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WITHDRAWAL SHEET

Ronald Reagan Library

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
letter case (237944CU)			
1. memo	From Fred F. Fielding to Mark Weinberg; re: Proposed press release re. President's Signature Edition Character Jugs (draft)	7/16/84	B5
2. memo	From Sherrie M. Cooksey to Fred F. Fielding; re: Proposed press release re President's Signature Edition Character Jugs	7/16/84	B5 MJD 11/10/01
COLLECTION: WHORM: Subject File			cas
FILE LOCATION: PR 014-09 (237363 - 238399)			6/1/92

RESTRICTION CODES

- | | |
|--|---|
| <ul style="list-style-type: none"> A. National security classified information. 3. Presidential Records Act <ul style="list-style-type: none"> B1. Release would violate a Federal statute. B2. Release would disclose trade secrets or confidential commercial or financial information. B3. Release would constitute a clearly unwarranted invasion of personal privacy. B4. Relating to appointment to Federal office. B5. Release would disclose confidential advice between the President and his advisors, or between such advisors. | <ul style="list-style-type: none"> B6. Release could disclose internal personnel rules and practices of an agency. B7. Release would disclose information compiled for law enforcement purposes. B8. Release would disclose information concerning the regulation of financial institutions. B9. Release would disclose geological or geophysical information concerning wells. C. Closed in accordance with restrictions contained in donor's deed of gift. |
|--|---|

WITHDRAWAL SHEET

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|---|--|

MEMORANDUM

NATIONAL SECURITY COUNCIL

237363 cw
JV PR014-09
5582 Add-on

July 28, 1984

MEMORANDUM FOR SHERRIE M. COOKSEY

FROM: ROBERT M. KIMMITT *Bob*

SUBJECT: Release of President's Remarks

NSC has no objection to the release for public use of the President's remarks which were included in the Overseas Private Investment Corporation's "Telemission" broadcast of April 15, 1982.


MEMORANDUM

NATIONAL SECURITY COUNCIL

July 27, 1984

ACTION

MEMORANDUM FOR ROBERT M. KIMMITT

FROM: GEOFFREY KEMP 

SIGNED

SUBJECT: Release of President's Remarks

Recommendation

That you sign the memorandum to Sherrie Cooksey at Tab I stating that NSC has no objection to the release for public use of the President's remarks which were included in the Overseas Private Investment Corporation's "Telemission" broadcast of April 15, 1982.

Approve K

Disapprove _____

Attachments

- Tab I Memorandum to Sherrie M. Cooksey
- Tab A Incoming correspondence

National Security Council
The White House

JF

System # I

RECEIVED

Package # 5582 add on

84 JUL 27 P 5: 55

1273

	SEQUENCE TO	HAS SEEN	DISPOSITION
Paul Thompson	<u>1</u>	<u>[initials]</u>	
Bob Kimmitt	<u>2</u>	<u>K</u>	
John Poindexter			
Tom Shull			
Wilma Hall			
Bud McFarlane			
Bob Kimmitt			
NSC Secretariat	<u>3</u>		<u>D</u>
Situation Room			

I = Information A = Action R = Retain D = Dispatch N = No further Action

cc: VP Meese Baker Deaver Other _____

COMMENTS Should be seen by: _____
(Date/Time)

84 JUL 27 P 5: 55



United States Department of State

Washington, D.C. 20520

558
Add-on

84 JUL 24 P11: 12

UNCLASSIFIED

WHITE HOUSE
SITUATION ROOM

July 24, 1984

MEMORANDUM FOR MR. ROBERT C. MCFARLANE
THE WHITE HOUSE

SUBJECT: Release of President's Remarks

The Department has no objection to the release for public use of the President's remarks which were included in the Overseas Private Investment Corporation's "Telemission" broadcast of April 15, 1982.

Covey

Charles Hill
Executive Secretary

UNCLASSIFIED

THE WHITE HOUSE
WASHINGTON

7/19/84

Charlie Hall:

May we please have your
| comments on the attached
request? Please advise
by 7/23.

Thank you.

Bob Kinnitt

Permalife
25% cotton content

THE WHITE HOUSE
WASHINGTON

July 19, 1984

TO: Robert Kimmitt
Deputy Assistant to the President
for National Security Affairs
FROM: **Sherrie M. Cooksey**
Associate Counsel
to the President

- FYI
- COMMENT
- ACTION

As we discussed, please advise whether
this is something we should approve from a
foreign relations standpoint.

Thank you.

WASHFAX RECEIPT

THE WHITE HOUSE



MESSAGE NO. 383 CLASSIFICATION Unclass PAGES 5
FROM Bob Kimmitt 456 2224 WH
(NAME) (EXTENSION) (ROOM NUMBER)

MESSAGE DESCRIPTION Use of Presidential Tape

<u>TO (AGENCY)</u>	<u>DELIVER TO:</u>	<u>DEPT/ROOM NO.</u>	<u>EXTENSION</u>
<u>State</u>	<u>C Hill</u>		

REMARKS 5582

THE WHITE HOUSE
WASHINGTON

SMC-Drew

June 14, 1984

237363 *a*

MEMORANDUM FOR LEGAL COUNSEL

FROM

ANN BRACKBILL *AB*
Office of Media Relations

SUBJECT

Attached Request for Release of Presidential Tape

On April 15, 1982 the President did a taped message for the Overseas Private Investment Corporation "Telemission" broadcast between Cairo and five U.S. cities.

OPIC has given Mr. James W. Harff, The Susan Davis Companies, permission to use all segments of the tape except for the Presidential message. Hence, they were directed to write to our office seeking permission.

The request is to use the message as part of a VTR program they are producing for their clients, the Government of Egypt and the Egypt-U.S. Business Council. It is to be used as a public relations/promotional tool aimed at attracting U.S. investment in Egypt.

If permission from the White House is indeed needed, I have been advised that it would have to come from your office. The attached correspondence should answer any questions you might have. Please let me know if you need any additional information.

Thank you.

May 23, 1984

Ms. Merrie Spaeth
Special Assistant to the President
Director of Media Relations
The White House
Washington, DC 20500

Dear Merrie:

Last September we wrote to Mark Goode with regard to securing permission to use a message the President taped for the Overseas Private Investment Corporation "Telemission" broadcast between Cairo and five U.S. cities on April 15, 1982.

Enclosed is a copy of my letter to Mr. Goode as well as a transcript of what the President said in the taped message. We are in the process of preparing an updated version of the tape for use on behalf of our client, the Government of Egypt, and the Egypt-U.S. Business Council.

Enclosed is a copy of a letter from William A. Delphos, Vice President, Operations, of OPIC which grants permission to use all segments other than the President's.

The Egypt-U.S. Business Council would appreciate receiving written permission to use the President's message in the revised tape. If you have any questions or need further information, please contact me. Many thanks for your cooperation.

