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WHITE HOUSE
OFFICE OF RECORDS MANAGEMENT
WORKSHEET

TR

- X - MEDIA
- H - INTERNAL

Subject Codes:

Name of Document: BRIEFING PAPERS FOR PRESIDENT'S SCHEDULED APPOINTMENTS FOR MAY 01 82

PR 007.01

1) Subject: Summary schedule for trip to Knoxville and Huntsville, Tennessee.

TR 041
LG, KNO.XV
LG, HUN.TS

2) Memorandum regarding political situation in Tennessee.

PL
ST 042

3) Fundraising reception for ROBIN BEARD

PL 005.04

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
RMMATT	RSZ	/ /		/ /

Referral Note:

THE WHITE HOUSE

WASHINGTON

TRIP OF THE PRESIDENT
TO
KNOXVILLE - HUNTSVILLE, TENNESSEE

SATURDAY - SUNDAY, MAY 1-2, 1982

SATURDAY, MAY 1, 1982

Knoxville, Tennessee

EVENTS: 1) Radio Broadcast
2) Worlds Fair Opening Ceremony
3) Reception for Cong. Robin Beard
4) U.S. Pavillion Dedication
DRESS: Men's Business Suit; Ladies Afternoon Dress
WEATHER: Low 60's, little chance of precipitation

Huntsville, Tennessee

EVENTS: 1) Private dinner at residence of Sen. Howard Baker
DRESS: Informal
WEATHER: High 50's, little chance of precipitation

SUNDAY, MAY 2, 1982

EVENT: 1) Private breakfast with Sen. and Mrs. Baker
DRESS: Informal

EVENT: 2) Church Service
DRESS: Men's Business Suit
WEATHER: Low 60's, no chance of precipitation

9:45 a.m. Marine One departs South Lawn.

10:05 a.m. Air Force One departs Andrews AFB en route Knoxville.

Flight Time: 1 hr., 20 mins.

Time Change: None

Food service: Snacks

Guests Abroad: Sec. Block, Sec. Baldrige

Amb. Brock, Cong. Jimmy

Quillan(R-TN), Cong. and

Mrs. John Duncan (R-TN)

Mr. Chuck Hagel

Mrs. Jayne Plank, State Dept

11:25 a.m. Air Force One arrives Knoxville. Deplane.

Met by: Mrs. Reagan
Sen. Howard Baker (R-TN)

Proceed to board Marine One.

- 11:30 a.m. Marine One departs. Flying Time. 10 mins.
- 11:40 a.m. Marine One arrives.
- 11:45 a.m. Depart landing zone for U.S. Pavillion. Drive Time: 5 mins. In Limo: Mrs. Reagan, Sen. Baker and M. Deaver.
- 11:50 a.m. Arrive U.S. Pavillion. Proceed to 6th Floor conference room for weekly radio broadcast.
- 12:05 p.m. Radio broadcast begins. - Official Photographer.
- 12:10 p.m. Radio broadcast concludes. Proceed to motorcade.
- 12:15 p.m. Depart U.S. Pavillion en route Court of Flags for Worlds Fair Opening Ceremony. Drive Time: 2 mins. In Limo: Mrs. Reagan.
- Arrive Court of Flags. Proceed to dais and remain standing.
- 12:19 p.m. Remarks. - Open Press Coverage, Live Television.
- 12:35 p.m. Conclude remarks and be seated.
- 12:45 p.m. Proceed to motorcade.
- 12:50 p.m. Depart Court of Flags en route Hyatt Hotel for reception for Cong. Robin Beard, (R-TN). Drive Time: 5 mins. In Limo: Mrs. Reagan, Cong. Beard, M. Deaver.
- 12:55 p.m. Arrive Hyatt Hotel. Proceed to holding room.
- Depart holding room en route Mississippi Room.
- Proceed to dais and be seated.
- Introduction by Cong. Beard.
- 1:05 p.m. Remarks. - Official Photographer.
- 1:10 p.m. Conclude remarks.
- Proceed to motorcade.
- 1:25 p.m. Depart Hyatt Hotel en route U.S. Pavillion. Drive Time: 5 mins. In Limo: Mrs. Reagan, Sec. Baldrige, M. Deaver.
- 1:30 p.m. Arrive U.S. Pavillion. Proceed to stage and take seats.

