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Collection: Roberts, John G.: Files
Folder Title: JGR/Endorsements by the President
(3 of 4)
Box: 20

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THE WHITE HOUSE

WASHINGTON

September 27, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Joey Adams

Joey Adams telephoned me to let me know how disappointed he was to receive your letter declining his request for a foreword by the President. He thought that an exception might be made in his case since he was such a close and long-standing friend of the President. Adams has now asked for a brief note from the President about Adams - "'Joey's always been such a source of joy,' something like that."

I told him he could not use any such note on the book jacket or as a foreword, or in connection with the marketing of the book. He said he would not do so.

I am somewhat at a loss as to how to respond to Adams' request, which is nothing more nor less than a request for a nice letter about himself. I do not even know what the pretext for such a letter would be, and remain uneasy that Adams will try to use it to promote his book. I await your guidance.

THE WHITE HOUSE

WASHINGTON

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*Let's hope he doesn't call again - if he does,
let me know*

→ 9/28

THE WHITE HOUSE

WASHINGTON

February 28, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Presidential Endorsement of
Frank Sinatra's Participation in a Special
Event for the Benefit of USO

Anne Higgins referred to us a letter to the President from William A. Whyte, President of USO, asking the President to intercede with Frank Sinatra to convince Sinatra to perform for the USO. Higgins telephoned me today to advise that Ambassador von Damm short-circuited proper channels and hand delivered a copy of the letter to the President. The President apparently is now drafting a letter to Sinatra. Higgins asked that the material be returned to her.

Attachment

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

INCOMING

JK

DATE RECEIVED: FEBRUARY 21, 1984

NAME OF CORRESPONDENT: MR. WILLIAM G. WHYTE

SUBJECT REQUESTS THAT THE PRESIDENT PERSONALLY
ENDORSE MR. FRANK SINATRA'S PARTICIPATION IN
A SPECIAL EVENT FOR THE BENEFIT OF USO

| ROUTE TO: OFFICE/AGENCY (STAFF NAME) | ACTION | | DISPOSITION | |
|---|-------------|------------------|--------------|------------------------------|
| | ACT CODE | DATE YY/MM/DD | TYPE RESP | C D COMPLETED YY/MM/DD |
| ANNE HIGGINS | ORG | 84/02/21 | | 1/1 |
| REFERRAL NOTE: <i>Fred F. Illing</i> | <i>A</i> | <i>84/02/23</i> | | 1/1 |
| REFERRAL NOTE: <i>WATIE</i> | <i>D</i> | <i>84/02/23</i> | | <i>5 84/03/03</i> |
| REFERRAL NOTE: | | 1/1 | | 1/1 |
| REFERRAL NOTE: | | 1/1 | | 1/1 |
| REFERRAL NOTE: | | 1/1 | | 1/1 |

COMMENTS: _____

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES _____

MI MAIL USER CODES: (A) _____ (B) _____ (C) _____

- *****
- | | | | |
|--------------------------|----------------------|----------------------|---|
| *ACTION CODES: | *DISPOSITION CODES: | *OUTGOING | * |
| * | * | * CORRESPONDENCE: | * |
| *A-APPROPRIATE ACTION | *A-ANSWERED | *TYPE RESP=INITIALS | * |
| *C-COMMENT/RECOM | *B-NON-SPEC-REFERRAL | * OF SIGNER | * |
| *D-DRAFT RESPONSE | *C-COMPLETED | * CODE = A | * |
| *F-FURNISH FACT SHEET | *S-SUSPENDED | *COMPLETED = DATE OF | * |
| *I-INFO COPY/NO ACT NEC* | | * OUTGOING | * |
| *R-DIRECT REPLY W/COPY * | | * | * |
| *S-FOR-SIGNATURE | * | * | * |
| *X-INTERIM REPLY | * | * | * |
- *****

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT. 2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

PRODUCTION

MAGAZINE

March 23, 1984
Our Forty-Ninth Year

White House Photo Office
The White House
Washington, D. C. 20500

Attention: Mr. Billy Shaddix

Dear Mr. Shaddix:

We will be using a letter from the President in our May issue. We are anxious to get a photographic reproduction of the White House seal which is at the top of his letter. Unfortunately, the white-on-white embossing will not print properly.

