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THE WHITE HOUSE

WASHINGTON
May 7, 1984

MEMORANDUM FOR MIKE DEEVER

FROM:

MIKE McMANUS *McMan*

SUBJECT:

Communications Office Update

This memo will bring you up to date on a number of ongoing projects in the Communications Department which we have discussed during our planning meetings at the beginning of this year:

- 1) Computer usage - Progress is presently being made on adapting our present computer system to include a program of the talking points prepared by Mike Baroody's office and various issue updates which will be cleared by Dick Darman's office. This system should be available for you to review in the next couple of weeks and at that time you may want to make some decisions with regard to setting up a computer in your office.
- 2) Media Relations computer usage - I've asked Merrie Spaeth to think about computer usage for the Media Relations Department, and after several discussions on this subject, she has prepared a proposal which is attached to this memorandum for your review. The proposal is a plan whereby we can adapt our present Dialcom system to essentially become an electronic mail distribution facility for White House press releases, announcements, briefings, and other Communications Department materials which we want to get quickly to the media services. I have already approved the first phase of this plan which is only to have Merrie begin to collect the kinds of material which we would plan to put on this system if it is approved. Once the material has been accumulated, we will submit it to you so that you can look at the kinds of information we would plan on sending on a regular basis to radio, TV and newspaper organizations around the country by way of this system.
- 3) Specialized interviews and press conferences - I would like to raise again with you the proposal that we set up a series of specialized interviews or press conferences for the President on issues we wish to specifically emphasize. For instance, as we discussed, we may want to conduct an interview or press conference

(cont'd)

prior to the Summit on economic issues. The idea I am suggesting is to bring in the network economic or business correspondents together with other economic writers from various media across the country and have an interview or press conference which would then be limited to economic issues by virtue of the specific expertise of the participants instead of having questions on Lebanon, Central America, or other issues taking away from the purpose of the interview. These concentrated interviews or press conferences would also serve the dual purpose of helping to prepare the President for the campaign and for any possibility of a fall debate. The same format could be used for foreign policy briefings and others of a more specific nature. We may also want to consider including questions by satellite from other economic correspondents from around the country. Another thought would be to change the press conference format to one where regional anchors ask questions from around the country by satellite. This would also give us an opportunity to begin changing the format of Presidential press conferences and get some additional publicity out of the "high-tech vision of the future look" to the manner in which the press conference was being conducted.

4) White House transmissions for administrative spokesperson - We also discussed the possibility of coming up with some new ways to use the White House Communications Department to get our message out around the country in a more advanced manner. One possibility is to follow-up Presidential events or even non-Presidential briefings by satellite transmission from the White House with administration spokespersons being interviewed by regional stations. Additional information with regard to this proposal is included in the material attached.

5) Communications to targeted constituencies - We had also discussed developing in the Media Relations Department a capability to target specialized interest groups (ie - blue collar, Catholic, etc.). Merrie will be bringing somebody on board to handle this particular program and some additional ideas are included in section three of her media relations month plan which is attached.

THE WHITE HOUSE

WASHINGTON

May 3, 1984

MEDIA RELATIONS THREE MONTH PLAN

BOOK I :

Section one : groupings of media

- briefings to support themes
- briefings geographically
- special target efforts

Section two : electronic opportunity

- utilizing live capability for targetted efforts supporting daily events
- concept of going outside the networks to create nightly news around a single issue or topic

Section three : special challenges

- better production of press component of Public Liason's outreach efforts
- leveraging other in-house efforts already ongoing for more extensive press
- theme events

BOOK 2:

Section four: White House News Service

- introduction
- Phase I (Tab 1) dummy and practice
- Phase II (Tab 2) capability for daily announcements
- Phase III (Tab 3) complete to put out complete daily material
- Phase IV (Tab 4) Creation of Secondary information menu
- Phase V (Tab 5) description of D. Ag system

BRIEFINGS

IN WASHINGTON

I. REGIONS

Objective: To give local/specialized press direct access to the President and Administration officials.

Local editors and broadcasters from major markets and targeted areas to be briefed by the President and top Administration officials and to attend luncheon hosted by the President.

<u>REGION</u>	<u>TIME FRAME</u>	<u>SUGGESTED BRIEFERS</u>
Northeast	June 20 (after the Summit)	Donovan, Kirkpatrick, Heckler, Regan, Shultz
South	early July (prior to Democratic Convention)	Dole, Weinberger, Stockman, or Regan, Bell, Block
Midwest	Mid-August (prior to Convention)	Stockman, Donovan, Brock, Bell, Ruckleshaus, Svahn
West (see OUT OF TOWN BRIEFINGS)		

II. BUREAU CHIEFS

Objective: To recognize local bureaus as important news outlets, and to partially take care of the hundreds of interview requests from local newsmen.

