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THE WHITE HOUSE
WASHINGTON

*make
copy for JAC
ph*

MARCH 8, 1984

MEMORANDUM FOR: MICHAEL K. DEEVER
FROM: FREDERICK J. RYAN, JR. *FR*
SUBJECT: THE PRESIDENT'S SUMMARY SCHEDULE FOR FEBRUARY 1984

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

NSC	28 hours 50 minutes	30%
POLITICAL	16 hours 30 minutes	17%
MISCELLANEOUS *	13 hours 10 minutes	14%
PRESS	10 hours 50 minutes	11%
CABINET	6 hours 30 minutes	7%
INTERGOVERNMENTAL	5 hours 25 minutes	6%
PUBLIC LIAISON	3 hours 25 minutes	4%
CONGRESSIONAL	2 hours 55 minutes	3%
VICE PRESIDENT	1 hour 40 minutes	2%
ADMINISTRATIVE TIME	1 hour 25 minutes	2%
SECRETARY SHULTZ	1 hour 20 minutes	1%
ISSUES LUNCHEONS	50 minutes	1%
PERSONNEL	50 minutes	1%
TAPINGS	40 minutes	1%
PRIVATE SECTOR INITIATIVES, BUDGET		Less Than 1%

* Includes - National Prayer Breakfast; Birthday Events - Dixon, Ill.; Address Eureka College; Princess Grace Foundation Reception and Benefit; Reception for U.S. Winter Olympic Team.

THE PRESIDENT'S SUMMARY SCHEDULE

JANUARY - FEBRUARY 1984

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>AVERAGE %</u>
ADMINISTRATIVE TIME	1%	2%	1.5%
BUDGET	4%	>1%	2.0%
CABINET	8%	7%	7.5%
CONGRESSIONAL	10%	3%	6.5%
COUNSEL	-	-	-
ECONOMIC AFFAIRS	-	-	-
INTERGOVERNMENTAL	2%	6%	4.0%
ISSUES LUNCHEONS	3%	1%	2.0%
MISCELLANEOUS	12%	14%	13.0%
NSC	29%	30%	29.5%
POLITICAL	12%	17%	14.5%
PRIVATE SECTOR INITIATIVES	-	>1%	>1.0%
PERSONNEL	1%	1%	1.0%
PUBLIC LIAISON	6%	4%	5.0%
POLICY DEVELOPMENT	1%	-	.5%
PRESS	5%	11%	8.0%
SECRETARY SHULTZ	2%	1%	1.5%
TAPINGS	1%	1%	1.0%
VICE PRESIDENT	3%	2%	2.5%

THE WHITE HOUSE

WASHINGTON

March 24, 1984

MEMORANDUM FOR: MICHAEL K. DEEVER
FROM: FREDERICK J. RYAN, JR. *FR*
SUBJECT: Presidential Theme Events

This memorandum contains proposed events and concepts for Presidential events through the summer of 1984 relating to the following themes:

- I. Blue Collar
- II. Catholics
- III. Economic Recovery
- IV. Senior Citizens

I. BLUE COLLAR EVENTS

1. Sporting Events

A major form of entertainment for blue-collar workers is observing and participating in sporting events. The following is a list of popular blue-collar sports:

A. Baseball

- 1. Attend the American League Opening Game - April 2, 1984 at Baltimore Stadium (Baltimore Orioles vs. Chicago Cubs, 2:05 p.m.)
- 2. Attend the Little League World Series - August 21 - 25, 1984 at Williamsport, Pennsylvania.
- 3. Spontaneous Drop by to a Major League Baseball Game

This could be done any time the President is in a city where a game is being played. One idea to consider that may alleviate security concerns would be to have a special box constructed at Baltimore Stadium and Dodger Stadium. This would allow the President to make spontaneous visits and sit in an area with greater access to the crowd rather than a sky suite as he did at the World Series.

- 4. Proclamation Signing for National Little League Week - June 10 - 16, 1984

This could be done at the White House as he did at to last year's baseball game on the South Lawn, or it could be signed at the location of a local Little League game.

5. Visit the Baseball Hall of Fame - Cooperstown, New York

The induction ceremony for new members to the Hall of Fame is currently being scheduled for the first week in August.

