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March 16, 1983

MEMORANDUM FOR: The Honorable
Michael K. Deaver
Deputy Chief of Staff and
Assistant to the President
The White House

FROM: Kenneth Y. Tomlinson **CT**
Associate Director

SUBJECT: VOA Editorials

Please find enclosed selected editorials which Director Wick has asked that you receive on a regular basis.

We at the Voice welcome any suggestions you might have.

Selected editorials cover the following attached subjects:

February 15	The Method in Moscow's Psychiatric Madness
February 21	No Talks with Salvadoran Leftists
February 23	The Global Electorate
February 26	The Politics of Democracy
February 28	Red Inc?



USIA

SUMMARIES FOR THE TWO DAYS LISTED:

**2/15: The Method in Moscow's Psychiatric
Madness**

2/23: Global Electorate

2/21: Holiday -- No Summary

2/26: Weekend (Saturday)

2/28: Monday -- No Summary

Summary of VOA Editorial 15 Feb. 83

The Method in Moscow's Psychiatric Madness

Last week, under threat of expulsion for the misuse of psychiatry, the Soviet society of psychiatrists and neuropathologists quit the World Psychiatric Association.

This of course, will spare Soviet psychiatrists and government future embarrassment over the policy Moscow pursues of consigning various kinds of political dissenters to mental wards.

The editorial notes, however, that this practice is a least consistent with Marxist Dogma--since political dissent is likely to be seen as behavior which is contrary to the stage in history Marxist ideologues argue we have now reached. This is the most telling fact about the Soviet practice of using medicine not to advance the individuals health--but their view of what is good for the state. It is a practice utterly consistent with the ideology of the modern communist state.

Summary of VOA Editorial for 23 Feb. 83

The Global Electorate

President Reagan's Foreign Policy speech to the American legion was a tour of the international horizon. But while he covered many topics and many areas of the world, there is an underlying theme to American policy. It is an attempt not to impose our way of life on others, but to let others choose their own way of life. That is a dream that lives not only in America, but in the hearts of the worlds people in both free and oppressed societies who look to us for leadership.



0-0509	2/28	RED INC?
0-0507	2/26	THE POLITICS OF DEMOCRACY
0-0504	2/23	THE GLOBAL ELECTORATE
0-0502	2/21	NO TALKS WITH SALVADORAN LEFTISTS
0-0496	2/15	THE METHOD IN MOSCOW'S PSYCHIATRIC MADNESS

February 28, 1983

RED INC?

Anncr:

Next, a VOA Editorial, reflecting the views of the U.S. Government.

Voice:

Governments struggling with the restrictions and inefficiencies of centralized economies would do well to watch what is going on in China today. The Chinese government is introducing a series of reforms into the national economy, and by most accounts the experiment is proving to be a success.

The Chinese have not abandoned Marxism. However, they are in the process of developing the service and small business sectors of their economy in ways which bear more resemblance to modern market economies than to their past practices. And while there appears to be no current plan to sell off basic industries to private owners, the concepts of profit and loss and individual incentives are being introduced in that part of the economy as well.

The current Chinese approach is pragmatic rather than dogmatic. Beijing wants a more efficient and productive economy -- one that can produce a higher standard of living for the country's population as well as enough surplus to permit an increase in investment and foreign trade. As is true elsewhere, a completely planned economy emphasizing non-material incentives has proved, in China, to impede economic development. So the government has decided to shift its economic approach.

This has resulted in a genuine introduction of market forces into Chinese economic life. Individuals are permitted to create their own service businesses and even to engage in small-scale manufacturing. China is 30% rural, and the effect of permitting individual farmers to produce for the open market once they have met their state quotas has increased the availability of seasonal produce and rural incomes. Both farmers and small businessmen are allowed to sell their wares and services for what they will fetch, and then to keep the proceeds themselves. In permitting this kind of private economic activity, the Chinese government is stimulating the creation of new wealth and new employment opportunities.

The Chinese call the new programs Dengist reforms; some observers describe them as the first stage in the introduction of a free enterprise economy. But the label doesn't matter. Just as modern capitalism has many different forms, Marxist economies can experiment with many forms of diversity. The point, of course, is that economic results are more important than economic dogma.

Given enough freedom, individuals will provide their society with the goods and services it wants. To the extent that China is joining in this process, we wish it well.

Annex:

You have just heard a VOA Editorial reflecting U.S. Government views.

February 26, 1983

THE POLITICS OF DEMOCRACY

Annex:

Next, a VOA Editorial reflecting U.S. Government views:

Voice:

American politics are not boring. President Reagan's supporters have been urging him to declare his candidacy for a second presidential term -- while four Democrats have already announced that they want to run in the 1984 contest. And in Chicago, always a lively political city, there have been surprise results in a primary election for mayor -- results that quickly drew the political spotlight away from the national scene and focussed attention on a local event. Chicago is a reminder of a truism professional politicians ignore at their peril -- that politics are local, that elections are decided by individual voters, casting their ballots in their individual precincts.

In Chicago, Harold Washington, a black congressman, won the Democratic primary for mayor. A primary, for those who may not be familiar with American political practices is something like the semifinal in a sporting event. Voters choose one candidate from each of the major parties to run in the general election, usually held several weeks or months later. The victor in the Chicago primary defeated two white candidates -- the present mayor, Jane Byrne, and the son of former mayor, Richard Daley. It was not a racial contest -- but race certainly played a part in the results. With the white vote split, Mister Washington won because he carried Chicago's black districts by margins of three and four to one. Blacks make up about forty per cent of Chicago's population, but black voter

turnout has traditionally been low. This year it was different; community groups waged a sustained campaign to increase voter registration and then to get the registered voters to actually turn out and vote. That proved to be the secret of Mister Washington's success.

