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THE WHITE HOUSE

WASHINGTON

May 5, 1982

MEMORANDUM FOR MIKE DEEVER

FROM: CRAIG FULLER *CS*
SUBJECT: Scheduling Considerations

After thinking through and discussing scheduling priorities with a few people, I realized that there were several scheduling possibilities that should be considered even before we go further with a formal system for prioritizing scheduling requests.

One clear message about scheduling priorities came through from talking to our political people: we need to be doing far more to build and maintain the support for the President from the populist voter--the blue collar worker, the farmer, the steel worker, etc. We also need to meet with groups and demonstrate that the administration is concerned about the plight of people who are having difficulty coping with the recession: unemployed, poor, minorities and the blue collar workers. In light of that I suggest you consider the following options which would give the President an opportunity to reach a high priority audience twice a week for the next three weeks.

The proposed event shown below is not meant to replace the scheduled event, rather it is proposed as an event in addition to what is already scheduled.

Monday, May 10

Scheduled event: Chicago YMCA

Proposed event: take Secretaries Baldrige and Donvan to Chicago and concentrate on the steel industry located in the area with the President meeting in the afternoon with a group of steel workers (several options and locations possible).

DONE

Friday, May 14

Scheduled event: Philadelphia/Thornburgh

Proposed event: Take Secretary Block and meet with farmers in the area and/or take Baldrige and Jim Sanders and meet with small business leaders in the area--same format with departments and agencies meeting with the groups and the President following after lunch.

Tuesday, May 18

Scheduled event: Open/Ellis Island event

Proposed event: Use the announcement on the formation of the Statue of Liberty-Ellis Island Commission as an occasion to meet with ethnic leaders and with Iacocca.

Thursday, May 20

Scheduled event: Retailers/Howard University

Proposed event: Possibly a small business meeting with the retailers which would involve Baldrige, Sanders and Regan.

Another consideration: meet with a group of students from Howard University prior to the Howard University fund raiser. Consider some sort of satellite broadcast of the meeting.

Tuesday, May 25

Scheduled event: Fly to California/GOP Dinner

Proposed event: A meeting with cabinet members, key constituent groups and the President in one of the high priority states enroute to California (or in California).

Wednesday, May 26

Scheduled event: Fly to the ranch

Proposed event: Meet with aerospace workers at a Southern California facility (accessible by helicopter). Involve Donovan, Baldrige and/or Beggs (NASA). Locations: Rockwell Space Division-Downey: Space Shuttle....McDonald Douglas-Long Beach Airport: DC10...Rockwell Aircraft Division-LAX: B-1.

No contacts have yet been made on any of these events. If any appear to be feasible, we should quickly assign the appropriate people to the tasks necessary to develop sound opportunities for the President. I would be pleased to assist as appropriate.

cc: Richard Darman

THE WHITE HOUSE

WASHINGTON

MEMORANDUM

12 MAY 1982

TO: MICHAEL K. DEEVER

FROM: FRED J. RYAN *FJR*

SUBJ: THE PRESIDENT'S SUMMARY SCHEDULE FOR APRIL 1982

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

NSC	22 hours 45 minutes	26%
PUBLIC LIAISON	14 hours 40 minutes	17%
CONGRESSIONAL	11 hours 30 minutes	14%
CABINET	9 hours 55 minutes	12%
PRESS	8 hours 5 minutes	9%
MISCELLANEOUS	3 hours 55 minutes	5%
ISSUES LUNCHEONS	3 hours 45 minutes	4%
POLITICAL	2 hours 30 minutes	3%
VICE PRESIDENT	2 hours	2%
P.S.I.	1 hour 55 minutes	2%
COURTESY CALLS/PHOTOS	1 hour 30 minutes	2%
PERSONNEL	1 hour 10 minutes	1%
TAPINGS	1 hour	1%
INTERGOVERNMENTAL	35 minutes	1%

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 14, 1982

TO: MIKE DEAVER

FROM: KEN DUBERSTEIN *KMD*

SUBJECT: Time on the President's Calendar
May 17 - 25, 1982

As we discussed, the following is a general outline of Legislative Affairs' time needs between next Monday and the President's departure on Tuesday, May 25. A fleshed out schedule will be provided over the weekend.

Monday	4 hours in the afternoon
Tuesday	2 hours
Wednesday	2 hours
Thursday	3 hours
Friday	3 hours

Monday	2 hours
Tuesday	3 hours

cc: Greg Newell
Pam Turner
M.B. Oglesby

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

May 15, 1982

TO: WILLIAM P. CLARK
FROM: MICHAEL K. DEEVER 

I keep hearing from various sources, including Phil Habib's conversation with the President on Saturday, that there are several Heads of State coming into the UN Sessions in June.

We need an analysis with recommendations of who may be coming. Who should meet with the President and what kind of time with him will be required.

