

Ronald Reagan Presidential Library Digital Library Collections

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

Collection: Roberts, John G.: Files

Folder Title: JGR/Photo Requests
[Use of President's Photo]

(3 of 4)

Box: 36

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

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

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name ROBERTS, JOHN: FILES

Withdrawer

MJD 8/7/2005

File Folder JGR/PHOTO REQUESTS [USE OF THE PRESIDENT'S
PHOT] (3 OF 4)

FOIA

F05-139/01

Box Number 33

COOK

39MJD

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions	
1	CHECK	CONTRIBUTION	1	4/26/1985	B6	1039

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

E.O. 13233

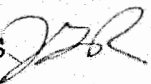
C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON

April 30, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 
SUBJECT: Photo Opportunity with the President for
Lawrence Freiberg and William Devane

Fred Ryan, at Michael Deaver's behest, has asked for your views on a proposed photo with the President, actor William Devane, and the President of Westinghouse. The photo would be used in connection with Second Chance, a private foundation headed by Devane and supported largely by Westinghouse. Second Chance promotes organ donations. The program is supported by the President, who has already done a videotape for it. According to Fred Ryan, Westinghouse understands it may not use the photo for commercial promotion, but only to promote Second Chance.

I have no objections. The President has already decided to support this private foundation through the videotape, and the photo will not be used for commercial promotion.

Attachment

THE WHITE HOUSE

WASHINGTON

April 30, 1985

MEMORANDUM FOR FREDERICK J. RYAN, JR.
DEPUTY ASSISTANT TO THE PRESIDENT
DIRECTOR, PRESIDENTIAL SCHEDULING

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

SUBJECT: Photo Opportunity with the President for
Lawrence Freiberg and William Devane

You have asked for my views on a proposed photograph with the President, William Devane, and the President of Westinghouse. You have advised my office that Devane heads Second Chance, a private foundation supporting organ donations, which receives funding from Westinghouse. You have also represented that the photograph would be used solely in connection with the activities of Second Chance, and specifically not for any Westinghouse commercial promotion. With these understandings, I have no objections.

FFF:JGR:aea 4/30/85

cc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

April 30, 1985

MEMORANDUM FOR FREDERICK J. RYAN, JR.
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FFF:JGR:aea 4/30/85

cc: FFFielding
JGRoberts
Subj
Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

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

Subject: Photo Opportunity w/ POTUS for Lawrence
Freiberg + William Devane**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>WHOLL</u>	ORIGINATOR	<u>85104126</u>			<u>1 / 1</u>
<u>CUAT 18</u>	Referral Note: <u>D</u>	<u>85104129</u>		<u>S</u>	<u>85104130</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

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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).

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Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE

WASHINGTON

April 25, 1985

MEMORANDUM FOR: FRED F. FIELDING
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Photo Opportunity with the President

Please review the attached letter sent to Michael Deaver concerning the possibility of a photo opportunity with the President for Lawrence Freiberg, the president of Westinghouse and William Devane. Do you see any problems with this as a Presidential activity?

Approve _____ Disapprove _____

Ailes Communications Inc.

check with
7/7/85

Refer to FR
to Setup.

TD

April 11, 1985

Mr. Michael Deaver
Assistant to The President
and Deputy Chief of Staff
The White House
Washington, DC

RECEIVED

APR 22 1985

SCHEDULING
OFFICE

Dear Michael,

This is regarding the letter I sent you about Westinghouse
Broadcasting's new national effort, Second Chance. What
Westinghouse really needs is a photo with the President opposite
motion picture star, William Devane (who is heading up the project
for them) and the president of Westinghouse, Lawrence Freiberg.

Is this possible? I am told they could be available to come to
the White House for such a photo opportunity at the President's
convenience. The person coordinating this for Westinghouse is
Ms. Jane Hartley, (212) 307-3504.

If this is not possible, I'd certainly understand. I would
appreciate anything you could do for them.