Joe Rodgers, Commissioner General of Section, makes remarks and introduces Omar Baldonado, age 11.

Omar Baldonado makes presentation of two season passes.

Mr. Rodgers introduces Sec. Baldrige.

Sec. Baldrige makes remarks and introduction.

1:40 p.m. Remarks. - Open Press Coverage.

1:50 p.m. Conclude remarks. Proceed to motorcade.

1:55 p.m. Depart U.S. Pavillion en route landing zone. Drive Time: 5 mins. In Limo: Mrs. Reagan, Sen. Baker and M. Deaver.

2:00 p.m. Arrive landing zone. Proceed to board Marine One.

2:05 p.m. Marine One departs. Flying Time: 35 mins.
Guests Aboard: Sen. Baker
Gov. Lamar Alexander(R-TN)

2:40 p.m. Marine One arrives Bakers' residence.

Met by: Mrs. Joy Baker and Cissy Baker

Proceed to Guest House.

Private Time: Remainder of afternoon.

7:05 p.m. Join dinner guests for cocktails.

See attached list for invited guests.

7:30 p.m. Dinner is served.

9:30 p.m. Dinner concludes. Proceed to suite.

Remain Overnight.

Sunday, May 2, 1982

Sen. and Mrs. Baker arrive guest house for breakfast.

10:50 a.m. Depart Bakers residence en route Huntsville Presbyterian Church. Drive Time: 2 mins. In Limo: Mrs. Reagan, Sen. and Mrs. Baker.

Arrive Huntsville Presbyterian Church.

Met by: Rev. Charles Boonstra

11:00 a.m. Service begins.

12:00 a.m. Service concludes.

12:05 p.m. Depart en route Bakers residence. Drive Time: 2 mins.
In Limo: Same as above.

Arrive residence and proceed inside.

12:20 p.m. Depart residence and proceed to board Marine One.

12:25 p.m. Marine One departs Huntsville. Flying Time: 35 mins.

1:00 p.m. Marine One arrives Knoxville. Proceed to board Air Force One.

1:05 p.m. Air Force One departs Knoxville.

Flight Time: 1 hr., 10 mins.
Time Change: None
Food Service: Lunch

2:15 p.m. Air Force One arrives Andrews AFB.

2:20 p.m. Marine One departs Andrews AFB.

2:35 p.m. Marine One arrives South Lawn.

B

THE WHITE HOUSE

WASHINGTON

April 30, 1982

INFORMATION

MEMORANDUM FOR THE PRESIDENT

FROM: ED ROLLINS *P.R. for ER*
SUBJECT: TENNESSEE - POLITICAL BRIEFING

I. SUMMARY

Republican U.S. Congressman Robin Beard will attempt to unseat one term Democrat U.S. Senator Jim Sasser this year. Sasser defeated Republican Senator Bill Brock in 1976.

Republican Governor Lamar Alexander appears to be in extremely good shape for re-election to a second term this year. If Alexander is successful, he will be the first governor in Tennessee's history to succeed himself. (1976 was the first year that a Tennessee governor could constitutionally serve two consecutive terms.) The Democrat mayor of Knoxville, Randy Tyree, is currently considered the frontrunner for the Democrat nomination to oppose Alexander.

Tennessee will gain one U.S. House seat because of Reapportionment. Cissy Baker, daughter of the U.S. Senate Majority Leader, is seeking election to the U.S. Congress from Tennessee's new Congressional district. Former National Chairman of the Young Republicans, Don Sundquist, is running for U.S. Congress in the district being vacated because of Republican Robin Beard's run for the U.S. Senate.

In the 1980 election, the Reagan-Bush ticket defeated the Carter-Mondale ticket by a 49%-48% margin in Tennessee.

