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Folder Title: JGR/Photo Requests
[Use of President's Photo]
(2 of 4)
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THE WHITE HOUSE

WASHINGTON

May 8, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Inquiry

The Photo Office has asked for our advice concerning a request from American Motors Corporation to use a photograph of the President in his Jeep, an AMC vehicle. The photograph would be used as a poster for AMC dealers, appearing over the current AMC-Jeep advertising slogan, "Only In A Jeep."

AMC's contemplated use of the photograph of the President would clearly violate our established policy that the name, likeness, photograph, or signature of the President not be used in any way that suggests or could be construed as endorsement of a commercial product or enterprise. I have prepared a letter to AMC for your signature declining their request; and a memorandum for Diane Powers of the Photo Office, who referred the letter to us.

Attachment

THE WHITE HOUSE

WASHINGTON

May 9, 1984

MEMORANDUM FOR DIANE POWERS
WHITE HOUSE PHOTO OFFICE

FROM: FRED F. FIELDING *Orig. signed by FFF*
COUNSEL TO THE PRESIDENT

SUBJECT: Photo Inquiry

You have asked for our guidance concerning a letter from the American Motors Corporation, requesting permission to use a photograph of the President in a jeep as a poster for the AMC dealer organization. Such use would violate the White House policy against use of a photograph of the President in a manner that suggests or could be construed as endorsement of a commercial product or enterprise. A copy of my reply denying the AMC request is attached for your information.

Thank you for raising this matter with this office.

Attachment

FFF:JGR:aea 5/9/84
cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

May 9, 1984

Dear Mr. Chakmakian:

This is written in response to your letter of May 7, 1984, to Mr. Michael Evans of the White House Photo Office. In that letter you requested permission to use a photograph of the President riding in a jeep. The photograph would be used as a poster for your dealer organization.

I must advise you that the White House adheres to a policy of not approving any use of the name, likeness, photograph, or signature of the President in a manner that suggests or could be construed as endorsement of a commercial product or enterprise. Your contemplated use of the photograph of the President would violate this policy, and accordingly I must decline to grant the permission you seek. I trust you will understand the reasons for this response.

Thank you for raising this matter with us.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Carl Chakmakian
American Motors Corporation
American Center
27777 Franklin Road
Southfield, MI 48034

FFF:JGR:aea 5/9/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

May 9, 1984

Dear Mr. Chakmakian:

This is written in response to your letter of May 7, 1984, to Mr. Michael Evans of the White House Photo Office. In that letter you requested permission to use a photograph of the President riding in a jeep. The photograph would be used as a poster for your dealer organization.

I must advise you that the White House adheres to a policy of not approving any use of the name, likeness, photograph, or signature of the President in a manner that suggests or could be construed as endorsement of a commercial product or enterprise. Your contemplated use of the photograph of the President would violate this policy, and accordingly I must decline to grant the permission you seek. I trust you will understand the reasons for this response.

Thank you for raising this matter with us.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Carl Chakmakian
American Motors Corporation
American Center
27777 Franklin Road
Southfield, MI 48034

FFF:JGR:aea 5/9/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

May 9, 1984

MEMORANDUM FOR DIANE POWERS
WHITE HOUSE PHOTO OFFICE

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Photo Inquiry

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Thank you for raising this matter with this office.

Attachment

FFF:JGR:aea 5/9/84

cc: FFFielding/JGRoberts/Subj/Chron



American Motors Corporation

American Center
27777 Franklin Road
Southfield, Michigan 48034

May 7, 1984

Mr. Michael Evans
Photo Office
White House
Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. Evans:

This letter is in follow-up to a phone conversation on May 5th with a member of your staff regarding the possible use of a photograph of President Reagan in his Jeep. It appeared in the May '84 issue of "M" magazine on page 85. (Please refer to the enclosed photostat copy.)

We wish to request permission to use this photograph as a poster for our dealer organization. It would be used only for display in our dealer's showrooms.