Best regards,

Roger

Roger E. Ailes
President

REA:ig

THE WHITE HOUSE

WASHINGTON

June 12, 1985

MEMORANDUM FOR: FREDERICK J. RYAN
FROM: JUDITH BUTLER
SUBJECT: The Patriots of Fort McHenry

I spoke last night with Donald Barbary, Chairman of the Patriots of Fort McHenry Executive Committee, and Brent Kansler, the consultant who is doing the public relations for the group.

The concept for the Patriots was developed by Walter Hyle, Adjutant of the Maryland Disabled American Veterans, three years ago. They incorporated three years ago and have their IRS non-profit status. They have an official agreement with the Department of the Interior designating The Patriots as a fundraising/development organization.

Their goal is to raise \$27 million in the next three years. Of that, \$15 million is explained in the attached background sheet; \$2 million will go towards the establishment of an endowment fund for future operating expenses (i.e. uniforms for a standing guard unit, etc.), and the remaining \$10 million will be designated for the restoration of the Fort's tavern, barracks and stable that were torn down during WWI. These projects will not only restore the Fort to its original structure, but will make it a "viable, living fort."

The Patriots Board of Directors has 16 active businessmen from the Baltimore area, whose mission is to raise the needed restoration funds. The Executive Committee is composed of Don Barbary, the chairman, Ed Hunton, and the Reverend Dr. Winthrop Brainard of the Christ Church. The board contains no publically-affiliated partisans and no elected officials. No Board member may profit from his/her association with The Patriots. There are no paid employees.

The group has raised \$50,000 to date, mostly from the proceeds of their "Patriot of the Year" dinner at which Baltimore Mayor Donald Schaefer was the guest of honor. Schaefer apparently has been a great booster of Fort McHenry and had provided workers and city resources to aid in its restoration and maintenance.

About 1000 people attended the dinner. General Devereux, the hero of Wake Island, was there as well as a representative from the British Embassy, and the great, great grandson of Francis Scott Key.

The Patriots have started to approach corporate sponsors as well, and are looking to sports figures to take the lead. Brooks Robinson and Johnny Unitas have already signed on. Edward Bennett Williams will help after the baseball season ends and his health improves.

The group plans to hold another major fundraiser in Washington on April 15, 1986. In the meantime, they are beginning a direct mail fundraising operation.

Barbary and Kansler just returned from meeting with the Statue of Liberty organizers yesterday. They plan to pattern their campaign after the one in New York.

They told me there was an article in the Baltimore Sun yesterday about the President's visit in which the Superintendent of the Fort expressed her desire to have the President publically support the Patriots. I am getting a copy now.

They would like to receive copies of pictures of the President at the Fort to use in their fundraising efforts.

THE WHITE HOUSE

WASHINGTON

June 24, 1985

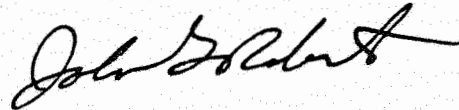
Dear Mr. Jung:

Thank you for your letter of June 4, concerning your plans to use a photograph of the President in advertising brochures for one of your products.

The White House adheres strictly to a policy of not approving any use of the President's name, signature, likeness, or photograph in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Your use of the picture of the President in your advertising brochures would contravene this policy, even in the absence of any explicit claim that the President endorses your product. Accordingly, we must object to your plans to use the picture of the President. The picture may not be used in any manner in connection with your promotional activities.

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

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Wayne Jung
Vice President, Asia
Enterprises, Inc.
761 E. 9th Street
Los Angeles, CA 90021

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

PROHIBIT

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD)

8506 08

JR - done

Name of Correspondent: Wayne Gung☐ MI Mail Report

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

Subject: Request to use photo of POTUS in advertising brochure

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
CMHOLL		ORIGINATOR	85106118			1 1
		Referral Note:				
CUAT 18		R	8510619 TR		S	85106129 TR
		Referral Note:				
			1 1			1 1
		Referral Note:				
			1 1			1 1
		Referral Note:				
			1 1			1 1
		Referral Note:				
			1 1			1 1

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Comments: _____

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Asia Enterprises, Inc.

