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THE WHITE HOUSE

WASHINGTON

July 12, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS *JGR*

SUBJECT:

Endorsement for Radio America

Mr. Deaver has asked for our views on a request that the President send a message endorsing Radio America. Radio America is a new 501(c)(3) venture, a production of the American Studies Center. Both entities are headed by Jim Roberts, former executive director of the White House Fellows program. Radio America will syndicate a radio commentary program, with commentary provided by leading conservative figures such as Lew Lehrman, M. Stanton Evans, and Ralph de Toledano.

I discussed the proposal with Sherrie Cooksey, who advised that it presented no difficulties under the election laws. Indeed, as a 501(c)(3) entity, Radio America may not "participate in, or intervene in...any political campaign on behalf of any candidate for public office." 26 U.S.C. § 501(c)(3). I am nonetheless reluctant to approve the Presidential letter, because the Radio America syndication will compete with other radio programs -- primarily commercial ones -- for air time, and the President should not tilt that marketplace selection process.

Since the activities of Radio America are educational and not-for-profit, however, we could approve the letter, with the caveat that it not be used in advertising or fundraising. Those constraints probably defeat the entire purpose of the letter as envisioned by Jim Roberts, but without them I think the President would be inappropriately interfering in the commercial realm (albeit on behalf of a non-profit entity). The attached memorandum for Deaver approves the letter only if Jim Roberts is cautioned as to its use, and also suggests minor revisions in the proposed text.

Attachment

THE WHITE HOUSE

WASHINGTON

August 28, 1984

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT
DEPUTY CHIEF OF STAFF

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

SUBJECT: Endorsement for Radio America

You have asked for our views on a proposed letter from the President to Radio America, an incipient production of the American Studies Center. Radio America, a 501(c)(3) entity, will syndicate a radio commentary program featuring conservative commentators.

Our guidance in response to this request is formed by a confluence of two established White House policies. As you know we do not approve any use of the President's name, photograph, likeness, or signature in any manner that suggests or could be construed as an endorsement of a commercial product or enterprise. As a 501(c)(3) entity, Radio America is not a commercial endeavor, but it will compete in the marketplace with commercial programs for radio time. The President should avoid intruding into this marketplace by lending his name to the promotional efforts of one of the participants.

At the same time, the President generally does not endorse fundraising projects undertaken by particular 501(c)(3) organizations. This policy stems from the vast number of requests the President receives, and the inability of the White House to monitor the activities of particular charitable organizations. Such monitoring would be necessary to some degree if the President were to lend his name to the organization.

The foregoing does not mean that a letter of the sort requested by Radio America may not be sent. It does mean, however, that Radio America must understand that the letter cannot be used in advertising, fundraising, or other promotional activities. These restrictions may defeat what Radio America perceives as the entire purpose of the letter, but they are necessary to avoid unseemly exploitation of the Office of the Presidency.

- 2 -

With respect to the proposed text of the letter, "from Camp David" should be deleted at the end of the second paragraph. The radio address is not always delivered from Camp David. I also recommend deleting the last paragraph. Wishing Radio America "luck in attracting...support" is too close to a fundraising endorsement.

cc: Frank Donatelli

FFF:JGR;aea 8/28/84

bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

August 28, 1984

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cc: Frank Donatelli

FFF:JGR;aea 8/28/84

bcc: FFFielding/JGRoberts/Subj/Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

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

Subject: Endorsement for Radio America

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>W Holland</u>	ORIGINATOR	<u>84/07/10</u>			<u>1 1</u>
<u>CUAT 18</u>	Referral Note: <u>D</u>	<u>84/07/11</u>			<u>S 84/07/12</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.

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WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ D - OUTGOING☐ H - INTERNAL☒ I - INCOMINGDate Correspondence
received (YY/MM/DD)

84/107/09

NAME OF CORRESPONDENT:

Frank Donatelli

☒ DC Mail Report

User Codes: (A)

(B)

(C)

SUBJECT:

Endorsement for Radio America

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)

Action
CodeTracking
Date
YY/MM/DDType
of
Response

Code

Completion
Date
YY/MM/DD

DCA:IT

ORIGINATOR

84/107/09 PR

C 84/107/09

Referral Note:

C

84/107/09

S 84/107/10

Referral Note:

Mrs. F. Welding - mxd

would like your

Referral Note:

Recommendation on the

attached. Thanks!