Mister Washington faces another election -- in April -- when he will be pitted against the Republican nominee, Bernard Epton. But Chicago is a Democratic town; it has not elected a Republican mayor for half a century. Mister Washington has more than a good chance to become Chicago's first black mayor.

This election is only one of several that have moved Chicago away from "machine politics" -- the kind of disciplined party approach that relies on leadership and patronage to turn out a mass vote on command. Chicago's political veterans see this latest primary as a less organized, looser kind of politics, with more independence among all the voters, and more unpredictable results for anyone -- presidential candidate or local alderman -- running for office. Events like this make it harder for politicians and newspaper columnists to peer into the future -- but the only really predictable part of democratic politics has always been that the people make the choice.

Anncr:

You have just heard a VOA Editorial reflecting U.S. Government views.

THE GLOBAL ELECTORATE (00801)

Anncr:

Next, a VOA Editorial reflecting U.S. Government views.

Voice:

U.S. presidents traditionally make important foreign policy speeches to the American Legion, the nation's largest war veterans' organization. And Ronald Reagan, a veteran himself, has followed in the pattern, outlining a view of the world that joins American democracy with the desire of all men to decide their own affairs. There are the beginnings of a global electorate, as Mister Reagan put it, a truly rising participation of people in international politics.

That idea was central in his survey of current world issues. NATO, he pointed out, is more than a military alliance -- it is a voluntary political community of free men. And so Vice President George Bush's mission during his recent European trip was to clear the air of Soviet misinformation, reaffirming the U.S. commitment to serious, mutual, verifiable arms reductions.

In the Middle East, the United States is trying to convince the peoples of the region that peace and security can only come through recognition of Israel's reality and direct negotiations, not the use of armed force. One way to achieve this would be more support for King Hussein in his effort to bring together a joint Jordanian-Palestinian team to negotiate the future of the West Bank, Gaza and Jerusalem. For its part, the United States continues to support the security of Israel's northern border as we also insist upon the withdrawal of all foreign combatants from Lebanon.

In Central America, too, the United States is striving to turn armed conflict into peace -- trying to substitute the ballot box for the gun. Honduras now has an elected civilian government instead of military rule; El Salvador held successful elections last March; and Costa Rica has reaffirmed its democratic course.

Successes such as these are what gives Mister Reagan faith that America is contributing to a better world. He points to U.S. arms control proposals, including the call to ban intermediate-range land-based missiles, an entire class of nuclear weapons, from the earth. He points to America's economic aid and its assistance to refugees and humanitarian causes. He points to our cooperation with all who seek to end the brutal Soviet occupation of Afghanistan, to our call for an end to oppression in Poland, to our search for peace in Southern Africa. These are all fitting parts of Mister Reagan's campaign for the global growth of democratic institutions. But this campaign does not aim to impose our way of life on others. It is an attempt to let others choose their own way of life. That is a dream that lives not only in America but in the hearts of the world's people in both free and oppressed societies who look to us for leadership.

Anncr:

You have just heard a VOA Editorial reflecting U.S. Government views.

NO TALKS WITH SALVADORAN LEFTISTS (OES16)

Anncr:

Next, a VOA Editorial, reflecting the views of the U.S. Government.

Voice:

There is a time for all the elaborate niceties of diplomatic language and a time for plain talk. And it was plain talk that was called for when U.S. Secretary of State George Shultz was asked this week whether the United States should support negotiations with the leftist insurgents in El Salvador.

Mr. Shultz' terse answer to the contrary was possible because a simple and easily understood principle was involved. As he put it, we do not want to get into a position "where people can shoot their way into government."

El Salvador is a country which, in the midst of civil war, was able to hold an internationally recognized free election. The leftist insurgents who were trying to topple the previous government are now trying to overthrow the new democratic government. The leftists refused to participate in the political process or to offer candidates in the election. Anyone who would negotiate with them now would become an accomplice in their effort to subvert the democratic system that the Salvadorans -- against all the odds -- have put in place.

In the real world, there may be times when there is no alternative to the use of force. But force can never be justified when a reasonable alternative exists. The Salvadoran elections provided just such an alternative. It was unacceptable to the leftists because they concluded that they could not win a free election.

But, fundamental in a democracy is the willingness to be bound by the decisions of the majority. The Salvadoran insurgents have made it clear that they are not prepared to do that. If they were to be given a role in the political process as a result of some negotiated settlement, it is not very difficult to guess what they would do: they would use their new power to put an end to the political reform.

There is a time for all the formalities of diplomacy and a time for speaking out. This is a time for speaking out. To those who ask whether we would support negotiations with the Salvadoran leftists, who persist in using violence to achieve their political goals, our answer is simple. The answer is no.

Anncr:

That was a VOA Editorial, reflecting the views of the U.S. Government.

February 15, 1983

THE METHOD IN MOSCOW'S PSYCHIATRIC MADNESS (OUR10)

Anncr:

Next, a VOA Editorial, reflecting the views of the U.S. Government.

Voice:

Before the modern era, governments did not know what to do with the mentally ill. So they locked them up.

Today, in a bizarre caricature of the past, the leadership of the Soviet Union calls those who disagree with its policies mentally ill. And then it locks them up.

