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DRAFT

Jill Inaugural

M E M O R A N D U M

TO: MIKE DEEVER, RON WALKER
FROM: JIM LAKE
DATE: DECEMBER 11, 1984
RE: A COMMUNICATIONS PLAN FOR CHRISTMAS - INAUGURAL

In order for us to effectively heighten the interest the Inaugural deserves in the weeks immediately prior to it, we've put together a draft plan on what information will be released between Christmas and January 21.

A great deal of information, much of it logistical, some of it more important than others, can be released in the form of news releases, press conferences, and briefings. The best format for that would be to have Mike Deaver be the press person who announces events and details, unless he feels a specific event should be announced by someone else.

The attached week-by-week plan has specific suggestions for Christmas week and the week of New Years Day, because there are limits as to the amount of information that can be released at that time without it disappearing. For the two weeks prior to the Inaugural, however, we have put down suggestions as to what should be released with the exact formats and days to be determined, for there may be the need to put out more than one release a day, or to have press conferences that would highlight the arrangements and events. Please note that this plan is tentative and subject to suggestion. Also, that is predicated on the understanding that there won't be an announcement about the Gala stars or the Super Bowl coin toss until at least Christmas week. Also, we are assuming that this week we'll put out an announcement on parade ticket sales through Ticketron.

CHRISTMAS WEEK PLAN

As Christmas takes up a large chunk of the week, it would be the best that there be no information that week released until Thursday, December 27.

THURSDAY, DECEMBER 27

As Christmas week is when Americans focus on football playoffs, this would be the best day to announce the President's participation in the Super Bowl coin toss. It would allow the networks -- specifically ABC -- to hype the event over the course of their weekend football shows. Working with the NFL

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and with ABC, we should have a press conference, or at minimum, a news release to go out under the joint heading of the PIC, ABC, and the NFL, and we should work directly with ABC to encourage their special attention to the news of this event.

FRIDAY, DECEMBER 28

This would be the best day to announce the details on the ball site and which state contingents are going to be there, for interest in this is already developing. We'd like to put out a release on the ball sites and the delegations that will be at each, as well as the entertainment for the balls, and release that not only here in D.C., but to the principle wire service outlet in each state, so that Sunday papers would carry what the people from, say, Idaho can expect just three short weeks away.

NEWS YEARS WEEK PLAN

New Years offers the same trouble as Christmas in terms of making news. However, people do read newspapers on New Years Day, and the press corps will be in town on New Years Eve. Therefore, as people will be focusing on their own parties and entertainment, New Years Eve would be the best day to announce who will be appearing at the Galas. We are assuming that we will not have been forced to release this information earlier because of news leaking out.

MONDAY, DECEMBER 31

In a somewhat lighthearted fashion, we should early in the day put out a release focusing on reporters looking forward to parties. We should state that this is why today we're announcing who will be at the Galas. If Frank Sinatra could hold a press conference on this day, we would be guaranteed coverage. However, if not, because this is a traditional night of festivity, this would be perhaps the best day to spell out who will be the entertainment, and other details of the Galas.

WEDNESDAY, JANUARY 2

We will try to focus coverage from the networks and other news outlets on the role of youth in the Inaugural. This day should be used to either release through a news release or through a briefing of a small amount of the press, all the details on all youth activities. This would include details on all events, the entertainment, on the participants, how they were picked, etc.

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THURSDAY, JANUARY 3

In preparation for reporters writing their weekend pieces, we should announce on this day an update on all of the events, including our press information packet, if we are able to put this together by this date. This would be a good way to reiterate what events are coming up, as well as to put out any information that has been updated since the initial press conference, on November 29.

WEEK OF JANUARY 7 - 11

On this, the next to last week of the Inaugural, we should release the following information:

* Details on the Parade, including information about the attendance of the 50 State Governors as Grand Marshals.

* Details on the successful marketing of commemorative items.

* Details on press credentialing including how reporters' requests for credentials are being tallied and processed.

* An explanation of the relationship between PIC and AFIC, the Joint Congressional Inaugural Committee, and the City of Washington. This should pre-empt the inevitable stories about taxpayer financing of the Inaugural.

* An announcement of the gifts that will be presented to Inaugural Ball attendees.

THE FINAL WEEK

All last minute details and announcements can be put out in the form of releases in this final week, as we are all but guaranteed major coverage. The final week, however, should also be spent trying to arrange interviews for the principals.