BCC: C. TYSON
B. SITTMANN

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 15, 1982

TO: MR. BAKER
JUDGE CLARK
KEN DUBERSTEIN
RICHARD DARMEN
DAVE GERGEN
ED. MEESE
FROM: MICHAEL K. DEEVER *M*
SUBJECT: The President's Schedule

Attached you will find:

a. Memo showing Congressional liaison requests for additional time next week due to Congressional budget actions.

b. Suggested schedule proposal to implement those requests in light of all priorities.

As you can see, it will be a hard week for the President. I would appreciate your cooperation in keeping appointments on time and a hard-line in discouraging any additions.

Thank you.

LATE DEVELOPMENT

Ken Duberstein now informs me that they can only use 1 hour late afternoon - Monday - and we have changed the schedule accordingly.

THE WHITE HOUSE

WASHINGTON

May 15, 1982
10:30 A.M.

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: FRED J. RYAN *79R*

SUBJECT: TENTATIVELY SCHEDULED CONGRESSIONAL TIME

	<u>REQUESTED</u>	<u>TENTATIVELY SCHEDULED</u>
Monday, 5/17	4 hours	3 hours, 30 minutes
Tuesday, 5/18	2 hours	2 hours
Wednesday, 5/19	2 hours	0
Thursday, 5/20	3 hours	2 hours, 30 minutes
Friday, 5/21	3 hours	2 hours
Monday, 5/24	2 hours	2 hours
Tuesday, 5/25	3 hours	0

MEMORANDUM

NATIONAL SECURITY COUNCIL

1653 Add-On

MD
FYI

May 17, 1982

ACTION

MEMORANDUM FOR WILLIAM P. CLARK

FROM: DENNIS C. BLAIR

THROUGH: CHARLES P. TYSON

SUBJECT: Presidential Invitation to FRG
President Carstens for October 6, 1983

President Carstens hopes to visit the United States next October as part of the tricentennial celebration of the first German immigrants to this country. The highlight of his trip would be a ceremony in Philadelphia on October 6, the actual day of the landing of the immigrants.

It would be a very positive gesture, which we would use in the President's speech to the Bundestag, if the President could formally invite President Carstens to this country next year, saying that he looks forward to meeting him in Philadelphia for the tricentennial celebration. This would be analogous to the meeting with Mitterrand in Yorktown last year although of far less substance, since Carstens is the ceremonial head of state. The occasion would take about half a day of the President's time -- a trip up to Philadelphia, a few remarks to the crowd, and the trip back.

If you approve, the attached memo to Mike Deaver at Tab I makes the recommendation.

RECOMMENDATION:

OK

NO

That you sign the memo to Mike Deaver at Tab I.

Attachment:

Tab I

Memo to Mike Deaver

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

1653 Add-On

ACTION

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: WILLIAM P. CLARK

SUBJECT: Invitation to President Carstens of Federal
Republic of Germany for October 6, 1983

As you know, the President will be meeting on June 9 in Bonn with President Carstens, the ceremonial head of state of the Federal Republic of Germany. Carstens plans to visit the United States next fall, in October, 1983, to participate in festivities celebrating the Tricentennial of the first German immigrants to the United States.

I recommend that in his meeting with Carstens, the President formally invite him to the United States, including a meeting in Philadelphia on October 6, at the celebrations marking the actual day of the landing of the first immigrants. The President would also mention the invitation in his speech to the Bundestag later the evening of June 9.

The Philadelphia event would take roughly half a day of the President's time -- the trip to Philadelphia, a short speech, viewing the parade or other festivities for another half hour with Carstens, then the trip back to Washington. It would be an event like Yorktown with Mitterrand, although on a considerably smaller scale, and without the necessity for extensive substantive preparation, since Carstens is the ceremonial head of state.

RECOMMENDATION:

OK

NO

—

—

That the President extend an invitation to President Carstens to participate in festivities celebrating the Tricentennial of the first German immigrants to the United States when he meets with Carstens on June 9.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

May 6, 1982

TO: CRAIG FULLES
FROM: LEE ATWATER ~~AA~~
RE: SCHEDULING PRIORITIES

In response to your memorandum of May 4, here are my thoughts on scheduling priorities.

Some of these numerical ratings are not applicable to the whole country; regional breakdowns are provided in these cases.

Build Support for Strengthening U.S. Defense Capability

SUNBELT	5
SOUTH	5
SNOWBELT	2
FARMBELT	3

The political patterns that emerged during the Vietnam War era have not changed. The South and Sunbelt are hawkish, while the Snow and Farmbelts are more liberal. The current nuclear freeze movement is weak in the former, strong in the latter. Support for building up defense is inversely correlated with support for a nuclear freeze.

Build Support for Positions Taken on Moral and Social Issues

US	4
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Such issues are very important to this Administration, but we must distinguish between the various "social issues." Abortion, ERA and gun control are controversial and have strong negatives, while school prayer, busing and affirmative action are "winners." Some "social issues" are unique to one part of the country. Immigration vexes the Sunbelt, as does bilingual education, while abortion is most salient in the Catholic Northeast.

