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THE SCHEDULE OF  
PRESIDENT RONALD REAGAN



Saturday, January 21, 1984

12:06 pm  
(5 min)

N      Camp David  
         Radio Talk

Sunday, January 22, 1984

Afternoon

N      Camp David  
N      Return to White House

South Lawn

Early  
Evening

Broadcast to Winners  
of Superbowl XVIII  
(McManus/Speakes)

(TAB A)

Diplomatic  
Reception  
Room

UNP 01/20/84  
4:00 pm

THE WHITE HOUSE

WASHINGTON

January 20, 1984

TELEVISION BROADCAST TO SUPER BOWL XVIII

DATE: Sunday, January 22, 1984  
LOCATION: Diplomatic Reception Room  
TIME: Approximately 8:00 p.m. (EST)  
FROM: Larry Speakes *LS*

I. PURPOSE

To televise your congratulations to the winner of the National Football League Championship Game held at Tampa, Florida.

II. BACKGROUND

This year's National Football League Championship (Super Bowl XVIII) is being played at Tampa Stadium, Tampa, Florida. The participants include the champions of the American Football Conference (Los Angeles Raiders), with a record of 14 wins and 4 losses, and the National Football Conference (Washington Redskins), with a record of 16 wins and 2 losses. The Raiders have won two Super Bowl games in 1977 and 1981 when they played for Oakland. The Redskins won one Super Bowl game in 1983.

The first Super Bowl game was played on January 15, 1967 in Los Angeles, California and has been a tradition for 17 years. Last year's game was played at Pasadena, California on January 30, 1983. After last year's game, the President telephoned his congratulations to Coach Joe Gibbs, head coach of the Washington Redskins. He also met the Redskins at Dulles Airport on their return to Washington.

CBS will broadcast this year's game on television and radio. They estimate approximately 100 million people will be watching the game on television. Super Bowl XVIII will be carried live by more than 225 television stations in the United States and abroad. This will be the first time that the President has spoken via television to the winning Super Bowl team.

(Brief biographies of the coaches are attached)

III. PARTICIPANTS

The President

*Call made*

Historical File



IV. PRESS PLAN

CBS live camera pre-positioned in Diplomatic Reception Room, and White House photographer.

V. SEQUENCE OF EVENTS

The President proceeds to Diplomatic Reception Room immediately following the conclusion of the Super Bowl game. The President will be seated near fireplace for broadcast to the winning team's locker room.

The President will have a monitor to look at before and during his conversation with the winning coach and team. During the telecast, the homeviewer's screen will appear split with the President on one side, the coach on the other.

Afterwards, the President may call the losing coach and his team in their locker room. This phone call will not be broadcast.

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Attachment: Talking Points

## BRIEF BIOGRAPHIES ON SUPER BOWL COACHES

### JOE GIBBS, HEAD COACH OF THE WASHINGTON REDSKINS

Joe Gibbs, 42, of the Washington Redskins has never had a losing season in his three year career as a head coach.

Gibbs started coaching the Redskins in 1981. His best season was in 1982, when the Redskins won the Super Bowl, defeating the Miami Dolphins 27-17.

Gibbs received the 1982 Coach of the Year Award from almost every organization which gave one out. This included the Associated Press, United Press International, Sporting News, and the Pro Football Writers Association of America.

Earlier in his career, Gibbs played tight end, linebacker, and guard at San Diego State. He later coached there and at the University of Southern California. Professionally, he has held other coaching positions with the St. Louis Cardinals, Tampa Bay Buccaneers and the San Diego Chargers.

Born in Mocksville, North Carolina, Gibbs moved to the west coast as a child. He and his wife, Patricia, have two sons, Jason Dean (14), and Coy Randle (10) and reside in Vienna, Virginia. He is also active in church and youth programs and enjoys precious time with his family.

### TOM FLORES, HEAD COACH OF THE LOS ANGELES RAIDERS

Tom Flores, 45, of the Los Angeles Raiders, has had only one losing season in his five years as a head coach in the NFL.

Since 1979, Flores has guided the Raiders to a World Championship (1980), an American Football Conference Championship, one outright divisional title and a tie for a second and six post-season playoff game appearances.

Following the 1982 campaign, Flores earned the honor of being named Coach of the Year.

Flores has been on the Raider staff as receivers coach since 1972 before being named head coach in 1979. He had earlier quarterbacked the Raiders during six years in the sixties.

He played for the Buffalo Bills in 1967-68 and the Kansas City Chiefs in 1969-70.

He attended Fresno City College, where he quarterbacked in 1954-55. Later, he played at College of the Pacific.

The Flores family includes wife, Barbara, and twin 21-year-old sons Mark and Scott and 18-year-old daughter Kim. They reside in Walnut Creek, California.