. The Secretary will be in Alexandria, Louisiana, to attend a Victory 84 fundraiser on October 1, and a Reagan-Bush Leadership breakfast on October 2. He then flies to Baton Rouge to make an official address at Louisiana State University to the World Plantation Conference and tour the Aqua Culture Research Center, followed by a reception with students for Reagan-Bush.

5. SECRETARY DOLE

New Jersey will be Reagan-Bush stomping grounds for Secretary Dole on Tuesday, October 2. She will attend a fundraising luncheon for Congressional candidate Dean Gallo in West Orange. In the afternoon, the Secretary will address a Women for Reagan-Bush rally in Morristown. This rally is part of the pre-debate activities planned for this week.



6. SECRETARY REGAN

Secretary Regan flies to New York City on October 4 to attend a Victory 84 fundraising reception at the River Club. The RNC is handling the execution of this trip as there are no Reagan-Bush activities included.

7. BARBARA BUSH

On October 5, Mrs. Bush will be in Atlanta on official business and has agreed to travel to Columbus, Georgia, to attend a Victory 84 reception in the afternoon.

8. GOVERNOR JOHN VOLPE

Former Governor John Volpe will make a swing through the state of Connecticut for Reagan-Bush on Saturday, October 6th. After an initial stop in Hartford for a press availability, Governor Volpe arrives in Waterbury for a possible Reagan-Bush reception and a town committee luncheon. The third stop on the trip will be New Haven, where the Governor will participate in a Columbus Day parade and a downtown walking tour. Finally, the Governor will attend the Garibaldi Society Columbus Day Dinner in Middletown.

9. TRUTH SQUADS

Campaign Event Operations is handling the Truth Squad events set for next week. (See Tab F for status report on Truth Squad teams and events.)

10. MAIN SCHEDULING DOCUMENT

See Tab G

cc: Margaret Tutwiler

THE WHITE HOUSE  
WASHINGTON

Date: August 13, 1984

TO: MIKE DEEVER

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

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# REAGAN-BUSH '84

The President's Authorized Campaign Committee

August 13, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS 

SUBJECT: Weekly Report on Campaign Event Operations #28

## I. ADVANCE

### 1. THE TRIP OF THE VICE PRESIDENT TO SEATTLE, WASHINGTON

There was some disagreement with the Vice President's staff over the newsworthiness of the events planned on this stop, but overall we believe the trip was very successful. Enclosed please find the newspaper clippings from this event. (See Tab A)

### 2. THE TRIP OF THE VICE PRESIDENT TO PORTLAND, OREGON

There were two crowd/color events during The Vice President's visit. The rally in the Park made the front page of The Oregonian. The crowd was reduced by rain but numbered 1,500. Jubitz truck stop was the site for the second event. As The Vice President arrived, 20 trucks signaled with a horn blast. Only 200 people were expected but the crowd numbered 600. There was some consternation over the use of an independent truckers' rig. Enclosed please find newspaper clippings. (See Tab B)

### 3. THE TRIP OF THE VICE PRESIDENT TO KANSAS CITY, MISSOURI

The events in Kansas City consisted of a Reagan-Bush rally, one-on-one interviews, a Press Availability and a fundraiser. The rally site was the Liberty Memorial, with a crowd of about 250 - 300 persons. Two major factors which led to the sparse crowd were that the event was held one day after a bitterly-fought primary campaign and many party activists were worn out, and the temperature on the day of the rally was over 100 degrees for the third day in a row. However, media coverage for the event included 8 TV cameras, 10 print and 2 radio. The attendees were very enthusiastic and vocal, overshadowing the 10 protesters.

#### 4. REPUBLICAN NATIONAL CONVENTION

The Advance Office has become relatively emmersed in the Convention. Most of our advancemen arrived in Dallas on August 10.

## II. SCHEDULING

### 1. VICTORY '84 FUNDRAISERS

A revised version of the RNC's Victory '84 fundraising proposal was submitted for approval to Lee Atwater, Phil Smith and Bill Lacey through John Morgan. (See Tab C for copy of draft proposal) At an earlier meeting with Phil Smith and Bill Lacy of the RNC, and Lee Atwater, an agreement was reached that we would use a team of Cabinet Members, including Secretaries Baldrige, Clark, Dole and Regan, to fill these requests. In addition, Secretaries Hodel and Pierce and Senator Barry Goldwater will be asked to do one or two events. Nine cities were proposed for fundraisers using the Vice President.

