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THE WHITE HOUSE
WASHINGTON

8/28

Date: August 6, 1984

TO: Mike Deaver
FROM: **Michael A. McManus, Jr.**
*Assistant to the President
and Deputy to Deputy Chief of Staff*

- ☐ Information
- ☐ Action
- ☐ Let's Discuss

This is for your approval and
signature. It looks good to me.

OK

THE WHITE HOUSE

WASHINGTON

August 3, 1984

File

MEMORANDUM FOR MICHAEL K. DEAVER, Deputy Chief of Staff
THROUGH MICHAEL A. MCMANUS JR.
FROM MERRIE SPAETH
SUBJECT ANNOUNCEMENT OF WHITE HOUSE NEWS SERVICE

As you know, our own wire service, the White House News Service, has been operational for several weeks. Every government user of EOPNET (Cabinet Secretaries, public affairs offices and others) may now access the system.

The system contains the daily material from the Press office (except the President's schedule and the transcripts from Larry's briefings unless specifically approved.) In addition, we are adding material from OMB, the First Lady's Press office and the Vice President's Press Office.

It's time to formally announce the system to all our colleagues. Since many individuals at the White House have had a hand in birthing this pioneer system, I recommend the announcement memo carry your signature. (When Mike Baroody announced the guidance system, although logical to come from him, some people felt their role in its creation was diminished.)

Attached is a draft memo for your review. An additional memo would be attached from from the Operations people to explain how to access White House News and where to go with problems.

THE WHITE HOUSE

WASHINGTON

August 6, 1984

MEMORANDUM FOR ALL APPROVED EOPNET USERS
FROM MICHAEL K. DEAVER
DEPUTY CHIEF OF STAFF
SUBJECT ANNOUNCEMENT OF THE WHITE HOUSE NEWS WIRE

APPROVED ✓

Disapprove

Most public information handed out by the press offices housed within the White House complex is now available to you electronically via a new service called White House News.

White House News has been developed to meet the growing need for timely information as well as to cope with increased mailing costs and mailing delays. White House News, accessed through the Dialcom Communications service in conjunction with EOPNET, carries all daily press releases, statements, speeches, legislation, proclamations, fact sheets, disaster announcements, personnel announcements and other material, such as special economic indicators, issued daily by the Press Office, the First Lady's Office, the Vice President's office and the information office of OMB.

Attached instructions from White House Operation explain how to access White House News through the Dialcom system.

In early September, White House News will join the news menu. Although we anticipate that members of the media will be our prime users, it will be available to the public at large.

During the next month, the Office of Media Relations solicits your reaction and comments. This is an exciting new dimension in our efforts to improve our communication efforts, and we wish to improve and upgrade the system before its public debut. Thank you for your participation and assistance.

*file
here*

THE WHITE HOUSE
WASHINGTON

August 8, 1984

Read File Fyi

*Mike
lets get
together
after comments*

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: MICHAEL A. McMANUS, JR. *McManus*

SUBJECT: Communications Coordination

At your request, I held a meeting on August 6, to follow up on your meeting with the Secretary of State and others. Attending the meeting were: Mike Baroody, Bob Smalley from State, Kathy Troia from Defense, and Don Fortier from NSC. Bob Sims was invited but did not attend.

The meeting covered four points:

1. Day-to day-coordination.
2. Long range planning.
3. System to react to surprises.
4. Strategy papers and positions.

1. On the day-to-day coordination system, it was agreed that it seems to be working well. Baroody agreed that he would resume regular "domestic" calls to Department Public Affairs people as part of the follow-up to the 8:15am Baker meeting. Sims does the "foreign" calls. We also explained the electronic mail and computerized talking points and briefings which are now available.

2. Long-range planning is something we need to address. In the foreign policy and security area the only existing coordination comes from a once-a-week meeting conducted by Sims. This is more for a heads up purpose than for coordination. I would suggest that we ask Bob to distribute to you and me a copy of the notes from that meeting. I would also suggest that I set up a meeting with Defense and State Department representatives to talk about what may be planned two or three weeks out so that we can discuss these if necessary and coordinate these activities with what we are doing.

3. We discussed a system to react to surprises and agreed that the system which is used for daily communications could be readily adapted to a quick reaction system. I also talked to Darman about this and he and I agree this point needs to be worked out

(cont'd)

with you and Jim Baker. Any system to properly handle surprises needs to have campaign representation and needs to consider the possibility that people are in different parts of the country during the campaign.

4. During the meeting it became apparent that there were a couple of things we still needed to focus on. No one knew of any one place where the Reagan foreign policy existed in easily referred-to form, whether anyone was working on a campaign strategy on foreign policy or security points, or whether there were talking points which could be made available to key spokespersons on foreign policy and national security. I suggest the following:

a) Some time ago Bill Martin of NSC and I discussed what we were doing in the Communications Department to make briefing material and talking points available by computer. I suggested we should try to get the same kind of material available from his area. It would be similar to what we have recently produced prior to foreign trips. Bill has followed up on this and a draft document has been sent to Bud in Santa Barbara.

b) After NSC has reviewed this document we could turn it over to the political operation to see if there are additional issues which need to be discussed. For instance, my review of a draft disclosed the absence of a section on government fraud and waste, which is bound to be a major campaign issue. I would also think, "Why the World is a Safer Place," foreign policy accomplishments, and military preparedness should also be covered.

c) After the book is complete, I would pick two or three key areas where brief talking points could be prepared for key selected spokespersons to hit on regularly during the next several months.

d) We should also collect Cuomo, Mondale, and Ferraro speeches and the Democratic platform and prepare talking points related to these.

e) This material, which would be updated regularly, would form the basis of our response library and a compilation of the Reagan foreign policy.