The words "Only In A Jeep" would be the only copy accompanying the photo. This is the current copy (logo tag) being used in Jeep promotional material. (Please refer to the enclosed poster.)

We would be agreeable to making a contribution for use of this photograph. We again wish to mention that this photograph would be for use only in a poster which we would give to our Jeep dealers for display in their showrooms, and not for resale to the public. Also, the poster would not be used for other media of advertising, endorsement, general circulation, etc.

Please advise at your convenience. Thank you.

Sincerely,

Carl Chakmakian,
Manager
Sales Training Dept.

(313)-827-7907

Enclosures

CC/pmb
2077g

John -

Could you please look over
the attached request and
advise us to how to proceed?
Thank you.

5-9-84
Dime Jones
Photo / 26709



THOMAS IANNACCONE

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When he is not in New York, but rather "out in the country," Sydney Gruson, vice-chairman of The New York Times Company, drives a 1971 Jaguar XJ6. The country, in this case, is East Hampton on Long Island, where he has a weekend home. Though Gruson says he understands why men become so attached to their automobiles, his car, for the most part, interests him only as another form of transportation.

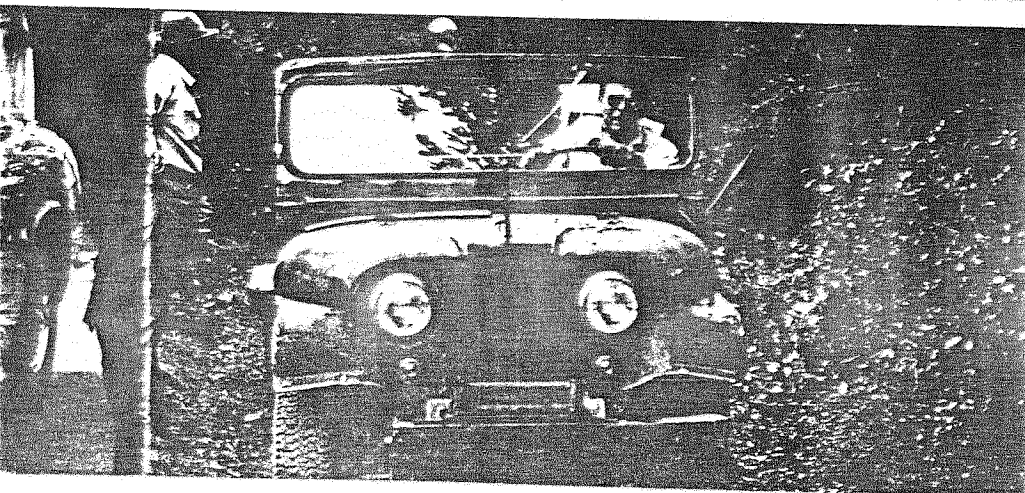
"The Jaguar is fun. But I must say that cars are for getting me from point A to point B, and not much more. I am baffled by the fetish some men have for cars, the feeling of power they associate with them. It is a modern romantic attachment that escapes me," Gruson

says. "However, when I was terribly young, it was in cars that I did most of my romancing. Coming from a family of nine, there was never much room in the house."

Yet he has found his Jaguar subtly seductive at times and has learned to appreciate its finer

SYDNEY GRUSON

points in comparison to his 1982 Oldsmobile sedan, which is his city car. "Because of the Jaguar, I am learning why people feel that way toward their cars, though I don't share in it," says Gruson, who bought his rebuilt English car three years ago from a family friend. "When you are in it, it can be exciting to feel that great burst of speed, and the way it sits on the road."