B. Football

1. Attend a Professional Football Game

This could be done either in Washington or on the road.

2. Visit the Football Hall of Fame - Canton, Ohio

The induction of new members to the Hall of Fame is scheduled for July 28, 1984

C. Fishing

Attend a fishing tournament or event

There are numerous fishing tournaments, festivals, and fish fries taking place at various locations throughout the United States. We have a list of several such events taking place through the summer of 1984.

D. White House event with winning sports teams

This has been successful in the past when we have had winning professional teams in for a Rose Garden Ceremony (Philadelphia 76ers, etc.) When possible, we should have the team in uniform as with the hockey event that received very good press coverage.

E. Event to highlight the 50th Anniversary of the Duck Stamp

The Duck Stamp was initiated 50 years ago to raise money for wildlife habitats. The President could visit one of the many habitats that is benefiting from the Duck Stamp program.

F. Attend an Automobile Racing event

There are numerous NASCAR races throughout the United States particularly in the South. Because of the security problems with an announced event, we may want to consider a spontaneous visit to such a race. We have a full list of races in cities across the country.

G. Bowling

1. Attend a bowling event

Bowling is truly the participatory sport of blue-collar people. Every weeknight across the country, there are numerous

league tournaments taking place. I recommend the President spontaneously drop by a bowling alley either in the Washington metropolitan area or while out on the road.

2. Attend a bowling tournament

We have a list of numerous regional and national tournaments taking place in the months ahead.

H. Association with Outdoorsman

The President could visit one of many outdoor recreational areas such as a national park or game preserve. One possibility is the 50th Anniversary of the Great Smokey Mountain National Park on June 15, 1984 at Gatlinburg, Tennessee.

I. Women's Sports

There are numerous opportunities for the President to visit women's sporting events such as a softball tournament. We have a list of such events taking place at locations across the country.

2. Patriotic Events

A second means of reaching the blue collar constituency is through patriotic and veterans related events. The following are possible options:

A. Attend an Armed Forces Day event at a military base - May 19, 1984.

Nearly every military base in the country has some type of an Armed Forces Day celebration ranging from an air show to a display of equipment. Although this has the possible negatives of associating the President with war machinery, these are for the most part family-oriented events.

B. Flag Day Event - June 14, 1984

One possible suggestion would be for the President to visit Fort McHenry in Baltimore, Maryland, the site where Frances Scott Key wrote the Star Spangled Banner. It would be possible for us to create a very patriotic Presidential salute to Flag Day.

C. Memorial Day Event - May 28, 1984

In addition to the normal event at Arlington Cemetery, we may want to consider other events at National Cemeteries across the country. One particularly note-worthy one is Gettysburg, Pennsylvania.

D. Ceremony recognizing National P.O.W./M.I.A. Day - July 20, 1984

An event could be held at the White House to pay tribute to P.O.W.'s and M.I.A.'s, or the President could address the National League of Families, which will be meeting in Arlington, Virginia at that time.

E. Address to Graduates from a Military Boot Camp

These boot camps are located at various locations around the country, and an event could be created to suit our scheduling needs.

F. Visit a Military Recruiting Office

This could be done in any major city in the United States. The type of event I would visualize is one where the new recruits come to be sworn in before receiving their haircuts and training at boot camp.

G. Visit a Military Reserve Training Camp

These take place throughout the year, particularly in the summer. There will be an opportunity to talk to civilians who in their off hours are serving in defense our country.

H. Attend a Reunion of a Military Squadron or Division

These are taking place on almost a daily basis at location throughout the country. We have a list of major reunions of the "352nd Airborne," etc.

I. Address the Veterans of Foreign Wars Convention - August 17 - 24, 1984
Chicago, Illinois.

J. Address the American Legion Convention - September 3 - 5, 1984, Salt
Lake City, Utah.

K. Address the American Gold Star Mothers - June 24 - 27, 1984, Houston,
Texas

This group consists of mothers who have lost a son in military service. It would be an opportunity for the President to convey his concern for the sacrifices and courage that these women have demonstrated.

L. Address the Gold Star Wives - July 5 - 8, 1984, Arlington, Virginia

This group is similar to the Gold Star Mothers but consists of women who have lost a husband in military service.