II. ELECTED OFFICIALS

GOVERNOR - Lamar Alexander - Republican - Elected in 1978

SENATOR - Howard H. Baker, Jr. - Republican - Elected in 1966

SENATOR - James R. Sasser - Democrat - Elected in 1976

U.S. HOUSE OF REPRESENTATIVES - 3 Republicans 5 Democrats

III. REPUBLICAN STATE PARTY OFFICIALS

REPUBLICAN STATE CHAIRMAN - Charles L. Overby

REPUBLICAN NATIONAL COMMITTEEMAN - Mark C. Hicks, Jr.

REPUBLICAN NATIONAL COMMITTEEWOMAN - Jeanne K. Geraghty

IV. THE STATE LEGISLATURE

UPPER HOUSE - 12 Republicans 20 Democrats

LOWER HOUSE - 39 Republicans 58 Democrats

V. DISCUSSION

A. THE U.S. SENATE RACE - 1982

Republican U.S. Congressman Robin Beard will be the Republican nominee for the U.S. Senate against incumbent Democrat Senator Jim Sasser. Beard is serving his 5th term in the U.S. House from Tennessee's 6th Congressional District. Beard's current district spans across western Tennessee, from suburban Nashville to suburban Memphis. In Washington, Beard has accumulated a solid conservative record. As a member of the House Armed Services Committee, Beard has distinguished himself as one of the House's leading advocates

of a strong national defense.

Congressman Beard is challenging one term incumbent Democrat Jim Sasser. Sasser, an attorney and former Tennessee State Democrat Chairman (1973-1976), defeated Republican incumbent Bill Brock by a 52%-47% margin in 1976. In the U.S. Senate, Sasser has established himself as a mainstream Democrat. (In 1981, Sasser voted with a majority of Democrats 72% of the time, according to the Congressional Quarterly.)

Beard formally announced his candidacy on March 11, 1982, in his home district. The announcement was followed by a major three-day campaign swing throughout the state. A Teeter Poll, taken last fall, showed Sasser running 20 points ahead of Beard. The Teeter poll showed Sasser running well in bedrock-Republican East Tennessee. However, Beard has since campaigned extensively in East Tennessee, and his name recognition has been steadily on the rise. The race is thought to have tightened up considerably.

Beard has raised about \$650,000 so far in his campaign, from over 5500 contributors. Sasser has raised about \$800,000. Much of Sasser's money, however, was raised last year, before Beard was even a candidate. In fact, during the first quarter of this year, Beard's receipts actually surpassed the amount raised by Sasser's campaign. Tennessee has four media markets: Memphis, Nashville, Knoxville, and Chattanooga, which span across more than 300 miles. An intensive statewide media campaign will be very costly. To run a viable campaign, it is estimated that Beard will need close to \$3 million.

Sasser is making full use of his incumbency.

As a member of both the Senate Appropriations and Senate Budget Committees, he appears to be playing public relations games with his constituents. Sasser seems to be gaining political mileage by assailing certain proposed "Republican" budget cuts that would directly affect Tennesseans, and then making himself the "hero" when some of the proposed cuts are restored by the committees on which he sits.

Beard, an extremely effective campaigner, will be helped by the fact that his Congressional district base is in traditionally Democrat West Tennessee. Additionally, popular Governor Lamar Alexander's name on the top of the November ballot is likely to give an added boost to Beard.

B. THE GUBERNATORIAL RACE - 1982

Republican Governor Lamar Alexander is a heavy favorite to win re-election to a second term this year.

Alexander is one of the nation's leading governors in expressing support for the President's New Federalism Program. In an editorial, published by the Washington Post, January 13, 1982, Governor Alexander wrote, "New Federalism has been a Republican article of faith...(It is important that we)...act now to give back to the taxpayers, in states and communities, control over everyday government decisions that mean the most to them."

Alexander was elected Governor in 1978 over wealthy Knoxville banker Jake Butcher, by a 12 point margin. He succeeded Democrat Ray Blanton, who is widely perceived as the most crooked governor in the State's history. In fact,

Alexander, at the urging of embarrassed Democrats in the State Legislature, was sworn into office before the official Inauguration Day, because Blanton was selling pardons to convicted criminals. Blanton was eventually sentenced to jail for his misdeeds.

