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THE WHITE HOUSE  
WASHINGTON  
August 18, 1983

What assurances do we  
have that it will  
be used as a  
commercial endorsement,  
if provided we  
get assurances  
Have Fred Ryan  
commercial's  
w/ CEO are  
need to  
get assurances  
+ invite him to  
call us.  
discussed  
w/Ryan  
8/20

SCHEDULE PROPOSAL

TO: Fred Ryan, Director  
Presidential Appointments and Scheduling

FROM: James K. Coyne, Special Assistant to the  
President, Private Sector Initiatives

REQUEST: Photo opportunity

PURPOSE: To recognize B. Dalton's National Literacy  
Initiative.

BACKGROUND: In 1978, B. Dalton began funding literacy  
programs within the community. Since then,  
B. Dalton has become a founding member of  
Coalition for Literacy, which is a national  
awareness campaign. To date, B. Dalton has  
funded more than 100 community-based volunteer  
programs. At this event, B. Dalton will  
announce an additional \$3 million commitment  
to the National Literacy Initiative which will  
enable another 100,000 students to be tutored.  
B. Dalton is willing to give this maximum  
publicity and produce a poster with the  
President and a student and tutor for distribution  
to schools, libraries and the 700 B. Dalton  
stores nationwide.  
As you know, Mrs. Bush has been quite active  
in the area of adult literacy. We recommend  
that you include Mrs. Bush in whatever way  
is appropriate.

PREVIOUS PARTICIPATION: None

DATE: August 23-Seattle  
August 25-San Diego  
Open, before September 7 - any major city in the U.S.

DURATION: 10 minutes

LOCATION: Open

PARTICIPANTS: Sherman Swenson, Chairman, B. Dalton Bookseller  
National Literacy groups  
Tutors and students of literacy programs

REMARKS REQUIRED: Brief remarks

MEDIA COVERAGE: Open press.

OUTLINE OF  
EVENTS:           President greets guests  
                  Sherman Swenson tells President of  
                  B. Dalton's private sector initiative  
                  President congratulates B. Dalton and  
                  poses for picture

RECOMMENDED BY:   Jim Coyne

PROJECT OFFICER:  Jim Coyne

Attachments

Description of program and accompanying letter

## EXECUTIVE SUMMARY

### THE CHALLENGE

Basic, functional illiteracy is at epidemic proportions in the U.S. The social cost is enormous, in dollars, human suffering, social disorder and lost productivity. The U.S. Department of Education estimates conservatively that 26 million American adults are functionally illiterate and other estimates range as high as 60 million people. Beyond the personal tragedy, it is estimated that illiteracy costs the nation \$225 billion each year. With as much as 25 percent of the population functionally illiterate, the time to act is now.

### THE RESPONSE: A NATIONAL LITERACY INITIATIVE

In 1978, B. Dalton, began funding literacy programs within our communities. In 1981, along with the American Library Association and other groups, we became a founding member of Coalition for Literacy. The Coalition was established to launch a national awareness campaign. In 1982, B. Dalton and ACTION began a volunteer management training program through a public/private partnership. Since 1978, B. Dalton has funded community-based volunteer programs that support the training of tutors and the tutoring of illiterate adults. To date, B. Dalton has funded more than 100 community-based volunteer programs. The additional \$3 million commitment to the National Literacy Initiative will enable another estimated 100,000 adults to be tutored. The announcement of this major private sector initiative will be made in San Francisco during the week of September 5, 1983.

### ADULT PROGRAM GOALS

English-speaking adult Americans who cannot read are the primary target of B. Dalton's efforts. Of the 100,000 adults the corporate-sponsored initiative will reach, it is desired that a minimum of 70,000 achieve their literacy goals. B. Dalton will fund community-based volunteer literacy programs throughout the country. By 1986, company efforts will have trained 50,000 new literacy volunteers.

### HOW THE PROGRAM WORKS

B. Dalton's National Literacy Initiative finances tutoring strategies which are community-based, volunteer run, privately funded, and easily managed. Volunteers provide one-on-one tutoring for illiterate adults. Dramatic gains can be seen within the first few months of such a tutoring program. Tutoring can be conducted in a volunteer's home, a community setting, etc. No special facilities are required.

### PRESIDENTIAL INVOLVEMENT

President Reagan is requested to be the primary speaker at a news conference, tentatively planned for the Kearny Street B. Dalton location in downtown San Francisco. The President's appearance is requested for a maximum of 20 minutes. He would introduce the program, dramatize the need for a national literacy effort, and call for further public/private sector partnerships. Mrs. Barbara Bush would also be asked to be present. Also present would be Mr. Sherman Swenson, President and Chief Executive Officer of B. Dalton Bookseller. A volunteer tutor and pupil would also be in attendance. Photographs would be taken of the President, Mrs. Bush, the tutor, and pupil for a poster which B. Dalton would produce and distribute.