- M. Address the Military Order of Purple Heart - August 14 - 18, 1984, Seattle, Washington.
- N. Address the Non-Commissioned Officers Association of the United States - July 31 - August 5, 1984, Nashville, Tennessee
- O. July Fourth Events

- 1. Statue of Liberty

The Centennial of the gift of the Statue of Liberty from the people of France to the United States begins on July 4, 1984. This would be a natural opportunity to repeat the fantastic event that the President did on Labor Day 1980 at Liberty Park.

- 2. Visit a Small Town Fourth of July Picnic

In addition to being a patriotic event, it would be a good "family oriented" event.

- 3. Miscellaneous Blue Collar Events

- A. Visit the Grand Ole Opry - Nashville, Tennessee

This country-western music institution is blue collar America at its finest. There are radio shows every Friday and Saturday night which the President could attend or the Grand Ole Opry has offered to schedule a special salute to the President.

- B. Visit "Gilleys" Bar

Gilleys Bar, located 30 minutes outside of Houston in Pasadena, Texas has a large clientele of truckers, oilriggers, and hard-core blue-blooded Texans. It has a large western bar with live country music and a bucking bronco machine. The bar was featured in the movie Urban Cowboy.

- C. Visit a Rodeo

There are rodeos taking place during the spring and summer months at location all across the country. We have a list of possible options.

- D. Visit a State or County Fair

Every weekend of the year there is a County Fair taking place in some part of the country. I would suggest the President visit a small County Fair that has retained its old character with pie baking, chicken cooking, and animal shows.

E. Attend the Sixth Annual Oyster Planters' Conference - Salisbury, Maryland, April 11, 1984

This conference which features 150 to 200 local watermen and oyster processors would be a good opportunity to not only reach the blue collar, but highlight the President's initiative on the Chesapeake Bay. The meeting itself is scheduled to take place in the Salisbury Civic Center. We could arrange an event down on the dock for the President to meet with the watermen and demonstrate his concern for cleaning up the Chesapeake Bay. We have been informed that the watermen are a bit cynical about the clean-up program since the Maryland government has been promising to clean up the Bay for many years.

It currently appears that 90% of the oyster beds will not yield any crop, making this the worst year ever for the Bay's waters. Since the President has indicated that a Chesapeake Bay clean up is one of his priorities in the State of the Union Address, it would be a good chance to demonstrate that he will take action where others have only talked.

F. Visit with Longshoremen at a West-Coast Dock

As you requested, we have looked into the possibility of a Longshoremen's event en route to China. According to the White House liaison to labor unions, the Longshoremen would not be a very good union to work with. However, the Teamsters are also involved in working on the docks of Seattle and San Francisco. He informs us the Teamsters would provide a friendly, organized crowd and we would get basically the same story and visuals we would with Longshoremen. He is currently preparing a list of possible events that he will have to us next week.

G. Police and Firemen Events

1. Recognition ceremony for Police-Memorial Day - May 15, 1984

This date is set aside to recognize police officers who have been killed in the line of duty. We could hold a special event with families of police officers that have died on the job. This could be at the White House, police station, or academy. One option that looks particularly appealing would be to visit the American Police Hall of Fame in North Miami, Florida. This Hall of Fame serves as a tribute to Police Officers killed in the line of duty. It has an eternal flame and honor guard next to a list of all officers that have been killed since 1960.

2. Visit a local Volunteer Fire Department

In the South and Mid-Western areas of the United States, volunteer Fire Departments are very common. We could call together a meeting of

all the local volunteers, which sometimes number several hundred. The President could talk to them about volunteerism and the risks that they take to preserve the lives and property of others.

H. Address to the American Association of Community and Junior Colleges - April 1 - 4, 1984, Washington, D.C.

Many students that lack the finances or academic credentials to get into a private college or university receive their education through junior colleges. This would send a positive message to that blue-collar group.

I. Truck Drivers

1. Visit a Truck Stop

We have obtained the National Truck Stop Directory which lists truck stops in every state across the country. The President could visit one of these on a spontaneous basis during any trip out on the road.