Last week, under the threat of expulsion for the misuse of psychiatry, the Soviet Society of Psychiatrists and Neuropathologists quit the World Psychiatric Association. This, we assume, will avoid future embarrassment for the Soviet government, whose policy it is to treat various kinds of political dissenters as insane and commit them against their will to psychiatric hospitals. For the rulers of the Soviet Union, sanity is equated with obedience.

It must be admitted though, that given Marxist dogma, this policy is at least consistent. Marxism, after all, proclaims that individuals matter less than the unfolding and inflexible progression of history. If at any given moment an individual is out of step with the progression surely something is seriously wrong.

Enter the psychiatrist -- the word itself derived from the Greek roots "psyche," or soul, and "iatros," or doctor. A doctor of the soul in a system where individual will has little or no meaning has no higher duty than to get his patient back on the correct historical track, to cure him of his deviationism, so to speak.

Obviously we deplore the use of what is supposed to be one of the healing arts of medicine as an instrument of political control, concerned not with the health of the individual but with the interests of the government. But there is something even worse about Moscow's use of psychiatry as punishment.

It is the fact that this distortion of a medical discipline is utterly consistent with the ideology of the modern Communist state.

Anncr:

That was a VOA Editorial, reflecting the views of the U.S. Government.

LANE PUBLISHING CO.
SUNSET MAGAZINE - BOOKS - FILMS

L.W. LANE, JR.
Chairman of the Board
and
Publisher, Sunset Magazine

March 14, 1983

Mr. Michael K. Deaver
Assistant to the President and
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

I hope you received the attached Mailgram in Yosemite and/or a copy at your office. It conveys my sincere congratulations for your Presidential representation and leadership role in planning and hosting the Royal Couple's visit to the West Coast. It was a great honor for the Lane family and SUNSET to have helped with your mission, if only in a small way. The smooth adjustments to changes in plans and even tragedy reflected superb organization by yourself and all government and hospitality staffs.

The "Royal Western Tour" was a tremendous achievement for US/UK diplomacy that furthered our mutual political and economic goals (California sends more visitors to the UK than any State), and shared good old-fashioned Western hospitality and gratitude -- and all with our longest continuous and most dependable ally. The roots of our democratic values are in British soil. My appreciation again and thanks to you, the President and Mrs. Reagan, Cabinet members and other Presidential staffers involved. Good show.

Now, the not-so-good news. As I'm sure you are aware, a multi-business organization -- The Advertising Council -- has done a lot of good things for this country, the U.S. Government for some 40 years, and the Reagan Administration. It seems that we may have a sensitive situation with The White House that I am trying to keep in fair perspective with precedent and priority considerations, walking in your shoes. I hope you and any others will hear me out. Before I tackle the subject, Mike, I want to promise you I am equally motivated personally by my long and strong convictions to help President Reagan and the major goals of this Administration -- as well as just supporting the worthy effort of an organization that is helping our country and all of its people with a really amazing record of success in mass communication and persuasion. Being aware of your burdensome priorities, I would not come directly to you with the urgency of this letter if I didn't feel that my request met the test of tangible benefits to help critical short and long term public opinion and economic/military objectives of the Reagan Administration on specific Ad Council campaigns: Productivity, American Economic System, etc. The major benefactors, regardless of party, are all the people of our great country.

March 14, 1983

Over the years, and in these times, I feel one of the major reasons for its achievements is that the Ad Council is bi-partisan and represents the best of our precious (and vulnerable) free enterprise, democratic system of government. That can only benefit the Reagan Administration relationship with the Ad Council, whose members contribute their time, creative talent, and corporate assets to support Ad Council campaigns.

There are some fringe benefits: For one, Larry Speakes is guaranteed a "Positive Press"! Air Force One can stay in its hangar, most of the White House heirarchy and advance travel planning staff can tend to other priorities, and an Ad Council "engagement" is an inexpensive date with almost no expense to taxpayers. The Council pays for all add-on costs. Needless to add, however, I appreciate some staff time and requirements for security checking, etc.

If I have to pick one of your hats, Mike -- I guess this matter logically falls within your new Chairmanship of The White House Committee on Private Sector Initiatives. Because Charles Wick has been recently involved with a pet project of the President's that I have given strong support for -- the AFS International Student Interculture Exchange Program -- I am sharing a copy of this letter with him.

Also, we have had excellent liaison between Karna Small at The White House and the Ad Council's Washington V.P., Collingwood Harris -- but no firm commitments yet for this year's Conference, May 11 and 12. Time is getting very critical for our planning -- but more importantly, we all realize, for favorable decisions from The White House.

The situation in apparent limbo is with the 39th Annual Washington Conference of The Advertising Council, May 11 and 12. As you may be aware, its historic role as a business partner with government goes back to WWII -- and a direct Presidential/White House participation with almost a perfect record over that 40-year history with the President, Vice President, or as of last year, for the first time, the First Lady. The Ad Council has become one of our nation's prime examples of the synergistic rewards of business helping government -- or, as we express it today "cooperation from Private Sector Initiative." Don Belding, my Dad, and a few other Westerners helped give the concept its initial thrust early on in the War to help Uncle Sam "sell" Volunteer Military Recruiting, Savings Bonds, Support the USO, etc., to the American people -- when 2nd Lieut. Ronald Reagan was in U.S. Cavalry Reserve. In brief, beginning in 1942, the Ad Council was a pioneer in the world of multi-industry/communication crusades to support and be a partner in every way possible with U.S. Government programs, with every administration beginning with Franklin Roosevelt through the first two years of President Reagan -- and we want to make the 3rd and 4th (and, hopefully, more!).