...AND THE PRESIDENT LOVES HIS JEEP

MICHAEL EVANS

THE WHITE HOUSE

WASHINGTON

May 10, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

Serendipity Press is publishing a humorous book, The Beasts of Big Business, written by Philip J. Wingate, retired Senior Vice President of Du Pont. The editor and publisher of Serendipity, J. Blan van Urk, has written Carol Greenawalt of the Photo Office, seeking permission to reproduce a photograph on the dust jacket of the book of Jack Jurden, cartoonist for the book, with the President. Van Urk stated in his letter that Jurden received the "go ahead" from Greenawalt over the telephone, and now wants something in writing. The Photo Office denies giving any such oral permission, and has asked us to handle the matter.

It is our policy to deny requests to use photographs of the President with authors on dust jackets, on the ground that the photograph could be construed as an endorsement of the book, a commercial product. I have prepared a draft for your signature doing so in this case. I saw no reason to discuss the confusion over the alleged previous oral permission from the Photo Office.

Attachment

THE WHITE HOUSE

WASHINGTON

May 10, 1984

Dear Mr. van Urk:

This is written in response to your letter of April 30, 1984, to Carol Greenawalt of the White House Photo Office. In that letter you requested permission to reproduce on the dust jacket of The Beasts of Big Business a photograph of Jack Jurden, cartoonist for the book, with the President.

I must advise you that the White House adheres to a policy of not approving the use of the name, likeness, photograph, or signature of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Accordingly, I must decline your request for permission to use the photograph of the President on your book's dust jacket. So used the photograph could be construed as an endorsement by the President of the book, in violation of the policy.

I am sorry to give you a negative response to your request, and can only trust you will understand the reason for the position we must take in this instance.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. J. Blan van Urk
Serendipity Press
Building C, Suite 102
3801 Kennett Pike
Wilmington, DE 19807

cc: Carol Greenawalt
White House Photo Office

FFF:JGR:aea 5/10/84

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

May 10, 1984

Dear Mr. van Urk:

This is written in response to your letter of April 30, 1984, to Carol Greenawalt of the White House Photo Office. In that letter you requested permission to reproduce on the dust jacket of The Beasts of Big Business a photograph of Jack Jurden, cartoonist for the book, with the President.

I must advise you that the White House adheres to a policy of not approving the use of the name, likeness, photograph, or signature of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Accordingly, I must decline your request for permission to use the photograph of the President on your book's dust jacket. So used the photograph could be construed as an endorsement by the President of the book, in violation of the policy.

I am sorry to give you a negative response to your request, and can only trust you will understand the reason for the position we must take in this instance.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. J. Blan van Urk
Serendipity Press
Building C, Suite 102
3801 Kennett Pike
Wilmington, DE 19807

cc: Carol Greenawalt
White House Photo Office

FFF:JGR:aea 5/10/84

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

May 10, 1984

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I must advise you that the White House adheres to a policy of not approving the use of the name, likeness, photograph, or signature of the President in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Accordingly, I must decline your request for permission to use the photograph of the President on your book's dust jacket. So used the photograph could be construed as an endorsement by the President of the book, in violation of the policy.

I trust you will understand the reasons for this response.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. J. Blan van Urk
Serendipity Press
Building C, Suite 102
3801 Kennett Pike
Wilmington, DE 19807

cc: Carol Greenawalt
White House Photo Office

FFF:JGR:aea 5/10/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

June 20, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Photo Inquiry

Carol Greenawalt has asked this office for guidance in responding to a request to use a White House photograph of the President on the cover of a book. Conservative Press, Inc., is publishing a paperback entitled Reagan: A President Succeeds and would like to use a specific photograph of the President on the cover. Our usual response to such requests is to advise that permission to use photographs of the President in the public domain is not required. This is not only true as a legal matter but also avoids the apparent endorsement problems of people stating that use of a photograph is with the approval or permission of the White House. We caution, however, that no photograph of the President may be used in a manner that suggests approval or endorsement by the President. In the case of book covers, the photograph may not suggest that the book is by the President. A letter incorporating the foregoing is attached for your signature.