Best regards,



James W. Harff
Vice President

JWH:cmw

Enclosures

cc: J. Philip Hinson

September 26, 1983

Mr. Mark Goode
Media Coordinator
The White House
OEOB Room 164
Washington, D.C. 20500

Dear Mr. Goode:

Purpose of this letter is to request permission to use a brief taped message recorded by President Reagan for use in the Overseas Private Investment Corporation/ Egypt-U.S. Business Council "Telemission", broadcast between Cairo and five U.S. cities on April 15, 1983. ¹⁹⁸²

You will note from the enclosed copy of a letter from William A. Delphos, Vice president, Operations, of OPIC that we, on behalf of our client, the Government of Egypt, and the Egypt-U.S. Business Council, have received permission to use other segments of the two-hour broadcast in a VTR program we are producing for use before U.S. organizations that have a potential interest in investing in Egypt.

The President's remarks were taped and came at the conclusion of the Telemission program. The general thrust of his comments was encouragement of the investment program.

Many thanks for your consideration of our request; if have any questions or need further information, please contact me.

Best regards,

James W. Harff
Vice President

Enclosure

Transcript Of Taped Message By President Reagan,
Used In The OPIC/Egypt-U.S. Business Council "Telemission"
Broadcast Between Cairo and Five U.S. Cities on April 15, 1982

In my recent discussions with President Mubarak, he discussed the economic tasks. Let me say I firmly support President Mubarak's efforts to develop the private sector in an effort to provide a better life for the Egyptian people. President Mubarak's discussions with senior American business executives have been highly impressive. He's a leader who understands the contribution the American business community can make to the Egyptian development goals. Indeed this effort complements the efforts of the Government of Egypt and our own efforts to assist that great and ancient land. The Egyptian government also realizes the importance of creating an environment which encourages investment and thus spurs development. The ongoing dialogue on economic policy in Egypt contributes to achieving that environment, as do clear, consistent investment-related laws and regulations. My own administration already has taken many steps to make investment decisions easier. The OPIC plays a major role in our effort to encourage U.S. business investment involvement in the development of emerging countries around the world.



Mr. Jim Harff
Vice President
Susan Davis & Associates
1731 Connecticut Avenue, N.W.
Washington, D.C. 20009

Dear Mr. Harff:

Thank you for your letter of July 26, 1983 requesting permission to use certain segments of OPIC's Egyptian Telemission videotape. We are glad to give you permission to use the Mubarek address, the OPIC introduction and prepared segments, and Ambassador Ghorbal's message (the items numbered (1)(2) and (4) in your letter). Unfortunately we are not in a position to assist you regarding use of President Reagan's message. OPIC has no control over the rebroadcast of the President's speeches. Do not hesitate to let me know, if we can be of further assistance.

Sincerely yours,

William A. Delphos
Vice President, Operations

RECEIVED 20 JUL 84 16

TO HILL, C

FROM KIMMITT

DOC DATE 19 JUL 84

KEYWORDS EGYPT

AP

SUBJECT: PRES TAPED MSG RE OVERSEAS PRIVATE INVESTMENT CORP TELEMISSION

ACTION: KIMMITT SGD MEMO

DUE:

STATUS C

FILES WH

FOR ACTION

FOR CONCURRENCE

FOR INFO

KEMP

TEICHER

COMMENTS

REF#

LOG

NSCIFID

(CB CB)

ACTION OFFICER (S)

ASSIGNED

ACTION REQUIRED

DUE

COPIES TO

	7/25	Rec'd state memo		
Kemp	S 7/25	prepare memo Kimmitt to Cooksey		
Kimmit	X 7/28	for sig		
	C JUL 28 1984	Kimmitt sgd		GK, HT

DISPATCH

✓ 27. 730

W/ATTCH

FILE WH

27

PR01409

JV

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

Name of Correspondent: Ann Brackbill

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

Subject: Request for release of Presidential tape for OPIC "Demission" broadcast between Cairo and 5 U.S. cities

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>84/06/18</u>		<u>C 84108102</u> JV
<u>WAT17</u>		R	<u>84/06/18</u>	<u>SML</u>	<u>A 84108102</u> JV
			<u> 1 / 1 / </u>		<u> 1 / 1 / </u>
			<u> 1 / 1 / </u>		<u> 1 / 1 / </u>
			<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: May 23 84 James H. Staff letter to Merril Spaeth attached

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.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 0 Individual Codes: 1110 _____

Prime Subject Code: PR01409 Secondary Subject Codes: PR011 FO00503
FG 221 PR01601
CO 045 AT 001

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence
 - n - 0 - Unknown
 - n - 1 - Ronald Wilson Reagan
 - n - 2 - Ronald Reagan
 - n - 3 - Ron
 - n - 4 - Dutch
 - n - 5 - Ron Reagan
 - n - 6 - Ronald
 - n - 7 - Ronnie

- CLn - First Lady's Correspondence
 - n - 0 - Unknown
 - n - 1 - Nancy Reagan
 - n - 2 - Nancy
 - n - 3 - Mrs. Ronald Reagan

- CBn - Presidential & First Lady's Correspondence
 - n - 1 - Ronald Reagan - Nancy Reagan
 - n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

August 2, 1984

MEMORANDUM FOR ANN BRACKBILL
OFFICE OF MEDIA RELATIONS

FROM: SHERRIE M. COOKSEY *SMC*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Release of President's Remarks

This will respond to your request for guidance whether the President's remarks in a "Telemission" broadcast of the Overseas Private Investment Corporation may be released to James W. Harff for use in a public relations program sponsored by the Government of Egypt and the U.S.-Egypt Business Council. Prior to stating our opinion on this proposal, we requested guidance from the National Security Council. NSC has advised that it has no objections to the release of this taped message and that the State Department is of the same opinion.

Accordingly, we have no legal objections to the release of these taped Presidential remarks to the requestor. As is the case in providing any tapes to non-Government entities, the requestor should be charged the appropriate amount for the reproduction of a taped version of this message.

THE WHITE HOUSE
WASHINGTON

SMC-Drew

June 14, 1984

237363 *u*

MEMORANDUM FOR LEGAL COUNSEL

FROM

ANN BRACKBILL *AB*
Office of Media Relations

SUBJECT

Attached Request for Release of Presidential Tape

On April 15, 1982 the President did a taped message for the Overseas Private Investment Corporation "Telemission" broadcast between Cairo and five U.S. cities.

OPIC has given Mr. James W. Harff, The Susan Davis Companies, permission to use all segments of the tape except for the Presidential message. Hence, they were directed to write to our office seeking permission.

The request is to use the message as part of a VTR program they are producing for their clients, the Government of Egypt and the Egypt-U.S. Business Council. It is to be used as a public relations/promotional tool aimed at attracting U.S. investment in Egypt.

If permission from the White House is indeed needed, I have been advised that it would have to come from your office. The attached correspondence should answer any questions you might have. Please let me know if you need any additional information.

Thank you.

May 23, 1984

Ms. Merrie Spaeth
Special Assistant to the President
Director of Media Relations
The White House
Washington, DC 20500

Dear Merrie:

Last September we wrote to Mark Goode with regard to securing permission to use a message the President taped for the Overseas Private Investment Corporation "Telemission" broadcast between Cairo and five U.S. cities on April 15, 1982.