As a pioneer in Ad Council history, and one of its strongest supporters, Charles E. Wilson, head of General Electric (a good Republican, who served two Presidents in WWII and during the Korean War), stated:

"Through The Advertising Council, American business supports more causes, solves more problems, and serves more people than is possible through any other single institution."

March 14, 1983

That statement is even truer today. Think of it this way when considering precedent and priority: If The Ad Council did not exist, and a magic wand would create it over-night, Faith Whittlesey, Dave Gergen, and their groups would jump through hoops to be as close and stay as close to the organization as possible for political reasons alone, aside from the obvious public service benefits for the country. Few if any private sector groups have such a long record, involving as many major corporations and all major media, to be a partner with the U.S. Government to help the incumbent administration and all the citizens of this country.

I think it is a safe statement to say that the Ad Council has more credibility and is less controversial than virtually any multi-business organization of its kind that has a direct partnership relation with official government agencies.

Understandably, with the record of "White House Participation" for the Ad Council Annual Washington Conference virtually uninterrupted for all those 40 years, the Council is deeply concerned that we are still out on a limb for the forthcoming 39th Annual Washington Conference, May 11-12, 1983, with regard to two aspects of traditional involvement. That concern is even more acute with Ad Council officers, like myself, who are long and strong supporters of President Reagan and his Administration goals -- in spite of the Council's bi-partisan role. Please understand, I and all of us are very appreciative of both the President and Mrs. Reagan and their staff members for many cooperative efforts. I was proud to help greet and sit next to Mrs. Reagan at the State Department luncheon last year. But, with all due respect to others who are excellent representatives, the Annual Washington Conference is the heart of many thousands of hours of voluntary human efforts that work around the clock throughout the year -- and the President's personal flesh 'n blood blessing and support is the best adrenaline that makes the heart pump faster and with more determination for the coming year. And, especially with President Reagan and his communication ability, the personal touch is synergistic.

In these times it is worth repeating, I feel, that the press has traditionally been very kind to the Ad Council, its objectives -- and, very important to remember, those individuals who help make it so effective (Jim McIlhenny, President of USMWR is this year's Chairman of our Washington Conference). A solid proof of that fact is a lovely lady who lives up stairs over your office. The attached small group of clippings of Nancy Reagan is only a tip of the iceberg of an extensive, favorable national press she received from participating in the Drug Abuse Campaign, Foster Grandparents, and Smokey the Bear, etc. I am sure Shiela Tate will recall a meeting with the Ad Council officials where that subject, as a wish of The White House, was specifically discussed. And it was a great honor for the Ad Council to help her deserved good image as she also furthered the Drug Abuse Campaign and several worthy Ad Council causes. The President himself has certainly been cast in a very positive role in his Ad Council statements, press releases, and television/radio spots. In brief, the Ad Council is almost a guarantee of "accentuating the positive" with the American press -- both in donated advertising (nearly \$1,000,000,000 in 1982) as well as editorial coverage. David Gergen should regard it is a

March 14, 1983

no-cost, volunteer, unofficial ad hoc White House communication organization -- and, I promise you, the "Reagan Administration/Ad Council Connection" can be even more mutually beneficial in the next two years.

Here are the two traditional "involvements" that the Ad Council has had with The White House for most of its 40-year history -- which I would like to think any Administration should regard as a very unique "opportunity" rather than a "responsibility."

1. A letter of invitation from a staff member attached to The White House. Don't be shy -- let it tell a strong Reagan "message" related to mutual Administration/Ad Council concerns, and you sign it, if you wish. It is a real communication opportunity to communicate on a positive subject with senior business and media leaders from all over the country. And, seriously, if you would sign the letter, it would be great -- you've had some worthy senior staff predecessors as the record shows, Republican and Democratic. But, any appropriate White House staff representative will be fine.
2. The President's brief and informal personal comments at The White House, OEOB, State, Red Cross, hotel, or whatever is best for you. His "on stage" voice and eye-to-eye contact is truly magic to inspire minds and influence support. Brief, 10 to 20 minutes, or so. I was reminded of that basic fact at the Commonwealth Club in San Francisco dealing with very controversial subjects. You know that far better than I do. Keep in mind that the Ad Council group and the positive "help America" environment of our Conference is made up of highly influential people, is non-controversial, bi-partisan, high regard on the Hill, patriotic, and 100% the product of "Private Sector Initiative." From your point of view, there is minimal advance preparation, brief "on stage" commitment, opportunity to drive home a message to what I'd guess is a very pro-Reagan captive audience. And, no question period required! In many ways, this Ad Council gathering of just the members of communication/media firms is a picnic compared to any White House Press Conference, as well as some other important White House meetings of business leaders that are often more controversial rather than conciliatory.

If the President is absolutely out, Vice President Bush is fine -- and the First Lady certainly did a beautiful job last year at the State Department luncheon -- but, wherever: White House reception on either May 11 or 12, Rose Garden (a great visit there with President Johnson), OEOB, hotel, etc., is fine. In brief, "Any place, any time." As you know, the Congressional Senate-House Dinner is Thursday, May 12 -- and many of us from the Ad Council will be attending.

