

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual
collections.

Collection: Deaver, Michael
Folder Title: Communications-December
1984
Box: 36

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories
visit: <https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives
Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE

WASHINGTON

December 17, 1984

MEMORANDUM FOR MICHAEL K. DEAVER

FROM: PAMELA G. BAILEY

PGB

SUBJECT: 90-Day Plan

Attached, for your review, is a final draft of the 90-day plan reflecting the input from our December 14 meeting.

Enclosure

cc: Mike McManus

90-DAY COMMUNICATIONS PLAN
JANUARY THROUGH MARCH, 1985

THEME

RR continues stressing his basic positive, confident, uplifting, forward-looking message:

oo America has a Special Mission. We are a:

- o special land of hope and opportunity;
- o special protector of freedom; and
- o special pioneer of humanity's newest frontiers.

oo Americans voted for a future of growth and opportunity. RR's program for [freedom, opportunity and growth] or [growth, liberty, opportunity and peace] will deliver that future -- as it builds upon and expands the significant progress of the last four years.

oo Our future has no limits. America's best days are yet to come. We've done the impossible before and we'll do it again with our nation strong and our people united.

I. JANUARY PRE-INAUGURAL (Jan 3 - 20)

Strategy: RR reaches out to various groups, reiterating his goals for the nation and vision for the future. The emphasis is on winners not losers and on highlighting symbols of excellence/winning. RR would meet with groups sharing his high expectations for the future (high tech, venture capitalists, high growth companies, etc.) and individuals exemplifying excellence (prizewinners, pioneering scientists, community workers, artists, etc.). Negative news would be minimized during this time frame.

January 7 & 8 Shultz-Gromyko talks. (NSC doing detailed communications plan.)

January 7-18 RR outreach "high expectations" meetings.
Emphasis on growth, opportunity, innovation, excellence and high expectations for the future.

Groups would include:

- o high tech industries/small and large
- o commercial space ventures
- o venture capital companies
- o "new industries" and high growth companies
- o entrepreneurs
- o futurists and thoughtful opinion leaders
- o U.S. Chamber and NFIB
- o financial sector
- o homebuilders/realtors
- o service sector pioneers
- o Hispanics and blacks interested in program for opportunity

January 7-14

RR spotlights excellence through honoring prize-winners of various kinds in a series of events. (U.S. Nobel prize winners, Medal of Science, High Tech Awards, etc.)

January 9

RR press conference.

January 15

RR marks Martin Luther King's birthday. (Ceremony at White House?)

January 16

RR announces D.C. Initiative. RR invites D.C. civic leaders, such as Mayor Barry, Katherine Graham, Washington Times publisher, Joe Albritton, Roger Stevens, Daniel Boorstin, the Chairman of the Pennsylvania Avenue Commission, Carter Brown and Secretary Weinberger to lunch to discuss RR's interest in a legacy for D.C. Cites special role of Federal government as largest D.C. area property owner and employer. Categories of interest include economic, cultural and historical projects.

RR announces intention to establish a Presidential Advisory Commission on the District.

II. JANUARY 21 - INAUGURATION DAY

Strategy: RR takes symbolic action on his own immediately after swearing-in to demonstrate his commitment to goals.

- o RR's first act after oath is to sign -- at the Capitol -- a Federal hiring freeze. He reports on how much accomplished since 1981 freeze, states the new target, and emphasizes this policy is to continue and go forward.

III. INAUGURAL TO SOTU (Jan 22 to Jan 28)

Strategy: RR acts to implement his program for freedom, growth and opportunity by taking actions on his own and sending budget to Congress. He continues to meet with future-oriented groups and individuals symbolizing excellence -- reinforcing the themes of his inaugural.

January 22 RR first Cabinet meeting of second term.
RR meets with Congressional leadership.

January 23 or 24 RR meets with Super Bowl winners.

January 24 Day preceding official budget release.
(Detailed plan to follow.)