Time Frame: Early Fall

a) Broadcast

Bureau chiefs representing major Washington Bureaus for local stations briefed by the President, each allowed at least a cover shot alone with the President.

Suggested Bureaus: Cox
Storer
Bonneville
Potomac
Gannett
Group W
Post-Newsweek
Capitol Broadcast News

b) Print

Bureau chiefs representing newspapers which don't have White House reporters briefed by the President.

- To include papers from targeted areas, daily and weekly papers.
- To be coordinated with the Press Office which has begun a series of interviews with the President with representatives of large newspaper chains

III. ANCHORS

Time Frame: Early Fall

a) Locals

Objective: To bring the President to local markets. Surveys show local anchors to be the most trusted sources of news. Anchors from the stations owned and operated by the networks would interview the President. One camera would shoot for each broadcast group, with each anchor asking one or two questions. All anchors would have access to all of the answers.

Group I -- ABC-owned stations
Markets: San Francisco
Chicago
New York
Detroit
Los Angeles

Group II -- CBS-owned stations
Markets: New York
Chicago
St. Louis
Los Angeles
Philadelphia

Group III -- NBC-owned stations
Markets: New York
Chicago
Cleveland
Washington
Los Angeles

b) Network

Objective: To provide network anchors direct contact with the President and top Administration officials.

1. Breakfast/Backgrounder session with Peter Jennings, Dan Rather and Tom Brokaw and CNN representative
 - Cameras allowed in the room for cover shots only
 - Briefers to include Shultz, Regan, etc.
2. Lunch/Backgrounder session with anchors of the morning news shows.
 - CBS Morning News
 - Good Morning America
 - Today

IV. REGIONAL NETWORKS

Objective: To reach a maximum number of local markets in a minimum amount of time with the Administration's message, conveyed by the President and top officials

Time Frame: October

a) Radio

- Q&A sessions via telephone to regional networks set up in target areas

Example: The President signs legislation effecting the textile industry. The North Carolina Radio network agrees to handle arrangements for a statewide hook-up serving the major markets in the state. The President goes live via the phone on stations all across North Carolina.

- Q&A sessions with special interest networks
 - Black
 - Hispanic

Example: The President announces new immigration policy. The Florida Hispanic Network joins forces with other Hispanic networks, arranging a phone hook-up that enables the President to be heard live on Hispanic stations across the country.

b) TV

- Q&A sessions via satellite hook-ups to local markets

Examples: All the local anchors in a given market join together for a mini-news conference. Each is able to ask one or two questions, and has access to all of the answers.

Ohio Association of Broadcasters arranges state-wide broadcast of President addressing local issues via satellite. Could be very effective in targeted areas that aren't necessarily major markets.

Mid-west stations belonging to broadcast group like Westinghouse set up a satellite link so that the President is seen on stations in several states.

V. EXECUTIVE BOARDS

Time Frame: Late Fall

Objective: To give media executives direct contact with the President.

-- Informal Sessions/receptions with boards from major broadcast organizations

- Radio-TV News Directors Association
- American Women in Radio and Television
- Association of Black Owned Broadcasters
- National Association of Broadcasters
- National Radio Broadcasters Association

-- Informal sessions/receptions with boards from major print organizations

- American Society of Newspaper Editors
- National Newspaper Publishers Association Black Press of America
- Suburban Newspapers of America
- Women in Communications

VI. COLLEGE NEWSPAPERS

Objective: To reach the academic community and generate local press. Contrary to reports, the college community is most interested in hearing from the President. We routinely answer their questions via telephone, and many college editors have formally requested interviews. This is a group not to be overlooked.

Time Frame: Early Fall (when college classes resume)

- Special briefing for editors of major college papers and college papers in targeted areas

Suggested briefers: Dole, Bell, Stockman, Kirkpatrick

- Interview with college paper editors in states where the President or other top officials may be visiting

BRIEFINGS

OUT OF TOWN

I. REGIONAL

Objective:

To provide direct access to the President for reporters who never have a chance to come to Washington because of travel costs and proximity. And to bring Administration officials to the area to directly address matters of regional concern like agriculture and the environment.