Enclosed is a copy of my letter to Mr. Goode as well as a transcript of what the President said in the taped message. We are in the process of preparing an updated version of the tape for use on behalf of our client, the Government of Egypt, and the Egypt-U.S. Business Council.

Enclosed is a copy of a letter from William A. Delphos, Vice President, Operations, of OPIC which grants permission to use all segments other than the President's.

The Egypt-U.S. Business Council would appreciate receiving written permission to use the President's message in the revised tape. If you have any questions or need further information, please contact me. Many thanks for your cooperation.

Best regards,


James W. Harff
Vice President

JWH:cmw

Enclosures

cc: J. Philip Hinson

September 26, 1983

Mr. Mark Goode
Media Coordinator
The White House
OEOP Room 164
Washington, D.C. 20500

Dear Mr. Goode:

Purpose of this letter is to request permission to use a brief taped message recorded by President Reagan for use in the Overseas Private Investment Corporation/ Egypt-U.S. Business Council "Telemission", broadcast between Cairo and five U.S. cities on April 15, 1983. 1982

You will note from the enclosed copy of a letter from William A. Delphos, Vice president, Operations, of OPIC that we, on behalf of our client, the Government of Egypt, and the Egypt-U.S. Business Council, have received permission to use other segments of the two-hour broadcast in a VTR program we are producing for use before U.S. organizations that have a potential interest in investing in Egypt.

The President's remarks were taped and came at the conclusion of the Telemission program. The general thrust of his comments was encouragement of the investment program.

Many thanks for your consideration of our request; if have any questions or need further information, please contact me.

Best regards,

James W. Harff
Vice President

Enclosure

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Used In The OPIC/Egypt-U.S. Business Council "Telemission"
Broadcast Between Cairo and Five U.S. Cities on April 15, 1982

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OPIC

Overseas
Private
Investment
Corporation



1129 20th Street, N.W.
Washington, D.C. 20527
(202) 653-2920
Telex: 440227 OPIC UI

Mr. Jim Harff
Vice President
Susan Davis & Associates
1731 Connecticut Avenue, N.W.
Washington, D.C. 20009

Dear Mr. Harff:

Thank you for your letter of July 26, 1983 requesting permission to use certain segments of OPIC's Egyptian Telemission videotape. We are glad to give you permission to use the Mubarek address, the OPIC introduction and prepared segments, and Ambassador Ghorbal's message (the items numbered (1)(2) and (4) in your letter). Unfortunately we are not in a position to assist you regarding use of President Reagan's message. OPIC has no control over the rebroadcast of the President's speeches. Do not hesitate to let me know, if we can be of further assistance.

Sincerely yours,

William A. Delphos
Vice President, Operations

PR014-09

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

Name of Correspondent: Mary Jo Spina

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

Subject: Request by Observer Publishing Company to use President's signature for promotional campaign involving the Declaration of Independence

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD Type of Response Completion Date YY/MM/DD
<u>CEHOU</u>	<u>ORIGINATOR</u>	<u>84,06,21</u> <u>JV</u> <u>84,06,25</u> <u>JV</u>
<u>CIAT 14</u>	<u>D</u>	<u>84,06,21</u> <u>JV</u> <u>84,06,25</u> <u>JV</u>
<u>CIAT 04</u>	<u>I</u>	<u>84,06,25</u> <u>JV</u> <u>84,06,25</u> <u>JV</u>
<u>CU HOLL</u>	<u>A</u>	<u>84,06,27</u> <u>WS</u> <u>84,06,27</u>
		<u> / / </u> <u> / / </u>

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PU PR005.0
F4 002 _____

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 n - 2 - Nancy
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 O - Memo
 P - Photo
 R - Report
 S - Sealed
 T - Telegram
 V - Telephone
 X - Miscellaneous
 Y - Study



THE WHITE HOUSE

WASHINGTON

June 27, 1984

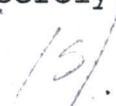
Dear Ms. Spina:

Your June 19, 1984 telegram to the President requesting permission to use his signature in the Observer Reporter's Independence Day promotion has been referred to me for response.

This will confirm that permission has been granted for such use of the President's signature, as telephonically relayed by my assistant to Joan Seabright of your staff. As discussed in that conversation, it is understood that the referenced promotion will involve no commercial advertising.

Thank you for bringing this matter to our attention.

Sincerely,


David B. Waller
Senior Associate Counsel
to the President

Ms. Mary Jo Spina
Telemarketing Supervisor
Observer Reporter
122 South Main Street
Washington, Pennsylvania 15301

THE WHITE HOUSE

WASHINGTON

June 25, 1984

FOR: RICHARD A. HAUSER
FROM: DAVID B. WALLER *DBW*
SUBJECT: Request by Washington, Pennsylvania Observer
Reporter to Use President's Signature

By telegram to the President of June 19, 1984 (Tab A), referred to me on June 21, 1984, Ms. Mary Jo Spina of the Washington, Pennsylvania Observer Reporter requested permission to use the President's signature in their "Independence Day Promotion." The signature would be listed along with those of state and local leaders and would surround a reproduction of the Declaration of Independence. The promotion will appear on Tuesday, July 3; deadline for the copy is June 26.

We have visited this issue before. My attached July 1, 1982 memorandum and attachment (Tab B) concerns an identical request from the Ft. Myers News-Press. As in that case, with your concurrence, I intend to telephonically authorize the requested use.

*Low
10/24
advise
Kathy H. JM
6/25*

*JK
Rout
6/25*

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 1, 1982

FOR: FILE

FROM: DAVID B. WALLER

SUBJECT: Request of Ft. Myers News-Press for Approval
of Use of President's Signature

The attached telegram from the Ft. Myers News-Press was referred to me yesterday by Media Liaison. It requests permission to use the President's signature (which they have on file) in connection with a special Declaration of Independence page they intend to print on July 4, 1982. Signatures of prominent citizens of Ft. Myers and the Governor of Florida are included, indicating a reaffirmation of the Declaration of Independence. They requested permission to add the President's signature.

I contacted Sheila Parker, author of the incoming telegram. Ms. Parker advised that this page has been run by the paper on the 4th of July for a number of years. Its sole purpose is to promote patriotism. There is no commercial advertising; rather, the page is donated by the paper.

In view of the paper's immediate need for a response, I telephonically granted authorization for the requested use of the signature.