- o Early a.m. hand delivery to certain Hill members.
- o Mid-morning embargoed distribution to Hill.
- o 12 noon. Embargoed budget release to press.
- o Afternoon through January 25: Agency press and embargoed Hill briefings.

January 25

Official budget presentation to the Congress.
(Detailed plan to follow.)

- o 10 a.m. Major press budget briefing.
- o 11 a.m. RR presents budget to Congressional leadership.
- o 11:30 a.m. RR addresses Executive Forum. Opportunity for RR to put budget in context of RR's overall program for growth and opportunity.
- o Noon. Budget released.

January 26

First RR radio talk of second term. Continues themes of the inaugural.

IV. SOTU - January 29

January 29

Briefings prior to evening address to Congress:

- o Lunch for network anchors.
- o 3 p.m. Foreign press briefing.
- o 3 p.m. Columnists and weekend commentators.
- o 4 p.m. WH press corps.
- o 4 p.m. Cabinet.
- o 5 p.m. Administration appointees.
- o 9 p.m. Address.

(Detailed plan to follow.)

Late afternoon. RR -- for camera -- signs directive ordering 10% administrative savings in executive branch. Says he'll donate his 10% paycut to charity. Asks Congress, in SOTU, to also cut administrative costs 10% in legislative branch.

V. POST-SOTU THROUGH FEBRUARY

Strategy: RR is an activist leader in selling his program and inspiring the nation to maintain its pioneering spirit and fulfill its special mission. He travels, meets with Congressional leaders and key interest groups supporting his program and spotlights future-oriented groups and individuals of excellence and achievement.

Jan. 30 & Feb. 2

RR goes out on a two-day selling blitz, travelling on a Saturday to symbolize the urgency that further progress toward the future get underway. Sites to visit would include:

- o Enterprise Zone -- to emphasize inclusiveness/opportunity of RR's program and that it serves the currently excluded.
- o High Tech -- to emphasize growth/future.
- o Traditional/Historical -- to emphasize America's special mission and pioneering spirit.

January 31

National Prayer Breakfast.

RR travels to Capitol after breakfast to meet with Republican leadership to give them charge regarding need for quick action.

February 1

RR announces the creation of and meets with Steering Committee put together to sell program. Committee to consist of interest group, executive branch and legislative branch representatives.

February 4

RR meets with Dole/Byrd/O'Neill/Michel to discuss his request for a date-certain on up-down vote. RR would request a date in SOTU. [LSG to sign off.]

February 5

RR meets with group of monetary experts regarding need for domestic and international monetary reform. Asks group to study problem and report to him with recommendations in 90 days. [Note: Concept and group still being developed.]

February 6

RR meets with high-tech - not high-taxes group. [Note: Group to be developed.]

February 7	<u>Hawkes meeting.</u>
February 8	<u>75th Anniversary of Boy Scouts.</u> RR makes address on Youth and the Future.
February 11-22	RR mixes travelling sales campaign with honors for excellence activities. Events marking Lincoln and Washington's birthdays would be tied to America's Special Mission.
February 12	<u>Lincoln's Birthday.</u>
February 14-21	<u>RR honors individuals and groups of excellence in a series of events, culminating in a ceremony awarding New Medals of Freedom on February 21.</u>
February 15	<u>Susan B. Anthony's Birthday.</u> (Could honor women of excellence in several fields, including those not ordinarily given recognition.)
February 22	<u>George Washington's Birthday.</u>
February 24 & 25	<u>White House dinner and meeting with the Nation's Governors.</u>

VI. MARCH THROUGH APRIL

Strategy: RR travels to 30 - 40 swing Congressional districts leading up to date-certain for key vote. Effort is intensive and unprecedented, hitting several districts each day of travel. [Note: When date-certain is known, a detailed plan will be developed for travel -- including relevant interest groups and media activity.]

Mid-March	RR trip to Canada.
-----------	--------------------

Dorra,

Mr. Deaver already has
this plan. We're now
sending to the rest of
the group.