Build Support among Catholics

SNOWBELT	5
FARMBELT	5
SUNBELT	5
SOUTH	2

Catholics are one of the key Reagan groups. Nominally Democrats, they broke with Carter in 1980. They are likely to slip back in 1982 unless we do more to keep their allegiance. Right To Life is a good issue with them, though with Catholics, abortion is offset elsewhere, from the Administration's point of view. Tuition tax credits are a winner, as are issues generally concerning order and morals. If we can win the support of families of blue collar Catholics, we will not only have their votes, but we will undercut the leaders of big labor unions, who are increasingly hostile. In view of the international scope of Catholicism, we should not be surprised that U.S. Catholic voters are very sensitive to U.S. policies as they affect Argentina, El Salvador, Poland, Northern Ireland, etc.

Build support for Reforming Welfare

US 0

The Achilles Heel of this Administration is the "fairness issue." Attacking welfare spending abuse is usually a good issue for us, but right now there is no popular sentiment for reform. Since any "reform" we put forward would involve spending less money, we are better off leaving it alone.

Associate with Anti-Crime Initiatives

US 4

This is a Republican issue, but timing is important. In the 1970 campaign, Nixon began pushing his law and order proposals in the Spring. By the Fall, every liberal Democratic candidate was being photographed riding around in a police cruiser, saying "me too."

We should push the crime issue, but timing is important. By waiting closer to Fall, we won't give the Democrats time to react.

Advance Peace Initiatives

SUNBELT	2
SOUTH	1
SNOWBELT	4
FARMBELT	3

The American people fear nuclear war and think the Reagan Administration is making it more likely, but they also fear the Soviets and agree with Ronald Reagan that the Soviets are ahead. They also think the Russians would cheat on any agreement. We should emphasize the problem of verifiability. At the same time, we must avoid a war monger image.

The political winner on this important issue will be the party that shows leadership, the party that recognizes the hopes and fears of the public and leads the public to a new policy. The President stopped the European peace movement with his "zero option" proposal last November. An equivalent stroke on the domestic front could cripple the freeze movement here and derail some Democratic Presidential ambitions.

Build Support for Increased Agricultural Exports

FARMBELT	5
REST OF US	2

Obviously a no-lose issue. Block has worked hard on this, but his efforts have not been dramatically successful, because exports turn into international trade and international trade issues are more complex.

Build Support for an Economic Recovery Plan and Thus Improved Economic Conditions

US	3
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We have little to say on this issue until White House policy going into the final stretch is clarified.

Build Support Among Populist/Blue Collar Voters

US	5
----	---

This is the key voting group in the country. Ethnic blue collar workers in the North and Midwest joined together with poor Southerners to forge the grand Democratic coalition that ruled the country from 1932-1980. This group reveres FDR and the New Deal and stayed loyal to the Democrats until the national party radicalized the New Deal in the 1960s turning it into the Great Society. This group, for example, loves farm price supports and Social Security, but hates busing and food stamps.

Because the national Democratic party has changed, it has won this group only once since 1968, as they have won the Presidency only once since '68. In 1968, blue collar/populists went for Wallace, in 1972 for Nixon. In 1976, Carter had a populist appeal, while Ford was more country-clubbish. Carter won. In 1980, Ronald Reagan combined free market economics with a war-on-the-street approach, while Carter had clearly been taken over by the "establishment," which populists dislike. Carter lost.

If we lose this group through our neglect and our style, then the GOP will be back to where Ford was in 1976 - losing.

Build Support among Ethnic Voters

US	5
----	---

"Ethnics" are mostly Catholic. As with Catholics, we need to stress tuition tax credits, and other related issues. We also need to remember that "ethnics" are blue collar and it was the blue collars that put us over the top in 1980. If we focus on Catholic and blue collar problems, we will be doing what we need to do to win the ethnic vote.

Build support Among Farmers/Agricultural Community

FARMBELT	5
SOUTH	4
SNOWBELT	2
SUNBELT	2

Farmers are not as Republican as most people think. They are acutely aware of how national policies affect their welfare and they keep close tabs on the votes of their elected representatives. In every first off-year election for a GOP president after a GOP takeover from the Democrats since Harding in 1922, 1954, 1970 - we have been hit hard in the Farmbelt, because Republican budget cutters are drawn to farm programs. As of right now, it looks like 1982 will go the same way.

Build support Among the Small Business Community

US	3
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This is the heart of the Ronald Reagan constituency. In his letter announcing his candidacy for President in 1975, Ronald Reagan wrote that he needed the support of the people, as he would be opposed by Big Government, Big Labor and Big Business. Small businessmen have to obey government regulations, but they can't come to Washington and have a three martini lunch with those that regulate them to work out some sort of compromise. Six out of seven small businesses are partnerships and thus their owners pay personal income taxes, which we have cut 25%. High interests are literally killing them, but they have nowhere to go politically. If we rated small businessmen higher, thus recommending more attention we would be done for, because we will lose virtually every other group first.