The fundraisers proposed in this RNC plan cover only the 26 states targeted by the RNC. Joe Rodgers and his Victory 84 Alliance group have indicated that almost every state is in need of raising funds for their 5010 accounts. Reagan-Bush will also be scheduling Victory 84 fundraisers in these additional non-targeted states as time is available in our surrogates' schedules.

### 2. RESEARCH DATA FOR FALL SCHEDULING

Sarah, Nick and I met with Chuck Rund to discuss scheduling data which will be available from Wirthlin's shop. Rund will provide current data on the following scheduling variables:

BATTLEGROUND STATES -- Targeted states where we have dropped in the polls. These states will be slated for major surrogate appearances, on a week-by-week basis.

SHORE-UP STATES -- States where we appear to be doing well, but which need continuing activity to provide a constant flow of the Administration's message. These will include states such as California, Texas, Florida, etc.

MONDALE/FERRARO TRACKING -- States where Mondale and/or Ferraro have been or will be in the near future. We will attempt to schedule activity preceding and following appearances by the Democratic candidates in order to close the window on their media opportunities.

ISSUE CONCERN AND DEMOGRAPHIC DATA -- Wirthlin's office will provide the top issues of concern, and which voter groups exhibit the most concern, in targeted media markets to assist in targeting our surrogate message.

We will be meeting with Rund every Monday to receive a briefing on current data. In addition, Scheduling will provide Rund with weekly information on surrogate appearances which took place the past week for them to plug into the system for review.

### 3. SCHEDULING RESEARCH

Scheduling has completed its first round of research on fixed forums scheduled nationwide between now and the general election. This data base includes mainly conventions, local celebrations, community forums, etc. This is broken down by week and region.

We are now researching events and sites which would highlight particular themes, such as education, economic growth, family values, etc. These options will be catalogued by theme, in addition to date and region.

Scheduling has developed a strong network of contacts for each state, and these local Reagan-Bush people are becoming more aware of the kind of information and ideas we are looking for. In addition to general contacts for each state, we are developing reliable contacts for each major ADI.

#### 4. TRACKING MONDALE/FERRARO

Whenever we learn of a scheduled appearance by Mondale and/or Ferraro, our current system of response is to locate a Cabinet or Sub-Cabinet official who is already scheduled to be in the same area. Scheduling then notifies the Surrogate office, which contacts the Administration official or the Department's Public Affairs Office to alert the Administration spokesperson to the Democrats' appearance. The Surrogate Office also offers to provide talking points on possible issues the Democrats may raise. (The Reagan-Bush legal department has previously approved supplying Administration officials with talking points which they can then use in both political and official appearances.) This system seems to work well and allows us to provide a quick response to scheduled Democratic appearances.

#### III. SPEAKERS

The Speakers liaison staff has been meeting with Jim Lake's staff regarding alternate programming for the Reagan Bush speakers at the Republican National Convention.

Meetings have been scheduled next week for one-hour briefings by Ken Khachigan with all Cabinet Officers to discuss his research material.

cc: Margaret Tutwiler

THE WHITE HOUSE  
WASHINGTON

Date: August 6, 1984

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

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# REAGAN-BUSH'84

The President's Authorized Campaign Committee

August 6, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS

SUBJECT: Weekly Report on Campaign Event Operations #27

I. ADVANCE

1. THE TRIP OF THE VICE PRESIDENT TO SEATTLE, WASHINGTON AND PORTLAND, OREGON, AND KANSAS CITY, MISSOURI

Seattle - The Vice President will attend "Seafair 1984 - 7-11 Freedom Cup" on Sunday, August 5. He will arrive (rather dramatically) via boat, proceed to the drivers' pit area where he will board the "Miss Budweiser" hydroplane for a photo op and then proceed to the stage for brief remarks as part of the Opening Ceremonies. The Vice President will watch one heat of the race before departing. "Seafair" seems to be the major event of the year in Seattle - i.e. The Kentucky Derby of Washington State, so this should be a great event for The Vice President. From all reports, he is thrilled with the event.

Portland - The Vice President will arrive in Portland at 3:00 p.m. and proceed immediately to Wilsonville Municipal Park for the Boone's Ferry Days Festival. This is a classic small town festival with rides, games, raffles, etc. We have built a rally in the middle of the Park and expect to be able to draw a good crowd even though it is a Sunday in August. From there, The Vice President will go to Jubitz Truck Stop for brief remarks and photo op in the cab of one of the trucks. The owners of the truck stop are very supportive of The President and this different group should be a good setting for The Vice President. Local media is giving this stop a great deal of attention already.