Mexico

THE WHITE HOUSE

WASHINGTON

December 18, 1984

MEMORANDUM FOR ✓MICHAEL K. DEEVER
RICHARD DARMAN
CRAIG FULLER
MICHAEL A. McMANUS
MICHAEL BAROODY
FRED RYAN

FROM: PAMELA G. BAILEY *PGB*

SUBJECT: 90-Day Plan

Attached is the final draft of the 90-day plan
reflecting the input from our December 14 meeting.

Enclosure

90-DAY COMMUNICATIONS PLAN
JANUARY THROUGH MARCH, 1985

THEME

RR continues stressing his basic positive, confident, uplifting, forward-looking message:

- oo America has a Special Mission. We are a:
 - o special land of hope and opportunity;
 - o special protector of freedom; and
 - o special pioneer of humanity's newest frontiers.
- oo Americans voted for a future of growth and opportunity. RR's program for [freedom, opportunity and growth] or [growth, liberty, opportunity and peace] will deliver that future -- as it builds upon and expands the significant progress of the last four years.
- oo Our future has no limits. America's best days are yet to come. We've done the impossible before and we'll do it again with our nation strong and our people united.

I. JANUARY PRE-INAUGURAL (Jan 3 - 20)

Strategy: RR reaches out to various groups, reiterating his goals for the nation and vision for the future. The emphasis is on winners not losers and on highlighting symbols of excellence/winning. RR would meet with groups sharing his high expectations for the future (high tech, venture capitalists, high growth companies, etc.) and individuals exemplifying excellence (prizewinners, pioneering scientists, community workers, artists, etc.). Negative news would be minimized during this time frame.

January 7 & 8 Shultz-Gromyko talks. (NSC doing detailed communications plan.)

January 7-18 RR outreach "high expectations" meetings.
Emphasis on growth, opportunity, innovation, excellence and high expectations for the future.

Groups would include:

- o high tech industries/small and large
- o commercial space ventures
- o venture capital companies
- o "new industries" and high growth companies
- o entrepreneurs
- o futurists and thoughtful opinion leaders
- o U.S. Chamber and NFIB
- o financial sector
- o homebuilders/realtors
- o service sector pioneers
- o Hispanics and blacks interested in program for opportunity

January 7-14

RR spotlights excellence through honoring prize-winners of various kinds in a series of events. (U.S. Nobel prize winners, Medal of Science, High Tech Awards, etc.)

January 9

RR press conference.

January 15

RR marks Martin Luther King's birthday. (Ceremony at White House?)

January 16

RR announces D.C. Initiative. RR invites D.C. civic leaders, such as Mayor Barry, Katherine Graham, Washington Times publisher, Joe Albritton, Roger Stevens, Daniel Boorstin, the Chairman of the Pennsylvania Avenue Commission, Carter Brown and Secretary Weinberger to lunch to discuss RR's interest in a legacy for D.C. Cites special role of Federal government as largest D.C. area property owner and employer. Categories of interest include economic, cultural and historical projects.

RR announces intention to establish a Presidential Advisory Commission on the District.

II. JANUARY 21 - INAUGURATION DAY

Strategy: RR takes symbolic action on his own immediately after swearing-in to demonstrate his commitment to goals.

- o RR's first act after oath is to sign -- at the Capitol -- a Federal hiring freeze. He reports on how much accomplished since 1981 freeze, states the new target, and emphasizes this policy is to continue and go forward.

III. INAUGURAL TO SOTU (Jan 22 to Jan 28)

Strategy: RR acts to implement his program for freedom, growth and opportunity by taking actions on his own and sending budget to Congress. He continues to meet with future-oriented groups and individuals symbolizing excellence -- reinforcing the themes of his inaugural.

January 22 RR first Cabinet meeting of second term.
RR meets with Congressional leadership.

January 23 or 24 RR meets with Super Bowl winners.

January 24 Day preceding official budget release.
(Detailed plan to follow.)