The Ad Council is truly Mother, God, and Country in relating with mass communication to meet many needs and goals of an incumbent Administration. Compared to the tumultuous world you're living in, a meeting with the Ad Council is about like having a peaceful, friendly week at Yosemite or the Bohemian Grove, or even the more arduous demands of an RV Trek -- with no

March 11, 1983

press to worry about, no security, no phone calls, no meetings, or even briefing files to lug around on a vacation.

Another nice thing about the Ad Council Washington Conference is that it is co-ed with a number of women executives as well as a great many husbands and wives. I think some of the best impressions made by a President has been when his First Lady attended while he made his comments -- and that would be particularly appropriate for this President because both he and his wife are participants in Ad Council campaigns.

If the two requests can be firmed up, I will promise you my personal (and Ad Council directors and staff) commitment to maximize the attendance from the very top level senior executives over and above the normally VIP registration.

I have assembled five sets of attachments that you and/or your staff can review to evaluate information for your convenience and quick reference by subject. The sets of information are separated as follows:

1. The 40-year history of "White House Participation" at the Annual Washington Conference personally by the President, representative members of his Cabinet, and other senior members of his Administration.
2. The history of "letters of Invitation" from The White House for the Annual "Washington Conference" of the Ad Council (formerly "White House Conferences"), from Elmer Davis in 1944, to John Steelman in 1949, to Sherman Adams in 1958, to McGeorge Bundy in 1963, to Lou Gerig in 1981, and James S. Rosebush in 1982.
3. Examples of "Involvement by President and Mrs. Reagan" in several Ad Council projects -- which are greatly appreciated.
4. 1983 Ad Council Public Service Campaigns, mostly with direct support from Cabinet officers and other departments of the Reagan Administration and/or White House involvement.
5. 1980-81 Ad Council "Report to the American People" featuring Nancy Reagan and Foster Grandparent Program, Congressional Record Statement by Senator Percy, Jan-Feb 1983, Bulletin featuring Secretary Regan on Savings Bonds Campaign.

Wearing your many Administration hats, Mike, I feel these facts help separate the Ad Council from most organizations in establishing priority -- as you do for many other groups, travel trips, personal Presidential letters and calls, etc.:

1. Approximately 400 of the Fortune 1000 companies support the Ad Council, largely in the consumer field, although Bechtel, for instance, is a good member. Our Industries Advisory Committee includes 46 chief executive officers of those companies. For many of the top VIP's the Washington Conference is the main torch for support and the White House/President involvement is the match that fuels the flame. No question about that fact.

Mr. Michael K. Deaver

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March 14, 1983

And, in 1983, that combination of Ad Council "Private Sector Initiative" resulted in nearly \$1,000,000,000 (yes, nearly one billion dollars) of donated magazine, poster, newspaper print space, TV and radio air time, and agency and other services for U.S. Government-endorsed and other public service campaigns. For example, SUNSET Magazine has guaranteed a full page in every issue for many years.

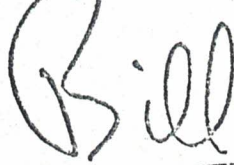
2. In the media category, we have representation that embraces:

- a. 1674 daily newspapers, 7684 weeklies plus an additional 2500 college newspapers, Spanish language newspapers, etc.
- b. Our TV constituency includes the major networks (ABC, CBS, and NBC) and over 7000 individual commercial TV stations including 118 Spanish language stations, along with several hundred public broadcasting stations.
- c. In radio, we encompass approximately 6000 stations and, of course, the four networks -- CBS, ABC, NBC, and Mutual.
- d. In the consumer magazine area, we have 888 publications, 2949 in the business press category; and 3324 company publications. SUNSET Magazine was a Founder Member.
- e. In Outdoor, there are 275 members of the Outdoor Advertising Association that support our effort.
- f. In transit advertising, we have 251 companies, which give us coverage in subways, buses, railroads, airports, etc.

I, and all of the officials of the Ad Council, would greatly appreciate your help -- and, very honored if it is possible for you to personally participate in signing The White House letter and/or speaking or attending one of the functions at our 39th Annual Washington Conference.

Thank you for your time. And, again, a great job on the Queen's visit.

Very sincerely,



LWLJr/kh

Enclosures

cc: Mr. Charles Z. Wick
Ms. Karna Small



*Sturley
acts director*

February 25, 1983

Dear Mike:

I appreciated breakfast Tuesday morning. Thanks for the time. I like your improvement on my slogan "America Needs a Second Term President."

On the interns, we are trying to process applications from all over the country by March 15. As soon as you can, please send me the resume or resumes in an envelope marked personal. We will then contact the individuals and arrange for them to complete the necessary papers for clearances and temporary employment. I think the USIA intern program is a marvelous experience for the right people, and it can even give them some direction for their careers.

Thanks again on the continuation of the President and Mrs. Reagan as honorary co-chairmen of the Laymen's National Bible Committee. This is the committee that sponsors National Bible Week during Thanksgiving, for which millions of dollars of ads are placed free in leading magazines, urging people to "read your bible," in the broadest ecumenical sense. It is a very nice gesture for the President and Mrs. Reagan to continue as an honorary co-chairmen.

I would be interested in what you find out about my thoughts on campaign television advertising in 1983, during the heavy campaign period in the United States for local elections. We could use television to tell the story of the President's accomplishments.

I didn't get time to tell you, but the President's speech we satellited got wide distribution by the European Broadcasting Union. We also put it up on satellites to the Middle East, Latin America, and the Far East.

Warm regards.