IMPORT & EXPORT

761 E. 9th Street
Los Angeles, CA 90021, U.S.A.
(213) 623-5944; 623-5393
(213) 627-1246
1008 S. San Pedro St.
Los Angeles, CA 90021, U.S.A.
(213) 623-5950
Tlx # 194493 ASIA INC. LSA

June 4, 1985

324309 *W*

Fred Fielding
for

The White House
1600 Pennsylvania Ave. NW
Washington, DC 20006

Republican National Committee
Member Number 3872367

To whom it may concern:

SLR

Recently we obtained a photograph of President Reagan shown holding a set of " Hand Exercise Balls " which he received as a gift from the people of China on his last trip there. As we are developing our marketing campaign for this product we wish to know the legality of using this picture in our advertising brochures. We shall make no claims of President Reagan endorsing this product or his use of it, we will state only that he has received them as a gift from the people of China as shown in the photograph.

Sincerely yours,

Wayne Jung

Wayne Jung
Vice President

WJ/pw

THE WHITE HOUSE

WASHINGTON

July 17, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS 

SUBJECT:

Request for Photo of the President

Lucyan Fisher of Brazil is writing his memoirs. He plans to dedicate a portion of them to his "old friend" Maxwell Rubb [sic], and the President. He has asked for a photograph of the President to include in this portion of the book. Fisher's letter refers to previous correspondence from the President; that correspondence turns out to be the form letter sent in response to messages of congratulations on the second inaugural.

The attached draft reply advises Fisher to avoid any impression in his book that it has been approved or endorsed by the President. With this caution, I see no reason not to send Fisher an uninscribed standard photograph.

Attachment

THE WHITE HOUSE

WASHINGTON

July 24, 1985

Dear Mr. Fisher:

Thank you for your letter to the President, requesting a photograph to be used in the dedication of a portion of a book you are writing. I am happy to enclose a portrait of the President in response to your request.

I must caution you, however, not to use the photograph in any way in your book to create the impression that the President has approved or endorsed the book. The White House adheres strictly to a policy of generally avoiding such endorsements, and neither your contemplated dedication nor your use of the photograph should suggest that the President has approved the dedication or the book itself. I am confident you will appreciate the need to avoid any such impressions.

Thank you for your kind statements of support for the President and the United States.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Lucyan Fisher
85 Santa Clata Street
Copacabana - Rio de Janiero
Brazil

FFF:JGR:aea 7/24/85
bcc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

July 17, 1985

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FROM: JOHN G. ROBERTS



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Thank you for your kind statements of support for the President and the United States.

Sincerely,

151

Fred F. Fielding
Counsel to the President

Mr. Lucyan Fisher
85 Santa Clara Street
Copacabana - Rio de Janeiro
Brazil

FFF:JGR:aea 7/24/85
bcc: FFFielding
JGRoberts
Subj
Chron

29

PR005

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

- ☐ O - OUTGOING
☐ H - INTERNAL
☐ I - INCOMING
Date Correspondence Received (YY/MM/DD) 1 1

gbr

Name of Correspondent: Lucyan Gisher

☐ MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Request for photo of POTUS

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>CUHOLL</u>	ORIGINATOR	<u>85105106</u>			<u>1 1</u>
<u>CUAT 18</u>	Referral Note: <u>D</u>	<u>85105107</u>		<u>S</u>	<u>85105117</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>

can we create earlier correspondence from RR?

F - Furnish Fact Sheet to be used as Enclosure

I - Info Copy Only/No Action Necessary
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DISPOSITION CODES:

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313802 CU



THE WESTIN HOTEL UTAH
Salt Lake City

APRIL 15, 1985.

THE OFFICE OF THE PRESIDENT OF
THE UNITED STATES OF AMERICA
The White House - Pennsylvania Ave.
Washington, D.C.

Dear Mr. President,

Thank you very much for your letter dated February 20, 1985. I am again visiting your lovely country and felt it an opportune time to return your letter.

My heart is warmed to know that even a President as busy as yourself can take the time to answer a letter from a concerned world citizen. It is also evidence of the high efficiency and morals that a man in your position should claim ownership to.