Alexander's honest and efficient style of governing has made him one of the most popular governors in recent Tennessee history.

Knoxville Mayor Randy Tyree is currently the only major announced candidate in the race for the Democrat nomination. Frank Cochran, Chairman of the State Public Utility Commission, had announced his candidacy, but then withdrew. Another possible candidate, who has not yet made up her mind, is state Senator Annabelle Clement O'Brien, whose father once served as Tennessee's Governor.

Governor Alexander is currently considered almost unbeatable. In fact, Alexander's name on the ballot will likely prove helpful to all other candidates running on the Republican line in November.

C. THE U.S. HOUSE RACES - 1982

Major battles are shaping up in the two Tennessee U.S. Congressional districts where incumbents will not be running this year: 1) In the "new" Congressional district which Tennessee gains because of reapportionment; and, 2) in the district being vacated by Robin Beard, who is running for the U.S. Senate.

The race in Tennessee's new Congressional district,

which has been designated as the 4th district, is likely to attract national attention. Cissy Baker, daughter of the U.S. Senate Majority Leader, is expected to easily win the the Republican primary race against Marianna Frost, an ordained Methodist minister. Senator Baker, while officially remaining neutral in the campaign, has provided his daughter with assistance from his Senate staff. Additionally, the State party has unofficially been helping Cissy with her campaign. The Party has given her access to its statewide mailing lists.

Jim Cooper, the likely Democrat nominee, is the son of a former Tennessee governor.

This new 4th Congressional District is made up of two dozen rural counties, in an area that stretched from the Virginia border in the northeast, to the Alabama border in the southwestern end of the district. Most of the counties in this district are traditionally Democrat. Cissy Baker, aided by the State's Republican powerhouses, Howard Baker and Lamar Alexander, should run a very strong race in November.

In the race to succeed Republican U.S. Senate candidate Robin Beard, Don Sundquist is seen as the likely Republican nominee. Sundquist, former national chairman of the Young Republicans, was also the chairman of Howard Baker's short-lived Presidential campaign. Polls show that Sundquist is far ahead of State Representative Ralph Duncan in the race for the Republican nomination. In fact, Duncan is likely to withdraw from the race before the primary election. The Democrat nominee is likely to be either State Representative Harold Byrd, or Tennessee Valley Authority Director Bob Clement.

Republican Robin Beard was elected five times from this area. (Reapportionment has moved this district slightly westward, and it is now the 7th District, instead of the 6th.) Because this area is historically Democrat country, Sundquist is likely to be a slight underdog at the outset of the fall campaign. However, with a strong and energetic campaign, Sundquist could very possibly win an upset victory.

D. SENATOR HOWARD BAKER

Republican Senate Majority Leader Howard Baker has done a masterful job in guiding Reagan Administration policies through the U.S. Senate. Baker has been highly successful in rallying near unanimous Republican support in key legislative battles. In 1981, no Senator surpassed Baker's rating for consistent support of the President in key Senate votes, according to Congressional Quarterly.

Senator Baker appeared on the "Today" show, aired from the World's Fair in Knoxville, to support the President's basic position on the budget controversy.

Most Tennesseans, Republican and Democrat, are extremely proud of their native son's accomplishments.

E. TENNESSEE - ISSUE ORIENTATION

Tennessee's unemployment rate, which stands at 12.1%, is well above the national average. While a growing number of Tennesseans are becoming impatient with the current economic conditions, a majority of the people in this state still seem willing to give the program more time to work.

VI. TENNESSEE - MISCELLANEOUS

POPULATION - 3,835,000

NICKNAME - Volunteer State

MOTTO - Agriculture and Commerce

C

THE WHITE HOUSE

WASHINGTON

April 30, 1982

MEMORANDUM FOR THE PRESIDENT

FROM:

ED ROLLINS

P.R. for ER

SUBJECT: ATTENDANCE AT FUNDRAISING RECEPTION FOR U.S. CONGRESSMAN
ROBIN BEARD'S U.S. SENATE CAMPAIGN
SATURDAY, MAY 1, 1982
KNOXVILLE, TENNESSEE

I. PURPOSE

The fundraising reception is being held to raise money for Congressman Robin Beard's U.S. Senate campaign, and to increase Beard's name recognition among voters in East Tennessee. (Beard's Congressional district is in the western part of the state.)