Attachment

THE WHITE HOUSE

WASHINGTON

June 20, 1984

Dear Mr. Cram:

This is in reply to your letter of June 13, 1984 to Carol Greenawalt of the White House Photo Office. In that letter you requested permission to use a specific photograph of the President on the cover of the upcoming Conservative Press book entitled Reagan: A President Succeeds.

Permission is not required to use White House photographs of the President released into the public domain. Such photographs, however, may not be used in a manner that suggests approval or endorsement by the President of any commercial product or enterprise. In the particular case of use of such photographs on book covers, the use of the photograph may not suggest that the book is by the President or has been approved by him. Thus, while permission is not required to use the photograph, you should be careful that the appearance of the cover as a whole does not convey the impression that the President himself authored the book.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Steve Cram
Conservative Press, Inc.
8472 Tyco Road
Vienna, VA 22180

cc: Carol Greenawalt
White House Photo Office

FFF:JGR:aea 6/20/84
cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

June 20, 1984

Dear Mr. Cram:

This is in reply to your letter of June 13, 1984 to Carol Greenawalt of the White House Photo Office. In that letter you requested permission to use a specific photograph of the President on the cover of the upcoming Conservative Press book entitled Reagan: A President Succeeds.

Permission is not required to use White House photographs of the President released into the public domain. Such photographs, however, may not be used in a manner that suggests approval or endorsement by the President of any commercial product or enterprise. In the particular case of use of such photographs on book covers, the use of the photograph may not suggest that the book is by the President or has been approved by him. Thus, while permission is not required to use the photograph, you should be careful that the appearance of the cover as a whole does not convey the impression that the President himself authored the book.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Steve Cram
Conservative Press, Inc.
8472 Tyco Road
Vienna, VA 22180

cc: Carol Greenawalt
White House Photo Office

FFF:JGR:aea 6/20/84
cc: FFFfielding/JGRoberts/Subj/Chron



Conservative Press, Inc.

June 13, 1984

Ms. Carol Greenawalt
The Photo Office
The White House
Washington, D.C. 20500

Dear Ms. Greenawalt,

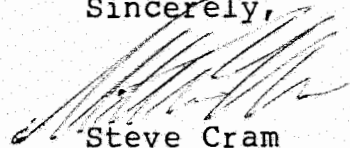
I am writing to request the use of the picture of President Reagan by Jack Knightlinger. A xerox copy of this photograph is enclosed.

We are publishing a book entitled REAGAN: A President Succeeds which enumerates the accomplishments of President Reagan and the success of his Administration during his first term in The White House. It is a small paperback and, therefore, this casual picture of the President would be very appropriate.

We are, unfortunately, under a very tight deadline for artwork for the cover and would appreciate your approval within a few days. Please feel free to call me if that would expedite the process.

Thank you very much for your attention in this matter.

Sincerely,



Steve Cram



THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Photo Request

Carol Greenawalt of the Photo Office has asked us to respond to a request for photographs of the President to be used on the cover of a book. The book will consist of speeches the President has delivered, with introductions by Senators Hatch and East.

In the past we have responded to similar requests by providing appropriate photographs released into the public domain, and advising the correspondent that White House approval is not required for the use of such photographs. This is not only legally accurate, but also avoids the problem of perceived endorsement that would accompany a notation that the photographs appeared "with White House approval."

Use of Presidential photographs on the cover of a book presents special problems, however, and we typically caution those planning to use photographs in this fashion that care must be taken to ensure that the cover as a whole does not convey the false impression that the President has authored, approved, or otherwise collaborated on the book. A draft letter and transmittal memorandum for the Photo Office is attached.

Attachment

THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR CAROL GREENAWALT
WHITE HOUSE PHOTO OFFICE

FROM: FRED F. FIELDING *Orig. signed by FFF*
COUNSEL TO THE PRESIDENT

SUBJECT: Photo Request

You have asked this office to prepare a response to a request for photographs of the President. The photographs are to be used on the cover of a book. The attached response may be sent, along with the requested photographs.