As you know, I fought with British forces attached to American forces in World War II. I am presently writing a book of my memoirs to be published in various languages around the world. Of course a few pages will be taken relating my experiences with the American forces at that time.

It is my intent to dedicate a portion of my writings to yourself and my old friend Maxwell Rubb, Ambassador to Rome. Maxwell was kind enough to send me a picture of himself to be featured in my book. May I request a photo from you as well so that it may be used in this special portion of my Book?

Would you please thank your wife, first lady, Nancy for her kind thoughts in my behalf?

Thank you very much for your time and consideration. May God bless you, your family, and the United States of America forever. Amen.

Yours Sincerely,

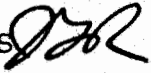
Mr. Lucyan Fisher
85 Santa Clara Str.
Copacabana - Rio de Janeiro
Brazil.

THE WHITE HOUSE

WASHINGTON

July 26, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 
SUBJECT: Check for Reagan Library Submitted
as Fee for Reproducing White House
Photograph

The Gift Unit has asked for our advice on handling a check for \$100 payable to the Reagan Library from the Ansel Adams Publishing Rights Trust. The check was enclosed with a letter from the editor of the forthcoming posthumous autobiography of Adams, thanking Carol Greenawalt of the Photo Office for permission to reprint a photograph of Adams with the President. The editor, Mary Alinder, described the donation as "the agreed upon reproduction fee."

I contacted both Carol Greenawalt and Michael Evans, the only people at the White House with whom Alinder talked. Neither requested any reproduction fee, and neither suggested a donation to the Reagan Library. Evans told Alinder she needed permission from the Photo Office, and Greenawalt granted that permission. Both advised Alinder that there was no charge for reprinting the photograph in the book. The donation seems to have been Alinder's own idea.

I recommend returning the check to Alinder, advising her once again that no fee is necessary (and that none was "agreed upon"). A draft is attached.

Attachment

THE WHITE HOUSE

WASHINGTON

July 26, 1985

Dear Ms. Alinder:

You sent to the White House Photo Office a check in the amount of \$100, payable to the President Reagan Library, from the Ansel Adams Publishing Rights Trust. Your letter to Carol Greenawalt accompanying that check described the check as "the agreed upon reproduction fee" for permission to include a White House photograph of Mr. Adams meeting with the President in the forthcoming autobiography of Mr. Adams.

As you were advised at the time, there is no fee for reprinting White House photographs, nor is there any charge for permission to use White House photographs. A donation to the Reagan Library was not "agreed upon" as a reproduction fee; indeed, it would have been highly inappropriate for anyone at the White House to suggest a donation to such a private entity in exchange for services we are happy to provide free of charge. I am, accordingly, returning the check to you.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Mary Alinder
Ansel Adams
Route 1, Box 181
Carmel, CA 93923

bcc: John E. Hilboldt
Carol Greenawalt

FFF:JGR:aea 7/26/85
bcc: FFFielding
JGRoberts
Subj
Chron

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WASHINGTON

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Counsel to the President

Ms. Mary Alinder
Ansel Adams
Route 1, Box 181
Carmel, CA 93923

bcc: John E. Hilboldt
Carol Greenawalt

FFF:JGR:aea 7/26/85
bcc: FFFfielding
JGRoberts
Subj
Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

1985 JUN -4 AM 11:55

☐ O - OUTGOING☐ H - INTERNAL☒ I - INCOMINGDate Correspondence Received (YY/MM/DD) 85104126Name of Correspondent: Mary Alinder☐ MI Mail Report

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

Subject: Checks in the amount of \$100 for the Reagan Library and future procedure for handling the same. Thanks for permission to use photo of Angel Adams meeting with President.