<u>REGION</u>	<u>TIME FRAME</u>	<u>SUGGESTED BRIEFERS</u>
West	late July (in conjunction with trip to Olympics)	Block, Clark, Shultz, Regan, Immigration Officials

II. TRAVEL-RELATED EVENTS

Objective: To take advantage of local media outlets while traveling

- A) News Conferences with local media
- B) Air Force One interview for selected reporter(s) from area to be visited
- If visiting a state where there has been recent disaster assistance, the President could brief the editor of the area's major daily on how local citizens can get access to federal dollars
- On the trip back to Washington after visiting a particular business or state-run program, the President could provide his reaction on tape for the video tape crew of a selected TV station
- C) One-on-one interviews with local anchors in market visited
- D) Q&A session with statewide editorial board
- E) Appearance on local TV public affairs program
- F) Radio talk show guest appearance by President or those officials traveling with him

EXPANDED LIVE TELEVISION POTENTIAL

Objective

To create and exploit new technology as avenues for getting our message out.

Current Situation

The major networks are main source of disseminating news of events to nation.

Proposed Projects

I. "Live from the White House"

To Establish an available "White House" capability for live interviews with local reporters and Senior White House or Administration figures.

Examples

A perfect example of a situation in which such live capability could have been very useful is the recent signing of the shipping legislation. Immediately following the ceremony, Secretary Dole would have had a series of short, live interviews with the anchors of cities with major maritime interests.

As a general scenario, after the President or Cabinet member signed a a piece of legislation, with implications locally, Administration officials would be available, live, to talk to anchors or beat reporters in localities to explain and highlight the event.

The following technology and equipment is required:

- o available equipped television studio capable of transmitting live audio/video
- o microwave satellite link
- o system to link spokesmen with daily events

Efforts to achieve project:

- o Continue discussions with State department on upgrading their studio. Time frame: Decision to be made by end of May.
- o Exploration of link with BIZNET. Time frame: Analysis to be done during the first two weeks of May.
- o Examination of cost structure and space availability for in-house facility. Time frame: Turns on #1 and #2.

II. The "Dynasty" Concept

Last fall, for the season premiere of Dynasty, interviews were scheduled live and seriatim with John Forsythe for the morning shows in the top markets. Each host had 2-3 minutes, live, with Forsythe for him to discuss and promote that night's first episode.

Similarly, we will use White House ability to focus attention and create opportunity for regularly scheduling consortia of stations -- the "Dynasty" concept. The potential for this approach is clear.

A group of 20 stations has formed a similar consortium for news purposes. We have been working with them.

Examples

Certain indicators/initiatives are to be announced; we would schedule the appropriate Cabinet member for a consortium. He or she would be interviewed by the local anchor or beat reporter. Most stations have a reporter covering special beats like health, criminal justice, economics and so on.

Specifically, say important economic indicators (i.e. an expected decline in the unemployment rate) are to be released, Secretary Regan would be interviewed by the economic or business reporters.

Steps Required to implement concept

- o No additional steps -- efforts on target,

Expectations

- o System debut followed by Secretary Weinberger's participation. Time frame: Respectively, mid May and May 29.
- o Review of initial consortia. Time frame: early June.
- o A fully operational consortium. Plans already in progress to schedule Cabinet Officials, on a weekly basis, starting in September. Time frame: Late summer.

Request for Presidential consideration to come forward after debut (May 14). Recommendation for final decision after assessment of 5/29 event.

Objective

To promote increased media exposure of Public Liason initiatives. Special attention will be paid to the following areas:

Non-Fundamentalist Protestant Constituencies

Focus:

RR has a well-developed track record in outreach to fundamentalist Christian groups. However, much of the Administration's economic policies, as well its emphasis on family, civic duty, etc., are of direct interest to mainline religious organizations which might not be focusing on these shared values because of disagreements over the so-called "moral" issues.

- o Public Liason Briefing for Evangelical Press Association (Public Liason) (5/8)
- o Monthly Briefing for Religious Press on "family" issues. (June/July/August)

Focus:

Underline President's identification with established family issues. (proposed for August)

- o RR Interview with "Christianity Today" (proposed for August)

Hispanic Constituency

Focus:

White House concern with issues of special importance to the Hispanic community such as: bilingual education, immigration policies. These themes must be reinforced through Hispanic and Spanish-speaking media, since these groups are generally not reached by Anglo media.