### PROGRAM EXTENSION

To ensure maximum exposure, B. Dalton will produce a poster depicting the President, Mrs. Bush, and a student and tutor for distribution to select schools, public libraries, and 700 B. Dalton stores nationwide. In addition, B. Dalton will publish a letter from the President and Mrs. Bush, appealing for literacy volunteers. The letter will appear in B. Dalton's winter children's and holiday book catalogs, which will be seen by more than 20 million people. The holiday book catalog will also appear in the November 21 issue of People magazine. The President may also wish to personally address a letter of recognition to the thousands of literacy tutors working through the more than 100 literacy programs presently funded by B. Dalton.

### SCHEDULING ALTERNATIVES

We have suggested the San Francisco B. Dalton store as the primary site for this announcement. Everything possible will be done to accommodate White House requirements for both location and date. The announcement news conference can also be held at another San Francisco site or a community services location--such as the main San Francisco public library. B. Dalton is also flexible in regard to the choice of city. Other potential cities where the announcement could be made include Chicago, Minneapolis, Dallas, Houston, Los Angeles, San Diego, or Washington, D.C. The week of September 5 is critical because it is National Literacy Week. Choice of time is also flexible, although we suggest early morning to best accommodate the news media.

### ADDITIONAL PROGRAM COMPONENTS

B. Dalton also funds a literacy program aimed at the nation's youth. B. Dalton Bookseller, a division of Dayton Hudson Corporation, is the nation's largest retail bookseller with over 700 stores nationwide.

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*B. Dalton*  
**BOOKSELLER**

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August 15, 1983

The President  
The White House  
Washington, DC 20500

Dear Mr. President:

I am honored to invite your participation in a public announcement of our additional commitment of \$3 million for B. Dalton's National Literacy Initiative during the week of September 5 in San Francisco.

B. Dalton first became interested in our nation's literacy problem five years ago, when studies revealed that somewhere between 25 and 60 million Americans--as much as 25 percent of the population--were functionally illiterate.

It is my belief that private sector initiative is our best hope for reducing and ultimately eliminating adult illiteracy. To this end, we are members of the Coalition for Literacy and are working with Mrs. Barbara Bush and Mr. James Coyne of the President's Office of Private Initiatives.

Our financial commitment is in addition to the volunteer efforts of hundreds of B. Dalton employees, who act as reading tutors to adults seeking to acquire basic reading skills. We are also soliciting private sector support from other corporations to expand the scope of the program.

We believe the goals of our National Literacy Initiative can best be realized with your support. To ensure the widest possible audience for our efforts, we would like to produce a poster with you and Mrs. Bush for distribution in our more than 700 bookstores and selected schools and libraries in B. Dalton's communities. We would also like to publish a letter in our winter children's and holiday book catalogs from you and Mrs. Bush, calling for a national volunteer effort. As a final gesture, we would suggest that you might wish to send a personal letter of recognition to all volunteers within the more than 100 literacy projects we directly support.

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EXECUTIVE OFFICES

ONE CORPORATE CENTER  
7505 METRO BOULEVARD  
MINNEAPOLIS, MN 55435  
(612) 893-7000

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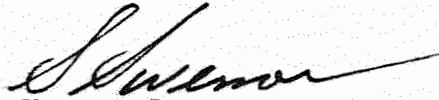
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National Literacy Initiative  
August 15, 1983  
Page 2

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I look forward with great anticipation to your participation in B. Dalton's National Literacy Initiative. I will telephone your office on August 18 to determine your interest in our invitation.

Sincerely,



Sherman Swenson  
Chairman and Chief Executive Officer  
B. Dalton Bookseller

SS/lk

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THE WHITE HOUSE  
WASHINGTON  
September 2, 1983

MEMORANDUM FOR THE RECORD

FROM: JOHN G. ROBERTS *JGR*  
SUBJECT: B. Dalton Literacy Project

After conferring with Richard A. Hauser, I advised Livingston's office that we had no objections to the draft letter. I also told Michael Castine that B. Dalton should be admonished not to use the letter in a commercially exploitive fashion, but only in connection with the literacy campaign itself.



THE WHITE HOUSE  
WASHINGTON

August 30, 1983

MEMORANDUM FOR PETER RUSTHOVEN

SUBJECT: B. Dalton Literacy Project

On Tuesday, September 6, the President will participate in a photo opportunity with the organizers of B. Dalton Booksellers' Literacy Project. Attached you will find a request for a Presidential message to be used in B. Dalton's catalog that will be sent to the general public.

