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THE WHITE HOUSE
WASHINGTON

JUNE 8, 1984

~~See memo pls.~~
file
here

MEMORANDUM FOR: MICHAEL K. DEAVER

FROM: FREDERICK J. RYAN, JR. *FJR*

SUBJECT: THE PRESIDENT'S SUMMARY SCHEDULE FOR MAY 1984

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

NSC	28 hours 35 minutes	32%
PRESS	10 hours 15 minutes	11%
MISCELLANEOUS *	9 hours 25 minutes	10%
CABINET	8 hours 35 minutes	10%
POLITICAL	6 hours 35 minutes	7%
CONGRESSIONAL	4 hours 35 minutes	5%
PUBLIC LIAISON	4 hours 10 minutes	5%
SECRETARY SHULTZ	1 hour 55 minutes	2%
PRIVATE SECTOR INITIATIVES	1 hour 45 minutes	2%
TAPINGS	1 hour 45 minutes	2%
VICE PRESIDENT	1 hour 30 minutes	2%
ADMINISTRATIVE TIME	1 hour 25 minutes	2%
PERSONNEL	55 minutes	1%
ISSUES LUNCHEONS	50 minutes	1%
INTERGOVERNMENTAL	10 minutes	>1%

* Includes - Visit Olympic Training Center; Dinner for Smithsonian Institute of Directors; Harry Truman Centennial Luncheon; Olympic Torch Ceremony; Luncheon for The Duke of Edinburgh

cc: Michael A. McManus

THE PRESIDENT'S SUMMARY SCHEDULE

JANUARY - MAY 1984

	<u>JANUARY</u>	<u>FEBRUARY</u>	<u>MARCH</u>	<u>APRIL</u>	<u>MAY</u>	<u>AVERAGE</u> %
ADMINISTRATIVE TIME	1%	2%	1%	1%	2%	1%
BUDGET	4%	>1%	1%	-	-	1%
CABINET	8%	7%	7%	8%	10%	8%
CONGRESSIONAL	10%	3%	9%	9%	5%	7%
COUNSEL	-	-	-	-	-	-
ECONOMIC AFFAIRS	-	-	-	-	-	-
INTERGOVERNMENTAL	2%	6%	4%	1%	>1%	3%
ISSUES LUNCHEONS	3%	1%	1%	2%	1%	2%
MISCELLANEOUS	12%	14%	5%	9%	10%	10%
NSC	29%	30%	32%	27%	32%	30%
POLITICAL	12%	17%	8%	2%	7%	9%
PRIVATE SECTOR INITIATIVES	-	>1%	2%	-	2%	1%
PERSONNEL	1%	1%	1%	1%	1%	1%
PUBLIC LIAISON	6%	4%	11%	28%	5%	11%
POLICY DEVELOPMENT	1%	-	-	-	-	>1%
PRESS	5%	11%	10%	9%	11%	9%
SECRETARY SHULTZ	2%	1%	3%	2%	2%	2%
TAPINGS	1%	1%	1%	1%	2%	1%
VICE PRESIDENT	3%	2%	2%	-	2%	2%

PR
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pls

THE WHITE HOUSE
WASHINGTON

June 29, 1984

MEMORANDUM FOR: MICHAEL K. DEAVER
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Democratic Convention - Events and Themes for the President and Official Surrogates

I. Presidential Events

It seems that the best position that the President could take during the period of the Democratic Convention would be:

1. Non-political;
2. Highly Presidential; and
3. Moderately visible (without appearing to be seeking visibility)

Applying these criteria, I would suggest that we refrain from doing any non-substantive photo opportunities (ie. sports teams, beauty queens, etc.). I would also recommend that we avoid anything that could be interpreted as politically motivated such as the luncheon with Italian Americans proposed by Faith Whittlesey.

The following is a summary of the President's schedule during the Democratic National Convention:

Monday, July 16, 1984 (DNC Opening Ceremony and Committee Reports)

The President will take part in the Signing Ceremony for Captive Nations Week. This has taken place as an official event every year of the Administration. Careful thought should be given towards the President's remarks concerning the Soviet Union since the Democrats will be emphasizing the poor U.S.-Soviet relations at their convention.

An additional option for a Signing Ceremony on July 16, would be the recently passed legislation supporting a nationwide drinking age of 21. B. Oglesby has informed us that he could have the legislation delayed in reaching the White House so the ten-day signing period would be during the Democratic Convention. A Rose Garden event with Mothers Against Drunk Driving and other anti-drunk driving groups would receive good coverage.

APPROVE _____

DISAPPROVE _____

Tuesday, July 17, 1984 (DNC Platform Speech)

The President and Mrs. Reagan will travel to Massena, New York for the 25th anniversary of the St. Lawrence Seaway. This will be a good "Presidential" event with the Prime Minister of Canada and possibly the Queen of England.

Wednesday, July 18, 1984 (DNC Presidential Nomination)

A White House reception is scheduled for the Grace Commission (PPSSCC). Although this is a positive theme, I don't think that it will have much visibility with a late afternoon reception for this group. I have talked to Bob Kimmitt about the Caribbean Conference that the President was invited to in South Carolina. If the date could be adjusted to July 18, it would provide a great opportunity for the President to be visible with foreign leaders that are supportive of his foreign policy.

Thursday, July 19, 1984 (DNC Nomination and Acceptance Speech by Vice Presidential Candidate)

The Democratic Convention will be reaching its crest. Currently, the President's schedule does not contain anything of news value that day. I offer the following suggestion:

- July 20, 1984 is the 15th Anniversary of the historical Apollo XI flight to the moon. I suggest that we invite the Apollo crew of Buzz Aldrin, Neil Armstrong and Michael Collins in for a lunch with the President. This would be a positive event since it would emphasize America's accomplishment which no other nation has been able to match in the 15 years since. This would also be a subtle means of appealing to the high-tech futuristic-oriented voters that we need to reach.

APPROVE _____ DISAPPROVE _____

Friday, July 20, 1984 (DNC Adjournment)

The Democratic Convention will be breaking up and the candidates will be attending their first public events as the Democratic team. The President is scheduled to take part in the National POW/MIA Recognition Day ceremonies on the South Lawn. This event should portray him as Presidential on a day when the Democrats are heavily into politics.

II. Surrogate Scheduling

In scheduling Official Administration surrogates, we are placing them in major forums in key states during the week of the Democratic National Convention. With your approval, I suggest that the theme for their remarks during the week be "Administration accomplishments" in their respective areas. This would provide a countering force to the negative rhetoric that will be coming at us from the Democrats in San Francisco.

APPROVE _____

DISAPPROVE _____

Additionally, in order to avoid giving the Democrats any "ammunition" to use against us during all of the media exposure they will have, I suggest that some form of oversight be done on all reports and announcements likely to come out of Departments and Agencies that week. We should be sure that there are no unexpected releases of reports that are likely to offend key constituency groups (ie. weapon sales to Arab countries, etc.) or put us on the negative side of an issue (ie. acid rain, etc.).

III. Press Availability

In order to avoid putting the President in a position of having to comment on the Democratic Convention or respond to the charges they raise, we may not want to have a Press Availability that week. A brief 15-minute mini-Press Availability could be scheduled during the week of July 9 through 13 in order to avoid any charges that the President is avoiding the press.

APPROVE _____

DISAPPROVE _____

THE WHITE HOUSE

WASHINGTON

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