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Folder Title: Correspondence, Miscellaneous
(03/28/1985-04/01/1985)
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National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE
WASHINGTON

March 28, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Introduction from
President Reagan to a Book
Produced by Logos Research Institute

My first effort at a letter on the above-referenced subject
apparently failed to click; take two is attached.

Attachment

THE WHITE HOUSE

WASHINGTON

March 28, 1985

Dear Dr. Rekers:

This is written in response to your letter of February 27, 1985 to Bruce Chapman of the White House staff. In that letter you advised Mr. Chapman of your plans to use a radio address by the President as the foreword to a forthcoming book, and to indicate on the cover of the book that it contained a "Preface by President Ronald Reagan." You asked to be notified in writing by March 31 if the White House objected to these plans.

I am afraid we do object to your plans to use the President's radio address as a foreword to the book, and to the contemplated notation on the cover of the book. The White House adheres to a policy of declining to approve any use of the President's name in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Inclusion of the President's radio address as a "foreword" to your book, and the indication on the cover of the book that it contained a "Preface by President Ronald Reagan," would convey the false impression that the President was somehow associated with the book, in contravention of this policy.

Accordingly, I cannot approve your plans to include the President's radio address as a foreword to the book, nor can I approve your contemplated notation on the book cover.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

George A. Rekers, Ph.D.
Logos Research Institute, Inc.
210 Southwind Place
Manhattan, Kansas 66502

FFF:JGR:aea 3/28/85

cc: FFFfielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

March 21, 1985

John

Dear Dr. Rekers:

perusing

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you are not here

secret

I must object to your plans to use the President's radio address as a foreword to the book, and to the contemplated notation on the cover of the book. A foreword or preface looks to what follows; it is a natural assumption that the author of a foreword or preface is familiar or somehow associated with the book as a whole. In this case the public would inevitably assume that the President had endorsed the book if he were to appear as the author of a foreword to it. The White House, however, adheres to a policy of avoiding any use of the President's name in any manner that suggests or could be construed as endorsement of a commercial project or enterprise. Accordingly, I cannot approve your plans to style the President's radio address as a foreword to the book, nor can I approve your contemplated notation on the book cover.

Seaside HP

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Fred F. Fielding
Counsel to the President

George A. Rekers, Ph.D.
Logos Research Institute, Inc.
210 Southwind Place
Manhattan, Kansas 66502

THE WHITE HOUSE
WASHINGTON

March 28, 1985

MEMORANDUM FOR BRUCE CHAPMAN
DEPUTY ASSISTANT TO THE PRESIDENT
DIRECTOR, PLANNING AND EVALUATION

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

SUBJECT: Request for Introduction from President
Reagan to a Book Produced by Logos
Research Institute

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FFF:JGR:aea 3/28/85
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See page 7

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Counsel to the President

George A. Rekers, Ph.D.
Logos Research Institute, Inc.
210 Southwind Place
Manhattan, Kansas 66502

THE WHITE HOUSE
WASHINGTON

March 28, 1985

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THE WHITE HOUSE

WASHINGTON

March 21, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Request for Introduction from President Reagan to a Book Produced by Logos Research Institute

Regal Press is publishing a book entitled Six Qualities of a Strong Family, consisting of the proceedings of a conference held in Washington last June. Bruce Chapman participated in the conference, and his remarks will appear in the book. Those putting the book together have advised Mr. Chapman that they intend to print the President's June 16, 1984 radio address on the family as a foreword to the book, and that the book cover will include the wording "Preface by President Ronald Reagan."

The publisher's plans seem calculated to convey the false impression that the President is associated with the book. By definition a foreword or preface looks to what follows, but in this case the President is in no way associated with what would follow his preface or foreword. The attached draft objects to the publisher's plans, not to reproduce the radio address (which is in the public domain) but to place and style it in the book in a misleading fashion.

Attachments

THE WHITE HOUSE

WASHINGTON

March 21, 1985

MEMORANDUM FOR BRUCE CHAPMAN
DEPUTY ASSISTANT TO THE PRESIDENT
DIRECTOR, PLANNING AND EVALUATION

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Request for Introduction from President
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Subj
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WASHINGTON

March 21, 1985

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This is written in response to your letter of February 27, 1985 to Bruce Chapman of the White House staff. In that letter you advised Mr. Chapman of your plans to use a radio address by the President as the foreword to a forthcoming book, and to indicate on the cover of the book that it contained a "Preface by President Ronald Reagan." You asked to be notified in writing by March 31 if the White House objected to these plans.