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>GR HILB</u>	ORIGINATOR	<u>8510531</u> <u>TR</u>			<u>1 1</u>
<u>UCM FIEL</u>	Referral Note: <u>A</u>	<u>8510603</u> <u>TR</u>			<u>1 1</u>
<u>WAT18</u>	Referral Note: <u>D</u>	<u>85106105</u> <u>Pr</u>		<u>S</u>	<u>8510615</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:				

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THE WHITE HOUSE

WASHINGTON

May 31, 1985

MEMORANDUM FOR FRED F. FIELDING
COUNSEL TO THE PRESIDENT

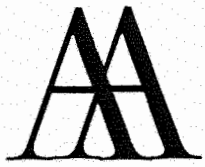
FROM:  JOHN E. HILBOLDT
DIRECTOR, GIFT UNIT

SUBJECT: Contributions to the Reagan
Presidential Library

Carol Greenawalt forwarded the attached correspondence and check for \$100.00 to our office.

Please advise the proper handling for this material and could you advise the proper disposition of future contributions received by the White House for the Library.

Many thanks for your assistance.



ANSEL ADAMS

321930

ROUTE 1, BOX 181, CARMEL, CALIFORNIA 93923 TELEPHONE (408) 624-2558

April 25, 1985

Carol Greenawalt
White House Photo Editor
The White House
Washington, DC 20510

Dear Carol Greenawalt:

Thank you for your kind permission to include the photograph by Michael Evans of Ansel Adams meeting with President Reagan in Ansel's autobiography Ansel Adams: An Autobiography. We are sending a check for \$100 for the future President Reagan Library as the agreed upon reproduction fee. Upon publication this autumn we will send you one copy of the book as well as one to Michael Evans.

Ansel was most excited about this, his most personal book. I deeply appreciate your support and cooperation with this project.

Cordially,

Mary Alinder
Editor
Ansel Adams: An Autobiography

MONEY MAIL

Recv'd. By: Gift Unit / H. W. H. H.

Date: May 22, 1965

From: Angel Adams Publishing
Home Rights Trust
Route 4, Box 181
(Street)
Canal, CA 93923
(City) (State) (Zip)

Cash Amount: _____
 Ser. No.: _____

Check Amount: \$100.00
 Check No.: 4001
 Pay to Order: President
Rosemary Wilson
 Date of Check: 4/26/65

Money Order Amount: _____
 Money Order No.: _____
 Pay to Order: _____
 Date of Money Order: _____

Other: _____

THE WHITE HOUSE OFFICE

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

ROBERTS, JOHN: FILES

Withdrawer

MJD 8/7/2005

File Folder

JGR/PHOTO REQUESTS [USE OF THE PRESIDENT'S PHOT] (3
OF 4)

FOIA

F05-139/01

COOK

Box Number

33

39MJD

DOC Document Type

No of

Doc Date

Restric-

pages

tions

NO Document Description

1 CHECK
CONTRIBUTION

1 4/26/1985 B6

1039

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

E.O. 13233

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON

July 29, 1985

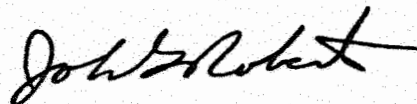
Dear Mr. Smith:

Your letter of July 22 to Barry Fernald of the White House Photo Office has been referred to me for consideration and response. In that letter you requested a copy of the photograph of the President in a Lumex recliner, which appeared on a news telecast on July 18. You indicated that the photograph would be used at Lumex offices and in the Lumex dealer salesperson newsletter.

I must decline your request for the photograph, and decline to grant approval to use the photograph in the contemplated manner. The White House adheres strictly to a policy of declining to approve any use of the President's name, likeness, photograph, signature, or title in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Although you do not plan to use the photograph in direct advertising, your contemplated use nonetheless would contravene this policy, and accordingly cannot be approved.