Draft schedules are enclosed. (See Tab A)



Kansas City: The Vice President will go to Kansas City on the afternoon of August 8. Advance teams were sent on Thursday. There will be a rally at the Crown Center. Due to the fact that a hotly contested gubernatorial primary will be held on the 7th, we are hoping that the rally can be also be billed as a Unity Rally with both winner and loser attending.

2. REPUBLICAN NATIONAL CONVENTION

Last Sunday, Andrew, Bob and Judd went to Dallas with Jim Hooley and Karen Groomes to begin organizing convention activities. Bob and Judd will remain through the Convention. Preliminary groundwork has been laid in relation to logistical concerns such as transportation, hotel and volunteer support. In addition, work has begun on caucus teams and the surveys of each delegation hotel are nearly completed.

3. RECRUITMENT

Judd Swift organized a systematic approach to interview the many applicants for advance. Frank Mermoud continued interviewing last week, yielding some potentially good people.

II. SCHEDULING

1. MAUREEN REAGAN

Maureen has approved a proposed schedule for her trips scheduled August 28 through September 7. (See Tab B for copy of proposed schedule.) The majority of the events will be Victory '84 Fundraisers. Scheduling is working with R-B RCD's, Joe Rodgers' office, and the RNC Finance Division to coordinate the trip and the fundraisers.

2. VICTORY '84 FUNDRAISERS

The Victory '84 Task Force met again this week, and the RNC Finance Division submitted a proposed action memo for setting up events in targeted states and meeting fundraising goals. Approval of this memo is pending from Ed Rollins and Lee Atwater. (See Tab C for copy of RNC memo and proposed scheduling dates.) Reagan-Bush Scheduling will hold off on any further action until this memo has been approved by Rollins and Atwater.

### III. SURROGATES

This week we have begun delivering to the Cabinet the "Theme of the Week" and daily talking points for inclusion in speeches and media interviews. Reaction have been favorable.

The Speakers' Liaison office has been working closely with the Cabinet Schedulers to develop master schedules on each Cabinet Officer during the Republican National Convention. In addition to the caucus times the Cabinet has been asked to set aside, each schedule will reflect other commitments that, if possible, the Cabinet Officers would like to do.

Since the sub-Cabinet will now be used during the General, we are now receiving guidance from the Cabinet Officers regarding which sub-Cabinet we should include in the campaign.

cc: Margaret Tutwiler

# REAGAN-BUSH'84

The President's Authorized Campaign Committee

July 30, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *DWM*

SUBJECT: Weekly Report on Campaign Event Operations #26

## I. ADVANCE

### 1. THE TRIP OF THE PRESIDENT TO AUSTIN, TEXAS, ATLANTA, GEORGIA, ELIZABETH, NEW JERSEY AND HOBOKEN, NEW JERSEY

Our office was involved in the Presidential visits starting with the Preadvance budget and actual event execution. I believe all of the events were extremely successful and that the press coverage speaks for itself.

Austin - The rally was the tremendous event we had anticipated. The official crowd estimate was 28,000. The President gave a very strong speech which was received very well by the crowd. (See Tab A for newspaper clippings from this event)

Atlanta - The second rally was also extremely successful. The crowd estimate was anywhere between 12,000 and 16,000. Even with the heat the crowd was attentive and excited. Press coverage reached throughout the South and at least one local station went live with the entire speech. (See Tab B for clippings)

New Jersey - The blue collar and ethnic thrust of the New Jersey events went as planned. Unlike the two previous stops, the New Jersey events featured homespun, folksy settings. (See Tab C for clippings)

### 2. THE TRIP OF THE VICE PRESIDENT TO TYLER, WICHITA FALLS, ABILENE, WACO AND AUSTIN, TEXAS

Our advancements proved a very important point with this swing - an event can be very successfully done in less than the standard 7 days. The crowds in each city were much higher than the locals predicted.