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Sincerely,

Fred F. Fielding
Counsel to the President

George A. Rekers, Ph.D.
Logos Research Institute, Inc.
210 Southwind Place
Manhattan, Kansas 66502

FFF:JGR:aea 3/21/85
bcc: FFFielding
JGRoberts
Subj
Chron

By

Room-05

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

Name of Correspondent: Bruce Chapman

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

Subject: Request for introduction from President Reagan to a book produced by Logos Research Institute

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>		<u>ORIGINATOR</u>	<u>8510313</u>		<u>1 1</u>
<u>WAT 18</u>		<u>Referral Note:</u>			
		<u>D</u>	<u>8510313</u>		<u>58510323</u>
		<u>Referral Note:</u>			
			<u>1 1</u>		<u>1 1</u>
		<u>Referral Note:</u>			
			<u>1 1</u>		<u>1 1</u>
		<u>Referral Note:</u>			
			<u>1 1</u>		<u>1 1</u>
		<u>Referral Note:</u>			

ACTION CODES:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure
- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

DISPOSITION CODES:

- A - Answered
- B - Non-Special Referral
- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

- Type of Response = Initials of Signer
- Code = "A"
- Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.
 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.

299919CU

JR

THE WHITE HOUSE

WASHINGTON

March 7, 1985

MEMORANDUM FOR LARRY GARRETT

FROM: BRUCE CHAPMAN *BC*

SUBJECT: Request for introduction from President Reagan to a book produced by Logos Research Institute

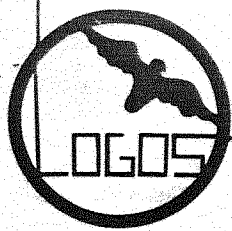
Enclosed please find correspondence which I have just received from the Logos Research Institute of Manhattan, Kansas with regard to an introduction to a book from the President.

This book includes remarks which I made on the American Family and which had previously been cleared for release to the public. It also includes remarks from various other personnel on the importance of the family in society.

Dr. Rekers had previously asked me to request a specific forward to the book from the President. I did not feel comfortable recommending such a statement from the President and indicated to Dr. Rekers, through telephone conversations by my staff, that I could not recommend such an introduction. I therefore did not forward such a recommendation officially within the White House.

The attached request has therefore taken me somewhat by surprise. I would appreciate your response to it so that I can respond appropriately to Dr. Rekers. Please talk to Alice Chambers on my staff if you have any questions.

MAR 4 1985



210 Southwind Place
Manhattan, Kansas 66502
(913) 776-4105

LOGOS RESEARCH INSTITUTE, INC.

February 27, 1985

4 MAR 1985

Bruce Chapman
Deputy Assistant to the President
Director, Office of Planning and Evaluation
THE WHITE HOUSE O. E. O. B. 350
Washington, D.C. 20500

Dear Mr. Chapman:

On December 21, 1984, we mailed you a copy of the entire book manuscript, tentatively entitled, "Six Qualities of a Strong Family" which was the proceedings of the National Leadership Forum on Family Well-Being held in Washington, D.C. in June 1984. We had hoped for a personalized forward to be written from President Ronald Reagan.

Since it does not appear that a more personalized forward will be possible in the near future and because our publication deadline is approaching with the publisher, Regal Press of Ventura, California, we would like to print the President's radio address to the nation from Camp David on June 16, 1984 (the same week as our conference) which we understand is in the public domain and designate it as the forward to the book. The managing editor of Regal Press, Earl Roe, has said that this means that Regal Books may place the wording, "Preface by President Ronald Reagan" on the book cover.

Enclosed is a copy of the forward as it would appear in the book. Please notify me by March 31, 1985, in writing if you have any objection to our using this radio address as the forward to our book, otherwise we will proceed with this plan under the assumption that it is acceptable to the White House.

Thank you, once again, for your contribution to the book in Chapter Ten, "Why Not 'Fairness' for Families?"

I appreciate having been invited to the East Room ceremony to open the National Center for Missing Children, and having been introduced to you by Jerry Regier. Jerry recommended using President Reagan's radio address on the family as the forward to our book. I trust this arrangement is acceptable.