Sincerely,

A handwritten signature in dark ink, appearing to read "Gil".

Gilbert A. Robinson
Deputy Director

The Honorable
Michael K. Deaver
Deputy Chief of Staff
and Assistant to the President
The White House

**United States
Information
Agency**

Washington, D.C. 20547

Office of the Director



February 24, 1983

Dear Shirley:

Horst Denk, a member of the Presidential Commission for the German-American Tricentennial, and a leading German-American from New York, has asked that we secure the President's autograph on the enclosed picture.

The picture would go to Otto and Susan Kaletsch. Mr. Kaletsch is head of the German Forum in New York and is conducting programs important to the Tricentennial celebrations of German immigration. He gave the horse "Tiger Murphy" shown in the enclosed photograph to the Park Service. This photograph was taken of the President mounted on "Tiger Murphy." Horst Denk notes that the President has ridden this beautiful horse several times.

As Horst Denk indicates in his enclosed letter (see Tab A), it would be a priceless memento for Mr. and Mrs. Kaletsch if the President would sign this picture.

Thank you very much for your help in this matter.

Best regards.

Sincerely,

Robert L. Earle
Executive Assistant
to the Director

Ms. Shirley Moore
Staff Assistant
Office of the Deputy
Chief of Staff
The White House

*Sent to calligrapher
2-25-83
Sent to Pat
in Gharbi
office
2-25-83*



DENK

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HORST G. DENK
CHAIRMAN

February 23, 1983

Mr. Charles Wick, Director
U.S. Information Agency
750 Pennsylvania Avenue, N. W.
Room 700
Washington, D. C. 20547

Dear Charles:

Just left a very exciting meeting with the senior representatives of all the German groups in New York, and they have now decided on having their major Tricentennial event on October 13 here at Carnegie Hall with the Bamberg Symphony Orchestra honoring the German President, Karl Carstens.

It turns out that Otto Kaletsch, whom I have known for many years and who is the President of the German Forum (the German umbrella organization), has just given a horse to the U.S. Park Police, and this very horse called "Tiger Murphy" has been ridden by the President on a number of occasions. Some of the attached correspondence will show the background on this donation.

The U.S. Park Police has sent Mr. Kaletsch the enclosed color photograph with the President riding "Tiger Murphy," and it would be tremendously important if you could get President Reagan to autograph this picture for Mr. and Mrs. Kaletsch as it would mean a priceless trophy for them, particularly in light of his involvement with the Tricentennial events.

I know I can count on you to help get this done. It would be great if we could give Otto Kaletsch this picture during next week's Book Fair ceremonies.

Thank you very much.

Sincerely yours,

HGD:pmz

cc: Mr. Richard V. Allen

OTTO A. KALETSCH 620 fifth avenue new york, n.y. 10020

PHONE: (212) 582-7470
CABLE: PANTAPLAN
TELEX: 234437

February 22, 1983

Mr. Horst Denk
President
Denk Baking Corporation
495 Flatbush Avenue
Brooklyn, NY 11225

Dear Horst:

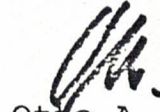
I have likewise enjoyed our meeting and I have a feeling, considering so many common interests, that we will stay in better contact for the next ten years with or without Tricentennial.

Attached is the official White House photo (the one and only copy), and I am also attaching a few copies in connection with the donation of Tiger Murphy to the U.S. Park Police, including a Washington Post clipping where he is mentioned.

It would, of course, be a priceless trophy if we get an autograph from President Reagan in this connection.

Looking forward to seeing you soon, and best regards.

Sincerely,



Otto A. Kaletsch

OAK:rr



United States Department of the Interior

NATIONAL PARK SERVICE

HEADQUARTERS, UNITED STATES PARK POLICE

1100 OHIO DRIVE, S. W.
WASHINGTON, D. C. 20242

IN REPLY REFER TO:

June 29, 1982

S14 (NCR-PPOD)

Ms. Susan Kaletsch
Sharon Road
West New Cornwall, Connecticut 06796

Dear Ms. Kaletsch:

We have evaluated the Bay Thoroughbred "Tiger Murphy" and are pleased to inform you that we officially accepted him on June 22, 1982.

Officer Ralph Pfister worked with "Tiger Murphy" during his evaluation period and was very pleased with him. The horse has obviously been well schooled and is presently being trained for our Presidential security detail.

Thank you for the donation of this fine horse to the United States Park Police.

Sincerely,

Hugh A. Groves
Acting Chief of Police

The Washington Post

Higher in Areas Approximately 75 Miles
From District of Columbia (See Box on A2)

SATURDAY, DECEMBER 18, 1982

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The Washington Post

SATURDAY, DECEMBER 18, 1982

While Congress worked on stop-gap legislation to provide money to keep federal government facilities open, President Reagan went horseback riding yesterday at a Park Police training center in Rock Creek Park. Was Friday the last chance for a ride before the center closes for lack of money?

Not so, said Park Service spokesman George Kyle, adding that the training center "is considered to be an essential operation."

The president has threatened to veto the appropriations measure if it contains spending for public works jobs, raising the possibility

that nonessential government operations would be shut down.

During the 30-minute ride Reagan took Tiger Murphy, a black thoroughbred, through figure eights, sidestepping and backstepping.