In light of the fact that they have been informed that the President will not provide any quotes during the photo session and considering the commercial implications of a Presidential message in this very competitive industry, I would appreciate your review and return to me by close of business tomorrow.

Many thanks.

*For Dodie Livingston*  
DODIE LIVINGSTON  
480-OEOB/Ext. 2941

Att.

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**B. Dalton**  
**BOOKSELLER**

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August 27, 1983

Mr. Michael Castine  
Office of Private Sector Initiatives  
132 Old Executive Office Building  
17th & Pennsylvania NW  
Washington, D.C. 20500

Dear Michael:

Enclosed is a copy of the suggested letter from President Reagan concerning the national literacy problem. As you will recall, if the President approves, we will publish the letter in our Holiday Books Catalog, which will be inserted in a November People Magazine issue and seen by more than 20 million people.

Please feel free to make comments or changes on the letter as you see fit.

With regard to the photo opportunity with the President on the afternoon of September 6:

We would like to have two different photos of the President taken. One would be a photo for release to the news media. It would feature the President accepting a larger-than-life symbolic check for \$3 million on behalf of the national literacy effort and the volunteers and students in the literacy programs nationwide. Sherman Swanson, chairman and chief executive officer of B. Dalton, would present the check. Looking on would be Bette Fenton, our national director for public affairs and community relations and the literacy initiative.

The second photo would depict the President meeting with a literacy program student and Ms. Fenton. Ms. Fenton serves as a volunteer tutor in the literacy effort. This photo would be used on a poster which B. Dalton will produce and distribute for display in all our stores, and public libraries in our market communities across the country. The photo will also be used with the President's letter in our holiday book catalog, and it would be used on counter cards in our stores promoting the literacy effort. Finally, it would be used on a brochure which will be produced to promote volunteerism in the literacy program.

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EXECUTIVE OFFICES

ONE CORPORATE CENTER  
TWIN METRO BOULEVARD  
MINNEAPOLIS, MN 55435  
612 896-7000

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It's important for us to know if the President will issue a statement at the photo session endorsing the B. Dalton National Literacy Initiative and the overall national literacy effort. We also need to know in advance if he will accept the check on behalf of the literacy tutors and students.

We believe that the President is very much interested in promoting the cause of literacy as a national goal. As a suggestion, he may wish to address the literacy issue in a forthcoming Saturday radio talk to the nation. We would be happy to cooperate with him on this matter in any way.

We look forward to working with you.

Sincerely,

A handwritten signature in cursive script that reads "Sherman Swenson".

Sherman Swenson

Chairman and Chief Executive Officer  
B. Dalton Bookseller

# Bozell & Jacobs Public Relations

B. Dalton  
President Reagan Letter for Holiday Catalog Per Literacy Program  
Draft Three/8/25/83

November xx, 1983

For Approval

White House  
Washington, D.C. 20500

Dear American:

As we enter the holiday season, I hope you will pause to consider that we enjoy one of life's most important blessings: the ability to read. I don't have to remind you how important literacy is to us, for our jobs, our home lives, and as a medium of pleasure.

Unfortunately, there are an estimated 25 million adult Americans who lack basic literacy skills, unable to meet their daily needs. For many, illiteracy is a secret shame. Millions are functioning below their potential, ashamed and afraid to admit their skills are poor. Many more fail to qualify in the job market and edge into crime or an existence on welfare.

A solution does exist for a better life. Through local, volunteer, community-based literacy organizations throughout the country, these people can learn to read. Anyone with the ability to read and write can become a volunteer tutor.

If you choose to become a tutor, you will have the opportunity to work one-to-one with students striving to learn the most basic of skills -- how to read a street sign, fill out a form, manage a checkbook, etc. For them, this is a way out of fear and constant disappointment. As a volunteer tutor explained to me, "Teaching an adult to read is the same as giving that person a new life."

I appeal to you to give serious thought to becoming a volunteer tutor. There is most likely a community literacy program near you which can provide training, materials and support.

It is the responsibility of all of us to help solve this national crisis. I applaud the action taken by B. Dalton Bookseller in contributing an additional \$3 million to its National Literacy Initiative. These funds will support community-based volunteer literacy programs in geographic areas served by B. Dalton stores. My Administration's Office of Private Sector Initiatives and Secretary Terrel Bell of the U.S. Department of Education have worked closely with B. Dalton.

Please join in this volunteer effort by calling the toll free literacy volunteer action line, 1-800-\_\_\_\_-\_\_\_\_.

I wish you and your family a happy holiday season. Thank you.

Sincerely,

Ronald Reagan

President

United States of America

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