Cordially,

George A. Rekers, Ph.D.
President
Professor of Family and Child Development, Kansas State University

BOARD OF DIRECTORS: Robert E. Buckler, M.D., M.P.H.; Horace Brelsford; Sam Brownback, J.D.; George A. Rekers, Ph.D.; Judson J. Swihart, M.S.W.

BOARD OF REFERENCE: Hon. Mike D. Antonovich (Los Angeles County Commissioner); William Banowsky, Ph.D. (President, University of Oklahoma); Hon. John Carlon, Esq. (Former U.S. Congressman); John Cox (President, Foundation for American Communications); James Dobson, Ph.D. (U.S.C. School of Medicine); Carl Dodrill, Ph.D. (University of Washington); Harold L. Fickett, Jr., Th.D. (Pastor, Author, Educator); Hon. Mark O. Hatfield (U.S. Senator); William D. Rehwald, Esq. (Attorney at Law, Founding Member of Logos Research Institute); Samuel R. Schutz, M.Div., Ph.D. (Research Psychologist, Pastor); Lee E. Travis, Ph.D. (Professor Emeritus—University of California); Edward S. Weigel (Business Executive, Founding Member of Logos Research Institute); Karen C. Wood, Ph.D. (Smith, Kline & French).

FORWORD

My fellow Americans our thoughts turn to to the well-being of family life in America. Families have always stood at the center of our society, preserving good and worthy traditions from our past, entrusting those traditions to our children, our greatest hope for the future.

Family life has changed much down through the years. The days when we could expect to live in only one home and hold only one job are probably gone forever. Perhaps we will not go back to the old family ways, but I think we can and should preserve family values--values of faith, honesty, responsibility, tolerance, kindness and love.

And we'll keep on trying to do better, trying to create a better life for those who follow. This hasn't been easy to do in the last decade. It's become more difficult to raise children that it once was.

For example, the dependency exemption on your income tax: The money you can deduct for raising a child or caring for an elderly relative was \$600 in the late '40s. That's been increased to \$1000 now. But if that deduction had been indexed to keep pace with inflation, today you would be deducting more than \$3000 for every one of your children.

Housing became harder to afford. And the cost of private education also became too expensive for millions of middle-income families. By 1980, American families felt the full shock of runaway taxes, inflation, record interest rates and soaring prices for housing, education, food and other necessities of life.

They saw the golden promise of the American dream disappearing behind storm clouds of economic misery. Liberals urged hugh government subsidies, paying parents for expenses they used to handle themselves. But big government becoming "Big Brother," pushing parents aside, interfering with one parental responsibility after another is no solution. It only makes bad situations worse, raising prices and taxes for everyone.

We came to Washington with a better idea--help working parents to better provide for themselves and their children by enabling them to keep more of their earnings and help them by making government do its job so the terrifying specter of runaway price increases never returns.

Our tax rate reductions have helped parents, reducing the tax bill that would have been owed by a typical family by over \$900 a year. And we've helped parents by reducing the inflation rate by nearly two-thirds since 1980 and by creating more than six million new jobs. Things are getting better for American families, but much remains to be done.

That's why the Treasury Department is making greater tax fairness and greater tax incentives for families a central consideration in the tax reform proposals they're developing. We're trying hard to help fathers and mothers in other ways, too.

Many innocent children are exploited by those who traffic in the gutter of drugs, child pornography and prostitution. Last month, I signed the Child Protection Act of 1984, a key part of our determination to crack down hard on the smut merchants. And this past week, we opened a National Center for Missing and Exploited Children to help educate parents and authorities on how to protect their loved ones.

We've just launched a nationwide citizen effort to encourage volunteer, court-appointed special advocates in legal cases of neglect and child abuse. Soon, we'll start up a sophisticated detective program to help law enforcement officers identify and capture the so-called serial killers who prey upon women and children.

And we've urged the Congress to pass a law that will strengthen and improve child support from absent parents. Children should not be financially abandoned just because they're separated from one of their parents.

We're trying hard to make two other changes. We want to see fewer abandoned, handicapped or underprivileged children left in perpetual foster care. And we want to see the unborn child given his or her chance to live and to know the joys of life. Adoption is often the best option. Too often, it's been the forgotten option.