Thank you for referring this matter to us.

Attachment

FFF:JGR:aea 9/5/84

cc: FFFfielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR CAROL GREENAWALT
WHITE HOUSE PHOTO OFFICE

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

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Thank you for referring this matter to us.

Attachment

FFF:JGR:aea 9/5/84

cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

September 5, 1984

Dear Mr. Pamel:

Your letter of August 22 to the White House Photo Office has been referred to this office for consideration and response. In that letter you requested four photographs of the President, for possible use on the cover of a book you are publishing. The book will consist of various speeches the President has delivered.

The White House Photo Office has provided the enclosed photographs, which have been released into the public domain. White House permission is not required to use photographs released into the public domain. Since such permission is not required, the photographs, if used, should not be accompanied by any notation that they are being used with White House permission or approval.

Use of the photographs on the cover of a book consisting of the President's speeches, however, raises special concerns. The photographs may not be used in any manner that conveys the false impression that the President has authored, approved, or otherwise collaborated on the book. Care must be taken in designing the cover to avoid any such false impression.

Thank you for raising this matter with us.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Gregory J. Pamel
820 Fuller No. 208
Ann Arbor, MI 48104
Enclosures

FFF:JGR:aea 9/5/84

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

September 5, 1984

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Thank you for raising this matter with us.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Gregory J. Pamel
820 Fuller No. 208
Ann Arbor, MI 48104
Enclosures

FFF:JGR:aea 9/5/84

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE
WASHINGTON

August 17

TO: JOHN ROBERTS CG
FROM: CAROL GREENAWALT
PHOTO OFFICE
RE: Attached letter

We are still waiting on the photos from the lab. Could you draft the letter and send it back to us?

Thanks.

28

820 Fuller No. 208
Ann Arbor, MI 48104

August 22, 1984

Photo Office
c/o White House
Washington, D.C. 20500

Dear Sir or Madam:

We are currently preparing for immediate publication a volume entitled The Triumph of the American Spirit - The Presidential Speeches of Ronald Reagan. The book will include speeches President Reagan has given on economic policy, social issues, patriotic and religious themes, and foreign affairs.

Major addresses will be reprinted in their entirety; other will appear in an edited form in brief passages. We are fortunate to have Senators John P. East and Orrin Hatch write introductions to our book.

We are writing you in order to obtain from your office four different, high-quality photographs of the President so that we may select one of them to use on the cover of our book. We would especially like front-profile photographs of the President addressing an audience with an American flag visible in the background.

Included is a lithograph of the President that we received from the White House. If possible we would like you to send us the actual photograph in color and/or black-and-white as one of the selections.

Another photograph should be of the President addressing a joint session of Congress. The final two will be left up to your discretion based on the above description.

The reasons we are requesting four different photographs is to provide the cover artist with a small selection to work with so that he will be able to design the most attractive and effective cover as possible.

If it is possible to obtain each of the photographs in both color and black-and white, we would appreciate if you could send us both for each photograph (therefore, 8 photographs in all).

Since we will be only using one of the photographs that you send us, the rest will be returned to you.

The photographs should be no larger than the lithograph enclosed and no smaller than 3" x 5".

Finally, we cannot emphasize enough that we need these photographs immediately. The cover is the only portion of the book that is holding up its publication for the Presidential campaign.

After contacting your office, we understood that the photographs would be obtainable, upon your approval of their use, free of charge. Any service or postal fees will be paid by our publisher National Reproductions Corporation of Detroit, Michigan to which the invoice should be addressed.

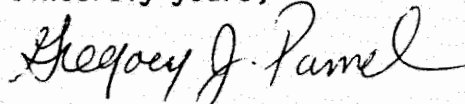
-2-

Below are telephone numbers where we may be reached if you have any questions concerning our book. Please send the photographs to:

National Reproductions Corporation
433 East Larned
Detroit, MI 48226

Again we hope you will approve our request for these photographs and send them to us immediately. We very much hope that you will help to make this book a success.