II. BACKGROUND

U.S. Congressman Robin Beard is challenging Democrat incumbent U.S. Senator Jim Sasser this year. Although Beard is waging an uphill battle, political observers agree, that with sufficient financial backing, Beard has a reasonable chance of upsetting Sasser.

III. PARTICIPANTS

A. GUESTS

Secretary of Agriculture John Block

Secretary of Commerce Malcolm Baldrige

Ambassador Bill Brock, U.S. Trade Representative

U.S. Senate Majority Leader Howard H. Baker, Jr. (R-Tennessee)

GUESTS CONT.

Governor Lamar Alexander (R-Tennessee)

U.S. Congressman Jimmy Quillen (R-First District of Tennessee)

U.S. Congressman John Duncan (R-Second District of Tennessee)

Reception Attendees

STAFF CONTACT

Lee Atwater

IV. PRESS PLAN

Closed Press

V. SEQUENCE OF EVENTS

1:00p.m. The President arrives at fundraising reception for
U.S. Congressman Robin Beard's U.S. Senate campaign
The Hyatt Regency
Knoxville, Tennessee

250-275 people
\$250 per person

Congressman Robin Beard introduces the President

The President makes brief remarks

The President concludes remarks and shakes hands

1:25p.m. The President departs reception

TALKING POINTS

-- Point out that Robin Beard's candidacy affords the Republicans
an excellent opportunity to enhance their majority in the
U.S. Senate.

TALKING POINTS CONT.

- Let them know that Robin Beard has proven his ability to take the common sense and self-confidence of his fellow Tennesseans, and communicate their vision in Washington.

- Point out the great Republicans which Tennesseans have elected to office...Howard Baker, Lamar Alexander, and Bill Brock; and express hope that Tennesseans will follow in that tradition and elect Robin Beard to the U.S. Senate.

D

ROBIN L. BEARD

Republican, Sixth Congressional District of Tennessee (southwestern part of state), 5th term.

Serves on the House Armed Services Committee, and is Ranking Republican Member of the Armed Services Subcommittee on Investigations. Also served in the House Republican Whip organization in 1981. Strong and consistent supporter of Administration initiatives. Has met with the President and attended White House events on numerous occasions. Flew on Air Force One on March 15, 1982 during the portion of the President's trip from Alabama to Tennessee.

The Knoxville fundraiser on May 1, 1982 will benefit Robin in his campaign against Senator James Sasser for the U.S. Senate this year. Although Robin is not accompanying the President on Air Force One, he will be riding in the Presidential limousine from the World's Fair to the fundraiser.

JOHN J. DUNCAN

Republican, Second Congressional District of Tennessee (eastern part of state, including Huntsville and Knoxville), 9th term.

Serves as the Second Ranking Republican on the House Ways and Means Committee, and is Ranking Republican Member of the Ways and Means Subcommittee on Select Revenue Measures. Has met with the President and attended White House events on numerous occasions. Continues to be an ardent supporter of the Administration's economic recovery plan, as well as other Administration legislative initiatives. Will be joined on Air Force One by his wife, Lois.

John Duncan was Mayor of Knoxville from 1959-1964.

JAMES H. "JIMMY" QUILLEN

Republican, First Congressional District of Tennessee (north-eastern part of state, including Kingsport), 10th term.

Serves as Ranking Republican Member of the House Rules Committee. Strong supporter of Administration initiatives, and has been particularly helpful in trying to remove procedural roadblocks to Full House consideration of the economic recovery package. Has met with the President and attended White House events on numerous occasions.

Jimmy's wife, Cecile, had a serious stroke several months ago and, reportedly, is making good progress toward recuperation at the Quillen's Kingsport home. The President expressed condolences at the time of the attack. Cecile Quillen is planning to attend the First Lady's upcoming luncheon for Congressional wives, and will be accompanied by a nurse.