Thank you for your inquiry. I trust you will appreciate the reasons for our response.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Marv Smith
Lumex Inc.
100 Spence Street
Bay Shore, NY 11706

cc: Barry Fernald
White House Photo Office

JV 13

ID # 334150 CU

PRO1409
JR-dmr

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING

☐ H - INTERNAL

☐ I - INCOMING

Date Correspondence Received (YY/MM/DD) 1 1

Name of Correspondent: Marv Smith

☐ MI Mail Report

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

Subject: Request for photo of POTUS sitting in Lurner chair while recovering in Hospital

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>CUITOLL</u>	ORIGINATOR	<u>85.07.24</u>			<u>1 1</u>
	Referral Note:				
<u>CUAT 18</u>	<u>R</u>	<u>85.07.26</u>		<u>S</u>	<u>85.08.106</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:				

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: Jul 24 85 Barry Fernald memo to John Roberts

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

July 24, 1985

Memorandum for John Roberts

From: Barry Fernald, WW Photo Office, Ext. 6709

Re: Photo request

Please review the attached request for a photograph of President Reagan seated in a Lumex recliner. Mr. Smith refers to a photograph, also attached, that is in the public domain. The request seems marginal, so I shall rely upon your guidance.

Approve _____

Disapprove ✓ - I have sent attached
letter declining request
7-29-85 JFR

Enclosures.



July 22, 1985

Mr. Barry Fernald
Assistant Photo Editor
White House Photo Dept.
Washington, DC 20500

334150 *Ca*

Dear Mr. Fernald:

During an A.B.C. News Broadcast on 7/18/85, a still photo of President Reagan was displayed sitting in a Lumex 3-Position Recliner at Bethesda Naval Hospital (a picture of the Lumex recliner is enclosed). He was recovering from his recent partial colectomy.

Lumex is interested in obtaining this photo for internal use i.e., enlargements for hanging in offices and for showing the photo in our dealer salesperson news letter - THE LUMEXPRESS. We would not incorporate the picture into any advertisements nor would we imply executive endorsement of any Lumex products.

Would you please fill this request and send a negative or good quality photo to:

Lumex Inc.
100 Spence Street
Bay Shore, NY 11706
Attn: Marv Smith

If you should have questions concerning this matter please call me at 1-800-645-5272.

Sincerely yours,

Marv Smith
Institutional
Marketing Manager

MS:eg

cc: L.Cohen/K.Coviello
D.Barnum/W.Wartell

Enc: 1

John

THE WHITE HOUSE

WASHINGTON

August 27, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request to Use Picture of the President
in Connection With Special Fundraising
Piece to be Distributed by the American
Cancer Society

The Connecticut Division of the American Cancer Society has asked permission to use a picture of the President in a fundraising brochure on colorectal cancer. As you noted on the tracking sheet, we are likely to receive numerous similar requests. (I have already seen several advertisements, for products ranging from home colorectal cancer detection kits to prunes (a high fiber food) mentioning the President's cancer.) You may want to raise the question directly with the President, but I assume we will adhere to our usual policy of generally declining to participate in particular fundraising campaigns. A draft along these lines is attached.

Attachment

*memo to President
re charitable ads,
as opposed to
commercial ads.*

THE WHITE HOUSE

WASHINGTON

September 4, 1985

MEMORANDUM FOR THE PRESIDENT

FROM: FRED F. FIELDING *Orig. signed by FFF*
SUBJECT: Requests from Charitable Organizations
Concerned with Cancer for Fundraising
Endorsements

I. ACTION FORCING EVENT

We have received several requests from reputable charitable organizations involved in cancer treatment and research, asking that you permit your name to be used in their promotional or fundraising campaigns.

II. DISCUSSION

As you know, our usual policy is to decline such requests from charitable organizations. We explain that the White House receives countless requests for such endorsements, cannot possibly grant them all, and out of fairness to all has been compelled to adopt a policy of generally declining such requests. Rare exceptions are made only after consultation with you and Mrs. Reagan, and typically only for particular causes in which you or Mrs. Reagan have been personally involved, such as Foster Grandparents, various drug abuse prevention programs, and the Motion Picture Country House and Hospital.

A decision needs to be made whether to adhere to the general policy of declining to provide fundraising endorsement for particular charities in the case of cancer-related charities, or to make an exception. I recommend that an exception not be made for cancer-related charities. Your successful operation and recuperation have already done much to promote awareness in this area. Charitable fundraising is as intensely competitive as any business, and I think those working on other diseases might legitimately object to Presidential endorsement of donations to fight only cancer. You often endorse charitable contributions and voluntarism in general, but the choice of what particular cause to support should be an individual's own, and I do not think the President's name should be invoked to sway that decision.