One of the most popular truck stops in the country is located in helicopter range from Washington, D.C. "Jarrell's" truck stop, on I-95 near King's Dominion, was recently featured in the Washington Post as "the world's busiest truck stop." It has a diesel pump that can fuel up to sixteen 18-wheel trucks at a time, an "all faiths chapel," and its own radio station which is heard nightly in 32 states. It was recently voted one of the most popular truck stops in the country in a poll conducted by "Open Road Magazine". At any given time, the President could spontaneously helicopter in and have a large group of truckers and tourists in attendance.

2. Trucking Events

There are numerous events across the country where truckers race and engage in other competition to demonstrate their ability as truck drivers. For example, on June 24, 1984, in Dover, Delaware, the "Truckers' Big-Rig 200" truck race will be taking place. We have a list of major trucking events taking place across the country.

II. CATHOLICS

1. Commencement Address to a Catholic University

The President's previous addresses to catholic universities (Notre Dame and Seton Hall) have been well-received by the catholic community. This year, I suggest that he address another catholic school.

A. Loyola University
Chicago, Illinois - May 26, 1984

In addition to addressing this famous catholic institution, we could emphasize the catholic theme by visiting an ethnic neighborhood of Chicago.

B. Mount St. Mary's College
Emmetsburg, Maryland - May 27, 1984

Mount St. Mary's is the oldest, independent catholic college in the country and is located only minutes from Camp David.

2. Courtesy calls on Catholic Bishops

Whenever the President is in a heavily catholic city, such as New York, Philadelphia, Boston, etc., we could easily arrange for a "courtesy call" on the local Catholic Bishop. This would involve a minimal amount of time, but would be well-received by the catholic community.

3. Address the Knights of Columbus Convention - August 7 - 9, 1984
Denver, Colorado

This is the major catholic organization in the United States. When the President addressed the Knights of Columbus last year in Hartford, Connecticut, he received a very warm reception.

4. Address Catholic Daughters of America

This is the women's equivalent of the Knights of Columbus. It would be an opportunity to reach women as well as catholics in the same event.

5. Attend an Ethnic Festival

There are various ethnic festivals (Polish, Italian, etc.,) taking place throughout the year in major cities across the country. A list is now being prepared which we can consider as possible drop bys during Presidential visits.

6. Drop by an Ethnic Restaurant

This could be done in any major ethnic city. One possible consideration would be during the President's trip to New York on April 5, 1984. Jim Hooley has looked at one that has real potential.

7. Presidential Recognition for Ray Meyer, Coach of the DePaul University Basketball Team

Ray Meyer is retiring after compiling a very impressive record as coach of the DePaul Basketball Team. A special tribute is being held for him on April 7, 1984 in Chicago. I recommend that a Presidential videotape be sent. We may also wish to consider a private luncheon in the Oval Office with Coach Meyer and the President.

III. ECONOMIC RECOVERY

1. Address the National Association of Realtors Convention - Washington, D.C. May 5 - 10, 1984

As a result of the recent recovery, the previously stagnant housing industry is on the rebound. This group, which is personally experiencing the recovery in home sales, would be a receptive audience to an address about the President's accomplishments in turning the economy around.

2. Visit Weirton Steel Plant in West Virginia

Weirton, one of the largest steel producers in the U.S. and the largest employer in West Virginia, was on the verge of closing down in February of 1982. At that time, Craig Fuller met with Weirton representatives and coordinated an effort involving several federal agencies to allow the employees to purchase the Weirton Steel Plant. As a result, an agreement was eventually reached whereby the employees assumed ownership of the company. Although it now faces major expenses in terms of product promotion and plant modernization, as a result of White House efforts, 10,000 jobs were saved and an entire West Virginia community of 26,000 people was preserved.

In addition to providing great visuals of the President with a hard hat and steel workers, a visit to this plant would alleviate fears of heavy industry workers, that they are being forgotten in favor of high technology.

We may also want to consider some type of a "town hall address" to the residents of Weirton, as the town evolves around the steel industry. Since a part of the employee purchase plan involved a voluntary reduction in wages, the President could commend them for the sacrifice they have made in order to assure better day ahead. He could point to them as an example of the "quiet heros" that are making the country strong again.