Referral Note:

ACTION CODES:

A - Appropriate Action

C - Comment/Recommendation

D - Draft Response

F - Furnish Fact Sheet to be

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:

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

July 6, 1984

Handwritten:
North
York
240646

FOR: MIKE DEEVER
FROM: Frank Donatelli *FD*
SUBJECT: Endorsement for Radio America

The American Studies Center, a 501(c)(3) foundation, has just launched a new project called "Radio America" which aims to promote commentary from leading conservatives via a syndication package. (See enclosed material.)

Jim Roberts, President of the Foundation and former director of the White House Fellows program, has asked for a Presidential endorsement of this project. (See attached letter.)

You can communicate with Jim directly and advise me whether you will approve the attached letter.

In the interests of full disclosure, I am a past president of the Foundation. Still, I think it's a worthwhile project to endorse.

Enclosures

Attention Conservatives!

Now you can hear these nationally prominent conservatives in your own home each week:

- ★ M. Stanton Evans ★ Lew Lehrman
- ★ Ralph de Toledano ★ Richard Rahn
- ★ Jeffrey St. John ★ Arnaud de Borchgrave
- ★ Phil Nicolaidis

Plus:

- ★ **Guest commentaries** — by conservative leaders such as Sen. Orrin Hatch and Rep. Jack Kemp
- ★ **Dateline Washington** — News and commentary from Human Events
- ★ **Interviews** with Members of Congress, Reagan Administration officials, famous authors, leading economists and many others.

Radio America — an exciting new conservative radio syndicate providing subscribers with hour-long cassette tapes each week.

On the economy, foreign affairs, national defense, the arts, and what's happening in Washington, **Radio America** gives you the conservative perspective like you can get it nowhere else — incisive, hard-hitting, and on tape for your listening convenience.

For your special 6 month trial offer send a check or money order for \$85 to:

Radio America
426 C Street, N.E.
Washington, D.C. 20002



GENTLEMEN: ENTER MY SPECIAL TRIAL SUBSCRIPTION FOR 26 WEEKS OF RADIO AMERICA TAPES. ENCLOSED IS MY CHECK / MONEY ORDER FOR \$85.

Name _____

Address _____

City/State/Zip _____

D R A F T

Mr. James C. Roberts
President
The American Studies Center
426 C Street, N.E.
Washington, D.C. 20002

Dear Jim:

I am delighted to hear about the launching of Radio America.

As you know, I am a firm believer in the effectiveness of radio. I began my career as a radio sportscaster. I had a regular commentary on radio in the years before I became President and, since coming to the White House, I have made it a practice to give a radio address once a week from Camp David.

Radio is a powerful medium for reaching the people and I have always wished that conservatives would utilize it more - and more effectively.

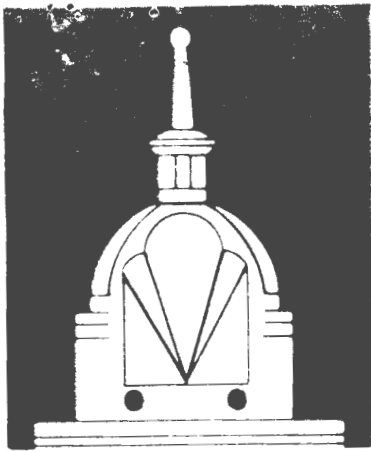
That is why I am so pleased to see Radio America come on the scene.

You have an exceptionally fine group of conservative commentators in Stan Evans, Lew Lehrman, Jeffrey St. John, Arnaud de Borchgrave and the others and I know their message will have a major impact in keeping the American public informed about the great issues of the day.

As you go forward with this exciting project, I wish you luck in attracting the support you need because I think Radio America is performing a real service to the nation.

Sincerely,

Ronald Reagan



AMERICAN RADIO SERVICE

A PRODUCTION OF THE AMERICAN STUDIES CENTER

HON. DAN LUNGREN, Member of Congress
ASC Advisory Board Chairman

MARC LIPSITZ
Director

June 20, 1984

MEMORANDUM FOR FRANK DONATELLI
Deputy Assistant to the President

FROM: Jim Roberts
President, American Studies Center

SUBJECT: Radio America Endorsement

Concerning my request for an endorsement of Radio America by President Reagan, I thought I should emphasize that Radio America is a non-profit, tax-exempt 501 (c)(3) foundation according to the IRS.

Thanks for your help.