Can you please send us, immediately, a black and white photograph of the seal for this use?

Thank you for your help.

Sincerely,

Robert F. Huber
x.

Robert F. Huber
Editor-Publisher

RFH:lba

John — —

ANN-
file

3.28.84

What do you think?

- Anne Powers
Photo of.
x6709

THE WHITE HOUSE

WASHINGTON

April 2, 1984

MEMORANDUM FOR MICHAEL BAROODY
DEPUTY ASSISTANT TO THE PRESIDENT
AND DIRECTOR OF PUBLIC AFFAIRS

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

SUBJECT: Proposed Article for Administrative
Radiology Magazine -- "America's
Health Care: The Future is Now"

Counsel's Office has reviewed the above-referenced proposed magazine article and finds no objection to it from a legal perspective.

FFF:JGR:ph 4/2/84
cc: FFFielding ✓
JGRoberts ✓
Subject
Chron.

THE WHITE HOUSE

WASHINGTON

April 24, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Photos of the White House
for a Tourist Brochure

Diane Powers of the Photo Office has referred to us a request from Congressman Timothy J. Penny (D-Minn.) for photographs of the White House for use in a tourist brochure. I contacted Congressman Penny's office to obtain more information on his request. According to Penny's aide Steve Miller, the Congressman is putting together a brochure to guide constituents visiting Washington to popular tourist attractions. The brochure will consist of a brief welcome from Congressman Penny, along with photographs of six major tourist attractions and brief descriptions of each. The brochure will not be sold but made available free of charge at the Congressman's Washington and district offices. According to Miller, it will have no partisan political content.

Assuming the accuracy of the above representations, I have no objection to providing Congressman Penny with a few photographs of the White House. The photographs should be accompanied by a letter from you, however, stating that they are provided subject to the representations that have been made. A draft is attached.

Attachment

THE WHITE HOUSE

WASHINGTON

April 24, 1984

Dear Congressman Penny:

Your letter to Diane Powers of the White House Photo Office, requesting photographs of the White House for use in a tourist brochure, has been referred to this office for review. A member of my staff has discussed this matter with your office, and was advised that the planned brochure would be distributed free of charge at your Washington and district offices, and would contain no partisan political material. Based on these representations, we are happy to provide the requested photographs.

Best of luck with the brochure. If we may be of any further assistance, please do not hesitate to contact us.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

The Honorable Timothy J. Penny
House of Representatives
Washington, D.C. 20515

cc: Diane Powers
White House Photo Office

FFF:JGR:aea 4/24/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

April 24, 1984

Dear Congressman Penny:

Your letter to Diane Powers of the White House Photo Office, requesting photographs of the White House for use in a tourist brochure, has been referred to this office for review. A member of my staff has discussed this matter with your office, and was advised that the planned brochure would be distributed free of charge at your Washington and district offices, and would contain no partisan political material. Based on these representations, we are happy to provide the requested photographs.

Best of luck with the brochure. If we may be of any further assistance, please do not hesitate to contact us.

Sincerely,

Fred F. Fielding
Counsel to the President

The Honorable Timothy J. Penny
House of Representatives
Washington, D.C. 20515

cc: Diane Powers
White House Photo Office

FFF:JGR:aea 4/24/84
bcc: FFFielding/JGRoberts/Subj/Chron

PR005

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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

JR

Name of Correspondent: *Amos J. Penney*

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

Subject: *Requests photos of the White House for a tourist brochure*

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><i>WH Holland</i></u> | <u><i>DDI</i></u> | <u><i>84.03.28</i></u> | | | <u><i>1 1</i></u> |
| <u><i>WAT18</i></u> | <u><i>D</i></u> | <u><i>84.03.29</i></u> | | | <u><i>S 84.04.09</i></u> |
| | | <u><i>1 1</i></u> | | | <u><i>1 1</i></u> |
| | | <u><i>1 1</i></u> | | | <u><i>1 1</i></u> |
| | | <u><i>1 1</i></u> | | | <u><i>1 1</i></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.