Sincerely yours,



Gregory J. Pamel

Emil Arca

Telephone Numbers:

GREGORY J. PAMEL

(313) 642-3331 or
(313) 761-6870

EMIL ARCA

(313) 763-2050

PUBLISHER

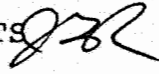
National Reproductions Corporation
433 East Larned - Detroit, MI 48226

THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Photo Request

Carol Greenawalt of the Photo Office has referred to us a request from the Barbecue Industry Association for a photograph of the President barbecuing. The photograph would be used in the industry newsletter. Arthur Seeds, who made the request, noted in his letter that this use of the photograph would provide political benefits.

I recommend that we decline to provide a photograph of the sort requested on the ground that it would be used in a commercially exploitive fashion. This request is not as bad as one for an endorsement of a particular company's products, but I do not think the President should lend his name and photograph for the promotion of a particular trade association either.

A letter to Seeds, copy to Greenawalt, is attached for your review and signature.

Attachment

THE WHITE HOUSE

WASHINGTON

September 5, 1984

Dear Mr. Seeds:

Your letter to Mary Wylie requesting a photograph of the President barbecuing has been referred to this office for consideration and response. You indicated that the photograph would be used in a trade publication mailed to the membership of the Barbecue Industry Association.

We must decline to provide the requested photograph. The White House adheres to a policy of not approving any use of the President's name, likeness, photograph, or signature in any manner that suggests or could be construed as an endorsement of a commercial product or enterprise. Even if no particular company would be endorsed through your contemplated use of the photograph, this policy precludes use of photographs of the President to promote particular trade associations or products.

I trust you will appreciate the reasons for our response. Thank you for raising this matter with us.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Arthur W. Seeds, CAE
President, Barbecue Industry
Association
710 East Ogden - Suite 114
Naperville, Illinois 60540

cc: Carol Greenawalt
White House Photo Office

Mary Wylie
Office of Public Liaison

FFF:JGR:aea 9/5/84
bcc: FFFfielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

August 17, 1984

To: John Roberts

From: Carol Greenawalt *CG*
Photo Editor

Re: Attached letter

I wonder if this is too much of a commercial and/or political use of the President's photo. We do have pictures of him at barbecues, but didn't know if I should fill the request. In talking to this person's secretary, she reiterated that the photo would be used in a corporate or in-industry newsletter although it is national in scope.

Thanks for your help.



Barbecue Industry Association
710 East Ogden - Suite 114
Naperville Illinois 60540
312 369-2404

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6650
9839
10392
10402
15730
17202
22908 17592

July 31, 1984

Ms. Mary Wylie
THE WHITE HOUSE
Washington, DC 20050

Dear Ms. Wylie:

You may recall my conversation regarding our interest to obtain a photograph of the President during one of the outdoor barbecues that he has attended at some place in the United States.



We'll be glad to use a satisfactory photo for national publicity that will be mailed to the entire leadership of the Barbecue Industry Association. This will be excellent publicity which the campaign committee badly needs. For example, 25% of all business executives are not registered and more than 40% did not even bother to vote in the last election.

This additional bit of publicity should be helpful and we look forward to the possibility of hearing from you soon.

Sincerely yours,

Arthur W. Seeds, CAE
President

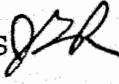
AWS/mc
cc: Ed Meese

THE WHITE HOUSE

WASHINGTON

September 12, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Photo Request

As we discussed at Tuesday's staff meeting, the attached response has been updated for your signature.

Attachment

THE WHITE HOUSE

WASHINGTON

September 5, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Photo Request

*I have no objection unless
we have done
the same before.*

Carol Greenawalt of the Photo Office has referred to us a request from the Barbecue Industry Association for a photograph of the President barbecuing. The photograph would be used in the industry newsletter. Arthur Seeds, who made the request, noted in his letter that this use of the photograph would provide political benefits.