III. RECOMMENDATION

That you adhere to our usual policy and not endorse particular fundraising or promotional campaigns for cancer-related charities.

Approve _____

Disapprove _____

FFF:JGR:aea 9/4/85
cc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

September 4, 1985

Dear Mr. Norbeck:

Thank you for your recent letter to the President, requesting permission to use a picture of the President in connection with a fundraising campaign. As you might imagine, the President receives countless requests to lend his name to fundraising activities for laudable charities. We cannot grant all such requests, and there is no fair way to discriminate among the many worthy requests that are received.

Accordingly, we have been compelled to adopt a policy of generally declining requests that the President participate in particular fundraising projects.

I trust you will understand the reasons we must adhere to this policy, and that our inability to grant your request is in no sense an adverse reflection on your organization or the important work with which it is involved.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Timothy Norbeck
American Cancer Society
Connecticut Division, Inc.
Post Office Box 410
Wallingford, CT 06492

FFF:JGR:aea 9/4/85
bcc: FFFfielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

August 27, 1985

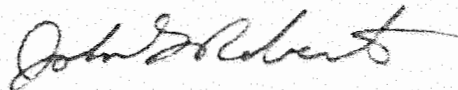
Dear Mr. Schechter:

This is in response to your letter of August 12 to Barry Fernald of the White House Photo Office. In that letter you requested a color photograph of the Seal of the President, for use in a motion picture documentary on the signing by President Carter of the Taiwan Relations Act of 1979.

The permitted uses of the Seal are limited by law. Section 713 of Title 18 of the United States Code prohibits any use of the Seal except in accordance with regulations promulgated by the President. Those regulations are embodied in Executive Order 11649, as amended. I have enclosed for your information copies of the pertinent statute and regulations.

You will notice that the Seal may be used "in moving pictures...of bona fide news content." The enclosed copy of the Seal is provided for your use only in a "moving picture...of bona fide news content," and for no other purpose. The Seal may not be used in any fashion that suggests or could be construed as official endorsement of your documentary.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. Irving Schechter
321 West 44th Street
New York, NY 10036

cc: Barry Fernald

THE WHITE HOUSE

WASHINGTON

August 16, 1985

Memorandum for John Roberts
From: Barry Fernald, WW Photo Ext. 6709
Re: Request for Use of Presidential Seal

Please review the attached letter from Mr. Irving Schechter.

Mr. Schechter is producing a motion picture in which he wishes to use the presidential seal in reference to former President Carter's signing of the Taiwan Relations Act of 1979.

Should we provide him with a print of the seal for use in his motion picture?

Approve _____

Disapprove _____

377 Emerson Place
Valley Stream, N.Y. 11580
(516-825-2718-9)

Irving Schecter
Producer of Motion Pictures

Technicolor
321 West 44th St.
New York, N.Y. 10036
(212-582-7310)

August 12, 1985

White House Photo Office
White House
Washington, D.C. 20500

Att: Mr. Barry Fernald
Asst. Photo Editor

Dear Mr. Fernald:

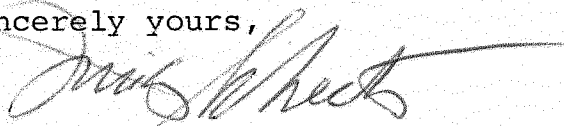
I hope you remember our telephone conversation
of last week.

I need a photo of the Presidential Seal in color
for a motion picture documentary. This will be used
in connection with President Carter signing the Taiwan
Relations Act of 1979.

If you need any references, Miss Lisa B. Auel,
Office of the Presidential Libraries knows of my
project and has been supplying me with color photos
of President Carter that will be used in connection
with the Presidential Seal.

Many thanks for your help and I would appreciate
whatever you can do to send me the photo before
August 20th as I am going overseas.

Sincerely yours,



Irving Schecter

IS:ms