TIMOTHY J. PENNY

1st DISTRICT, MINNESOTA

COMMITTEES:
AGRICULTURE

VETERANS' AFFAIRS

Congress of the United States
House of Representatives
Washington, D.C. 20515

March 23, 1984

WASHINGTON OFFICE:
501 CANNON HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
(202) 225-2472

DISTRICT OFFICES:
PARK TOWERS
22 NORTH BROADWAY
ROCHESTER, MINNESOTA 55901
(507) 281-6053

BLUE EARTH COUNTY GOVERNMENT CENTER
P.O. Box 3148
MANKATO, MINNESOTA 56001
(507) 625-6921

219600 *all*

Ms. Diane Powers
Photo Office
White House
Washington, DC 20500

Dear Ms. Powers:

Could you please send us any publicity photos you might have of the White House.

We are doing a tourist brochure and would very much appreciate your assistance. Please send the photos to our Washington office.

Sincerely,

Timothy J. Penny

TIMOTHY J. HENNY
Member of Congress

TJP/SLM/cd

THE WHITE HOUSE
WASHINGTON

August 2, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS 

SUBJECT:

Request for Permission to Place the
President's Name on Jim Robinson's
Race Car

Nothing surprises me anymore. Willis Sanders, the person who created the Ronald Reagan novelty wristwatch (whatever that is), has asked for permission to name race driver Jim Robinson's car the "Ronald Reagan." Sanders is the Vice President for Marketing of Hammer Security Service, the company that sponsors Robinson on the Nascar circuit. Presumably the President's name would be plastered on the car alongside the STP, Champion spark plug, Quaker State motor oil, and Goodyear tire stickers.

A draft denying the request is attached.

Attachment

THE WHITE HOUSE

WASHINGTON

August 2, 1984

Dear Mr. Sanders:

Thank you for your recent letter to the President, seeking approval to use the President's name on Jim Robinson's race car.

I must advise you that we cannot grant you permission to so use the President's name. The White House adheres to a policy of not approving any use of the President's name, likeness, photograph, or signature in any manner that suggests or could be construed as an endorsement of a commercial product or enterprise. In this case approval of the use of the President's name on Mr. Robinson's car would of course suggest endorsement of his efforts. That would not only contravene White House policy but, as I am certain you will recognize, hardly be fair to the other drivers.

I hope you will understand the reasons we cannot grant your request, and recognize that our inability to do so is in no sense an adverse reflection on you or Mr. Robinson. Thank you for writing.

Sincerely,

/s/

Fred F. Fielding
Counsel to the President

Mr. Willis Sanders
Hammer Security Service
of California Inc.
14547 Titus Street, Suite 206
Panorama City, CA 91402

FFF:JGR:aea 8/2/84
bcc: FFFielding/JGRoberts/Subj/Chron

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WASHINGTON

August 2, 1984

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Counsel to the President

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of California Inc.
14547 Titus Street, Suite 206
Panorama City, CA 91402

FFF:JGR:aea 8/2/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

ID# 233880

plus me)
Will
JR

INCOMING

DATE RECEIVED: JULY 31, 1984

NAME OF CORRESPONDENT: MR. WILLIS SANDERS

SUBJECT: REQUESTS PERMISSION TO PLACE THE PRESIDENT'S
NAME ON JIM ROBINSON'S RACE CAR

| ROUTE TO: OFFICE/AGENCY (STAFF NAME) | ACTION | | DISPOSITION | |
|---|-------------|------------------|--------------|---------------------------|
| | ACT CODE | DATE YY/MM/DD | TYPE RESP | C COMPLETED D YY/MM/DD |
| FRED FIELDING | ORG | 84/07/31 | | 1/1 |
| REFERRAL NOTE: <i>WAT 18</i> | | | | |
| REFERRAL NOTE: | | | | |
| REFERRAL NOTE: | | | | |
| REFERRAL NOTE: | | | | |
| REFERRAL NOTE: | | | | |