Mr. Hugh A. Groves
Acting Chief of Police
United States Department
of the Interior
National Park Service
Headquarters
United States Park Police
1100 Ohio Drive, S.W.
Washington, D.C. 20242

July 6, 1982

Subject: "Tiger Murphy"
Your Ref. S14 (NCR-PPOD)

Dear Mr. Groves:

I have received your letter of June 29 with your acceptance of our Bay Thoroughbred "Tiger Murphy" as a donation to the United States Park Police. I have noted with great pleasure and a little bit of pride that Tiger Murphy has so well passed your evaluation period. Sergeant Ayres may have told you that I bought Tiger Murphy when he was a little over three years old and I have worked with him and trained him over five years mainly in dressage riding.

We very much miss his most original character and unusual intelligence around our barn and paddocks; I very much hope that the officer to whom Tiger will finally be assigned will appreciate him as much as we did and take good care of him.

Enclosed I am sending you for your files - as we promised to Sergeant Ayres - the official original paper of Tiger Murphy which I have duly endorsed to the United States Park Police.

My husband comes relatively frequently to Washington, and I may also come for a visit in which case we will contact you to see our old friend and to see how he is doing in the Presidential security detail.

Sincerely,



encl.

**United States
Information
Agency**

Washington, D.C. 20547

Director



USIA

February 22, 1983

Dear Mike:

Last October the President asked me to put together our country's celebration of the Tricentennial of German immigration to the United States. We started at least a year too late and are at a point where I need some help from you.

We formed the Presidential Commission for the German-American Tricentennial on which I serve as the President's personal representative. Dick Allen is the Chairman. A Congressional resolution passed at the close of the lame duck session designated 1983 as the "Tricentennial Anniversary Year of German Settlement in America." The Joint Resolution expanded the Presidential Commission to forty members, ten to be appointed upon the recommendation of the Speaker of the House, ten upon the recommendation of the President pro tem of the Senate, and the remaining 20 to be named by the Administration.

Because there is no government funding for the Tricentennial, we need to develop interest and financial support in the private sector. This will take a tremendous amount of money which is hard to come by. Therefore, in addition to the Presidential Commission, we have formed a Foundation, headed by Bob Evans, to raise the money. A list of the other members is enclosed.

On March 4, we are unveiling with Postmaster General Bolger a special Tricentennial stamp which will be matched by a Tricentennial stamp on the German side.

To rally the kind of heavy hitters we need, we want to give them the motivation of being involved in a dinner either in Philadelphia or Washington with President Carstens and, hopefully, with President Reagan. Similarly, we are organizing a dinner in Krefeld, West Germany to coincide with the Vice President's trip there on or about June 25.

The Honorable
Michael K. Deaver
Assistant to the President
The White House
Washington, D.C.

Dear Mike
Since dictating
This, I just discussed this w/
you at the West don (445 PM)
I understand re only one
Dinner - AT MANY STATE
the STATE, it
at all, it
be allocated
TO THIS
TRICENTENNIAL
GROUP.
Thax.

I suggest that Dick Allen, Chuck Tyson, myself, and possibly Bill Clark, meet with you this week to discuss, among other things, hosting the dinner for President Carstens when he visits here in October.

We have to settle on what degree the President will or can participate. Of course, you recognize that we are operating on the level of the creme de la creme of the German government and private sector, as well as our own.

I know you will understand when I say that I do not have the time to nurse this along. The Tricentennial needs a powerful incentive which could be accomplished with the dinners here and in Krefeld. We want to present opportunities for appropriate private sector leaders to attend these events and to build their enthusiasm for the Tricentennial.

Enclosed is some material to update you on the status of the Commission.

I want to be sure that this works for the President and would appreciate some time with you this week.

Warm regards.

Sincerely,

Charles Z. Wick

LIST OF PROPOSED TRUSTEES - GERMAN-AMERICAN TRICENTENNIAL FOUNDATION

- 1) Robert B. Evans
200 Renaissance Center
Suite 3048
Detroit, Michigan 48243
313-259-5575
- 2) Frederick K. Biebel, Deputy Chairman
Republican National Committee
310 First Street Southeast
Washington, D. C. 20003
202-484-7590
- 3) Max M. Fisher
2210 Fisher Building
Detroit, Michigan 48202
313-871-8000
- 4) Dr. Edwin J. Fuelner, Jr., President
Heritage Foundation
513 C Street, N. W.
Washington, D. C.
202-546-4400
- 5) Dr. Richard Leshner, Chairman
Chamber of Commerce of U.S.A.
1615 H Street, N. W.
Washington, D. C.
202-659-6000
- 6) Roger B. Smith, Chairman
General Motors Corporation
General Motors Building
Detroit, Michigan 48202
313-556-3562
- 7) Philip Caldwell, Chairman
Ford Motor Company
The American Road
Dearborn, Michigan 48121
313-322-2342
- 8) Ruth Buchanan (Mrs. Wiley T.)
4220 Nebraska, N. W.
Washington, D. C. 20016
202-362-1982
- 9) Richard V. Allen
905 Sixteenth Street, N. W.
Washington, D. C. 20006
202-737-2824

LIST OF PROPOSED TRUSTEES - GERMAN-AMERICAN TRICENTENNIAL FOUNDATION

- 10) Horst G. Denk
563 Park Avenue, Apt. 7E
New York, New York 10021
212-462-7900
- 11) Fred F. Fielding
Counsel to the President
The White House
Washington, D. C.
202-456-1414
- 12) Frank Fahrenkopf, Chairman
Republican National Committee
310 First Street Southeast
Washington, D. C. 20003
202-484-6700
- 13) Robert D. Stuart, Jr., Chairman
The Quaker Oats Company
Merchandise Mart Plaza
Chicago, Illinois 60654
312-222-7450
- 14) Andrew G. C. Sage II
Lehman Brothers Kuhn Loeb Inc.
55 Water Street
New York, New York 10041
212-558-1882

**United States
Information
Agency**

Washington, D.C. 20547

Director



Called Pat
Said "no"
2-15-83
Jm

February 15, 1983

Dear Mike:

I have just received a cable from our Embassy in Bonn which says that German television is interested in doing a documentary depicting one week in the life of the Reagans at the White House.