Tyler - The first stop of the day started off extremely well. The hall needed to be expanded to accommodate the nearly 1000 people. We stressed the rose theme since Tyler is the Rose Capital of the South. The event ended with The Vice President being joined by a Boy Scout and Girl Scout to sing "God Bless America". Enclosed are news clippings from these events. (See Tab D)

Wichita Falls - A rally at 1:15 p.m. does not often draw a large crowd but more than 1350 people attended. The crowd enjoyed hot dogs and listened to the Maverick Band prior to The Vice President's arrival. The Vice President gave a rousing speech which was very well received. (See Tab E for news clippings)

Abilene - After a press conference, The Vice President entered the Civic Center Auditorium to an overflow crowd of 2,500. Bands, confetti and hand-made signs gave the successful campaign flavor. (See Tab F for news clippings)

Waco - The final stop in the long campaign day drew the largest crowd, with a police estimate of 3000 people. This was despite the fact that the site was moved indoors due to rain. After the rally, the Vice President did an impromptu appearance before the Texas Sheriff's Association. The 650 sheriffs gave the Vice President a very warm reception. (See Tab G for news clippings)

The Vice President overnighted in Waco and then proceeded to join The President in Austin before returning to Washington.

### 3. RECRUITMENT

Our interview process has now yielded approximately 26 new recruits. About 1/4 of these individuals have some kind of experience. We hope to try out as many of them as quickly as possible. The interview process will continue next week with about 20-25 more interviews.

### 4. CONVENTION

The first phase of advancement arrived in Dallas on Sunday. The following items are a sampling of the items to be investigated:

Hotel: Staff office, motor pool, adjacent hotel needs, cabinet staging area, cabinet requirements, surrogate requirements and cabinet rooms.

Caucus Teams: Hotels, assembling, events, event sites etc.

Convention Hall: Cabinet arrivals, press facilities

## II. SCHEDULING

### 1. MAUREEN REAGAN

Maureen has indicated fifteen states she would like to hit during the period Aug. 28th through September 9th. She would like to do Reagan-Bush events on most of these stops. Maureen has already spoken with Joe Rodgers directly about these dates and states, and she is willing to do Victory '84 fundraisers in many of these states.

Sarah is working with Joe Rodgers' Leadership '84 effort to include as many Victory '84 (5010 account) fundraisers as possible. We will also be talking to the appropriate RCD's and local Reagan-Bush people to come up with rallies, luncheons, etc., and will submit a draft schedule of proposed events to Maureen by the end of this week.

As most of the stops will include Reagan-Bush events, Reagan-Bush will pick up the tab for Maureen's travel, hotels, and expenses, as well as expenses for one staff member. In addition, the trip will require support by Reagan-Bush Advance. There will also be costs incurred for setting up some of the Reagan-Bush events which are not fundraisers.

Following is a summary of the dates and states scheduled for this trip:

Aug. 28	Birmingham, AL	R-B event (lunchtime)
	Jackson, MS	R-B event (evening)
Aug. 29	Little Rock, AR	GOP womens lunch
	Oklahoma City, OK	R-B event (evening)
Aug. 30	Albuquerque, NM	R-B event (lunchtime)
	Phoenix, AZ	R-B event (evening)
Aug. 31	Salt Lake City, UT	R-B event (lunchtime)
	Boise, ID	R-B event (evening)

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Sept. 4	Topeka, KS	R-B event (evening)
Sept. 5	Lincoln, NE	R-B event Reception for Nancy Hoke
	Des Moines, IA	R-B event (evening)
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Sept. 7	Hartford, CT (T)	R-B event (late evening)
Sept. 8	Burlington, VT Portland, ME	GOP women's event GOP women's event
Sept. 9	Richmond, VA	Wrangler 400 NASCAR race

## 2. AUGUST SCHEDULING

Following the President's appearance at the opening of the Olympics, there is an obvious down time during the period Aug. 1-15 while the President is in California. Congress will be in session, however. Scheduling has submitted some possible events for Administration surrogates that could be used as forums to discuss the failure of Congress to act on important pending legislation. (See Tab H for list of forums.)

## 3. VICTORY '84 FUNDRAISERS

Bill Harris has submitted a list of 26 target states where they feel Victory '84 (5010 account) fundraisers will be needed. Maureen Reagan will hopefully be hitting a number of these during her late August-early September trip.

Harris and the RNC are preparing an action memo on this fundraising program and will be sending a copy to R-B Scheduling. As soon as Scheduling receives this memo, in addition to a priority listing of target states and contacts for setting up fundraisers, we will begin lining up surrogates to fill these requests. A proposed schedule and budget for these trips will be submitted to Ed and Lee for approval before any commitments are made.

## III. SPEAKERS

I will be presenting the enclosed document (See Tab I) to Senior Staff on Monday, July 30 at 9:30 a.m. for approval.

cc: Margaret Tutwiler

THE WHITE HOUSE  
WASHINGTON

Mr. Deaver:

Would you like me to continue  
to put these in your Read  
File or should we just keep  
a file of them as they come  
in?

