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Ronald Reagan Library

Colle	ction Name	DEAVER, MICHAEL: FILES		With KDB	adrawer 8 8/16/2011
File F	Folder	FOSTER GRANDPARENTS PROGRAM		FOI / F97-	4 0066/19
Box l	Number	43		101	IEN, D
DOC NO	Doc Туре	Document Description	No of Pages	Doc Date Re	strictions
1	MEMO	FRED FIELDING TO JAMES ROSEBUSH RE CONTRACTS FOR FOSTER GRANDPARENTS PROGRAM BOOK	4	10/12/1982	С
2	LETTER	MILTON RUDIN TO J. ROSEBUSH	2	3/29/1982	С
3	LETTER	BILL ADLER TO THOMAS PAUKEN	1	2/22/1982	С
4	LETTER	ROY MILLER TO ADLER	1	2/19/1982	С
5	MEMO	FIELDING TO ELAINE CRISPEN RE CONTRACT RE FOSTER GRANDPARENTS BOOK	1	7/31/1981	В6
6	MEMO	FIELDING TO ELAINE CRISPEN RE CONTRACT RE FOSTER GRANDPARENTS BOOK	2	7/15/1981	С
7	CONTRAC	T RE FOSTER GRANDPARENTS BOOK (INCL. ATTACHMENT)	5	7/7/1981	С

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

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1 MEMO	4 10/12/1982 C
FRED FIELDING TO JAMES ROSEBUSH RE	

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

PROGRAM BOOK

CONTRACTS FOR FOSTER GRANDPARENTS

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Cell B. aller WASHINGTON

April 30, 1982

MEMORANDUM FOR MRS. REAGAN

FROM

JAMES S. ROSEBUSH

SUBJECT

A NEW NAME FOR ITALIAN TRANSLATION OF BOOK

Bill Adler called me late last night to see how you would feel about the suggestion of the Italian publisher for your book renaming it "RONNIE AMORE MIO" or "RONNIE MY LOVE". Bill says that the Italian publisher does not think the title as it stands would sell. If you agree please ask Elaine to call Adler with the message.

I have talked to Mike about this and he sees no objection.

Romies gial have

THE WHITE HOUSE

WASHINGTON

April 30, 1982

MEMORANDUM FOR MRS. REGAN MICHAEL K. DEAVER

FROM

JAMES S. ROSEBUSH

SUBJECT

REPORT ON MY MEETING WITH BILL ADLER

So that you will have a most productive meeting next week regarding TO LOVE A CHILD I want you to have a precise accounting of my discussion with Bill Adler, including waht I learned and our specific agreements.

1. Adler feels it is most important, and I agree, to release the record and book together. They compliment each other and will provide a most positive and agressive marketing effort. Frankly the book needs the attention the record can bring and to release it earlier would only dilute the marketing of the book.

2. The book will be ready for release in November. The size of the first printing will be about 35,000. It will run about 220 pages plus the introduction by Mrs. Reagan. The retail price will be approximately \$12-14. Approximately 15% of the sales price will go to the Foster Grandparents Program.

3. When the book and record are released in November the publisher has agreed to underwrite the costs of a party or gathering of some kind with media and publishing figures with Mrs. Reagan and Foster Grandparents. This is when we could do what we had orginally planned for May 7th.

4. The book will be serialized in one womens magazine, probably LADIES HOME JOURNAL. Mrs. Reagan should also do an exclusive interview with the magazine for that issue. Mrs. Regan should also plan to do one morning talk show about the book and the publisher would plan to tape a five minute dicsussion about the book with Mrs. Reagan and some foster grandparents and children, This tape would be released for airing across the country.

5. Print ads for the book will be developed by the publisher and will be reviewed by us. Mrs. Reagan should also plan some print interviews on the book.

Bill Adler---page two

6. The television show will be in 1983. The issue of the sponsor and the amount has not yet been determined. Hallmark has expressed some interest and they may be willing to top the \$100,000 that General Foods offered. Although Adler pressed earlier for a quick signing of the Telecom contract for T.V. he has now agreed to check other potential sponsors. In the meantime he is working out the contradictions between the publisher and the potential T.V. sponsor with the assistance of Fred Fielding. Mrs. Reagan should plan to do a brief intro for the show expressing her concern about and interest in the Foster Grandparents Program.

7. We will have final review of the book jacket design. At present they are planning to use the picture of Mrs. Reagan embracing the young child in England.

8. The papback version will probably come out 8-9 months after the hardback and will probably coincide with the T.V. special and I think this is a good idea.

9. The book will be promoted at the Bookseller convention in Anaheim in late May at the but it would not appropriate for Mrs. Reagan to attend, her involvement should be around the fall announcement.

cc: Shiela Ann

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2 LETTER MILTON RUDIN TO J. ROSEBUSH	2	3/29/1982	С

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3 LETTER BILL ADLER TO THOMAS PAUKEN	1 2/22/1982 C

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FEB 19 1982

OFFICE OF THE DIRECTOR

MEMORANDUM

To:

James S. Rosebush Deputy Assistant to the President The White House

From:

Im Paulin Thomas W. Pauken

Subject: ACTION's Acceptance of Contributions

Director

This is in response to the seven questions you asked regarding private contributions to ACTION for use in the Foster Grandparent Program. The policies and procedures governing acceptance and disposition of such contributions are set forth in ACTION Order 4000.1, Acceptance and Allocation of Gifts and Voluntary Services.