In addition, we should:

* Release information on the foreign dignitaries.

* Release information on the logistical details of the Inaugural (so many miles of cable will be used, the fireworks weigh so many pounds and are set off by so and so, etc.)

* Release a re-cap of all events on the calendar, including maps, times and personalities.

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* Initiate stories by selected reporters on the PIC organization with details of budget, planning process, and other information to heighten awareness in the press of the organizational effectiveness of the Inaugural Committee.

THE WHITE HOUSE

WASHINGTON

October 11, 1984

INAUGURAL MEETING
October 11, 1984

10:00 AM
Mr. Deaver's Office

PARTICIPANTS: Senator Charles Mathias
John Chambers
John Rogers
Bill Sittmann

This meeting will be a chance to interchange ideas with the Senator who is Chairman of the Congressional Inaugural Committee and Chairman of the Senate Rules Committee.

1. Let him know that you are the White House rep. until formulation of the Inaugural Committee.
2. Discuss planning and Inaugural/Transition.
3. Ask him to explain his function.
4. Ask him what he feels we should be doing until formation of the Committee.
5. Ask him what were problems encountered at last ceremony.
6. Ask him to submit recommendations.

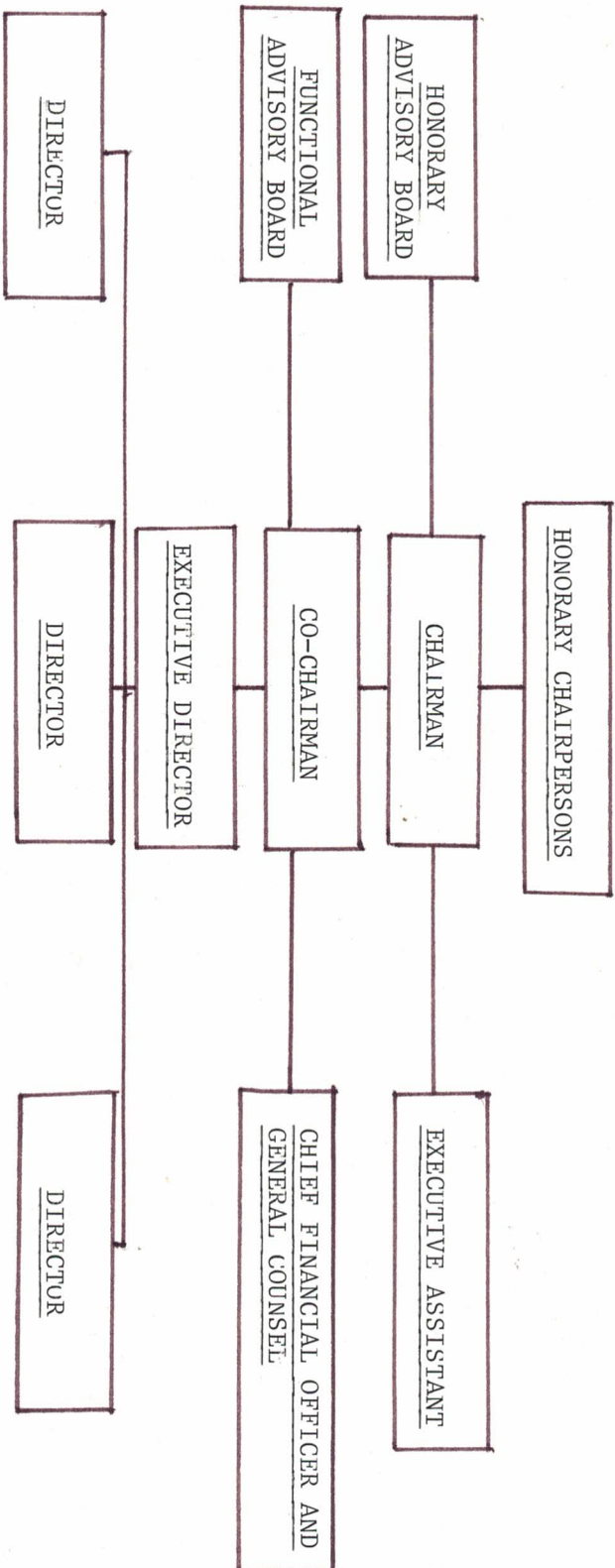
FOR: MICHAEL K. DEEVER - EYES ONLY - PERSONAL AND HIGHLY CONFIDENTIAL

OCTOBER 3, 1984

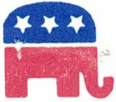
FROM: RONALD H. WALKER

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1985 PRESIDENTIAL INAUGURAL COMMITTEE