According to the cable, the origin of the idea was the dinner that the President gave for Chancellor Helmut Kohl last November in the family quarters at the White House. (A copy of the cable is attached.)

Our Embassy reports that State Secretary Berndt von Staden may propose the idea of such a documentary when I meet with him tomorrow and Thursday, February 16 and 17.

I think it is an excellent idea. Conceivably, it could be very helpful to the German elections scheduled for March 6. In addition, it would be an excellent follow-on to the Vice President's recent visit to West Germany.

What do you think? I look forward to your response.

Best regards.

Sincerely,

Charles Z. Wick
Director

The Honorable
Michael K. Deaver
Deputy Chief of Staff
The White House

UNITED STATES
INFORMATION AGENCY

TELEGRAM

PAGE 01

018267 ICA879
14/1324Z

ACTION OFFICE BTA-04
INFO TCO-01 DSO-02 DIS-01 EU-03 BTVF-02 BTD-08 B-01 D-03
/025 A3 1

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FM AMEMBASSY BONN
TO RUEHIA/USIA WASHDC IMMEDIATE 4109
INFO RUEHC/SECSTATE WASHDC 4727
BT

~~LIMITED OFFICIAL USE BONN 03776~~ 9/12/11 KDB

USIS

USIA FOR D-DIRECTOR WICK, EU-BALDYGA/GILDEA/OLASEN,
B/TVF; SECSTATE FOR EUR/P, EUR/CE

E. O. 12356: N/A
SUBJECT: TV DOCUMENTARY ON REAGANS IN WHITE HOUSE
REFERENCE: BONN 2160

1. ONE IDEA THAT STATE SECRETARY BERNDT VON STADEN MAY PROPOSE TO THE DIRECTOR DURING THEIR TALKS THIS WEEK IS A TV DOCUMENTARY DEPICTING ONE WEEK IN THE REAGANS' LIFE IN THE WHITE HOUSE TO BE SHOWN ON GERMAN TV. THE PURPOSE OF SUCH A DOCUMENTARY WOULD BE TO ENHANCE THE PRESTIGE, PERSONALITIES, AND THE HUMANESS OF THE REAGANS AMONG GERMAN AUDIENCES.
2. THE ORIGIN OF THE IDEA IS THE DINNER THAT THE PRESIDENT GAVE FOR CHANCELLOR HELMUT KOHL LAST NOVEMBER IN HIS PRIVATE QUARTERS AT THE WHITE HOUSE (WHICH THE DIRECTOR ATTENDED). THE GERMAN GUESTS WERE CHARMED BY THE INTIMACY AND THE QUIET ELEGANCE OF THE EVENING. ONE OF THE GUESTS WAS SYLVIA STOLZE, WIFE OF DIETER STOLZE, THE CHANCELLOR'S PRESS SPOKESMAN. SHE IS A TV DOCUMENTARY PRODUCER WHO RECENTLY ATTRACTED FAVORABLE CRITICAL ATTENTION WITH A THREE-PART DOCU-DRAMA MINI-SERIES, TELECAST BY ZDF (SECOND GERMAN TV NETWORK) ON THE EFFECT OF THE NAZI ACCESSION TO POWER ON A PROMINENT JEWISH FAMILY.
3. MRS. STOLZE WAS SO IMPRESSED BOTH WITH THE WARMTH AND THE PERSONALITY OF MR. AND MRS. REAGAN THAT SHE PROPOSED TO VON STADEN MAKING A DOCUMENTARY ON THE LIFE OF THE REAGAN FAMILY IN THE WHITE HOUSE TO BE TELECAST NATIONWIDE BY ZDF.
4. WE SUPPORT THIS IDEA AND WOULD ENCOURAGE THE DIRECTOR ALSO TO ENDORSE IT IF HE FEELS IN A POSITION TO DO SO. WE BELIEVE THAT SUCH A PROGRAM, MADE BY A GERMAN FOR A GERMAN AUDIENCE WOULD DO MUCH TO PROJECT A HIGHLY FAVORABLE IMAGE OF MR. REAGAN AS PRESIDENT AND AS AN INDIVIDUAL. (FOR OBVIOUS REASONS, HAVING A GERMAN PROPOSE AND IMPLEMENT THE IDEA IS MUCH BETTER THAN IF WE WERE TO MAKE THE FILM AND THEN TRY TO SELL IT TO THE GERMAN TV NETWORK).
5. IF VON STADEN WERE NOT TO MENTION THE PROPOSAL DURING HIS CONVERSATION WITH THE DIRECTOR AND IF MR. WICK THOUGHT WELL OF THE IDEA, WE WOULD SUGGEST THAT HE MENTION IT AS SOMETHING HE HAD HEARD ABOUT FROM US AND THAT HE WOULD BE PLEASED TO ASSIST IN GETTING THE PROGRAM REALIZED. TUCH
BT
#3776