Build support among the Elderly

SUNBELT	4
NATIONWIDE	3

Social Security is the issue among the elderly. Other than that, they are mostly with us. The high proportion of retirees in California, Arizona and Florida necessitates rating the Sunbelt more highly.

Build support among Hispanics

SUNBELT	5
US	3

Hispanics are a great potential sower of GOP votes. They are Catholic and thus much more in tune with Republican positions on social issues, as opposed to those of the Democrat party, to which most of them are associated with. Since many are relative newcomers to the US, they are much more steeped in the hierarchical traditions of Latin America than the average American. The Republican emphasis on order - from moral to judicial - thus appeals to them. They still believe in family, tradition and work - some of the key Reagan themes.

We can lose them, however, over immigration, El Salvador/ Argentina/Cuba. As things are going now, we will lose them.

Build Support among Blacks

US 2

It is hard to see where our short-term gains among black voters are going to come from. Most blacks are either dependent on federal aid or know someone who is. Early Administration resistance to a Voting Rights Act extension was damaging and the private schools decision hampered any chance of a surge in black GOP voting. We have a few good black Congressional candidates, we should concentrate on winning them. We should constantly be on the lookout for events, since increases in federal efforts to help favored programs are not in the offing. The recent visit to the couple in Maryland was an excellent start.

Build Support for the Constitutional Amendment to Balance the Budget

US 5

Vital to our efforts to keep the Administration on the right side of the "fiscal responsibility" issue. Pushing the Amendment will heighten the contrast between proponent President Reagan and opponent Tip O'Neill.

Support for a balanced budget is strongest in the South, which is also where Tip O'Neill is least popular.

Build Support from Organized Labor

US 1

With the exception of the Teamsters and a few other small unions, it is obvious that we aren't going to be able to deal with the labor leadership. Organized labor seems increasingly eager to get involved in the decision-making process of the Democratic party. We are wasting our time trying to cultivate them.

But, just as labor leaders have demonstrated over and over again that they are unwilling to work with us, they have shown over and over again that they can't deliver the votes of their union members. The leadership may be increasingly social-democratic in its outlook, but the rank and file is still populist in its outlook.

If we steer clear of gut labor issues: collective bargaining, etc., we can win the blue collar vote out from under the leadership via a combination of social issues (busing, school prayer, tuition tax credits), economic issues (spending cuts) and foreign policy issues (standing up for America).

Build Support from Business Community

US 4

It's hard to think of a group we have done more for. In return, we haven't gotten the prosperity we were hoping for, but we have

gotten a flood of money for GOP candidates. The cost-benefit ratio probably runs against us right now.

This Administration has lost its common-man image as the public sees us holding million dollar fundraisers. Money can only enhance and reinforce a favorable image, it can't create one. If we are known as the party for the rich, then spending a lot of money this election cycle will only confirm that perception.

We should take a step back from business, in terms of image and in terms of policies.

Build Support from Local Officials

US 1

We need all the support we can get, but the only things we can do for local officials are either technical changes that have no political appeal or else involve spending more money. The RNC should coordinate with Rich Williamson and Ed Rollins to generate an effective surrogate program.

Build Support from Governors

US 2

Governors, the chief executives of their respective states, are national rivals of the Administration. Even Republican governors have their own agendas - don't have to interface with us the way GOP Senators and Congressmen do. Hence they will support us when it suits them and oppose us when it suits them, whether we work at it from our end or not. Obviously we should concentrate on working with them whenever possible.

Build Support for the Federalism Program

SUNBELT	3
SOUTH	3
FARMBELT	2
SNOWBELT	1

This proposal never has lived up to its potential political sex appeal. It was always hard for the average American to figure out how the federalism proposals affected his or her pocketbook. Federalism is more popular in the Sunbelt, where people feel less reliant on federal aid and in the South where many aid programs are unpopular. Rural people in the South and Farmbelt feel distant from Washington and may appreciate the Jeffersonian qualities of the proposal. The Snowbelt, dominated by declining big cities that are heavily dependent on the Federal government, is most resistant.

Build Support from Environmental Groups

US 1

The image of Watt and Gorsuch is the shot in the arm the leaders of environmental groups have been looking for since the environment craze died down in the early '70s. Memberships and revenues are swelling as

Watt and Gorsuch are portrayed as devils in recruiting and fundraising letters. The leaders of the environmental groups would not be quick to make peace with us, no matter how hard we tried, because to do so would diminish their importance.

As with labor, our strategy must be to undercut the leadership by striving for balance in our policies, something we appear to have failed to do so far. We'll never win over the leaders, but we have to win over a lot of the members.