FILE \_\_\_\_\_

READ FILE \_\_\_\_\_

Thanks.

DB

THE WHITE HOUSE  
WASHINGTON

Date: 4/16/84

TO:

*Mike Deaver*

FROM:

**Michael A. McManus, Jr.**  
*Assistant to the President  
and Deputy to Deputy Chief of Staff*

- Information
- Action
- Let's Discuss



# REAGAN-BUSH '84

The President's Authorized Campaign Committee

April 16, 1984

MEMORANDUM FOR MICHAEL A. McMANUS, JR.

FROM: DAN W. MORRIS *Dwm*

SUBJECT: Weekly Report on Campaign Event Operations #11

I. ADVANCE

1. THE VICE PRESIDENT'S TRIP TO WISCONSIN, OHIO AND PENNSYLVANIA

Milwaukee, Wisconsin - Despite the Vice President's much publicized fall at the bowling alley, the trip to Milwaukee was a great success. At the Serb Bowling Alley, the Vice President bowled 3 frames and sat down for a beer with the players. Everyone, including the Vice President, was enthusiastic about this stop. Reaction to the fall turned positive locally in that the Vice President was perceived as a good guy who bowls well and "falls down like the rest of us". In addition, at the Press Availability, the Vice President threw a bowling shirt to one of the newspapermen who had written an article about his fall. The rally at Serb Hall drew a crowd of 700. The backdrop was flags and children in ethnic costumes: Serbian, German, Latvian, Bulgarian and Polish. There were "spontaneous" floor demonstrations from the Young Republicans and great enthusiasm from the entire crowd. The plant tour was not quite as successful as the Shreveport plant stop. The Vice President was with people for 10 minutes and looking at machinery for 20 minutes. All three TV stations carried the bowling event, rally and factory tour.

Columbus, Ohio - The visit to the Ohio Fire Academy produced a front page color photo with the Vice President in a fireman's hat. The Lt. Gov., who is a Democrat, gave the Vice President a very warm introduction. After watching a training demonstration, the Vice President spoke on themes of the greatness of Ohio and America in voluntarism and community service. The Franklin University rally drew an enthusiastic crowd of 1000 with overflow outside. His speech was interrupted repeatedly with cheers and applause. There was a particularly strong showing from College and Young Republicans. The Vice President was very pleased with the crowds of school children in the parking lot and locations along the motorcade route. The lunch with firemen was "a roll up the sleeves, give and take" event with the Vice President relating the experiences of his grandfather who had been a fireman in Ohio. Also in attendance was the nation's oldest firechief (100 years old). There was live coverage of the rally and the Fire Academy on all three networks. In addition, all three nets had lead-ins with 5-7 minutes of coverage on the VP's visit.

Cleveland, Ohio - The rally at the Brotherhood of Locomotive Engineers Hall was equally as enthusiastic as the crowd in Columbus. The attendees were an earthy, ethnic, blue collar cross-section of Clevelanders and the Vice President gave them a fist thumping speech that they loved. A local group, The Singing Angels, were on stage with the Vice President. The crowd also responded well to the Vice President holding up one of the children after her gift presentation to him. The pot luck dinner at St. Rocco's church produced a family group of about 200 people. The Vice President brought his own casserole and sat in the middle of the crowd with the Bishop, Parrish Father and Republican Ward members. All three networks went live for the rally for about 5 minutes each. The early and late news shows all showed the rally and the dinner for 3-5 minutes. The morning newspaper's front picture was of the Vice President jogging with Secret Service; the rally photo was on page 7.

Lancaster, Pennsylvania - The tour of Central Market produced some good photos but due to crowd size and small aisles, movements were not as smooth as they could have been. The Vice President entered the outdoor rally in a horse and buggy to a cheering crowd of 2500. The speech was cut short due to a light sprinkle. The rally ended with the Mayor presenting the Vice President with a proclamation designating April 13 as "Vice President Bush Day". At that point, 3000 balloons dropped from two sheets of canvas, one sheet said Reagan, the other Bush in 12 feet letters. As the Vice President worked the rope line, a hot air balloon criss-crossed the crowd and dropped confetti. The local news stations carried portions of all events for about 4-5 minutes. The Philadelphia paper carried 3 pictures of the event.

Enclosed please find news clippings from these events. (See Tab A) NOTE: We will forward more clippings to you as we receive them.