- o Briefing for Hispanic Media Conference (completed) (w/Sec. Bell, Nester Sanchez, Larry Speakes)
- o Press Briefing for Hispanic Media in conjunction with La Raza Convention (July 22-5) and Mexican American National Association of Women Convention (July 27-8)
- o Mailing to Hispanic Media in conjunction with briefing by Public Liason for Cuban Independence Day (May 18)
- o RR interview with Hispanic Broadcasting Network (proposed for July)
- o Regional Briefing for California, Arizona, New Mexico, Colorado, and Texas Hispanic Press in conjunction with National Hispanic Heritage Week (September)
- o (If Applicable) Mailing of Presidential remarks before National Republican Hispanic Dinner to Hispanic Media
- o Regional Briefing for NY/NJ and Florida Hispanic Press in conjunction with National Puerto Rican Coalition Convention (October 18-20)

Jewish Constituency

Focus:

Develop RR defense program and committment to a strong Israel as a principle message to Jewish press

- o Jewish press "pool" coverage of ceremony in Roosevelt Room commemorating Jewish Heritage Week (May 8)
- o Mailing of Jewish Heritage Week proclamation and photo to Jewish press (May 8)
- o Briefing for American-Jewish Press Assoc. (May 24) (McFarlane/Weinberger)
- o White House letter read at Union of Orthodox Jewish Congregations Dinner mailed to Jewish Press
- o Hadassah convention (Aug./CA): White House participation supplemented by follow-up with local media
- o B'nai B'rith convention (Sept./DC): White House participation with local media follow-up

Catholic Constituency

Focus:

Again, reinforce RR commonalities on family themes, plus added Administration efforts on behalf of religious freedom in Central America and elsewhere.

- o Develop local and Catholic press coverage of PL briefings on Central America
- o Briefing for Catholic Editors, Publishers, and selected writers on family issues.

Objective:

Maximize efforts in local, regional, national and specialty media to highlight themes of the White House Targeted Communications Plan.

Target: Jobs

Focus:

The Administration's general program for economic recovery is the best cure for unemployment, as the labor department statistics indicate. But we must demonstrate that we are making an effort to solve remaining problem areas.

Focus:

Highlight Jobs for Youth campaign as a means of reducing youth (particularly black) unemployment.

- o Mailing to local media on "Jobs for Youth" campaign (June 15)
- o RR Meeting with station managers to enlist their support in using public service announcements to develop summer job opportunities (propose mid-June)
- o Donovan radio talk shows promoting "Jobs for Youth" and "Youth/Wage Differential" (June/July)
- o Interview with Teamster/other Union publications (proposed for Sept.)

Focus:

Educate regional press in Industrial heartland about Administration's efforts on behalf of blue collar workers.

- o Regional Press Briefings on Employment/Economy
 - Ohio, Michigan, Illinois (Summer)
 - Pennsylvania, W. VA., PA, NY/NJ
- o Interview with Teamster publication
- o Briefing for "Labor Press"

Target: Education

Focus:

The Administration must demonstrate that improving the Nation's school systems is a task that is being successfully achieved with the cooperation of local government and the private sector. The Report of the Commission on Excellence in Education presents a forum for demonstrating RR leadership in this field, and an excellent source of local media attention

- o Briefing with Caulken Newspaper Chain (Secretary Bell gives embargoed briefing on Commission Report on Excellence in Education) (May 10)
- o Briefing for Columnists re:Education (May 11)
- o Mailing to Editorial Writers on Excellence in Education Report (May 10)
- o Local media coordination of White House surrogates (Bell, etc.)
(Summer)
- o Press packets to local media and education press on award recipients. Local media follow-up. (completed)

Focus:

Demonstrate success of Partners in Education Program as means of improving Nation's schools.

- o Partners in Education/Jobs for Youth: Press Briefing for education reporters, followed by media seminar on talented/gifted programs (June 18)
- o Local radio interviews with Jim Coyne re:Partners in Education (June/July/August)
- o "Education"/"civic"-press briefing re: release of statistics on public attitudes and success of private sector initiatives

Focus:

Interviews with President listing accomplishments and future goals for improving the nation's schools.

- o RR interview with editors of Family Circle, Parents, Readers' Digest, etc., on subject of "education" (June proposal)

Focus:

Demonstrate RR rapport with students.

- o Briefing and RR photo opportunity with College Newspaper Editors

Target: Senior Citizens

Focus:

Senior Citizens Month (May) presents an excellent opportunity to highlight the Administration's efforts on behalf of the elderly, as well as to promote RR's natural affinities with this group.

- o Briefing for "Senior Citizen" press in conjunction with "Senior Citizens' Month" (May 16). Activities to include luncheon at Blair House (RR remarks from East Room lunch to be piped in) and press availability with East Room participants following event.

Focus:

As a natural outgrowth of "aging" press outreach, target general media in markets with substantial over-60 demographics.