First, ACTION has a separate gift account for the Foster Grandparent Program, ACTION Account 44X8981(82). The current balance in the FGP Account is \$11,575,00, representing contributions generated in the aftermath of the First Lady's appearance on the Mike Douglas show.

If a contribution is earmarked for FGP, the funds may only be used for that program. The money is spent for project expenses, not for ACTION administrative costs associated with FGP. Contributions may be stipulated for specific local communities if FGP projects currently operate in those communities. Of course, donors may also contribute funds directly to FGP projects in their localities without first giving the money to ACTION.

Requests for disbursements to projects from the FGP account must be accompanied by a memorandum from the Associate Director for Domestic and Anti-Poverty Operations, Lawrence Davenport. Betty Brake and I will also approve all disbursements to insure the integrity of uses of all money The Assistant Director for Administration contributed to FGP. and Finance, after receiving clearance for fund availability from the Director of the Budget Division, then approves or disapproves the actual payment of the funds to the project.

A semiannual audit of the FGP Account is not contemplated. Normal agency and accounting procedures to assure proper handling of the funds will, of course, be followed in the

future as they have in the past.

Finally, ACTION Order 4000.1 requires that disbursements only be made in accordance with the procedures described above. And since Lawrence Davenport, Betty Brake, and I will approve all disbursements for FGP projects, I can assure you that the funds contributed for FGP will not be used for any other purpose.

I hope this information fully responds to your request. If you have any further questions, please do not hesitate to ask me.

cc: Michael K. Deaver Fred Fielding Ann Wrobleski

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4 LETTER ROY MILLER TO ADLER	1 2/19/1982 C

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THE WHITE HOUSE

WASHINGTON

TO: East Wing Staff

FROM: Ann Wrobleski Qu

RE: "To Love a Child"--Update

DATE: February 3, 1982

I thought I would try to transcribe the notes I made during our meeting yesterday afternoon, in order that we are all straight on what went on.

- 1. We will go with our original Foster Grandparent/Grandchild event on May 7. The event will be on the South lawn, weather permitting. Foster Grandparents from the Washington area will be invited with their grandchildren at 11:00. At 11:30 Mrs. Reagan and Mr. Sinatra and the Children's Chorus will welcome the guests. Mr. Sinatra and the Children's Chorus will give a performance concluding with "To Love a Child". After the performance, there will be an old-fashioned picnic for the performers and guests.
- 2. For this event I will contact the D.C. Schools to find a group of 16-24 kids aged 9-13 for Don Costa to select from. Those children will form the children's chorus for our May 7 event. If the book does come out in November, we would look to physically release the recording on September 15--thus giving us six weeks between the record release and the book release. We will use a photo from the May 7 picnic as the record jacket and possibly the cover of the book.
- 3. Mr. Sinatra will write letters to disc jockeys under his signature letting them know when the recording is coming out. In terms of promotional materials, the First Lady's staff will work with Reprise Recording Company. There are several possible outlets including talk shows, serialization in magazines such as "Reader's Digest" and "Redbook" and full page magazine displays.
- 4. On the question of the television rights to the book, Mr. Sinatra will speak with his attorney and Mr. Oscar Dristole about both the promotional schedule for Mrs. Reagan's book and the television rights. I will contact Mrs. Reagan's publisher to see who they normally deal with regarding paperback rights.

If I have omitted anything, please feel free to comment or correct this memo.

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5 MEMO	1 7/31/1981 B6

FIELDING TO ELAINE CRISPEN RE CONTRACT RE FOSTER GRANDPARENTS BOOK

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MEMORANDUM

THE WHITE HOUSE WASHINGTON

1.0000

July 9, 1981

FROM:

TO: FRED FIELDING

ELAINE CRISPEN

SUBJECT: CONTRACT BETWEEN MRS. REAGAN AND THE BOGGS-MERRILL COMPANY, INC.

Mrs. Reagan has asked that you peruse the attached contract regarding an unpublished work to be entitled, TO LOVE A CHILD.

A memorandum outlining your recommendations would be greatly appreciated.

If you will call me when this information is complete, I will pick up the contract and return it to Mrs. Reagan for further action.

Thank you.

Bill Adler Books, Inc.

551 Fifth Avenue

New York, New York 10017

July 8, 1981

Ms. Elaine Crispen Personal Assistant to Mrs. Reagan The White House Washington, D. C. 20500

Dear Elaine: ...

Enclosed are six copies of the contract for TO LOVE A CHILD.

Please have Mrs. Reagan sign all six copies of the contract; and return all six copies to us so that we can then have them countersigned by the publisher.

Sincerely,

Gloria G. Adler

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