Show Support for the Poor/Needy in the U.S.

US

4

The "fairness issue" is haunting us, not among minority groups that wouldn't support us in any case, but among whites who are sensitive to this issue. A conservative Administration will never be able to compete with the Democrats in terms of policy and substance because we will never be willing to spend as much money.

However, we must be compassionate. The Ft. Wayne sandbag venture worked out well, as did the visit to the couple in Prince George's County. We need more - many more - such instances of Presidential and Administration concern.

Build Support for Regulatory Reform Efforts

US

3

We have been good for business on this issue and it has cost us among the blue collar populists. The issue has salience only when it hurts us. Reforming OSHA and MSHA may be important, but our opponents can now point to every accident and mine disaster and say it was our deregulation that made it happen. Similarly, reforming anti-trust may be important, but every merger is now depicted as being the result of our collision with Big Business.

No doubt our fundraising has been enhanced, but we probably can't afford anymore such enhancement if it comes at the expense of our blue collar/populist vote. Ideally, we'd like to move forward on both fronts and we could do so, but if we aren't willing to work to keep the populist vote, we should slow down our deregulatory push.

Build support for the Enterprise Zone program

SNOWBELT	5
FARMBELT	3
SUNBELT	2
SOUTH	2

This proposal has only a few natural enemies. The labor leadership is opposed, but most Americans see enterprise zones as a fresh approach to supplement - not replace - existing federal efforts to alleviate poverty and blight.

The issue is critical in the Snowbelt, where most cities could use one, and less salient elsewhere.

Build Support for Health Care Reform

US 0

As with welfare reform, any initiative here would only open another "fairness" can of worms. There's no outcry for health care reform and any reform we come up with would include more politically explosive budget cuts.

Raise Money for the GOP and Candidates

US 4

Our huge edge in fundraising is a definite blessing, but we have to be more sensitive to fairness questions as we raise and spend money. We should have some blue collar populist events rather than fundraisers.

Show Concern for the Depressed Industries: Steel, Housing, Automotive, Thrifts & Agriculture

US 5

Our populist/blue collar constituents work - or used to work - in these depressed industries. Since federal bailouts are not going to be forthcoming, we need to show our concern in other ways, such as visits, appearances and events.

Show Support for the Caribbean Basin Initiative

US 0

This issue does not seem to be taking off politically. Many say that the Caribbean Basin Initiative will hurt us in the South - especially Florida.

NEW CATEGORIES

Reform U.S. Trade Policy

SNOWBELT 5
REST OF U.S. 2

Trade policy, especially tariffs and quotas, is mostly controlled by various labor and business special interests. Economists agree that the U.S. would benefit from a policy of free trade, but good economics isn't always good politics.

The potential victims of any change in trade policy know who they are, from farmers to textile workers to tool and die manufacturers. The potential benefits of a change in trade policy are diffuse and the beneficiaries diffused.

Unfortunately, as long as international trade policy is highly politicized, it will be hard to move forward with initiatives such as the Caribbean Basin Initiative, which would cause some Americans to suffer in the name of the national and humanitarian interest.

Trade issues are most significant in the Snowbelt, where workers in the auto, steel and related industries feel they have lost their jobs, or might lose them, due to imports

Build Support for a Sound and Balanced Environmental Policy

SNOWBELT	4
FARMBELT	3
SUNBELT	3
SOUTH	2

We have to handle this issue properly. We are being damaged politically because a key Republican group - affluent white collar - is becoming increasingly sensitive to environmental concerns and is becoming increasingly convinced that Watt, Gorsuch et al. are insensitive to environmental issues.

Upper middle class Americans have transcended the bread and butter issues and are now increasingly concerned about the "quality of life." Whereas belching smokestacks meant jobs to their ancestors, now they mean cancer and blight. As observed in another section, the environmental group leadership is unappeasable, but we can't write off the membership.

SUMMARY OF SCHEDULING PRIORITIES

CLF 5/7/82

Listed below are the priorities as ranked by the group.

The items are ranked in descending order according to actual points scored. The sections reflect items that received an average score as follows:

- I. equal to or greater than 4 points;
- II. equal to or greater than 3 points;
- III. equal to or greater than 2 points;
- IV. equal to or greater than 1 point.

I.

- ___ Build support among populist/blue collar voters.*
- ___ Build support for the Constitutional Amendment to Balance the Budget.*
- ___ Build support for our Economic Recovery Program and thus improved economic conditions.
- ___ Show support for the poor/needly in the U.S.
- ___ Advance peace initiatives.*
- ___ Build support among ethnic voters.*

II.

- ___ Build support among the small business community.*
- ___ Build support among Hispanics.*
- ___ Show concern for the depressed industries: steel, housing, automotive, thrifts and agriculture.*
- ___ Build support among the elderly.**
- ___ Build support among farmers/agricultural community.**

- ___ Build support for strengthening U.S. defense capability.*
- ___ Raise money for the GOP and candidates.*
- ___ Associate with anti-crime initiatives.**
- ___ Build support from the business community.**
- ___ Build support for regulatory reform efforts.**
- ___ Build support among Catholics.**

III.