We're seeing hopeful signs that our policies are paying off. Family income is improving; infant mortality rates continue to drop. And the crime rate has taken a steep dive. The outlook for families in America is better today than in 1980. And we're determined to make it better still.

..... Thanks for listening and God bless you.

President Ronald Reagan

Radio Address of the President of the Nation

Camp David

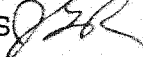
June 16, 1984

THE WHITE HOUSE

WASHINGTON

March 28, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Requests Approval to Use a Picture of
White House in an Eastern Airlines Ad

This routine item was staffed to me for preparation of a reply for your signature. Since it involves Eastern Airlines I prepared the standard reply for my signature. If you have no objections, it is ready to be mailed.

Attachment

THE WHITE HOUSE

WASHINGTON

March 28, 1985

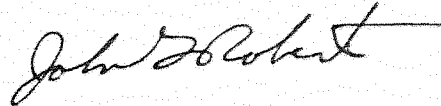
Dear Ms. Hochstadt:

Thank you for your letter of March 21 to Counsel to the President Fred F. Fielding. Along with that letter you enclosed a layout of a proposed outdoor advertisement featuring the White House, and requested our approval to use a photograph or other depiction of the White House in the advertisement.

I must decline to grant such approval. The White House adheres to a policy of declining to approve any use of a photograph or likeness of the White House in commercial advertising, because of the danger that such use could suggest or be construed as endorsement of the advertised product or service. This policy is publicized in Do's and Don'ts in Advertising Copy, published by the Council of Better Business Bureaus, Inc. A copy of the pertinent provision is enclosed for your information.

Thank you for raising this matter with us.

Sincerely,



John G. Roberts
Associate Counsel to the President

Ms. Shari Hochstadt
Campbell-Ewald Company
1345 Avenue of the Americas
New York, NY 10105

59

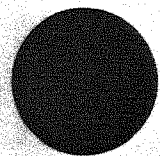
ID # 307348 CU

PR014-09

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

~~_____~~ JR - ASAP



Name of Correspondent: Shari Hochstadt

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

Subject: Request approval to use a picture of White House in an Eastern Airlines ad.

ROUTE TO:		ACTION		DISPOSITION	
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CURTOLL</u>		<u>ORIGINATOR</u>	<u>851031d5</u>		<u>1 1</u>
<u>CUAT 18</u>		<u>Referral Note:</u>	<u>85103126</u>	<u>S</u>	<u>85103129</u>
		<u>Referral Note:</u>	<u>1 1</u>		<u>1 1</u>
		<u>Referral Note:</u>	<u>1 1</u>		<u>1 1</u>
		<u>Referral Note:</u>	<u>1 1</u>		<u>1 1</u>

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 - 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, OEOB).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

CAMPBELL-EWALD COMPANY
ADVERTISING

1345 AVENUE OF THE AMERICAS • NEW YORK, NEW YORK 10105 • PHONE (212)489-6200

307348 *CU*

March 21, 1985

Fred F. Fielding
Office of the White House Counsel
The White House
Washington, D.C. 20500

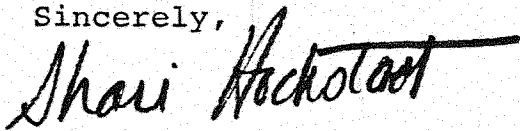
Dear Mr. Fielding;

Enclosed you will find a layout of a new Eastern Airlines Outdoor Board that we are preparing. I am writing to you, to obtain your approval to use a shot of the White House in our Ad. It will be running in New York and Washington D.C. markets.

We would appreciate your immediate response to this request since we are trying to meet production deadlines.

Should you have any questions about this, please do not hesitate to call me. Many thanks for your attention in this matter.