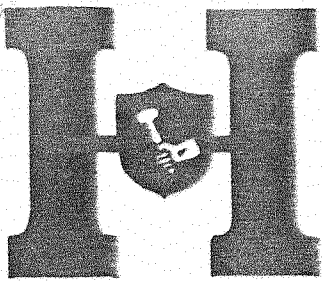
COMMENTS: _____

ADDITIONAL CORRESPONDENTS: MEDIA:L INDIVIDUAL CODES: _____

MI MAIL USER CODES: (A) _____ (B) _____ (C) _____

- *****
- | | | | |
|--------------------------|----------------------|----------------------|---|
| *ACTION CODES: | *DISPOSITION CODES: | *OUTGOING | * |
| * | * | * CORRESPONDENCE: | * |
| *A-APPROPRIATE ACTION | *A-ANSWERED | *TYPE RESP=INITIALS | * |
| *C-COMMENT/RECOM | *B-NON-SPEC-REFERRAL | * OF SIGNER | * |
| *D-DRAFT RESPONSE | *C-COMPLETED | * CODE = A | * |
| *F-FURNISH FACT SHEET | *S-SUSPENDED | *COMPLETED = DATE OF | * |
| *I-INFO COPY/NO ACT NEC* | | * OUTGOING | * |
| *R-DIRECT REPLY W/COPY * | | | * |
| *S-FOR-SIGNATURE * | | | * |
| *X-INTERIM REPLY * | | | * |
- *****

REFER QUESTIONS AND ROUTING UPDATES TO CENTRAL REFERENCE
(ROOM 75, OEOB) EXT. 2590
KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING
LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.



HAMMER SECURITY SERVICE

OF CALIFORNIA INC.

LIC. # PA006504

14547 Titus Street, Suite 206 • Panorama City, CA 91402
(818) 994-9941 - Valley
(213) 873-6070 - Los Angeles

President Ronald Reagan
The White House
Washington, D.C. 20510

Dear Mr. President,

I was indeed pleased to see you at the Pepsi Firecracker 400 at Daytona Beach Florida. I understand this is another first for a president.

Hammer Security Service of California Inc., is the proud sponsor of Jim Robinson the Champion race driver in the Nascar Winston West Series in 1983. This year Jim is again in first place and he plans to enter the Daytona 500 in February 1985.

Jim has requested that I ask for your permission to place your name on our winning Oldsmobile car number 78 entitled: President Ronald Reagan.

By the way, Hammer Security Service of California Inc., will be protecting you and Nancy on your arrival at the Orthopaedic Hospital for the Olympic "Summer Games".

Hammer has been selected to provide additional Security Officers for the Hospital. I had the pleasure of meeting Captain Reagan many years ago at the "First Motion Picture Unit" in Culver City.

I am the person that created the Ronald Reagan novelty wristwatch which still is as popular as the day you went into office.

Please advise if we may use your name on our racing car.

Wishing you and Nancy a pleasant visit to the Olympic "Summer Games".

With best wishes
Hammer Security Service

Willis Sanders
Willis Sanders
V.P. Marketing

THE WHITE HOUSE

WASHINGTON

August 23, 1985

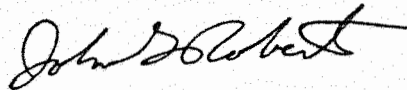
Dear Mr. Woodson:

This is in response to your letter of July 25 to David Waller, and the enclosed letters to the President and Vice President. In that correspondence you requested that the President and Vice President and the First Lady and Mrs. Bush autograph ostrich eggs, with the signed eggs to be auctioned off to benefit the Cystic Fibrosis Foundation.

I must advise you that the White House adheres to a policy of generally not providing memorabilia to be auctioned off or otherwise participating in particular fundraising projects. As you might imagine, the White House receives countless requests for endorsement of fundraising campaigns being conducted by laudable charities. We cannot possibly grant all such requests, nor is there any fair way to discriminate among the many worthy requests received. Accordingly, we have been compelled to adopt a policy of generally declining such requests.