- ___ Build support for positions taken on moral and social issues.
- ___ Build support for the enterprise zone program.
- ___ Build support for the federalism program.
- ___ Build support for increased agriculture exports.
- ___ Build support from governors.*
- ___ Build support among Blacks.*
- ___ Build support from organized labor.

IV.

- ___ Show support for the Caribbean Basin Initiative.*
- ___ Build support for health care reform.*
- ___ Build support from local officials.
- ___ Build support from environmental groups.
- ___ Build support for reforming welfare.

* indicates items that received the same number of votes

** indicates items that received the same number of votes, but that differ from the number of votes received by the preceding items

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 17, 1982

MO Reed *Hold*

Memorandum for Mike Deaver

From: Mike McManus *MM*

Subject: Scheduling Priorities

On Thursday, May 13 and Saturday May 15 there were meetings of the working group on scheduling priorities. The group consists of Ed Rollins, Lee Atwater, Paul Russo, Craig Fuller, Dick Darman, Dick Werthlin and me.

By the Saturday meeting Wirthlin had come up with a proposed guideline for scheduling reviews outlining priorities and weighting geographical areas.

He believes that increasing the President's overall level of support is our highest priority because it also gives us the greatest leverage. He suggested that scheduling items which can also help important Senate races is also critical.

On the actual issue side, he believes there are two "mega issues." The first is economic recovery and the second is fairness. He believes the President must keep a strong hand in budget matters and can't afford to let it drift and float. We must highlight our successes, remember that it's people and the sensitivity to them that matters, not pure numbers.

The third "mega" issue is nuclear disarmament or reduction.

Dick feels there should be five criteria for a visit to a particular state:

1. Winable race or indication of vulnerable opposition.
2. The image and effect on the particular constituency.
3. The specific impact the President can have on a particular state.
4. Can we highlight positive news?
5. How does the candidate feel about a Presidential visit?

We agreed in view of the considerations mentioned that we should turn off congressional district visits and fundraisers.

The high priority Senate races are in:

1. New Jersey
2. Virginia
3. Maine
4. Montana

5. Nevada
6. Utah
7. Tennessee
8. West Virginia
9. Arizona
10. New Mexico
11. North Dakota

The second priority Governors' races are:

1. Texas
2. California
3. New York
4. Illinois
5. Pennsylvania

with possible priorities of Ohio and Iowa.

We discussed the possibility of filling some of the holes in the schedule before and after Europe and over the Fourth of July by applying this system to let us know where we should go and also to expand the system to let us know the kind of event we should do in each state. Dick Wirthlin will get back to us with this information in the next few days.

THE WHITE HOUSE
WASHINGTON

May 19, 1982

MEMORANDUM FOR RED CAVANEY

THRU: DIANA LOZANO
FROM: THELMA DUGGIN
SUBJECT: OIC Schedule Proposal

Reverend Leon Sullivan has requested a meeting with the President to discuss youth employment (schedule proposal attached).

OIC will be holding their national convention from May 29-June 1. Since their "Hire Out" Program will be a central focus of the convention, it would be a good stroke for the President if Rev. Sullivan could say that he would be meeting with the President in the near future to discuss this program. Additionally, if we can get a commitment from Scheduling prior to the convention to agree to such a meeting, the President's greetings to the OIC Convention could include a statement such as "I look forward to meeting with you upon my return from Europe to discuss your youth employment programs." This could go a long way in tieing-in the Administration's sincerity in finding long lasting solutions to unemployment.

Cyts ✓ 5-20
Print to 5/25
open
CF / Jan Mochel
what do you think?

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 20, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: CHARLES P. TYSON *CT*
SUBJECT: State Visit of President Zia
of Pakistan

This is to follow up my telephone conversation with your office confirming that President Zia of Pakistan has accepted the President's invitation for a State Visit on Tuesday, December 7, 1982.

MD

miffie hansen
matt

RL

THE WHITE HOUSE

WASHINGTON

May 21, 1982

MEMORANDUM FOR THE SCHEDULING OFFICE

FROM: STEPHEN M. STUDDERT *SM*

SUBJECT: July 4, 1982

As per your office's request, I made a very quiet visit to the following cities. My observations are as follows:

1. EDWARDS AFB, CALIFORNIA

Space shuttle will land at 9:45 a.m. PDT. Would require Marine One arrival by 9:15 a.m. necessitating departure from Ranch at approximately 8:15 a.m.

CROWD: Presidential speech area -- 10,000+, all ticketed
Total at Edwards -- 250,000+

EVENT: NASA presented several options to me. The attached, with some adjustment, makes the most sense.
AF One could be airborne at 11:45 a.m. PDT (2:45 p.m. EDT)

ASSESSMENT: GREAT event for 4th of July!