- o Regional Press Briefing (CA/FL/AZ dailies) on issues relating to elderly. (proposed Aug.)
- o Administration surrogates placed on major market TV stations to discuss senior citizen issues, i.e., medicaid, social security, etc. (June July)

Focus:

Reinforce RR image as a President who "understands" the problems of Senior Citizens.

- o One-on-One RR Interview with AARP magazine, Modern Maturity. (propose for June)
- o RR Interview with PBS program "Over Easy" (propose for June)

Focus:

Refine and Develop media mailing lists of "Senior Citizen" writers, editors and broadcasters, and distribute White House matters of interest accordingly.

- o Refine "Senior Citizen Media" mailing list, include Newsletters

Target: Small Business

Focus:

Economic recovery has meant big gains for small business, and White House must demonstrate its continuing efforts to promote this important constituency

- o Develop and refine Small Business Trade Press Mailing List
- o Briefing for local chambers of commerce newsletter editors (propose for July)
- o RR appearance on "It's Your Business" (propose for July)

THE WHITE HOUSE

WASHINGTON

May 15, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: PAM BAILEY

SUBJECT: FAMILY PACKAGE COMMUNICATIONS

The Cabinet Council package on the family is an excellent summary of both new policies and on-going initiatives.

The following sequence of events could form the basis of a communications plan:

- Announcement. Several days after the meeting (May 23) release RR statement announcing new initiatives and directing Secretary Heckler to implement new initiatives.
 - Secretary Heckler would brief White House press. RR statement and fact sheet summarizing all initiatives (new and on-going) would be released.
 - OPL would schedule a briefing for relevant interest groups.
 - Media Relations and press office would set up one-on-one interviews for Heckler and Chapman.
 - Possible friendly columnists briefing.
- Women's Magazines Editors. White House briefing already scheduled for May 24. New package would be included and provide hard news.
- Major Family Speech with related events. The April 5 New York Women's Speech focused attention on RR's speech and was surrounded by relevant events. I recommend we do the same with this package and consider:
 1. Appropriate forum for RR speech on the family and his total policy package.

2. Lead-in events several days before and in conjunction with speech.

- o RR could visit the HHS or Labor Department day care centers for Federal employees. He could meet with a representative group of parents re making the government a model employer for families.
- o Drop-by Missing Children's Center to see it in operation.
- o Visit a family united by Missing Children's Center.
- o Signing ceremony for Child Support Enforcement bill in June.
- o Event in August related to Child Support Enforcement Month.

- Major Crime Speech covering crime-related aspects of family package. The same device -- major speech with visible events before and after -- would focus attention on the crime components.

-- Report of the Family Violence Task Force in June would present an early opportunity.

THE WHITE HOUSE

WASHINGTON

May 21, 1984

MEMO TO MIKE DEEVER

FROM: BILL SITTMANN

SUBJECT: Attached

I've spoken to John and he has no problem with an unpaid summer volunteer. If this is unacceptable he suggested that they move Alden Lang over to help out.

Bill

THE WHITE HOUSE
WASHINGTON

May 17, 1984

Donna,

Regarding the two attached memos:

We sent a memo to John Rogers requesting an intern/volunteer for Jann Mahan DuVal. The request came back disapproved.

In view of that fact and the other attached memo I thought Mr. Deaver might want to be aware of this.

Thanks.

Margie

Full
Discussion
with JRC

THE WHITE HOUSE
WASHINGTON

May 15, 1984

MEMORANDUM FOR JOHN F. W. ROGERS

FROM:

MIKE McMANUS *manm*

SUBJECT:

Request for A Summer Volunteer
in the Television Office

The demands of the Television Office have steadily increased since last January. That Office has been run solely by Jann DuVal. This is to request your approval for that Office to have a summer volunteer in order to free-up some of Jann's time in order for her to be more effective in the final production of the President's media events.

Your favorable consideration of this matter would be appreciated.

Thank you.

*disapproved
5/16 per Rogers*

THE WHITE HOUSE
WASHINGTON

May 15, 1984

MEMORANDUM FOR MIKE DEEVER
FROM: MIKE McMANUS *McManus*
SUBJECT: Interns *r*

I understand that interns can only be approved if a personnel slot is available. We do not have a slot available but Jann does need help.

Do you want to speak to John Rogers or should I?

I will speak to John _____ .

You should speak to John _____ .

*5/16 7:30
John Rogers said
no to your request.
Regarding a volunteer for
Jann - should I notify
Mr. Deaver of this.*