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File

THE WHITE HOUSE
WASHINGTON

MEMORANDUM

12 APRIL 1982

TO: MICHAEL K. DEEVER
FROM: GREGORY J. NEWELL
SUBJ: THE PRESIDENT'S SUMMARY SCHEDULE FOR MARCH 1982

The time accounted for herein does not include staff time, personal time, private appointments, or travel time.

NSC	29 hours 50 minutes	30%
INTER-GOVERNMENTAL	12 hours 50 minutes	13%
PUBLIC LIAISON	10 hours 30 minutes	11%
PRESS	10 hours 20 minutes	10%
CABINET	9 hours 10 minutes	9%
POLITICAL	8 hours 30 minutes	8%
MISCELLANEOUS (Includes Ft. Wayne, Indiana visit)	7 hours 10 minutes	7%
CONGRESSIONAL	6 hours 30 minutes	7%
ISSUES LUNCHEONS	2 hours 30 minutes	3%
VICE PRESIDENT	1 hour	1%
PERSONNEL	40 minutes	1%
COURTESY/PHOTOS	30 minutes	1%

*Cy sent to JAB + WPC
JMKD
4-13-82*

THE WHITE HOUSE

WASHINGTON

APRIL 26, 1982

MEMORANDUM FOR: MICHAEL A. MCMANUS
DEPUTY ASSISTANT TO THE PRESIDENT

FROM: FRED J. RYAN, DEPUTY DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

SUBJ: POSSIBLE EVENTS DURING AUGUST TRIP TO CALIFORNIA

As per your request, we have prepared this preliminary list of possible events, or types of events, that could be considered during the President's August trip to California.

At The Ranch

1. Perhaps due to privacy or spacial limitations, the President's Ranch has not been fully utilized for purposes of holding "working meetings" with individuals or small groups. We would propose that during the August visit, the President meet with the leadership or representatives of various groups for a relaxed afternoon of frank "off the record" talks. This would give him the opportunity to communicate his concerns for the group's current situation and persuade the members to support his efforts to improve their condition and the economy as a whole. A determination as to which groups or individuals should be included will depend on the progress of the President's recovery programs at that time. As examples, we would consider ethnics (particularly Hispanics because of California), small business leaders, environmentalists and labor leaders.

These meetings could consist of one representative of each of several groups or a small number from one specific group. The notion underlying these "Domestic Summits" is that in an "off the record" format with a small manageable group, the President could but make his feelings known and win the group's support.

The press could be informed of the nature of each meeting taking place and could cover the arrival/departure of the participants.

The underlying message from these "Domestic Summits" is that Ronald Reagan is inviting them "into his home" to discuss their major concerns and obtain their ideas for solving the problems.

2. Because of the "down home" appearance of the Ranch, we may want to consider a live Presidential Address to the Nation. This will demonstrate that he has not gone on "vacation" from the responsibilities of the Presidency. The casual surroundings of the Ranch House may visually counteract the negative charges of constant association with rich people in luxurious surroundings.

Activities in the vicinity of the Ranch

3. There are numerous historic missions established by the early Spanish Explorers of California in the vicinity of the President's Ranch. If the President were to drop by one of these missions or attend a mission worship service, it would be very favorably received by the ethnic Catholics, particular the Hispanics.
4. Within minutes of the ranch by helicopter, there are a number of ranches and farms of all sizes growing a variety of crops. California farmers have remained fairly supportive and a visit to such a farm may serve to enhance the President's image within the nation's agricultural community.
5. Vandenberg Air Force Base is only a short ride by helicopter from the President's ranch. Depending on what type of "signals" we want to send at that time, the President may want to examine the space shuttle or MX Missile facilities.

Apart from the military technology issues, the President may want to join the military families on the base for a large picnic with the children, pets, etc. This would serve to boost the moral of those in the nation's military services.

Southern California

6. To demonstrate the success of the President's program to turn around the economy, we could schedule a series of drop-bys of Southern California businesses and development areas that have been revitalized as a result of the administration's programs. This might include one of the area's automobile production facilities that has recently experienced greater productivity.
7. The Private Sector Initiatives Office informs us that they are aware of a number of sites in Los Angeles where the private sector has successfully assumed a role previously held by the government in the areas of community services, education, neighborhood development and job placement. A drop-by one or more of these sites could be added to any Los Angeles visit during the month. Or, if we want to highlight the success of private sector involvement, the President could make a P.S.I. swing including a visit to several such sites in one day.