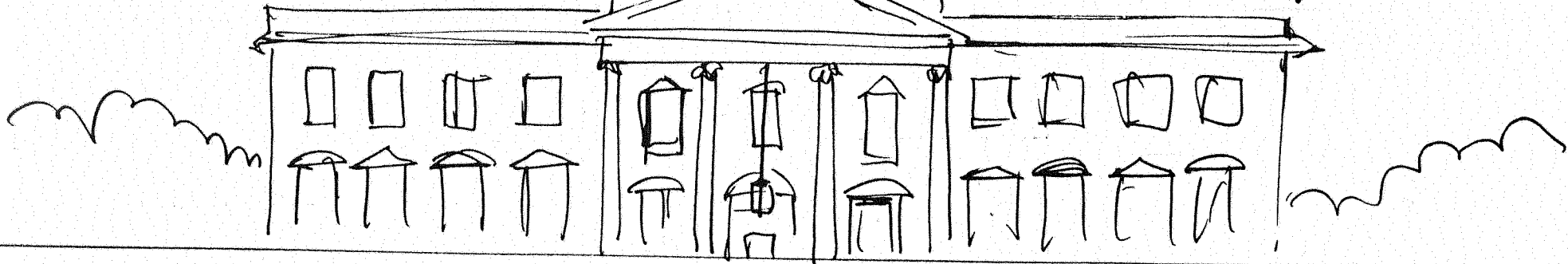
Sincerely,



Shari Hochstadt
Art Buyer

cc: M. Bradley
M. Schipani

TAKE US TO YOUR LEADER



DULLES OR NATIONAL FROM THE AIR-SHUTTLE TERMINAL



THE WHITE HOUSE

WASHINGTON

April 1, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Requested Views Regarding Fairness in Media

Charles Donovan of Presidential Correspondence has asked us to review a proposed reply to an individual who wrote requesting the President's views on Fairness in Media and that organization's efforts -- sponsored by Senator Helms -- to gain financial control of CBS. (Donovan indicates that a small volume of similar letters has been received.) The proposed reply advises that the President generally does not comment on the merits of efforts undertaken by private organizations, with exceptions such as the Boy Scouts and the Red Cross.

The "policy" stated in the proposed reply strikes me as too broad. The President rather often comments on the activities of private organizations, as a review of any videotaping schedule would indicate. I think it would be better simply to note that it would be inappropriate for the President to become involved in this dispute between two private organizations. A revised draft reply is attached, and a transmittal memorandum to Donovan.

Attachments

THE WHITE HOUSE

WASHINGTON

April 1, 1985

MEMORANDUM FOR CHARLES DONOVAN
OFFICE OF WHITE HOUSE CORRESPONDENCE

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Requested Views Regarding Fairness in Media

You have asked for the views of this office on a proposed reply to letters requesting the President's views on the dispute between Fairness in Media and CBS. I think the "policy" announced in the draft reply is too broad. A more narrowly tailored proposed reply is attached.

Thank you for raising this matter with us.

FFF:JGR:aea 4/1/85

cc: FFFielding

JGRoberts

Subj

Chron

THE WHITE HOUSE

WASHINGTON

April 1, 1985

Dear Mrs. Cooper:

Thank you for your message to President Reagan requesting his views regarding the activities of Fairness in Media. Although your interest in contacting the White House is appreciated, I must inform you that it would be inappropriate for the President to become involved in a dispute between a private organization such as Fairness in Media and commercial entities such as the television networks.

Consequently, this office is unable to be of any assistance to you. I can only suggest that you contact the organization you mentioned directly if you desire more information about its policies and programs.

With best wishes,

Sincerely,

Anne Higgins
Special Assistant to the President
and Director of Correspondence

Mrs. G.A. Cooper
84 Elm Road
Princeton, NJ 08540

AH;JGR:aea 4/1/85
bcc: FFFielding
JGRoberts
Subj
Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

Name of Correspondent: Charles Donovan

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

Subject: Requested review regarding Fairness in Media

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>CUHOLL</u>	ORIGINATOR	<u>85,03,22</u>	<u> 1 / 1 / </u>
<u>CUAT 18</u>	Referral Note: D	<u>85,03,22</u>	<u>5 85,03,25</u>
_____	Referral Note:	<u> 1 / 1 / </u>	<u> 1 / 1 / </u>
_____	Referral Note:	<u> 1 / 1 / </u>	<u> 1 / 1 / </u>
_____	Referral Note:	<u> 1 / 1 / </u>	<u> 1 / 1 / </u>
_____	Referral Note:	<u> 1 / 1 / </u>	<u> 1 / 1 / </u>

- ACTION CODES:**

 - A - Appropriate Action
 - C - Comment/Recommendation
 - D - Draft Response
 - F - Furnish Fact Sheet to be used as Enclosure
 - I - Info Copy Only/No Action Necessary
 - R - Direct Reply w/Copy
 - S - For Signature
 - X - Interim Reply