You're paid.
→

cc: F. Fielding ✓

FT MYERS NEWS-PRESS SHEILA PARKER
BOX 10
FT MYERS FL 33902

1-0479358179 06/28/82 ICS IPMBNGZ CSP WWSA
8133350290 MGM TDBN FT MYERS FL 117 06-28 0358P EST

PRESIDENT RONALD REAGAN
WHITE HOUSE
WASHINGTON DC 20500

DEAR MR PRESIDENT,

TO STIMULATE PATRIOTISM, THE FT MYERS NEWS-PRESS WILL PUBLISH A SPECIAL DECLARATION OF INDEPENDENCE PAGE ON JULY 4 1982. WE WILL FEATURE THE DECLARATION OF INDEPENDENCE WITH THE SIGNATURES OF ALL OUR FAMOUS AMERICANS WHO ORIGINALLY SIGNED IT. OUR MOST PROMINENT CITIZENS WILL ALSO SIGN THIS PAGE AS A REAFFIRMATION OF THEIR FAITH IN OUR NATION. WE WOULD BE HONORED TO HAVE YOUR SIGNATURE (WHICH WE HAVE ON FILE) INCLUDED ON THIS FEATURE PAGE. OUR DEADLINE IS THURSDAY JULY 1 1982. MAY WE HAVE YOUR APPROVAL TO USE YOUR SIGNATURE, PLEASE. RESPECTFULLY,

SHEILA PARKER, CLASSIFIED ADVERTISING MGR FT MYERS NEWS-PRESS
BOX 10
FT MYERS FL 33902

15:58 EST

MGMCOMP

50

6-26-84



Fred Fielding

4-0412765171 06/19/84

ICS IPMTZZ CSP

4122222200 TDMT WASHINGTON PA 61 06-19 0314P EST

FMS PRESIDENT RONALD REAGAN

WHITE HOUSE DC

THE OBSERVER PUBLISHING COMPANY WOULD LIKE PERMISSION TO USE YOUR SIGNATURE IN OUR INDEPENDENCE DAY PROMOTION. YOUR SIGNATURE WILL BE LISTED ALONG WITH OUR STATE AND LOCAL LEADERS. THE NAMES WILL SURROUND A REPRODUCTION OF THE DECLARATION OF INDEPENDENCE. THE PROMOTION WILL APPEAR TUESDAY JULY 3. DEADLINE FOR COPY IS JUNE 26. YOUR COOPERATION IN THIS MATTER WOULD BE GREATLY APPRECIATED.

MARY JO SPINA TELEMARKETING SUPERVISOR

OBSERVER REPORTER

122 SOUTH MAIN ST

WASHINGTON PA 15301

1517 EST

JUN 19 11 13 25

THE WHITE HOUSE

WASHINGTON

237507

June 18, 1984

M E M O R A N D U M

TO : Michael K. Deaver

FROM : Elaine D. Crispen 

Mr. Lee Solters, who is Frank Sinatra's publicity agent, is also involved with "Capitol", a TV soap opera on CBS. Mr. Solters called to request permission to reprint a letter that John Conboy, Executive Producer of the show, has received from The President. I have attached copies of the correspondence. I have also attached a clip from a recent issue of DOSSIER which you might find of interest. If permission is granted, Mr. Solters said he would send a copy of the press release to us for approval.

Is this something you want to consider or shall we contact Mr. Solter and tell him that White House policy dictates that presidential correspondence cannot be used for commercial endorsement?

If you need it, Mr. Solter's phone number is 213/936-7900.

June 1, 1984

Dear Mr. Conboy:

Thanks so much for your message and your offer to join the cast of "Capitol." As far as I can see, I am booked solid until January 20, 1985, and at present my agents are working on a more extensive booking! You have a very fine cast and I am pleased by your offer to join this stellar group. However, the series I am involved in now gives me the rare privilege of doing not only an extended appearance but also some directing, producing and writing!

Nancy joins me in sending our warmest wishes to you and your cast.

Sincerely,

Mr. John Conboy
Executive Producer, Capitol
John Conboy Productions
CBS
No. 3305, 7800 Beverly Boulevard
Los Angeles, California 90036

RR:KS:PG:AH:pmv 6PMNB

840605

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PR014-09

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence received (YY/MM/DD) 84 10 18

NAME OF CORRESPONDENT: Elaine Cresper

DC Mail Report User Codes: (A) _____ (B) _____ (C) _____

SUBJECT: request for us. soltes to use a letter sent to Jan Con boy, executive producer of Capitol -

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>DC SIH</u>	<u>C</u>	<u>84 10 18</u>	<u>PH</u>	<u>C</u>	<u>84 10 18</u>
<u>CU Fiel</u>	<u>C</u>	<u>84 10 18</u>	<u>PH</u>	<u>C</u>	<u>84 10 22</u>
<u>CU Hall</u>	<u>A</u>	<u>84 06 20</u>	<u>PH</u>	<u>C</u>	<u>84 06 20</u>
<u>CUat 17</u>	<u>D</u>	<u>84 10 6 120</u>		<u>C</u>	<u>84 10 6 120</u>

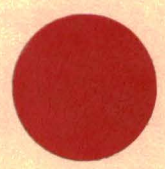
ACTION CODES: A - Appropriate Action C - Comment/Recommendation D - Draft Response F - Furnish Fact Sheet to be	I - Info Copy Only/No Action Necessary R - Direct Reply w/Copy S - For Signature X - Interim Reply	DISPOSITION CODES: A - Answered B - Non-Special Referral C - Completed S - Suspended	FOR OUTGOING CORRESPONDENCE: Type of Response = Initials of Signer Code = "A" Completion Date = Date of Outgoing
--	---	---	--

COMMENTS: _____

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

SML



Name of Correspondent: Claine Cresper

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

Subject: Request for Lee Solters to use letter sent to John Conroy / Executive Producer of "Capitol"

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>84106120</u>	<u>C 84106120</u>
<u>WAT17</u>	<u>D 84106120</u>	<u>C 84106120</u>
<u>WFIEL</u>	<u>S 84106120</u>	<u>FF A 84106120</u>
	<u>1 1</u>	<u>1 1</u>
	<u>1 1</u>	<u>1 1</u>

ACTION CODES:
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 C - Comment/Recommendation
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 R - Direct Reply w/Copy
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 C - Completed
 S - Suspended

FOR OUTGOING CORRESPONDENCE:
 Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments: _____

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

THE WHITE HOUSE

WASHINGTON

June 20, 1984

MEMORANDUM FOR ELAINE CRISPEN
PERSONAL ASSISTANT TO THE FIRST LADY

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

SUBJECT: Request from Lee Solters

This will respond to your request for guidance on the appropriate response to a request you have received from Mr. Lee Solters, publicity agent for Frank Sinatra, for permission to reprint a letter that John Conboy, Executive Producer of the TV soap opera "Capitol", received from the President.

As you surmised, we must advise Mr. Solters that the President's letter may not be reproduced for any commercial purpose. It is a matter of longstanding White House policy to decline permission to use the name, signature or likeness of the President or First Lady in any way that suggests a connection between the President or First Lady and any commercial advertisement, promotion or venture, regardless of the merits of the request. Indeed, given the number of requests of this nature that the President receives, we are normally forced to decline such requests even from charitable or other non-profit organizations, unless they are entities in which the President is personally involved or participates as President by virtue of historical precedent.

Accordingly, we recommend that you advise Mr. Solters of the above-described policy and explain that we cannot approve his request.

FFF:SMC:sc 6/20/84
cc: FFFielding ✓
SMCooksey
Subj.
Chron.