I recommend that we decline to provide a photograph of the sort requested on the ground that it would be used in a commercially exploitive fashion. This request is not as bad as one for an endorsement of a particular company's products, but I do not think the President should lend his name and photograph for the promotion of a particular trade association either.

A letter to Seeds, copy to Greenawalt, is attached for your review and signature.

Attachment

THE WHITE HOUSE

WASHINGTON

September 12, 1984

Dear Mr. Seeds:

Your letter to Mary Wylie requesting a photograph of the President barbecuing has been referred to this office for consideration and response. You indicated that the photograph would be used in a trade publication mailed to the membership of the Barbecue Industry Association.

We must decline to provide the requested photograph. The White House adheres to a policy of not approving any use of the President's name, likeness, photograph, or signature in any manner that suggests or could be construed as an endorsement of a commercial product or enterprise. Even if no particular company would be endorsed through your contemplated use of the photograph, this policy precludes use of photographs of the President to promote particular trade associations or products.

I trust you will appreciate the reasons for our response. Thank you for raising this matter with us.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Arthur W. Seeds, CAE
President, Barbecue Industry
Association
710 East Ogden - Suite 114
Naperville, Illinois 60540

cc: Carol Greenawalt
White House Photo Office

Mary Wylie
Office of Public Liaison

FFF:JGR:aea 9/12/84

bcc: FFFfielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

September 12, 1984

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Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Arthur W. Seeds, CAE
President, Barbecue Industry
Association
710 East Ogden - Suite 114
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cc: Carol Greenawalt
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From the desk of...

CAROL GREENAWALT

January 14, 1985

John,

This letter is the most offensive request I think I have ever received. These people want to make money on a book concerning the assassination attempt using White House photos. There are many other sources of photos from the shooting, including Ron Edmonds' Pulitzer prize-winners.

In view of the legal actions still pending in this matter, do we have to honor the request?

Thanks,

A handwritten signature in cursive script, appearing to read "Carol".



THE ZONDERVAN CORPORATION

January 8, 1985

Mr. Cal Greenawalt
Photo Editor
White House Photo Office
White House, Washington DC 20500

Dear Mr. Greenawalt:

The Zondervan Publishing House is publishing Jack and Jo Ann Hinckley's book, **BREAKING POINTS**. This book tells of the events leading up to and following the tragic attempt on President Reagan's life by their son John F. Hinckley, Jr.

The Hinckley's are involved in raising the nation's awareness of mental illness through this book and a national speaking tour for the American Mental Health Fund of which Jack Hinckley is chairman.

The Zondervan Publishing House is developing an advertising campaign for **BREAKING POINTS** using photos of John and the events surrounding the incident including some of President Reagan. We will place ads in Publishers Weekly, Bookstore Journal and some newspapers in conjunction with the author's media tour.

Accordingly, we are seeking permission from the White House to use photos of the President in our campaign. We would also appreciate any black and white glossies or color prints you may have of the President and/or the event.

We would appreciate your response by January 29. Thank you for your assistance.

Sincerely yours,

THE ZONDERVAN PUBLISHING HOUSE

Michael A. VanderWall
Advertising Manager

MAV/jo

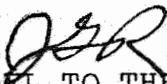
0302A

THE WHITE HOUSE

WASHINGTON

March 4, 1985

MEMORANDUM FOR BILLIE SHADDIX
DIRECTOR, PHOTOGRAPHIC SERVICES

FROM: JOHN G. ROBERTS 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Request for Display of White House
Photos at the PMA Show in Las Vegas

By memorandum dated February 28 you solicited the views of this office on a request from Nathanson Advertising, Inc., that the White House Photography Office participate in the Tokina Optical booth at the upcoming Photo Marketing Association show in Las Vegas. Nathanson suggested that photographs taken by White House photographers appear in a display concerning a specific Tokina lense.