2. All STARS FOR REAGAN-BUSH

Advance Teams are on the ground in Wisconsin preparing for the first All Stars for Reagan-Bush tour on April 18. Athletes on the tour include Bart Starr, Roger Maris, Joe Frazier, Dick Schafrath, Lacey O'Neil (Olympic sprinter), Sal Bando (former Milwaukee third baseman), Ron Kramer (former all-pro Green Bay Packer), and Larry McCarren (Green Bay Packer). We are still waiting on an answer from Senator Kasten. Secretary Pierce will be on the tour (Secretary Pierce was All American football at Columbia). The tour will begin in Madison and end in Green Bay with a late afternoon rally.

II. SCHEDULING

1. PROPOSED SCHEDULING FOR THE VICE PRESIDENT AND SURROGATE SPEAKERS

Enclosed please find the undated Proposed 45-Day Schedule for the Vice President and Surrogate Speakers, reflecting recommendations by the RCDs and advance staff. (See Tab B)

A. MISSOURI

The Vice President's trip to Missouri on April 25, originally scheduled to include a first stop in Jefferson City, has been revised because of political problems with the state legislature. The current recommendation is for the Vice President to go to Columbia before the second stop in St. Louis. Events in Columbia would include:

- Tour of high tech agriculture computer program at the University of Missouri and possible tour of mini-farm on campus.
- Meeting with Governor's Advisory Committee on Agriculture at farm site.
- Meeting with RB '84 leadership.
- Motorcade return to airport with crowds lining the motorcade route.
- Possible "crowd" event

B. NEW JERSEY

Due to other official commitments on the Vice President's official schedule, the trip to New Jersey on April 27 has been cancelled. However, we are working on surrogate activity in this state and Secretary Heckler has already committed May 18th for New Jersey.

C. LOUISIANA

Proposed surrogate stops in New Orleans, Baton Rouge, and Lafayette on April 30 will kick off our swing through Louisiana and Texas prior to their May 5 primaries. Potential surrogates include Secretaries Donovan, Hodel, and Block and Congressman Kemp.

We met with Chuck Rund from Dick Wirthlin's staff to gather information on certain issues including energy and unemployment in Louisiana. This information will be helpful in planning the overall message we hope to convey for the trip as well as the individual events.

D. TEXAS

State background profiles have been developed for Texas (See Tab C) and surrogates who have committed for this trip include Secretaries Donovan, Bell, Hodel, Pierce, Heckler and Block and Congressman Kemp.

A proposed event profile is being developed which includes events in Houston, Dallas, Austin, San Antonio and Midland. Surrogate and Vice Presidential activity will be on-going in this state May 1-5, with the emphasis being to excite the troops, get out the vote, and capture the media away from the Democratic candidates. These targeted cities, which are areas of historically strong Republican voter turnout, were recommended by Rick Shelby (RCD).

Chuck Rund agreed with the major event ideas for Dallas, Houston and Austin, but feels we must also hit San Antonio as we are currently getting a strong 35% of the Hispanic vote in Texas. Plans are currently to take Donovan to San Antonio for an appeal to the Catholic/Hispanic vote.

E. GEORGIA

We are working on a proposed trip to Georgia on April 30 for Secretary Block which will include both Reagan-Bush events as well as GOP events. Secretary Block has agreed to do this event and a profile is being developed.

F. MISSISSIPPI

There is a possibility of adding a political stop in Alabama for the Vice President following the christening of the U.S.S. Iowa in Pascagoula on April 28.

Option #1: We might arrange a special VIP tour on Amtrak's World's Fair Train, leaving Mobile, traveling through Biloxi and Gulfport, and arriving in New Orleans. As the inauguration of the service is scheduled for the 29th, it would be a natural for for the Vice President to have a VIP tour on the 28th. Plans could include the Vice President boarding the train in Gulf Port. Unfortunately, a trip that includes New Orleans at this time might preclude an appearance at the opening of the World's Fair on May 12.