THE WHITE HOUSE

WASHINGTON

June 20, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: SHERRIE M. COOKSEY *SMC*

SUBJECT: Request for Lee Solters to use Letter Sent to John Conboy, Executive Producer of "Capitol"

Elaine Crispen asked Mike Deaver's guidance on a question from Lee Solters, who is Frank Sinatra's publicity agent, for permission to reprint a letter that John Conboy, Executive Producer of the television series "Capitol", received from the President. Deaver's office forwarded this request to you for direct response to Crispen.

In her memorandum to Deaver, Crispen recognized that White House policy precludes commercial use of presidential correspondence, as she asked if that was the response she should make to Solter. As you know, that is the appropriate response to Solter. Accordingly, attached for your review and signature is a memorandum for Crispen recommending that she advise Solter of our longstanding policy against commercial use of Presidential correspondence.

Attachment

THE WHITE HOUSE

WASHINGTON

237507

June 18, 1984

M E M O R A N D U M

TO : Michael K. Deaver

FROM : Elaine D. Crispen

Mr. Lee Solters, who is Frank Sinatra's publicity agent, is also involved with "Capitol", a TV soap opera on CBS. Mr. Solters called to request permission to reprint a letter that John Conboy, Executive Producer of the show, has received from The President. I have attached copies of the correspondence. I have also attached a clip from a recent issue of DOSSIER which you might find of interest. If permission is granted, Mr. Solters said he would send a copy of the press release to us for approval.

Is this something you want to consider or shall we contact Mr. Solter and tell him that White House policy dictates that presidential correspondence cannot be used for commercial endorsement?

If you need it, Mr. Solter's phone number is 213/936-7900.

June 1, 1984

Dear Mr. Conboy:

Thanks so much for your message and your offer to join the cast of "Capitol." As far as I can see, I am booked solid until January 20, 1985, and at present my agents are working on a more extensive booking! You have a very fine cast and I am pleased by your offer to join this stellar group. However, the series I am involved in now gives me the rare privilege of doing not only an extended appearance but also some directing, producing and writing!

Nancy joins me in sending our warmest wishes to you and your cast.

Sincerely,

Mr. John Conboy
Executive Producer, Capitol
John Conboy Productions
CBS
No. 3365, 7800 Beverly Boulevard
Los Angeles, California 90036

RR:KS:PG:AH:pmv 6PMNB

840605

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PRO14-09
DBW - direct

JV

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

Name of Correspondent: Christine L. Mahoney

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

Subject: Requests permission to use the President's photograph in a for-profit educational publication

ROUTE TO:	ACTION	Tracking Date	Disposition	Completion Date
Office/Agency (Staff Name)	Action Code	YY/MM/DD	Type of Response Code	YY/MM/DD
<u>W Holland</u>	<u>ORIGINATOR</u>	<u>840618</u>	<u>C</u>	<u>840703 JV</u>
	Referral Note:			
<u>WAT14</u>	<u>R</u>	<u>840619</u>	<u>DBW</u>	<u>A 840703 JV</u>
	Referral Note:			
		<u> / / </u>		<u> / / </u>
	Referral Note:			
		<u> / / </u>		<u> / / </u>
	Referral Note:			
		<u> / / </u>		<u> / / </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: _____

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

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 4690 _____

Prime Subject Code: PR01409 Secondary Subject Codes: PR005 LA003
PR001 FG02402
PR009 _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P-
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

THE WHITE HOUSE

WASHINGTON

July 3, 1984

Dear Ms. Mahoney:

Your June 5, 1984 letter to the White House, requesting a photograph of the President for use in your labor-management educational publication has been referred to me for response. You indicate that it is your intent to use the photograph in connection with a factual account of the President's handling of the PATCO strike, as a demonstration of the illegality of that public sector strike. You also request "any facts [the White House] would like to see printed about the strike and Mr. Reagan's actions."

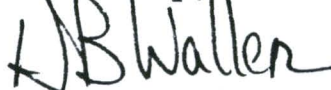
So long as your use of the President's photograph is limited to journalistic purposes -- which from your letter it appears to be -- we can grant your request. Accordingly, I am enclosing an official photograph of the President.

Additionally, I am enclosing copies of several press releases and transcripts of statements made by the President and then-Secretary of Transportation Drew Lewis regarding the PATCO strike. All of this information is in the public domain and available for your use.

As I am sure you understand, the fact that we are providing the photograph and other materials should not in any way be interpreted as an endorsement of any article or publication.

We appreciate your letter seeking advance permission to use the President's photograph and other materials.

Sincerely,



David B. Waller
Senior Associate Counsel
to the President

Ms. Christine L. Mahoney
3307 Bammel Lane
Houston, Texas 77098

SR
F. Felding

June 5, 1984

237587 *w*

Public Relations Department
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Re: Photograph of Mr. Ronald Reagan

To Whom It May Concern,

I am a writer of labor-management relations material, and am requesting to use President Ronald Reagan's photograph in a for-profit, educational publication. The photograph will be accompanied in the publication, by a factual account of Mr. Reagan's actions in dealing with the P.A.T.C.O. strike. The purpose of including this in the publication is to make known the fact that strikes in the Public Sector are for the most part, illegal.

I would appreciate a photograph and permission to use the photograph. I would appreciate any facts which you would like to see printed about the strike and Mr. Reagan's actions.

Please send the photograph and information, along with a bill to cover costs, to:

Christine L. Mahoney
3307 Bammel Lane
Houston, TX 77098

Thank you.

Sincerely,

Christine L. Mahoney
Christine L. Mahoney, M.S.M.

Promptness in this matter is appreciated.

JUN 17 1984

SV/dg

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PRO14-09

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

*SMC
KLG
RAM*

Name of Correspondent: Carolyn Cornos

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

Subject: Policy Statement on use of the President's name or likeness in advertising published in the Council of Better Business Bureau's "Do's and Don'ts in Advertising Copy"

ROUTE TO:	ACTION	DISPOSITION			
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU Holland</u>	<u>ORIGINATOR</u>	<u>84106120</u> <i>PY</i>			<u>C 8409120</u>
<u>CUAT 17/02/04</u>	<u>D</u>	<u>84106121</u> <i>PY</i>			<u>C 84109120</u>
<u>CUAT 04</u>	<u>S</u>	<u>8410621</u> <i>RAM/RT</i>		<u>A</u>	<u>84109120</u>
		<u>1 / 1</u>			<u>1 / 1</u>
		<u>1 / 1</u>			<u>1 / 1</u>

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RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: L Individual Codes: 4620 _____

Prime Subject Code: PR01409 Secondary Subject Codes: WA _____ PA _____
PR016 _____ EB01809 _____
B900304 _____ _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
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DSP	_____	Time: _____	Media: _____

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- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

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- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

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- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

CORRESPONDENCE UNIT

THE WHITE HOUSE

WASHINGTON

September 20, 1984

Dear Ms. Cosmos:

Your letter to Fred F. Fielding, Counsel to the President, concerning the Do's and Don'ts in Advertising Copy was referred to me for appropriate action. Please accept my apologies for the tardiness of this response.