Possible Events during August trip to California

8. The Office of Public Liaison has proposed that while in Los Angeles, the President visit the Mt. Zion Baptist Church. It has a predominantly black congregation and the pastor, Reverend E.V. Hill, is a strong supporter of the President and a member of the Private Sector Initiatives Task Force.
9. The Public Liaison Office also strongly recommends that we accept the invitation to address the annual convention of the V.F.W. in Los Angeles, August 16-18.
10. Although it is a heavily travelled path for politicians, we may want to consider the President's drop-by of Olvera Street. This historic street in the heart of the Southern California Mexican-American community.
11. While in Los Angeles, the President may want to accept the invitation to be a guest or host of KABC radio's "Michael Jackson Show". It is one of the premier radio talk shows in the country. Or, as President Carter did, he may want to participate in a nation wide telephone call-in show whereby callers, after an initial screening, could ask questions and express their opinions directly to the President.
12. To draw support for the Administration's Enterprize Zone program, we may want to consider a "drop-by" of such a zone while in Los Angeles.

Regional Travel

13. Confederated Tribes of the Warm Springs Reservation, located approximately 100 miles from Portland, Oregon, have recently completed a major hydroelectric plant. It is the only one of its kind constructed by an Indian Tribe in the U.S., and was built with the Tribes's own funds in addition to two loans to be paid off from the sale of power from the plant. This plant will serve as a much needed boost to the energy resources of the Pacific Northwest and will generate the equivalent to 134,000 barrels of oil each year.

The Warm Springs Indians have established their own community service programs, court system and educational programs. They have been supportive of the President and would very much like to present him with an Indian peace bonnet and hold a special ceremony in his honor. This could be tied in to a dedication of the hydroelectric plant.

NOTE: We are currently gathering information on additional activities in Oregon and other surrounding states which will be submitted shortly.

Possible Events during August trip to California

En Route To and From California

14. The Office of Intergovernmental Affairs requests that during the President's trip across the country, a stop be made to address at least one state legislature on the subject of New Federalism.

NOTE: This a preliminary list of possible activities during the August trip. We will be supplementing this list with additional proposals when further responses are received from those we have notified.

THE WHITE HOUSE

WASHINGTON

April 23, 1982

MEMORANDUM FOR MICHAEL McMANUS

FROM:

FAN SNODGRASS *Fan*

SUBJ:

POSSIBLE EVENTS WHILE ON THE WEST COAST IN AUGUST
TAKEN FROM INVITATIONS

EVENT

BACKGROUND

1. American Bar Association
104th Annual Meeting in San Francisco
August 5 - 12, staffing recommendations:
Fred Fielding - strongly recommends
Ed Meese - not high priority
Red Cavaney - good forum, not allies to President
Ed Rollins - good event while in California
2. San Francisco Bay Area
Council
Open invitation, strongly considered in 1981,
former speakers; Henry Kissinger, Gerald Ford
staffing recommendations: Craig Fuller -
good Private Sector Initiatives Group, supportive
Jim Rosebush - good for luncheon forum
Mike Deaver - use for California
3. Visit International Border
Station at Otay Mesa
New Border Station which will not open until
1984 south of San Diego. GSA stepping up
efforts to construct and will assist on any
ceremonial event in the 22 acre property.
4. Visit to Vandenberg Air
Force Base, speak to
Cabrillo High School which
is located on the Base
Vandenberg AFB is located in Northern Santa
Barbara County. Involved in construction of
Space Shuttle and M-X Missile. The tour of the
AFB would be by helicopter and the school which
has sent 29 graduates to West Point would have
350 students on hand to see the President.
5. Los Angeles World Affairs
Council
Open invitation from 1981. NSC recommended last
year. Good forum for Foreign Policy address,
and on the President's home turf. The President
is a long time member of the Council. He spoke
there in 1972 and again in 1978. Presidents
Kennedy, Johnson and Nixon have addressed the
Council and William French Smith asked that it
be considered.
6. Televised dialogue on
Station KEYT in Santa
Barbara which is youth
oriented show
Open invitation to appear with groups of High
School students on youth oriented subjects.
No staffing done, simply put in pending file
for consideration while in California.
7. Interview with LA
Herald Examiner
Long Standing request from Tom Plate.
Staffing Recommendations: Lyn Nofziger highly

Continued West Coast invitations

EVENT

BACKGROUND

- recommends. Much friendlier newspaper than LA Times. Press - said do it next time in California. Mr. Plate has written favorable editorials on the President.
8. American Soybean Association National Convention In Minneapolis August 6-9. For stop on the way out to California. One of the largest Commodity organizations and very supportive.
9. American Legion Convention Chicago, Illinois, August 26th. At this point not conducive to the President's calendar. The President spoke to them during the campaign. Supportive of the Administration and could be receptive crowd. No staffing done.
10. American GI Forum Salt Lake City, Utah. August 13th. Very supportive Hispanic Veterans organization. Will have 5,000 in attendance. No staffing done.