I trust you will understand the reasons we must adhere to this policy, and that our inability to grant your request in no way should be interpreted as an adverse reflection on you or the critically important work of the Cystic Fibrosis Foundation.

Sincerely,



John G. Roberts
Associate Counsel to the President

Mr. James P. Woodson
3323 Richmond Avenue
Suite 200
Houston, TX 77098

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

Just PRO14-02
JR

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

Name of Correspondent: James Madison

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

Subject: Request for the Reagan's & Bush's signature on two eggs to be auctioned off

| 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>CUMHOLL</u> | <u>ORIGINATOR</u> | <u>85107129</u> ^{WIS} _____ _____ <u>1 1</u> |
| | Referral Note: | _____ |
| <u>CUAT 18</u> | <u>R</u> | <u>85107130</u> ^{WIS} _____ <u>S 85108101</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: | _____ |

- ACTION CODES:**
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 - C - Comment/Recommendation
 - D - Draft Response
 - F - Furnish Fact Sheet to be used as Enclosure
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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: _____



WOODSON
PROPERTIES
INC.
Commercial and Investment
Real Estate

334551 *CW*

James Palmer Woodson

July 25, 1985

Mr. David Waller
The White House
Washington, D.C. 20500

Dear Mr. Waller:

Pete Roussel asked that I send this letter to you in reference to the Cystic Fibrosis Foundation and a charity ball that they are having in Houston, Texas, on August the 23rd, 1985.

President Reagan has been involved in the Cystic Fibrosis cause along with Mrs. Reagan in the past and have made a filmed documentary stating their interest and how close we are to finding a cure for Cystic Fibrosis which attacks helpless young children at birth.

My request is to ask Vice President and Mrs. Bush and President and Mrs. Reagan to autograph two Ostrich eggs that will be sent to them with your approval and they will be auctioned off at the River Oaks Country Club here in Houston on the above referenced date to the highest bidders and all of the proceeds will go to the Cystic Fibrosis Charity. It is a very worthy cause and Pete asked that I clear it with you before sending the eggs. Since the gala is less than one month away, I would appreciate it if you could advise me as soon as possible by calling me collect so that there is time to send and have the ostrich eggs returned for the auction.

Thank you for your considering this request and your courtesy.

Sincerely,

James P. Woodson

JPW/dlh

cc: Peter Roussel

July 8, 1985

The Honorable
Ronald W. Reagan
President
of the United States
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

Dear Mr. President:

The Cystic Fibrosis Foundation seeks your help in eliminating the leading genetic killer of children in the United States.

We ask simply that you and the First Lady sign, date, and decorate the enclosed ostrich egg. Your "signature of support" will be held at auction on August twenty-third of this year at the Cystic Fibrosis Foundation's seventh annual "New Ball In Town" event. Last year this event raised \$160,000.

The signed, dated, and decorated ostrich egg needs to be received back in our offices no later than August tenth. We know that your support will be enthusiastically received by our patrons, which in turn means real and valid hope for a cure.

Speaking for the parents of all the children with cystic fibrosis, thank you for your dedication to our country and to her children.

Respectfully,

Jim Woodson

Enclosure

**THE NEW BALL IN TOWN
PRESENTS:
LOVE MATCH '85.**

Cystic Fibrosis Foundation
Texas Gulf Coast Chapter
5615 Kirby Drive, Suite 560
Houston, Texas 77005
(713) 523-9044

Chairman
Eddy S. Blanton

Executive Advisory
J. Thomas Dorsey
Jack Russell
Don A. Sanders
James Palmer Woodson

Patrons
Charles H. Herder

Underwriters & Sponsors
Glenn Clements

Publicity
Terry St. John

Program
Craig Johnson

Tournament Prizes
Susie Cunningham
Gerard J. Inzerillo
Dorsey Jones

Dinner
Mary C. Walker
Vicki G. Woodson

Silent Auction
Norman Bock
Cary Summers

Auction
Charles "Sonny" Sowell

Tennis
Leona Schroeder

Tennis: Local
Jim Hamilton
Bob King
Greg Vinbladh

Tennis: National
Barbara and Mike Estep

July 8, 1985

Copy

The Honorable
George H. Bush
Vice President
of the United States
Old Executive Office Building
Washington, D.C. 20501

Dear Mr. Vice President:

The Cystic Fibrosis Foundation seeks your help in eliminating the leading genetic killer of children in the United States.