Thank you for requesting our views on the new print of the Council of Better Business Bureau's Do's and Don'ts of Advertising Copy. We have reviewed your proposed statements on use of the President's name or likeness in advertising copy, and found them to be consistent with our policies. If it is not too late, we suggest that the language regarding use of the Presidential Seal be revised as follows:

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972).

Again, thank you for seeking our guidance on this matter. We appreciate the Council's interest in informing businesses of the policies regarding use of the President's name or likeness and the Presidential Seal in advertising copy.

Sincerely,

Original signed by RAH

Richard A. Hauser
Deputy Counsel
to the President

Ms. Carolyn Cosmos
Council of Better Business Bureaus, Inc.
1515 Wilson Boulevard
Arlington, Virginia 22209

RAH:SMC:ph 9/20/84
cc: RAHauser ✓
SMCooksey
Subject
Chron.

Dick -

~~see if this meets
your~~

as we discussed.

Once this is signed
please make sure that
the matter is closed out.

Thanks Sherie

9-20-84

THE WHITE HOUSE

WASHINGTON

September 20, 1984

Dear Ms. Cosmos:

Your letter to Fred F. Fielding, Counsel to the President, concerning the Do's and Don'ts in Advertising Copy was referred to me for appropriate action. Please accept my apologies for the tardiness of this response.

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if it is not too late,

We would suggest

It is not permissible to use the Seal of the President of the United States in advertising copy. The Presidential Seal may be used only as authorized by Federal statute or by the Counsel to the President. 18 U.S.C. § 713 and Executive Order No. 11649 (1972).

Again, thank you for seeking our guidance on this matter. We appreciate the Council's interest in informing businesses of the policies regarding use of the President's name or likeness ~~or~~ the Presidential Seal in advertising copy.

and

Sincerely,

Richard A. Hauser

Counsel to the President

Passed letter enroute

Ms. Carolyn Cosmos
Council of Better Business Bureau
1515 Wilson Boulevard
Arlington, Virginia 22202



COUNCIL OF BETTER BUSINESS BUREAUS, INC.
THE INTERNATIONAL ASSEMBLY OF BETTER BUSINESS BUREAUS

June 20, 1984

237939 *ca*

Fred Fielding, Counsel to the President
The White House
Washington, D.C. 20500

Dear Mr. Fielding:

I am writing to ask if there are any changes you would like to make in the White House policy statement on use of the President's name or likeness in advertising published in the Council of Better Business Bureau's Do's and Don'ts in Advertising Copy.

The policy is presented through an editorial summary. Does that remain satisfactory, or would you like to have the text of a statement published?

Do's and Don'ts also publishes a section on commercial references to and use of likenesses of the White House (Section 2-235 enclosed). I have been advised by Mr. Duncan Morrow of the Park Service that commercial use of likenesses of the White House falls under Park Service jurisdiction. He told me that the Justice Department advised the Park Service, several years ago, that some questionable Volkswagen ads featuring the White House probably should not be tackled. Mr. Morrow suggested that the language in Do's and Don'ts be revised along the following lines: "Both the National Park Service and the Counsel to the President discourage the use of the White House in commercial advertising." Mr. Morrow has updated the Park Service policy for Do's and Don'ts and a copy is attached.

I appreciate your taking the time to review this and would be glad to provide you copies of Do's and Don'ts when the section is updated.

Thank you.

Sincerely,

Carolyn Cosmos, Editor
Do's & Don'ts in Advertising Copy

Enclosures

**The following is a statement provided Do's and Don'ts by the
National Park Service June 19, 1984:**

**COMMERCIAL USE OF NATIONAL HISTORIC
SITES, MONUMENTS, OR MEMORIALS**

While the use of buildings under management of the Park Service is generally permissible, written permit for commercial filming is required. The prospective advertisers or their agents should contact the Service's Office of Public Affairs at the address below to arrange shooting schedules compatible with visitors needs and protection of park resources.

The Park Service encourages the portrayal of historic properties and national symbols in an appropriate manner. The Park Service manages a wide range of properties throughout the nation, including the Statue of Liberty, Mt. Rushmore, The Gateway Arch in St. Louis, and major monuments in Washington D.C.

For Mr. Fielding

cosmetic, and if such representations in the labeling create an impression that the products have been endorsed or approved under this Act, this would be regarded as constituting misbranding.**

There is also specific objection to a guarantee on a label that the article complies with the Act.

See also FDCA 16-1.

Public Health Service

231 All firms manufacturing biologic products for sale in interstate traffic must qualify for a license under standards set by the Laboratory of Biologics Control of the Public Health Service. Regulations prescribing standards designed to insure the continued safety, purity, and potency of products are issued with the approval of the Secretary of Health and Human Services. Licenses which are issued by the Public Health Service are issued only for specific products after inspection of the establishment and examinations of the product for which a license is desired. Licensed establishments are inspected annually by staff members of the Laboratory of Biologics Control.

We are advised that there is no objection to a firm using in advertising a statement that it is a licensed establishment provided it is made clear that the license does not apply to products produced by the same company which are not licensed, and also provided that the statement used does not imply that a product of the firm is better in any way than the licensed product of another firm.

The conditions of contracts for suppliers of the United States Public Health Service contain a provision reading as follows:

"Successful bidders shall not use awards as a basis for advertising."

The Social Security Card

232 The Department of Health and Human Services states that "there is no restriction on the use of the Social Security card in advertising. However, we do caution against the use of an actual number or name on the card. A non-existent account number such as 000-00-000 and a fictitious name such as 'John Q. Citizen' are acceptable."

U. S. DEPARTMENT OF THE INTERIOR

233 The Department of the Interior has informed us that it has not issued any regulations with respect to its tests and purchases but *it has discouraged rather than encouraged the use in advertising of representations tending to show that a contractor's products have met with the approval of the Department of the Interior or any of its Bureaus or offices.* There have been a few exceptions, we are advised, where the dissemination of certain information such as related to types of safety appliances, equipment, etc., was felt to be of interest to the public. Details of favorable tests are not divulged to contractors unless requested for a specific purpose; unfavorable tests are reported only to the contractor or his representative.

* Italics ours

Bureau of Mines

In promoting safety in mining the Bureau of Mines of the Department of the Interior tests explosives and mining machinery and equipment and approves as "permissible" those items which meet the test requirements of the Bureau. *Items formally approved by the Bureau of Mines may be advertised as such and may bear a plate bearing the seal of the Bureau of Mines and the specific phraseology prescribed by the Bureau of Mines for the product approved.* The Bureau of Mines has established regulations governing reference to its name in advertising and on products and obviously these regulations should be followed explicitly by the company which refers to the Bureau of Mines in advertising.

234

REFERENCE TO FEDERAL BUILDINGS

Neither the name nor the photograph or likeness of the *White House* should be used in any advertising whatsoever. If asked, the Counsel to the President would decline to give authorization for such use. Truthful claims that federal buildings have been equipped with products are permissible.