DISPOSITION CODES:

 - A - Answered
 - B - Non-Special Referral
 - C - Completed
 - S - Suspended

FOR OUTGOING CORRESPONDENCE:

 - Type of Response = Initials of Signer
 - Code = "A"
 - Completion Date = Date of Outgoing

Comments: _____

Chairman Counsel
after
typing

Thank you for your message to President Reagan requesting his views regarding the activities of Fairness in Media. Although your interest in contacting the White House is appreciated, I must inform you that, as a matter of general policy, the President does not comment on the merits of endeavors undertaken by private organizations. While exceptions to this policy may occur with respect to organizations like the Boy Scouts of America and the Red Cross which have been closely associated throughout their history with the Office of the Presidency, these exceptions have been few.

½

Consequently, this office is unable to be of any assistance to you. I can only suggest that you contact the organization you mentioned directly if you desire more information about its policies and programs.

½

With best wishes,

½

THE WHITE HOUSE

WASHINGTON

March 21, 1985

Dear Mrs. Cooper:

Thank you for your message to President Reagan requesting his views regarding the activities of Fairness in Media. Although your interest in contacting the White House is appreciated, I must inform you that, as a matter of general policy, the President does not comment on the merits of endeavors undertaken by private organizations. While exceptions to this policy may occur with respect to organizations like the Boy Scouts of America and the Red Cross which have been closely associated throughout their history with the Office of the Presidency, these exceptions have been few.

Consequently, this office is unable to be of any assistance to you. I can only suggest that you contact the organization you mentioned directly if you desire more information about its policies and programs.

With best wishes,

Sincerely,

Anne Higgins
Special Assistant to the President
and Director of Correspondence

Mrs. G. A. Cooper
84 Elm Road
Princeton, NJ 08540

84 ELM ROAD
PRINCETON, NEW JERSEY 08540

January 11, 1985

Dear President Reagan,

I have recently received a copy of Senator Jesse Helms's letter advocating the purchase of CBS stock in order to achieve control of the network and their news programs.

Since I know you are a strong supporter of the Senator as evidenced by your advertisements for his behalf during the campaign and his direct references to you in his letter I do hope you will let me have your thoughts on his ~~his~~ suggestions - why you feel it is important to support FJM (FAIRNESS IN MEDIA) and what its benefits would be.

Thank you very much.

Yours very sincerely,
Elizabeth E. Cooper

THE WHITE HOUSE

WASHINGTON

April 1, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Handwritten Letter from
the President Expressing Thoughts
About Previous Presidents in Return
For Donation to Any Charity

Mr. Deaver has asked for guidance on a letter to the President from Benjamin Shapell of Beverly Hills. Shapell has offered to donate \$10,000 to any charity designated by the President in exchange for a handwritten letter from the President expressing his thoughts on Presidents Jefferson and Lincoln. The letter would "become a permanent part of the Shapell Family Presidential Collection."

I do not think we should approve such selling of the prestige of the Office, even for a good cause. In addition, there is something unseemly about creating an historical document in return for cash, particularly when the historical document is given not to the public but to a private collector for his personal collection. Finally, established White House policy generally precludes offering White House memorabilia to be auctioned off to raise money for charity. Shapell's proposed "exchange" is really no different.

The attached proposed reply focuses on the last point, so as not to unduly offend Shapell, who may be well-intentioned.

Attachment

THE WHITE HOUSE

WASHINGTON

April 1, 1985

Dear Mr. Shapell:

Thank you for your letter of March 7 to the President. In that letter you offered to donate \$10,000 to a charity designated by the President, in exchange for a handwritten letter from the President discussing Presidents Jefferson and Lincoln.

We are unable to accept your offer. The White House receives countless requests to provide memorabilia to be auctioned off for the benefit of particular charities. We obviously cannot grant all such requests, nor is there any fair way to discriminate among the requests. Accordingly, the White House has adopted the policy of generally declining to provide memorabilia for charitable auction.

