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**Collection: Khachigian, Ken**  
**Folder Title: Communications Meetings [Notes]**  
**(January 1981-April 1981)**  
**Box: 1**

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# WITHDRAWAL SHEET

## Ronald Reagan Library

Collection: KHACHIGIAN, KEN: Files

Archivist: gge *dlb*  
*redo*

File Folder: Communications Meetings ~~box 4689~~ *[Notes] (Jan 1981 - Apr '81)*  
*Box 1*

Date: ~~5/13/97~~ *10/24/06*

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
<i>3</i> 1. Notes <i>3</i>	handwritten notes by Ken Khachigian re Communications Meetings (3 pp.)	2/27/81	<del>P5</del>
<i>2</i> 2. Notes <i>2</i>	handwritten notes by Ken Khachigian re Communications Meetings (2 pp.)	2/7/81	<del>P5</del> <i>MAD 5/11/5/02</i>
<i>1</i> 3. Notes <i>1</i>	handwritten notes by Ken Khachigian re Communications Meetings (1p)	1/31/81	<del>P5</del>

### RESTRICTION CODES

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

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

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

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

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1-31-81 - Communication  
meeting  
Roosevelt Room

11:50 a.m.

J. Brady: Ought to target the economy

① Lay the blame: Bo w/ a bold paper -  
it got to be done! Tell how  
bad it is if we don't do it.

Help Congress to do its job.

Cabinet Meeting -

RL lecture what role of the  
Cabinet is.

Communications Meeting 2-7-81

"out there"

Real: Great notion of volunteerism  
out there to tap.

P. not perceived as rigid men.



Two coalitions in America:

1) electoral one to win

2) governing one to govern

~~to~~ To keep the coalition - need to  
know where are our people in the  
government?

Disappointment of not enough  
ethnics + Catholics.

Real: Need to reach out to Labor  
etc. Go for Lane Kirkland.  
Find a way to target our friends  
there.

Real: problem w/ image of being narrowly  
pro-business.

Same, halt, blind - but not  
business.

Real: Job approval ratings are out of  
sight. If we can keep it higher  
will help - leadership opportunity.

P. 2

Goode: TV

Grove concern for overexposure -

press conf  
- Ken Green  
- day in life of P  
- Speed on bill

Guard his use of TV.

too much TV.

Make long-range look -  
Should the P. do stg + if so,  
when?

NBC plans - day in life is  
wrong.

CBS - give them Cronkite's  
last interview. Just before he leaves

Harpes: On March 10<sup>th</sup> - we'll be submitting  
all the details of the budget  
& must work re: that date.

2/18 - message goes up w/ major  
bloss of information  
3/10 - detail - actual numbers  
go up.

re: Joint  
Session  
Speech

Must teach the American people about  
the legislative process - How this is  
going to get through Senate & House  
Let people know how it actually  
works.

~~WLD~~

2-27-81

Dick Wirthlin

Among target audiences any p. has had.

Very large impact.

of those who saw or heard

78% ~~of~~ were favorably ~~impr~~

message they heard

60% cut budget

reduce  
inflation 29%

33% cut govt spending

37% cut taxes

37% waste + fraud

23% personal taxes

(Start including waste + fraud - get some specifics going.)

### Three big problems

1-) program is seen as hurting the poor + doesn't cut the rich.

poor themselves, less pain to say this than the rich

(Every speech must stress the compassionate elements - social safety net. Don't use term social safety net -

Talk about specifics: old folks - head start etc.

P. 2  
(2) See Congress as the obstructionist  
Think program will work if it  
passes.

imp. (Only if P. + Cong. work together  
can inflation be reduced.

(3) 3<sup>rd</sup> Big problem - Taxes

Tax cut - but when you tie  
tax cuts w/ productivity - they buy it.  
Stress the rate element + combine  
strongly w/ productivity increase.

It's the package that sells  
all 3 aspects.