235

~~There is presently no federal statute expressly forbidding the depiction of the United States Capitol in advertising. However, the Architect of the Capitol advises that it is the policy of the Congress to discourage advertising featuring the Capitol which conveys, or is reasonably calculated to convey, a false impression of sponsorship, approval or endorsement of any product or service by the Congress, the Government of the United States, or any department, agency or instrumentality thereof. In doubtful cases, proposed copy should be submitted to the Office of the Architect of the Capitol for advance approval. Noncompliance with the foregoing policy, while not legally actionable, could, of course, result in the introduction of legislation on the subject. The Architect of the Capitol does not object to advertising stating that material was used in the Capitol or other buildings under his jurisdiction if no claims are made that the material was chosen as superior to competing brands, etc., and his office is provided with proposed copy for advance approval.~~

Under revision,

~~National monuments or other buildings under jurisdiction of the Department of the Interior's National Park Service may be permitted to appear in advertising. However, advance approval should be sought from the Public Affairs Office of the Park Service.~~

Revision attached

USE OF PRESIDENT'S NAME OR LIKENESS

President Reagan is adhering to a long standing policy of refusing permission to use the name or likeness of the President of the United States, or of the First Lady, in advertising or commercial promotion in any way that suggests a connection between the President or First Lady and such advertising or promotion, notwithstanding the merits or reasons that accompany the request. The reproduction of the President's or First Lady's name or likeness for sale as such, or inclusion in an educational game, book, collection of portraits and/or

236

biographies shall not be considered advertising or promotion if there is no indication or suggestion of endorsement or approval by the President or First Lady of a commercial product, service or enterprise.

The Counsel to the President has advised CBBB that exceptions to this rule, which has been adhered to by all Presidents, can be granted only after a request in writing has been submitted to and approved by the Counsel to the President.

The policy applies with equal force to the use of the name or likeness of the President, or of the First Lady, for any promotion or similar publicity purposes. The only instances where permission has been granted have been in connection with fund-raising campaigns sponsored by the Federal Government, or conducted under government auspices, such as those of the American National Red Cross. Even to such organizations, no over-all permission is granted. Each individual case must be brought to the attention of the White House for approval and such exceptional cases could be considered only on their individual merits.

Exception may also be made with respect to advertisements promoting books or articles about the President or authored by him or radio-TV programs featuring him, but only if such advertisements are submitted to the Counsel to the President for approval *in advance*. This procedure must also be followed in connection with similar advertisements proposing to make use of the name or likeness of the First Lady.

(See also 2-394; 16-415.)

236a It is not permissible to use the *Seal of the President of the United States* in advertising copy. Counsel has advised that the present policy is that the seal is personal to the President and may never be used except where it will be identified exclusively with the President. (See also 2-35d.)

236b Vice President

Counsel to Vice President Bush has informed the CBBB that the Vice President and his family would ask that their names and likenesses not be used for advertising commercial enterprises. The Vice President has adopted exactly the same policy on use of his or his family name or likenesses as maintained by the President.

Recommendations

CBBB recommends to advertisers and advertising agencies that if any use of the President's or Vice President's name or likeness, or those of their families, office or staff or of the Presidential Seal is contemplated for advertising or commercial purposes, it be submitted in advance to the Counsel to the President or Vice President for approval.

CBBB recommends to media that they require all advertisers offering advertising which uses the name or likenesses of the President, Vice President, their offices, seals or staff, or members of their families, to submit evidence of authorization of such use.

of its reorganization and change of name to the Nuclear Regulatory Commission.

U. S. DEPARTMENT OF JUSTICE FEDERAL BUREAU OF INVESTIGATION

On August 27, 1954, an Act to "amend section 709 of title 18, United States Code, so as to protect the name of the Federal Bureau of Investigation from commercial exploitation" was approved by the President. **238a**

The statute, as amended, provides for the imposition of criminal penalties, involving a maximum fine of \$1,000 or imprisonment for not more than one year, or both, upon corporations and other business entities or an individual who, *except with the written permission of the Director of the Federal Bureau of Investigation,*

"... knowingly uses the words 'Federal Bureau of Investigation' or the initials 'F.B.I.', or any colorable imitation of such words or initials, in connection with any advertisement, circular, book, pamphlet or other publication, play, motion picture, broadcast, telecast, or other production, in a manner reasonably calculated to convey the impression that such advertisement, circular, book, pamphlet or other publication, play, motion picture, broadcast, telecast, or other production, is approved, endorsed, or authorized by the Federal Bureau of Investigation; . . ."

Check With Agency Involved

It is a simple matter to ascertain in advance whether a proposed reference in advertising to the United States Government, its personnel, equipment, purchases, tests, inspections or certifications conforms to the established Government policies with respect to such references. *CBBB therefore recommends that proposed statements or illustrations of this nature be checked in advance with the appropriate Government Department whenever the slightest doubt exists as to the propriety of their use.* **239**

FTC ACTION ON MISLEADING REFERENCE TO GOVERNMENT

In numerous cases, FTC has held that it is an unfair trade practice to refer in advertising to the Federal Government, or any of its departments or agencies, in such manner as to confuse, mislead or deceive consumers with respect to the Government's relationship to the advertiser or his wares. In a typical case, an advertiser was ordered to cease representing that the use of a certain bookkeeping and accounting system sold by it is necessary or required under the laws of the United States Government or any of its departments. Another company, engaged in the sale of military insignia, clothing and novelties, was ordered to cease using the words, "Federal Military Equipment" in its corporate or trade name, or making any representation that it has any connection with the United States Government or any branch thereof. (See also 2-318.) **240**

237-238 U.S. Atomic Energy Commission policy on use of its name in advertising has been deleted because

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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



Name of Correspondent: Mark Weenberg

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

Subject: Proposed press release to launch major fund raising drive for the James S. Brady Presidential Foundation

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>WHolland</u>	ORIGINATOR	<u>8410711</u>	<u>JV</u>	<u>C</u>	<u>8410717</u>
	Referral Note:				
<u>CUAT17</u>	<u>D</u>	<u>8410711</u>	<u>JV</u>	<u>C</u>	<u>8410717</u>
	Referral Note:				
<u>CUFIER</u>	<u>S</u>	<u>8410717</u>	<u>JV FF</u>	<u>A</u>	<u>8410717</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: Dennis Revelli

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.

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: 2 Individual Codes: 1110 _____

Prime Subject Code: PR01409 Secondary Subject Codes: W4004 PP00502
FB00601 PR016
JA00301 _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

CPn - Presidential Correspondence

- n - 0 - Unknown
- n - 1 - Ronald Wilson Reagan
- n - 2 - Ronald Reagan
- n - 3 - Ron
- n - 4 - Dutch
- n - 5 - Ron Reagan
- n - 6 - Ronald
- n - 7 - Ronnie

CLn - First Lady's Correspondence

- n - 0 - Unknown
- n - 1 - Nancy Reagan
- n - 2 - Nancy
- n - 3 - Mrs. Ronald Reagan

CBn - Presidential & First Lady's Correspondence

- n - 1 - Ronald Reagan - Nancy Reagan
- n - 2 - Ron - Nancy

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study



THE WHITE HOUSE

WASHINGTON

July 17, 1984

MEMORANDUM FOR MARK WEINBERG
ASSISTANT PRESS SECRETARY
TO THE PRESIDENT

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

SUBJECT: Proposed Press Release re:
President's Signature Edition Character Jugs

We have reviewed the proposed press release regarding the sale of Presidential Character Jugs and have the following comment and recommendation.