NOTE:

These are only the suggestions from invitations. The creative events will follow. Other offices will be submitting their ideas as well.

THE WHITE HOUSE

WASHINGTON

April 27, 1982

MEMORANDUM FOR MICHAEL A. McMANUS

FROM:

FAN SNODGRASS *Fan*

SUBJ:

Possible side trips while the President is in California in August

In researching some of the areas and populace of the country that are hardest hit by the recession, several groups stand out. In the latest Harris Survey, the President receives a high negative rating from Hispanics - 65%, the elderly - 61%, Farmers - 61%, etc. Without having to travel too far from the California area and yet visiting other states in which these groups comprise a large part of the constituency, I would have a few suggestions.

OREGON

Oregon's largest industry is the Forest Products Industry. While this industry is heavily affected by the recession - 25% unemployment, the President is still popular with the people of the Beaver State and his visit could greatly improve his standing.

The President could leave Pt. Magu at about 10:00 am and be in Eugene, Oregon in about two hours. He could then helicopter to a logging operation in the heart of the Cascade Mountains and see the loggers in daily operation, including a tree falling. They could then sit down on trees and have a pail lunch. He then could helicopter to a plywood sawmill and view their operation.

Because some of the foresters are independent and some large corporations, I would suggest that we visit one of each so as not to offend the unionists. Because it is such a rural area, we would not have the problems of picketers.

After the sawmill, I would suggest that he helicopter back into Eugene and do a fundraiser for the Oregon Party benefiting chosen Congressional candidates at the Valley River Inn. The Vice President had visited this motel during the campaign and because the President will be in informal clothes he could drop-by an informal outside reception and take care of the state of Oregon before the political campaigning in the fall.

COLORADO

Colorado wheat farmers in the North East area of the state have also been hard hit by the recession. They will harvest their wheat in July and afterwards the harvest celebration begins. County fairs are part of this celebration and the President could attend the Lincoln County Fair, in Hugo, Colorado, about a 10 minute helicopter ride from Denver, and watch the judging of the animals and the produce. He then could helicopter to a nearby farm and other farmers in the area could gather and have a cookout and discuss this year's harvest. The best dates for this trip would be August 13 or 14. The County Fair is on both these

Continued side trips for August

ARIZONA

Arizona has the second largest elderly population next to Florida. A great number of these people are in the retirement community of Sun City. Approximately 35,000 people live in Sun City and 28,000 are registered Republicans. They voted for the President and like most of the elderly, are very concerned about Social Security, Medicare, Medicaid, etc. These people are all retired business people and many of them are living on their Social Security checks.

This would be the only trip in which I would suggest the President give a short speech. There are two large meeting arenas in Sun City. One is the Sun Dome which seats 7,500 people. This may be too large. The other is the Sun Dial. It seats 1,200 people. The President could visit the city, and talk to it's residents addressing the concerns of the elderly. There could also be a question and answer period. Another possibility might be a luncheon in the Sun Dial. A format of a town meeting with only the elderly would send a message to this section of the population that indeed the President does care about their concerns and is not afraid to visit them and take their questions.

Because Arizona is so hot in August, an event in Sun City would have to be inside.

CALIFORNIA

Because of the President's poor standing among the Hispanics and the large concentration of this population in California, he would be well served by an Hispanic event.

Lou Mariani is a farmer and rancher in California and has been a longtime supporter of the President's. He grows nuts and fruits in various parts of the state. About 200 miles north of Santa Barbara is a farm and dried fruit processing plant in which he employes some 200 Hispanics. In August the fruit will be out in trays for drying, mostly apricots and prunes. There will be some 20,000 trays and would make for very good visuals. The Hispanic workers could be invited to have a barbeque with their families at the ranch with the President. Because most of the Hispanic community are farm workers, aside from the business community, this would be a human event in which the President would profit. Mr. Mariani would be most happy to accomodate in any way. Anytime during the month of August would be acceptable because the fruit will be drying. None of these Hispanics are illegal aliens.

NOTE:

A political reception in each state (except California) would be very helpful. We visited the state of Colorado twice last year and did not do a fundraiser. This would alleviate any hard feelings from the political operatives and take care of any candidates that we might need to help in the fall.