Option #2: Another possibility is a stop in Montgomery, Alabama, which would include an address to the Alabama Republican Executive Committee and participation in the "Night of the Stars" Gala, which benefits mentally retarded children. Enclosed please find an event profile. (See Tab D)

2. MAUREEN REAGAN

Several Reagan-Bush scheduling proposals were sent to Maureen for approval this past week. (See Tab E)

- A. Maureen has signed off on the proposed event profile for Reagan-Bush appearances in Cleveland, Ohio on April 27-28. A line-by-line schedule for this trip will be submitted to her by COB Tuesday, April 17.
- B. Maureen has agreed to do a Reagan-Bush fundraiser on Miami on May 1. Unfortunately, the event was presented to her as a Reagan-Bush event when in actuality it was a State Party fundraiser. Initially it was decided to make the event Reagan-Bush as there were some definite political considerations beyond any specific need for a fundraiser, and Maureen approved the line-by-line schedule. However, the event hosts now feel they cannot pull off the event. Lee Atwater will make the final decision on the event. The option exists to take Maureen directly to Texas on May 1, as she has already agreed to do Reagan-Bush events there on May 2.
- C. Reagan-Bush scheduling has requested that Maureen hold the dates of June 23-24 for the Reagan-Roundup and gave her the cities we proposed for her participation. Maureen has agreed to hold these dates. However, she questioned whether or not these were really the cities and states where we felt she would be the most effective. We have told her staff the Roundup is still in the proposal stage, and that exact sites and events will probably change many times between now and the actual events. Maureen indicated she would go wherever Reagan-Bush decided to send her.
- D. Maureen had requested details for her trip to Texas on May 1-2. We have told her staff a site survey will be conducted over the weekend. Cities and possible events will be much clearer after the survey, and we will get details to her as soon as possible.

3. MAYOR HANCE

Sarah met briefing with Mayor Hance last week to review any suggestions she has regarding our scheduling procedures for her trips. The Mayor indicated she is very happy with our performance to date.

We have suggested, however, that she may want to begin traveling with an aide on each trip. As some of her upcoming trips will involve more complicated flight arrangements in addition to increased media events, a traveling aide could be thoroughly briefing prior to the trip on all events that will take place. Mayor Hance agreed with this and will consider taking an aide with her on most trips, unless the additional cost is prohibitive.

The Mayor's trip to St. Louis on April 6-7 went well. Media included a radio interview and a yet-to-be released article in the St. Louis Globe-Democrat. Mayor Hance will travel to Columbia, South Carolina on April 13-14 to address the State Convention.

4. NOTIFICATION OF OFFICIAL TRIPS BY THE PRESIDENT, VICE PRESIDENT AND FIRST LADY

The responsibility of Reagan-Bush Scheduling to notify the RCDs about trips on any of the top three official schedules puts us between a rock and a hard place. We receive these schedules for planning purposes only and cannot divulge information before official notification from the White House.

However, the news often leaks out to the media, and the state and local people hear rumors in the local press long before we are able to announce the trip. Sarah will be contacting each of the RCDs about the restrictions we face in regards to official trips, and hopefully, this will smooth the path to some degree.

Following is the current status of the President's, First Lady's, and Vice President's calendars and our ability to notify:

A. THE PRESIDENT'S SCHEDULE OF OFFICIAL TRIPS

The agreement currently is that Margaret Tutwiler's office will call both Michele Davis and Sarah 24 hours prior to the White House official announcement of a trip. Margaret's office will relay as many details as possible regarding the trip, and Sarah will then send a memo to the appropriate RCDs. Enclosed please find an example of this notification. (See Tab F) It is then the responsibility of the RCDs to notify the appropriate state and local people.

B. THE FIRST LADY'S SCHEDULE OF OFFICIAL TRIPS

We have recently started receiving the First Lady's block calendar. We have received permission from Ann Wroblewski to include the First Lady's trips on the Speakers Schedule which we supply to the RCDs, with the notation that this information is embargoed. Ann will call Sarah with details on an official trip 24 hours prior to notifying the press. Ann is responsible for notifying Senators, Governors, Congressmen and GOP state chairmen. Sarah will be responsible for notifying the appropriate RCDs, who will then be responsible for notifying all RB staff in the state, as well as any other necessary political contacts. Margaret Tutwiler's office is aware of this arrangement.

C. THE VICE PRESIDENT'S SCHEDULE OF OFFICIAL TRIPS

We are in constant touch with Ron Kaufman on the Vice President's official schedule and will follow the same procedure with his official events as we do with the President's official schedule.

Because the Vice President is doing so much for Reagan-Bush, a separate system operates for notifying RCDs on his political trips. The Vice President's office has indicated that they want to make the first contact with state and local people to inform them of a planned trip to a particular city. This will be done by letter, a blind copy of which will be sent to Sarah. We will then know the exact wording of the letter, and the fact that the VP's office has issued the notice. The RCDs will already know about the planned trip as they will be consulted on all phases of the trip, but once the VP's office issues their notice, the RCDs can then follow-up with phone calls to Reagan-Bush people.