The proposed release states that proceeds of the sales of the Jugs will benefit the James S. Brady Foundation; while this is true, those proceeds will actually be equally divided between the Brady Foundation and the Dallas Convention Fund, a non-profit organization organized to defray the costs of promoting Dallas, Texas as a convention center. It is misleading to omit the fact that proceeds from the sale of the Jugs will also benefit the Dallas Convention Fund and accordingly, I recommend amending paragraph 3 or otherwise revealing this fact somewhere in the proposed press release.

I also assume that Michael Deaver's suggested change in the last paragraph is being made.

I would like to see the revised release before it is finally approved. Thank you for bring this to our attention.

FFF:SMC:ph 7/16/84
cc: FFFielding
SMCooksey
Subject
Chron.

THE WHITE HOUSE

WASHINGTON

July 17, 1984



MEMORANDUM FOR FRED F. FIELDING

FROM:

SHERRIE M. COOKSEY *smc*

SUBJECT:

Proposed Press Release re:
President's Signature Edition Character Jugs

The attached memorandum has been revised to reflect your corrections.

Attachment

THE WHITE HOUSE
WASHINGTON

July 16, 1984

MEMORANDUM FOR MARK WEINBERG
ASSISTANT PRESS SECRETARY
TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Press Release re:
President's Signature Edition Character Jugs

We have reviewed the proposed press release regarding the sale of Presidential Character Jugs and have the following comment and recommendation.

The proposed release states that proceeds of the sales of the Jugs will benefit the James S. Brady Foundation; ~~however,~~ those proceeds will actually be equally divided between the Brady Foundation and the Dallas Convention Fund, a non-profit organization organized to defray the costs of promoting Dallas, Texas as a convention center. ~~We believe~~ It is misleading to omit the fact that proceeds from the sale of the Jugs will also benefit the Dallas Convention Fund, ^{and} Accordingly, we recommend amending sentence 3 of paragraph 3 as follows: ~~or otherwise~~

reveal the fact somewhere. I'd like to see the news

"Proceeds from its sale will go to the James S. Brady Foundation, which was established following the March 31, 1981 assassination attempt on President Reagan during which Press Secretary James Brady was severely injured, and the Dallas Convention Fund, a non-profit civic organization."

FFF:SMC:ph 7/16/84
cc: FFFielding
SMCooksey
Subject
Chron. ✓

I also assume that MKD's suggested change in the last paragraph is being made

I'd like to see the revised ~~and~~ release before it is finally approved.

Thanks for bring this to our attention.

While this is true,

THE WHITE HOUSE

WASHINGTON

July 16, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: SHERRIE M. COOKSEY *SMC*

SUBJECT: Proposed Press Release re:
President's Signature Edition Character Jugs

Mark Weinberg has requested your views on a press release Dennis Revell plans to issue on the sales of the President's Character Jugs.

I have reviewed the proposed press release and have the following comments.

° The release states that the President launched a major fundraising drive for the Brady Foundation with a presentation of the President's Signature Edition Jug to Press Secretary Brady. Fred Ryan has verified that the President will present a Jug to Brady unless we raise a specific legal objection to it; I see no legal objections to such a ceremony.

° The release also states that the proceeds of the sales of the Character Jugs will benefit the James S. Brady Foundation; however, that statement is not entirely accurate, as 50% of the proceeds from the sales will go to the non-profit organization established in Dallas to help promote it as a convention city. This split of profits was mandated by the contract the RNC signed with the City of Dallas (when Dallas was selected as the site of the 1984 Republican National Convention) agreeing that Dallas would have the exclusive rights to all souvenirs sold at the convention. In my opinion, this release must mention that the Dallas Convention Fund will also receive a portion of these proceeds.

° The Jug is described as a "remarkably life-like portrait of the President." From descriptions I have heard of this Jug, this may be an overstatement; however, I do not recommend commenting on it as such.

° Finally, Mark Weinberg has advised that Deaver has requested a revision in the last paragraph of the proposed release to clarify that the Dallas Collection Catalog, and not the Jug, is available for \$1.00. (The Jugs will be sold for \$500.00.)

Attached for your review and signature is a memorandum to Weinberg recommending inclusion of a statement explaining that the benefits of the sales of this Jug will be equally divided between the Brady Foundation and the Dallas Convention Fund, a non-profit civic organization.

THE WHITE HOUSE

WASHINGTON

July 10, 1984

237944en

MEMORANDUM FOR MIKE DEEVER
FRED FIELDING ✓
LARRY SPEAKES

FROM:

Mark Weinberg *M.W.*

Dennis Revell would like you to review
the attached proposed press release.

Please let me know of any changes
that need to be made.

JUL 10 1984

FOR IMMEDIATE RELEASE

CONTACT: Mr. Dennis C. Revell
(916) 443-3816

President Ronald Reagan launched a major fund-raising drive for the James S. Brady Presidential Foundation with the presentation of the President's Signature Edition Jug to Press Secretary James Brady for whom the Foundation is named.

The President's Signature Edition Character Jug by Royal Doulton is a carefully sculpted and hand-painted portrait of President Reagan with a furled American flag for the handle. Measuring 7½-inches high, the Character Jug is unique in its portrayal of a living United States President.

The Character Jug is limited to an edition of 5,000 numbered pieces to be sold for \$500.00 each. The proceeds will benefit the James S. Brady Presidential Foundation, which was established following the March 31, 1981, assassination attempt on President Reagan during which Press Secretary James Brady was severely injured. The difficulties of his recovery prompted the creation of the Foundation to provide assistance to those wounded during an assassination attempt on a senior federal official, Presidential candidate or a family member of the President or Vice President.

MORE...MORE...

2-2-2-2-2

Royal Doulton, makers of fine English dinnerware and giftware, designed the portrait Character Jug with the close assistance of Maureen Reagan. She supplied the required photographs from which Eric Griffiths, director of sculpture for Royal Doulton, modeled the remarkably life-like portrait of President Reagan. Griffiths, who has created many subjects for Royal Doulton, said that the Royal Doulton assignment was especially rewarding. "To create an accurate study of a living person is a challenge, and when the subject is the President of the United States, the challenge becomes a privilege as well," Griffiths added.

Down connecting this
The Character Jug will be sold through the Dallas Collection Catalog, available ^{from the} by mail for \$1.00 from The Dallas Collection, Catalog Fulfillment Center, 50 Riverside Center, Westport, CT 06880

#

Copy to B. Kuyper 1-13-88,
" " Gaylon 7-20-88