Your proposed exchange of a charitable contribution for a particular item of Presidential memorabilia, while not an auction per se, bears many of the same essential characteristics and, in our view, must be governed by the same policy. I hope you will understand the reasons we must decline your offer.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Benjamin Shapell
9401 Wilshire Boulevard
Suite 1200
Beverly Hills, CA 90212

FFF:JGR:aea 4/1/85
bcc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

April 1, 1985

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Request for Handwritten Letter from
the President Expressing Thoughts
About Previous Presidents in Return
For Donation to Any Charity

You have asked for my thoughts on a reply to a letter to the President from Benjamin Shapell of Beverly Hills. Mr. Shapell offered to donate \$10,000 to a charity chosen by the President in exchange for a handwritten letter expressing the President's thoughts on two of his predecessors, Jefferson and Lincoln.

I have prepared a reply for my signature declining the offer. I do not think we should approve such selling of the prestige of the Office, even for a good cause. In addition, there is something unseemly about creating an historical document in return for cash, particularly when the historical document is given not to the public but to a private collector for his personal collection. Finally, established White House policy generally precludes offering White House memorabilia to be auctioned off to raise money for charity. Shapell's proposed "exchange" is really no different.

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FFF:JGR:aea 4/1/85

cc: FFFielding
JGRoberts
Subj
Chron

PRO14-08

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

JR

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

Name of Correspondent: Benjamin Shupell

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

Subject: wisher a handwritten letter from POTUS expressing thoughts about previous Presidents in return for a \$10,000 donation to Amf Charity

ROUTE TO: Office/Agency (Staff Name)	ACTION		DISPOSITION	
	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>CU MOLL</u>	<u>B</u> ORIGINATOR	<u>85103119</u>		<u> </u> / <u> </u> / <u> </u>
<u>CU AT 18</u>	<u>D</u> Referral Note:	<u>85103120</u>	<u>S</u>	<u>85103130</u>
	Referral Note:	<u> </u> / <u> </u> / <u> </u>		<u> </u> / <u> </u> / <u> </u>
	Referral Note:	<u> </u> / <u> </u> / <u> </u>		<u> </u> / <u> </u> / <u> </u>
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- FOR OUTGOING CORRESPONDENCE:**
- Type of Response = Initials of Signer
 - Code = "A"
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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.

BENJAMIN SHAPELL
9401 Wilshire Boulevard, Suite 1200
Beverly Hills, California 90212

306397 *CU*

March 7, 1985

President Ronald Reagan
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Mr. President:

As you know, President Abraham Lincoln, during his term of office occasionally would handwrite something of significance - such as a portion of one of his celebrated speeches or excerpts from his Gettysburg Address to be auctioned off to raise money for important charities, such as the Sanitary Fair of 1864 (the precursor of the Red Cross).

I have a bold proposition: If you will handwrite a letter expressing your thoughts about Presidents Lincoln or Jefferson from the point of view of one president reflecting upon another, I will be delighted to contribute \$10,000. to any charity that you would name, such as one connected with the First Lady's Drug Rehabilitation Program. This check could be deposited in advance with your Los Angeles attorneys, Gibson, Dunn and Crutcher, who know my family well. If you agree, you may be certain that your letter will become a permanent part of the Shapell Family Presidential Collection.

Yours respectfully,

Ben Shapell

Benjamin Shapell



March 13, 1985

Dear Kathy:

a friend passed this on.

I wasn't sure whether it's the
kind of thing anyone would be
interested in doing.

I have no particular
involvement other than the message
so please do whatever...

Many Thanks!
Jodie

P.S. The kids + I've put our home on the
market + think will probably move to Virginia
when (+ if) it sells...

THE WHITE HOUSE
WASHINGTON

April 1, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS *JGR*

SUBJECT:

Requested Views Regarding Fairness in Media

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Attachments

*fair, but I
think we better be
thinking in terms of an
answer for the P.
(check press conference guidelines)*

THE WHITE HOUSE

WASHINGTON

April 1, 1985

MEMORANDUM FOR CHARLES DONOVAN
OFFICE OF WHITE HOUSE CORRESPONDENCE

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

SUBJECT: Requested Views Regarding Fairness in Media

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cc: FFFielding

JGRoberts

Subj

Chron

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WASHINGTON

April 1, 1985

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Anne Higgins
Special Assistant to the President
and Director of Correspondence

Mrs. G.A. Cooper
84 Elm Road
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bcc: FFFielding
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Subj
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