5. STATE CONVENTIONS

A status report on state conventions and their keynote speakers is enclosed. (See Tab G)

III. SPEAKERS

1. SURROGATE SPEAKERS

Wisconsin Bus Tour (April 18) - Dick Schafrath has lined up several athletes for the All-Stars for Reagan-Bush Bus Tour in Wisconsin. The headliners include Joe Frazier, Roger Maris, Sal Brando, Bart Starr and Ron Kramer. Enclosed you will find the press release for this event. (See Tab H)

Georgia Tour (May 1) - Secretary Block will spend a full day in Georgia on April 30 on behalf of Reagan-Bush.

Louisiana Tour (May 1) - Secretaries Hodel, Donovan and Block have agreed to participate in Reagan-Bush events in New Orleans, Baton Rouge and Lafayette on May 1.

Texas Tour (May 2-3) - Secretaries Donovan, Hodel, Pierce, Heckler, Bell, U.S. Treasurer Kay Ortega, and Congressman Jack Kemp will be in Texas at various times during the May 2-3 time period for Reagan-Bush.

2. ATHLETES FOR REAGAN-BUSH

Dick Schafrath continues to enlist athletes for Reagan-Bush. A partial listing of his latest round of supporters include Don Newcombe, Ernie Banks, Oscar Robertson, Tom Landry, Roger Staubach and Larry "The Rock" McCarren (current center for the Green Bay Packers).

3. ENTERTAINERS FOR REAGAN-BUSH

Tish has talked with Goldie Arthur on the development of the list of entertainers who support Reagan-Bush. We expect to release a partial listing by next week. Some of those who will be included are: Scott Baio of "Happy Days", Robert Urich of "Vegas", Merle Haggard, Paul Anka, Jonathan Winters, Hugh O'Brien, Susan Howard of "Dallas", Michael Tylo of "The Guiding Light", Frank Sinatra, Bob Hope and Dean Martin.

cc: Margaret Tutwiler

# REAGAN-BUSH '84

The President's Authorized Campaign Committee

## CAMPAIGN EVENT OPERATIONS' CRITICAL PATH FOR THE WEEK OF APRIL 16-20, 1984

MONDAY, APRIL 16, 1984

9:00 a.m.	CEO Staff Meeting	
10:00 a.m.	Meeting with Mike McManus re: Weekly Report	D. Morris to M. McManus
12:00 noon	Draft Summary Schedule for Columbia, Missouri	D. Morris to Senior Staff
1:30 p.m.	Meeting with Ann Ascher and Carol Vander Jagt re: Reagan Roundup	D. Morris
2:00 p.m.	Draft schedule for Reagan All-Star Bus Tour	J. Swift to A. Littlefair
4:00 p.m.	Advance Assignments	M. Head and A. Littlefair to Advancemen

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,  
A. Littlefair,  
T. Maher to  
D. Morris

TUESDAY, APRIL 17, 1984

9:00 a.m.	Senior Staff Meeting	D. Morris to Staff
10:00 a.m.	Vice Presidential Scheduling Mtg.	D. Morris, A. Littlefair, R. Kaufman, D. Sullivan and J. Fitzgerald
12:00 noon	Draft Schedule for Louisiana and Texas	M. Head and A. Littlefair to D. Morris
1:30 p.m.	Draft Schedule for All Star Bus Tour	A. Littlefair to D. Morris
3:30 p.m.	Meeting with Secretary Regan re: Surrogate Activity	D. Morris, E. Rollins to Sec. Regan

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,  
A. Littlefair,  
T. Maher to  
D. Morris

WEDNESDAY, APRIL 18, 1984

9:00 a.m.	REAGAN-BUSH ALL STAR BUS TOUR	
10:00 a.m.	Meeting on Reagan Roundup	D. Morris, Helen Cameron
3:30 p.m.	Meeting with Susan Davis	S. Davis to D. Morris

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,  
A. Littlefair,  
T. Maher to  
D. Morris

THURSDAY, APRIL 19, 1984

9:00 a.m. Senior Staff Meeting

D. Morris to  
Staff

4:30 p.m. Congressional Scheduling Meeting

D. Morris,  
K. Duberstein,  
K. Smitsky

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,  
A. Littlefair,  
T. Maher to  
D. Morris

FRIDAY, APRIL 20, 1984

7:45 a.m. Political Division Head Meeting

D. Morris to  
Staff

CLOSE OF BUSINESS:

Division Director Meeting

S. Long, M. Head,  
A. Littlefair,  
T. Maher to  
D. Morris