3. Visit a Re-opened Automobile Manufacturing Plant

Although all of the car companies are showing signs of improvement, General Motors has a very impressive number of employees returning to work. By June of this year, an estimated 90,000 GM employees will have returned to work since the beginning of 1983. The following are some of the options available for a Presidential visit:

A. Lakewood, Georgia Chevette Assembly Plant

This plant has been closed since September 1982. On April 2 of this year, it will be re-opening with approximately 1,350 employees returning to work. On June 11, 1984, a second shift will add an equal number of employees returning to work.

B. Flint, Michigan Truck & Bus Manufacturing Plant

On June 18, a second shift of approximately 1400 employees will be called back from "indefinite layoff."

C. Pontiac, Michigan Heavy Duty Truck Plant

One hundred "indefinite layoff" employees will be returning to work on May 21 and the level of truck production will be expanded.

D. Pontiac, Michigan Auto Division

On April 2, 80 employees will be added to the assembly line and there will be an increase in the number of units produced.

4. Visit One of the New General Motors Plants

On December 1, 1983 GM began production in two new assembly plants. Although both have opened, neither has been officially "dedicated."

A. Orion Township, Michigan

This plant manufactures Cadillacs and Oldsmobiles at the rate of 75 per hour. The first shift consists of 3800 employees and a second shift of 5500 employees is scheduled to begin in July 1984.

B. Wentzville, Missouri

This plant is involved in the assembly of Oldsmobiles and Buicks at the rate of 75 per hour. There is currently one shift of 3200 employees and no plans have yet been announced for a second shift.

5. Visit an Auto Show

There are several auto shows that travel across the country and put on displays in the local Civic Centers. In addition to highlighting the recovery in the auto industry, it would be a good "blue-collar" event since many people come to see the hot rods, etc.

6. Address the National Association of Home Builders - May 21, 1984
Washington, D.C.

Although the President did address this group last year, it would be a good opportunity to point to the revitalized home construction industry.

7. Visit to a Housing Construction Site

The construction industry, particularly housing, has come out of an economic slump that had brought the industry to a halt. The President could visit a local thriving home construction site and talk with the workers about the recovery so far and what's in store for the future.

In my opinion, the ideal site would be one with many homes in various stages of construction, from completed houses to bare frames. The President could sit down and have lunch with the "hard hat crew" (perhaps from the food and beverage truck) then talk with some of the occupants of the completed houses that are now able to buy their "first home."

This could be a separate trip or added to a scheduled visit to a city with a thriving construction industry.

IV. SENIOR CITIZENS

1. Visit a Senior Citizen Home or Center

Although this is a standard political event, it does give the President an opportunity to correct some of the myths that have been spread about his senior citizen program. With a little creativity, it could be more than the standard political stop:

A. Mother's Day

This year Mother's Day, May 13 is also the first day of National Nursing Home Week. It would be natural for him to visit and have lunch at a senior citizens home on that date. Although in the Washington area there are no exclusively female senior citizen's centers, the vast majority of the residents are women.

B. Dinner at the Randolph Nursing Home "Restaurant"

The Randolph Nursing Home in Wheaton, Maryland has started a rather innovative program to boost the morale of its residents. Traditionally, senior citizens, particularly those with handicaps, are uncomfortable about dining in traditional restaurants. Many feel that it is an embarrassing experience for their family to take them and they prefer to avoid the commotion that accompanies their movement through the restaurant. In order to give its residents the opportunity to have a restaurant dining experience, the Randolph Nursing Home started its own "restaurant." Once a month, the home is set up as though it were a restaurant (with maitre d's etc.,) and a special meal is served. The residents are allowed to invite guests from the outside to join them as though it were a commercial restaurant. It has been very successful at Randolph and the concept is spreading throughout the country. We might want to consider the President accepting an invitation to "dine" as the guest of a senior citizen. He could then address the residents of the senior citizen home.

2. White House Luncheon with Leading Senior Citizens

This would be an excellent opportunity to kick off "older Americans" which is May of this year.

4. Visit the Site of an R.S.V.P. (Retired Senior Volunteer Program)

The R.S.V.P. Program is a private sector initiative where senior citizens volunteer their skills to younger people needing training. For example, a retired senior citizen teacher may tutor a young child or a retired carpenter may assist a younger person who is attempting to make repairs on his home. Some of these programs have been very successful and have attracted a large number of participants across the country.