We ask simply that you and Barbara sign, date, and decorate the enclosed ostrich egg. Your "signature of support" will be held at auction on August twenty-third of this year at the Cystic Fibrosis Foundation's seventh annual "New Ball In Town" event. Last year this event raised \$160,000.

The signed, dated, and decorated ostrich egg needs to be received back in our offices no later than August tenth. We know that your support will be enthusiastically received by our patrons, which in turn means real and valid hope for a cure.

Speaking for the parents of all the children with cystic fibrosis, thank you for your dedication to our country and to her children.

Respectfully,

Jim Woodson

Enclosure

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PRESENTS:
LOVE MATCH '85.**

Cystic Fibrosis Foundation
Texas Gulf Coast Chapter
5615 Kirby Drive, Suite 560
Houston, Texas 77005
(713) 523-9044

Chairman
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Gerard J. Inzerillo
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Dinner
Mary C. Walker
Vicki G. Woodson

Silent Auction
Norman Bock
Cary Summers

Auction
Charles "Sonny" Sowell

Tennis
Leona Schroeder

Tennis: Local
Jim Hamilton
Bob King
Greg Vinbladh

Tennis: National
Barbara and Mike Estep

THE WHITE HOUSE

WASHINGTON

October 16, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM:

JOHN G. ROBERTS 

SUBJECT:

Mr. Wizard Endorsement Ad

Fred Ryan has asked whether a letter of commendation provided by the President to television stations airing the "Mr. Wizard" public service science news spots may be reproduced in a full-page advertisement to be placed by the National Association of Broadcasters, which has been involved in promoting the Mr. Wizard educational spots. The advertisement would also thank the National Science Foundation and General Motors for underwriting the project.

Our office approved the original letter of commendation, which simply applauded the individual stations for participating in this private sector initiative project. Reproducing the letter in an advertisement strikes me as raising entirely different issues. Corporations like General Motors often devote a significant portion of their advertising budget to convincing the public that they do good things, and I do not think the President should be enlisted in the effort. If we do permit letters such as this to be used in advertising, we will have to begin being far more restrictive in sending the letters of commendation out in the first place.

Attachment

THE WHITE HOUSE

WASHINGTON

October 16, 1985

MEMORANDUM FOR FREDERICK J. RYAN, JR.
DEPUTY ASSISTANT TO THE PRESIDENT
DIRECTOR, PRESIDENTIAL SCHEDULING

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

SUBJECT: Mr. Wizard Endorsement Ad

You have asked for my views on a proposed advertisement, featuring a reproduction of a letter from President Reagan commending the television stations that aired the "How About..." reports on scientific and technological advances. The letter was written, and approved, as a letter of commendation, and not with the intent that it would be used to promote either this particular private sector initiative or those sponsoring the initiative. When such letters are reproduced in advertisements there is the danger that the President will be perceived to be endorsing the various commercial entities involved. Approving this use of the letter would set a bad precedent, and would require us to be far more circumspect in sending letters of commendation in the first place. For these reasons, I recommend that the request for permission to use the letter be denied.

Thank you for raising this matter with this office.

FFF:JGR:aea 10/16/85

cc: FFFielding ✓
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

October 16, 1985

MEMORANDUM FOR FREDERICK J. RYAN, JR.
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JGRoberts
Subj
Chron

Ag

ID # 348324 CU

PR014-09

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

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

RC - done

Name of Correspondent: Red Ryan

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

Subject: Mr. Wizard Endorsement Ad

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>Curtall</u> | ORIGINATOR | <u>85,10,03</u> TR | | | <u>1/1</u> |
| | Referral Note: | | | | |
| <u>Curt 18</u> | R | <u>85110104</u> TR | | S | <u>85110114</u> TR |
| | 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: | | | | |

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.