Inaugural file



Republican National Committee

Frederick K. Biebel
White House Liaison

File

MEMORANDUM

TO: Michael Deaver - Frank Fahrenkopf
FROM: Frederick K. Biebel
RE: Inaugural '85
DATE: September 11, 1984

As a point of reference I have put together the following areas that were given special attention during the pre-Inaugural planning that began in August of 1980 when Bill Casey appointed me Chairman of the Pre-Inaugural Committee.

Meetings were held with representatives of the Democrat National Committee, the D.C. Committee and the Military Inaugural Committee to begin planning some things that would take place regardless of which party won the election. As a result, we got a head start in several areas as outlined below:

- o Met with various hotel representatives regarding hotel rooms and function space.
- o Met with Washington Convention and Visitors Association
- o Headquarters location with appropriate parking
- o Telephone system for headquarters
- o Inaugural Medal
- o D. C. Budget - Making sure appropriations for overtime for policemen and firemen during Inaugural period have been made.
- o Funds from last inaugural
- o Establishing Inaugural Trust
- o Determine Inaugural Theme
- o Handling of Publicity
- o Parade route - spraying of trees along route

- o Reviewing Stand
- o Transportation - Corporate donations
- o Handling of mail invitations - Coordination and distribution of tickets
- o License plate production
- o Permits for park land use
- o Will call location
- o Met with Park Services representatives to discuss permits, regulations and demonstrations.

In addition to the above items, I would like to make a strong recommendation that special attention be given to the following:

- 1) Early identification of a support system for invitation and ticket control that would provide greater management control and coordination, improved information on ticket sales, faster response and less will call with improved accuracy in fulfillment.
- 2) In addition, I would recommend that serious thought be given now to key positions such as legal counsel and finance director.

Following is some miscellaneous information that has come to my attention:

The Joint Committee on Congress headed by Senator Mathias has appropriated \$786,000 toward the '85 Inaugural. The D.C. Committee of Congress has appropriated in the D.C. budget 2.3 million dollars to be used by the District for overtime for policemen and firemen etc. It is presently in conference but the figure of 2.3 million is not in dispute.

The Convention Center has been blocked out for the inaugural time frame.

Since January 20, 1985 is on a Sunday, the swearing in will take place on Sunday with the festivities taking place on Monday, Jan. 21.

This office has already responded to approximately 75 pieces of correspondence relating to the inaugural and receives several phone calls daily.



Administrator

*But
pls review
& give me a
hand.*

September 20, 1984

NOTE TO MR. MIKE DEEVER:

As you requested in our meeting of September 19, 1984 attached are some thoughts on inaugural issues in need of early attention.

Sincerely,

JERALD D. FOX
Special Assistant
to the Administrator

Attachment

cc: William F. Sittmann
John F.W. Rogers

1985 INAUGURAL PLANNING

GOAL: On November 7th the 1985 Presidential Inaugural Committee should be ready to start work with key staff members selected and in place and a general outline of the committee's organization and of individual inaugural events agreed upon.

1. A number of items need attention at this time:

a. Designate immediately an individual, trusted by the President and with ready access to him or his advisors, to serve as liaison with the pre-inaugural committee and, most importantly, to begin initial planning for the inauguration, which would involve work on many of the points listed below. This individual would be responsible for laying the groundwork for the future committee (completed).

b. Select an Inaugural Theme. The theme sets the overall tone of the inauguration and thus is a chief factor in determining the nature of events and in the selection of personnel and entertainers.

c. Select a Committee Chairman and his Executive Director.

d. Identify individuals to head key committee operations, e.g., finance, personnel, invitation control, and legal.

e. Develop a preliminary list of major inaugural events, with emphasis on new and innovative features.

f. Establish initial lists of invitees to the inaugural from among key groups: first and second families; ranking administration officials; national and state campaign and party personnel; important contributors; members of the Congress; and others whose future support will be important to the President.

g. Secure computer support adequate for controlling ticketing and financial operations.

h. Prepare lists of possible contributors to the committee of funds and services.

i. Develop a general layout for the inaugural book, including subjects to be covered and possible authors. An editor should also be selected.