P. really shifted attitudes -  
changed the way people viewed  
him + Republican Party -

Getting a party realignment  
whole idea of turning gov't.  
back to the states.

84% are in favor of shifting  
power + resources to state + local



p. 3

On symfunds —

- 1.) Big corps.
- 2.) Will do enough to get independence.

Money to arts + humanities — big support for this.

*Communications  
meeting*

WEEK OF MARCH 2 - MARCH 8

Monday

National League of Cities Speech

Tuesday

Walter Cronkite interview

Thursday

New Conference (afternoon)

Friday

"Auto Summit" with 8 governors

WEEK OF MARCH 9 - MARCH 15

Monday

TV preview of budget presentation

Tuesday

Budget unveiled

Depart for Canada

Wednesday

Canadian Parliament Speech

Return to D.C.

Friday

NYC trip begins

~~Possible speech - NY Securities Analysts~~

*go to theatre*

Saturday

NYC - NY Daily News Editorial Board

Lunch with D'Amato

Visit with top NYC fraud-fighter (Heinz)

Sunday

N. V. Peale - Church Service

Ballet

WEEK OF MARCH 16-22

Monday

Frank Reynolds Interview (runs all week, ABC)

Tuesday

St. Patrick's Day

- Irish <sup>Ambassador</sup> ~~Prime Minister visits~~
- Name new Ambassador to Ireland
- White House ceremonies



Communications Meeting -  
2-27-81

(?) Press Conf: Thursday - March 4<sup>th</sup>?

Ed Hayes: act USAC materials  
into speech for Monday

Robin Raborn  
4747 re:  
USAC



Monday March 9

9:30 - 10:30 - briefs?

10:30 - Frank Reynolds interview

recovered rot to

Canada on 3/10 -  
mostly color.

3/11 - Parliament  
Speech

Baseball opener 4-8-81

3+27-81

## Communications Planning

Get to make major foreign policy address - Notre Dame?

May 16 - Pascagoula Miss

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Get the process going forward -  
to do a world view speech.

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Harisburg: April 15<sup>th</sup> - Tax  
speech (Site of Whiskey rebellion)

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Revise weekly MONDAY

→ (Cary Cudlow re: housing starts)

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2 paragraphs

↓  
re: Budget  
reconciliat

Budget Communications Meeting - 3/27/81

Stockman: Do a book -  
short - sharpens all the  
arguments.

Haven't pulled it all together in  
a high-powered persuasive way.

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Reagan, Could turn out s/g for our  
Stockman

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Get to get some things done by  
March 13<sup>th</sup>

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Need a Sales manual for this  
Campaign

Berger telecon 4-9-81

- 1.) Michel letter - 1 P - attach ~~it to~~ it to all.
- 2.) Space shuttle -  
- P. 149 here.

copy + write to WH

- 3.) Quickly get started on a  
TV special when he  
gets back.

~~20th~~

getting atm. back on econ.  
program + getting support.

Time it to generate mail -  
back on floor of House.

7-8 minutes

10 minutes max -

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great deal of uncertainty.

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Don't know - re: return  
Few lines -



OTHER SCHEDULED EVENTS

April 23 - 28

Trip to California

Maureen's Wedding

Mexican Trip

May 2

Prince Charles Visit

May 4

ANPA Convention, Chicago

May 7-8

Visit of Prime Minister Suzuki

May 17

Notre Dame Commencement

IDEAS TO BE DEVELOPED

Supportive Economic Initiatives

1. Urban Enterprise Zones
2. Fraud and waste campaign
3. Fighting other sources of inflation
  - medical care
  - rising energy prices
  - food
4. Increasing Private Savings
5. Auto industry policy
6. Agricultural policy
7. Voluntaryism
8. Postal reform

Additional Ways to Mobilize Public Support for Economic Program

1. Presidential travel
2. Surrogate travel
3. In-town events

Strengthening Congressional Support