MEDIA COVERAGE: Extensive, including all TV nets live.

2. FALLON, NEVADA

Fallon is a quiet, rural agriculture town of 4200 population. Churchill County has approximately 15,000. Fallon Naval Air Station has a total military and civilian strength of 650, and a 14,000 foot runway. It is located about eight miles from town.

Fallon celebrates July 4th with a parade and public activities in a city park. The city has two parks which are both about one city block in size, surrounded by residential neighborhoods.

Population can be described as generally conservative, patriotic, hard working, and would afford the President a very positive reception.

ASSESSMENT: Could be a good, down home type of 4th event. However, the events being considered may not be compatible with the current security procedures of the Secret Service, and should be reviewed by them before we proceed further.

Event time block would be approximately
12:45 p.m. PDT to 2:00 p.m. PDT (5:00 p.m. EDT).

MEDIA COVERAGE: 75 miles from Reno. Also covered by Las Vegas market.

3. PROVO, UTAH

Provo is in the heart of "Reagan Country" and has a July population of approximately 65,000. It is the home of Brigham Young University, the largest private university in the United States.

Provo holds Utah's largest 4th of July celebration, the four day Freedom Festival. Activities include parades, extravaganzas, programs, etc.

EVENT: Non-denominational, non-political patriotic flagwaving program on America. Should include the Morman Tabernacle Choir. Time would be mid-afternoon MDT for one hour.

CROWD: 24,000 inside event. Secret Service could easily secure the site.

MEDIA COVERAGE: Salt Lake City market. TV covers parts of six states. Anticipate live TV coverage throughout market.

ASSESSMENT: Good event. Good environment for the President to say whats right with America.

To do Edwards, Fallon, and Provo all on the 4th and return to Washington would make an after midnight Andrews arrival. You may wish to consider Edwards and Provo only.

cc: Michael McManus

OPTION B

<u>EVENT</u>	<u>TIME (PDT)</u>
President's party arrives, meets crew families at helicopter landing site	9:10 am
President's party departs for Fly-by Tower viewing site by limo. Crew families depart for Bldg. 4800 viewing site <i>NO</i> <i>VIEW FROM Bldg Roof Viewing area</i>	9:25 am
President's party arrives at viewing site; television networks begin STS-4 landing coverage	9:30 am
Buckhorn Station acquires Columbia after re-entry	9:36 am
Earliest opportunity for long-range cameras to see incoming Orbiter	9:38 am
Earliest opportunity for television-equipped chase planes to see Orbiter	9:43 am
Earliest opportunity to see Orbiter from the DFRF viewing sites	9:46 am
<u>Touchdown</u>	9:48 am
President departs for Orbiter location to greet crew	10:15 am
Crew egress; meet President (L + 40 minutes)	10:28 am
Crew van departs; President departs for 099 location	10:33 am
President's party arrives at 099 location	10:43 am
President's party departs 099 location for stage (L + 1:10)	10:58 am
Crew van and President's party arrive at stage location (L + 1:15)	11:03 am
Ceremony begins (L + 1:20)	11:08 am
President speaks (L + 1:28)	11:16 am
Ceremony ends (L + 1:38)	11:26 am
Television network coverage ends (L + 1:40)	11:28 am

Cys to R. Williamson
E. Rollins
C. Fuller
M. McManus
JAB

6-17-82

MEMORANDUM

TO: Michael K. Deaver

DATE: May 30, 1982

SUBJECT: Presidential Scheduling Strategy
June through November, 1982

At your request, Mike, we are submitting the following memo which summarizes four sessions held with various members of the senior White House staff to discuss the above topic. The objective of those discussions was to establish some basic political criteria against which presidential scheduling decisions could be judged and narrowed.

Two major assumptions underpinned those discussions:

First, the most direct route to maximizing the President's political impact on elections across the board this year will be through the improvement of his own job rating. It should be noted that the kinds of political events in which the President could participate might, in fact, bruise his job rating if he is perceived as a political huckster. The most potent political asset we now carry with the majority of the voters is the belief that President Reagan and the Republicans and not Tip O'Neill and the Democrats "Have the best interests of the country at heart." To put the President too many times on the political stump, or in too many "black tie" posh fund-raisers clearly places that perceptual asset in severe jeopardy.

Second, to keep our majority in the U.S. Senate -- if not expand it -- must be our supreme strategic political imperative this year. It is recognized that the President can and should do a number of things to help the marginal congressional districts but that is a second order priority. Hence, scheduling specifically to accommodate those needs would seriously misallocate the time of the President.

The White House can be extremely helpful, however, to the key congressional races this fall by doing the following:

- . Have the President meet, beginning in July, regularly with the Republican leadership to discuss our fall political challenge. This will send a signal to those young congressmen who feel somewhat exposed that the President is interested and actively involved in their best political welfare.
- . Arrange for select Republican congressmen who face tough elections to visit with the President in groups.
- . Provide a system that will generate electronic endorsements for congressmen who desire to use the political influence of the President in their districts.