348324 *CK*

THE WHITE HOUSE
WASHINGTON

October 2, 1985

MEMORANDUM FOR: FRED F. FIELDING
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Mr. Wizard Endorsement Ad

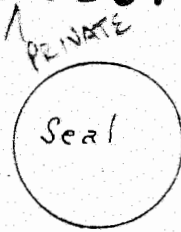
The Mr. Wizard Studio, Inc. has been working with the National Association of Broadcasters, the National Science Foundation and General Motors to promote and distribute scientific public service announcements to television stations. As you can see, they obtained a Presidential message commending their series.

They would like to place a one-time, full-page ad in either "Congressional Quarterly" or "National Journal" at the end of the year thanking those participating stations for playing the Mr. Wizard news reports. A facsimile of the ad is attached.

The National Association of Broadcasters has asked our permission to run this ad. We would greatly appreciate your comments.

"...UNIQUE PROJECT..."

GOVERNMENT AND THE SECTOR WORKING TOGETHER



THE WHITE HOUSE
WASHINGTON

I believe it is in the national interest for the public to be aware of the vital role science and technology play in our way of life. I am happy, therefore, to congratulate and commend the television stations that are airing in their newscasts the "How About..." reports on scientific and technological advances.

This unique project is an example of how effectively government, industry and broadcasters can work together to further the public's understanding and appreciation of the science and technology that are so important to our nation's continuing progress.

Ronald Reagan

On behalf of the commercial stations
airing Don Herbert's 90-second "How About..." science news reports
our thanks to...

THE NATIONAL SCIENCE FOUNDATION
and the
GENERAL MOTORS CORPORATION

Their underwriting support for the past six years has provided coverage of advances in science and technology from over 130 universities and research centers to reach millions of viewers.