- o Early a.m. hand delivery to certain Hill members.
- o Mid-morning embargoed distribution to Hill.
- o 12 noon. Embargoed budget release to press.
- o Afternoon through January 25: Agency press and embargoed Hill briefings.

January 25

Official budget presentation to the Congress.
(Detailed plan to follow.)

- o 10 a.m. Major press budget briefing.
- o 11 a.m. RR presents budget to Congressional leadership.
- o 11:30 a.m. RR addresses Executive Forum. Opportunity for RR to put budget in context of RR's overall program for growth and opportunity.
- o Noon. Budget released.

January 26

First RR radio talk of second term. Continues themes of the inaugural.

IV. SOTU - January 29

January 29

Briefings prior to evening address to Congress:

- o Lunch for network anchors.
- o 3 p.m. Foreign press briefing.
- o 3 p.m. Columnists and weekend commentators.
- o 4 p.m. WH press corps.
- o 4 p.m. Cabinet.
- o 5 p.m. Administration appointees.
- o 9 p.m. Address.

(Detailed plan to follow.)

Late afternoon. RR -- for camera -- signs directive ordering 10% administrative savings in executive branch. Says he'll donate his 10% paycut to charity. Asks Congress, in SOTU, to also cut administrative costs 10% in legislative branch.

V. POST-SOTU THROUGH FEBRUARY

Strategy: RR is an activist leader in selling his program and inspiring the nation to maintain its pioneering spirit and fulfill its special mission. He travels, meets with Congressional leaders and key interest groups supporting his program and spotlights future-oriented groups and individuals of excellence and achievement.

Jan. 30 & Feb. 2

RR goes out on a two-day selling blitz, travelling on a Saturday to symbolize the urgency that further progress toward the future get underway. Sites to visit would include:

- o Enterprise Zone -- to emphasize inclusiveness/opportunity of RR's program and that it serves the currently excluded.
- o High Tech -- to emphasize growth/future.
- o Traditional/Historical -- to emphasize America's special mission and pioneering spirit.

January 31

National Prayer Breakfast.

RR travels to Capitol after breakfast to meet with Republican leadership to give them charge regarding need for quick action.

February 1

RR announces the creation of and meets with Steering Committee put together to sell program. Committee to consist of interest group, executive branch and legislative branch representatives.

February 4

RR meets with Dole/Byrd/O'Neill/Michel to discuss his request for a date-certain on up-down vote. RR would request a date in SOTU. [LSG to sign off.]

February 5

RR meets with group of monetary experts regarding need for domestic and international monetary reform. Asks group to study problem and report to him with recommendations in 90 days. [Note: Concept and group still being developed.]

February 6

RR meets with high-tech-not-high-taxes group. [Note: Group to be developed.]

February 7	<u>Hawkes meeting.</u>
February 8	<u>75th Anniversary of Boy Scouts.</u> RR makes address on Youth and the Future.
February 11-22	<u>RR mixes travelling sales campaign with honors for excellence activities.</u> Events marking Lincoln and Washington's birthdays would be tied to America's Special Mission.
February 12	<u>Lincoln's Birthday.</u>
February 14-21	<u>RR honors individuals and groups of excellence in a series of events, culminating in a ceremony awarding new Medals of Freedom on February 21.</u>
February 15	<u>Susan B. Anthony's Birthday.</u> (Could honor women of excellence in several fields, including those not ordinarily given recognition.)
February 22	<u>George Washington's Birthday.</u>
February 24 & 25	<u>White House dinner and meeting with the Nation's Governors.</u>

VI. MARCH THROUGH APRIL

Strategy: RR travels to 30 - 40 swing Congressional districts leading up to date-certain for key vote. Effort is intensive and unprecedented, hitting several districts each day of travel. [Note: When date-certain is known, a detailed plan will be developed for travel -- including relevant interest groups and media activity.]

Mid-March	RR trip to Canada.
-----------	--------------------