We concur in your assessment that it would not be appropriate for your office to participate in the Tokina display at the photography show. Any such participation would likely be construed as approval of Tokina products, contrary to established White House policy directing avoidance of such commercial endorsements.

Thank you for raising this matter with us.

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1/1Name of Correspondent: Billie ShaddenJP-dumb☐ MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: Request for display of W.H. photos at
the PMA show in Las Vegas**ROUTE TO:****ACTION****DISPOSITION**

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU Hall</u>	ORIGINATOR	<u>85102128</u>			<u>1/1</u>
<u>CUAT 18</u>	Referral Note: <u>R</u>	<u>85103101</u>		<u>S</u>	<u>85103114</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>
	Referral Note:	<u>1/1</u>			<u>1/1</u>

ACTION CODES:

A - Appropriate Action
C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as Enclosure

I - Info Copy Only/No Action Necessary
R - Direct Reply w/Copy
S - For Signature
X - Interim Reply

DISPOSITION CODES:

A - Answered
B - Non-Special Referral
C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.
Send all routing updates to Central Reference (Room 75, OEOb).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE

WASHINGTON

28 February 1985

TO: FRED FIELDING
COUNSEL TO THE PRESIDENT

FM: BILLIE B. SHADDIX 
DIRECTOR, PHOTOGRAPHIC SERVICES

297838C4

SJ: Request by Nathanson Advertising Inc.

Would your good Offices be kind enough to react to this request from Nathanson Advertising Incorporated.

It is my feeling that we should not do this as it is for commercial endorsement of a product. In lieu of receiving fees from Tokina Optical Corporation I am aware that some of the photographers who are participating are receiving equipment.

I do not feel the White House or any of my photographers should be involved. When I received the phone request yesterday I explained to Nathanson personnel that we cannot endorse products and any type request even remotely resembling this must be cleared by Counsel's Office.

Thank You.

Nathanson Advertising Inc.

February 27, 1985

Billie B. Shaddix, Director
of Photo Service
c/o THE WHITE HOUSE
Washington, D.C. 20500

Dear Billie:

At the suggestion of Angel Palomino at Tokina Optical Corporation, I'm writing to request a favor. We are the advertising agency for Tokina.

This March Tokina will feature several leading photo journalists on the wall of their booth at the PMA show in Las Vegas (Photo Marketing Association). We would like to include the work of you and your staff at the White House.

This appearance on the booth wall would not imply or be any form of an endorsement. But the one common factor among all the journalists whose names and work will be shown at this trade show, will be their use of the first Tokina zoom lens in the new series which the company will label "Newsmaker zooms".

Let me assure you that those who already gave approval to be part of this booth are among the most prestigious. They range from the top photographers for Newsweek, to Washington Post, UPI, AFP, Black Star, Time, Boston Herald, New York Daily News, U.S. News and World Report, to USA Today and L.A. Times.

If you are so disposed, and we hope you will be since we were told you and your associates use Tokina zooms and think well of them, we need your written approval, about 5 or 6 photo prints (transparencies or negatives are OK) of shots you want to appear - taken with Tokina 80-200 f2.8 or any lens. Also, we need a photo of you and any staff member you wish to include.

And finally, any comment you'd care to make about the Tokina 80-200.

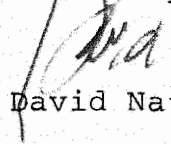
Above all, let me reassure you that Tokina would not take advantage, or make profit, of your approval to appear as part of this booth's graphics. The PMA is a show for dealers. And no printed use of your work or your comments will ever be done without your express approval.

Billie B. Shaddix

February 27, 1985

Lastly, I need all this requested approval posthaste. By no later than March 7. If there is any question, please call me at 818/981-4600.

Sincerely,



David Nathanson

cc: Angel Palomino

via Zap Mail