We also propose that the President not devote any considerable time to assist in the gubernatorial races this year. Without question, we are going to lose considerable support at the State House level and there is little that the President can do directly to stem the Democratic tide. Past elections clearly show that the President's influence on the gubernatorial races differ sharply from the Senate or the Congress. The outcome of these elections is much more contingent upon the personalities and campaigns of the candidates involved, the local issues, and party registration than upon presidential political leverage.

There are, however, four key states that we should pay some attention to because they can be most critical to us in 1984 when our target is "electors." These four states are:

- . California,
- . Texas,
- . New York and
- . Pennsylvania.

The President will visit Texas and has touched base in Pennsylvania. The President will exert a political presence in California because of his August visit. New York may offer an opportunity where a presidential visit could be of considerable advantage to the Republicans putting together gubernatorial campaigns. That visit should not be scheduled until after the September primary.

The bottom line on the gubernatorial races is, Mike, that three of the four key states have already been scheduled. Only one more possibility should be actively considered and that is New York.

There are four other large states that have gubernatorial elections this year that we should monitor, however, for possible contact after October 1 -- Illinois, Michigan, Ohio and Wisconsin.

Given the above we conclude that between now and October 1 the presidential scheduling should target the key senatorial races. While a loss of 30 or 35 seats in the Congress would be damaging indeed, a loss of three or four seats in the Senate would be politically devastating. The only way we can keep any semblance of Republican legislative powers is by controlling the Senate in '83 and '84. To govern by veto is the least palatable of all alternatives considered.

Given this focus, how then do we distribute the time the President can make available to impact politically the senatorial races this fall? We suggest that five criteria be applied to rank order the senatorial races which will considerably narrow our considerations and maximize the President's political leverage.

This criteria are:

- . The President's influence should be used where his marginal impact is the greatest; that is in Democratic-held seats that are within the range of winability for Republican challengers. Conversely, he should spend his time in Republican-held senatorial seats where the incumbent is vulnerable.
- . The President should be used only in those states where there abides a strong positive base of personal support. This assures us that his visits will have positive political spin-offs. We should keep clearly in mind that presidential visits in and of themselves do not necessarily help local candidates; they can hurt.
- . The President should be used in states where he can generate maximum media impact. It is very evident from the studies conducted for President Ford in 1975 that a presidential visit has three or four times the impact in smaller states than in the larger states. Note that in spite of a very positive presidential event in Pennsylvania three weeks ago, the newspaper coverage of the visit was relegated to a one-day story found on pages three or four. In smaller states, the visibility of a presidential visit is much higher and plays longer, starting two or three days before the visit and lasting as many days after the visit.

- . The candidates and their campaigns must be credible and the association between the candidate and Ronald Reagan must be established a priori as compatible. Candidates who have demonstrated strong potential and have put together good organizations should be given priority for presidential visits.
- . As a general rule, states where the President can highlight positive and national news should also be given weight.

Given the above criterion, there are ten senatorial races that the President should visit between now and October 1.

These are the incumbent vulnerable states of Utah and New Mexico. Additionally there are three open seats that the President should consider visiting: Virginia, New Jersey (depending upon the outcome of the primary) and California -- which he is likely to visit in the matter of course of his return in August.

There are five states where we can take seats from the Democrats at this point that also meet the above criteria. These states are Tennessee, Nevada, Montana, Arizona and Maine. Lastly, four states deserve close monitoring and remain potentials for presidential visits between now and October 1 -- North Dakota, Connecticut, Maryland and West Virginia.

It should be noted, Mike, that five of the ten key target states are in the West and from a scheduling-planning point of view probably can be impacted to some extent in the normal course of the President's flying coast-to-coast. The four states that we recommend be watched closely will likely not have their political problems sorted out until rather late September.

In addition to the above criteria, there are four general principles of presidential scheduling that should be strongly considered. These are:

- . Avoid "PR" gimmicks. While it is important that we continue our people-related events, those must be put together with great care so they do not smack of "hype."
- . The glamour and glitter of Republican black-tie fund-raisers should avoided like the plague.
- . "Political trips" should, wherever possible, be run in conjunction with other non-political events.

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- Between October 15 and November 8, five campaign days should be blocked out. However, under no circumstances should any commitments be given as to where the President will go until the week prior to the visit. The President can be most helpful in the closing days of the campaign in several senatorial races; however, where those razor-edged races are can only be determined in the two or three weeks prior to the election.

In summary, we have much at stake in the 1982 fall elections. There is no question that if we do use our most valuable, but limited, political resource -- the President's time -- in a focused and forceful fashion, we can impact three or four senatorial campaigns and keep our leverage on the Hill.