THE MR. WIZARD STUDIO



Stations Airing Don Herbert's Science Reports

| | | | | | | | |
|--------------------|---------|--------------------|---------|----------------------|---------|------------------------|---------|
| Abilene, TX | KRBC-TV | Escanaba, MI | WJMN | Memphis, TN | WHBO-TV | Scranton, PA | WDAU-TV |
| Ada, OK | KTEN | Eureka, CA | KVIQ | Meridian, MS | WHTV | Selma, AL | WAKA |
| Albany, GA | WTSG-TV | Evansville, IN | WTVW | Miami, FL | WPLG | Shreveport, LA | KSLA-TV |
| Albany, NY | WTEN | Flint, MI | WJRT-TV | Milwaukee, WI | WISN-TV | Sioux City, IA | KCAU-TV |
| Albuquerque, NM | KGGM-TV | Florence, SC | WBTW | Minot, ND | KXMC-TV | Sioux Falls, SD | KELO-TV |
| Alexandria, LA | KALB-TV | Florence, SD | KDLO-TV | Missoula, MT | KECI-TV | Sitka, AK | KTNL-TV |
| Alexandria, MN | KCMT | Fort Myers, FL | WBBH-TV | Mobile, AL | WKRG-TV | Spokane, WA | KXLY-TV |
| Altoona, PA | WTAJ-TV | Fort Smith, AR | KPOM-TV | New Orleans, LA | WWL-TV | Springfield, MA | WGGB-TV |
| Amarillo, TX | KJTV | Fort Wayne, IN | WANE-TV | New York, NY | WPIX | Steubenville, OH | WTOV-TV |
| Anniston, AL | WJSU-TV | Fresno, CA | KSEE | Norfolk, VA | WVEC-TV | St. Louis, MO | KSDK |
| Asheville, NC | WLOS-TV | Goodland, KS | KLOE-TV | Odessa, TX | KOSA-TV | Syracuse, NY | WIXT |
| Austin, TX | KVUE-TV | Grand Island, NE | KGIN-TV | Omaha, NE | KETV | Tacoma, WA | KCPQ |
| Bakersfield, CA | KBAK-TV | Grand Junction, CO | KJCT-TV | Orlando, FL | WOFL | Tallahassee, FL | WCTV |
| Bangor, ME | WABI-TV | Green Bay, WI | WFRV-TV | Pasco, WA | KEPR-TV | Temple, TX | KCEN-TV |
| Baton Rouge, LA | WBRZ | Greenwood, MS | WABG-TV | Panama City, FL | WJHG-TV | Terre Haute, IN | WTHI-TV |
| Billings, MT | KULR-TV | Harlingen, TX | KGBT-TV | East Peoria, IL | WEEK-TV | Toledo, OH | WTOL-TV |
| Biloxi, MS | WLOX-TV | Hays, KS | KAYS-TV | Phoenix, AZ | KTVK-TV | Traverse City, MI | WGTU-TV |
| Binghamton, NY | WICZ-TV | Hungtington, WV | WOWK-TV | Pocatello, ID | KPVI | Tucson, AZ | KVOA-TV |
| Birmingham, AL | WVTM-TV | Huntsville, AL | WHNT-TV | Portland, ME | WGME-TV | Tulsa, OK | KJRH |
| Bryan, TX | KBTX-TV | Indianapolis, IN | WTTV | Presque Isle, ME | WAGM-TV | Tuscaloosa, AL | WCFT-TV |
| Buffalo, NY | WKBW-TV | Johnson City, TN | WJHL-TV | East Providence, RI | WPRI-TV | Tyler, TX | KLTV |
| Butte, MT | KTVM-TV | Jonesboro, AR | KAIT-TV | Quincy, IL | KHQA-TV | Ulica, WA | WKTV |
| Casper, WY | KTWO-TV | Kalispell, MT | KCFW-TV | Rapid City, SD | KEVN-TV | Walker, NY | KNMT |
| Cedar Rapids, IA | KCRG-TV | Knoxville, TN | WBIR-TV | Redding, CA | KRCR-TV | Washington, DC | WRC-TV |
| Charlotte, NC | WBTV | Lafayette, LA | KLFY-TV | Reliance, SD | KPLO-TV | Washington, NC | WITN-TV |
| Cincinnati, OH | WKRC-TV | Laredo, TX | KVTV | Reno, NV | KTVN | Watertown, NY | WWNY-TV |
| Colo. Springs, CO | KRDO-TV | Las Vegas, NV | KVBC | Rhineland, WI | WAEO-TV | W. Palm Beach, FL | WPTV |
| Columbia, MO | KOMU-TV | Lawton, OK | KSWO-TV | Richmond, VA | WTVR-TV | Wichita, KS | KWCH-TV |
| Columbus, OH | WCMH | Lead Deadwood, SD | KIVV-TV | Rochester, NY | WHEC-TV | Wilmington, NC | WWAY |
| Corpus Christi, TX | KZTV | Lewiston, ID | KLEW-TV | Sacramento, CA | KTXL | Williston, ND | KXMD-TV |
| Dayton, OH | WKEF | Lexington, KY | WLEX-TV | Salisbury, MD | WMDT-TV | Winston-Salem, NC | WXII |
| Decatur, IL | WAND | Lincoln, NE | KOLN-TV | Salt Lake City, UT | KUTV | Yakima, WA | KIMA-TV |
| Detroit, MI | WDIV | Little Rock, AR | KTHV-TV | San Angelo, TX | KACB-TV | Youngstown, OH | WFMJ-TV |
| Dothan, AL | WDHN-TV | Louisville, KY | WAVE-TV | San Antonio, TX | KENS-TV | Yuma, AZ | KYEL-TV |
| Eau Claire, WI | WEAU-TV | Lubbock, TX | KJAA | Sarasota, FL | WXLT-TV | Zanesville, OH | WHIZ-TV |
| Elkhart, IN | WSJV-TV | Lufkin, TX | KTRE-TV | Sault Ste. Marie, MI | WGTO-TV | | |
| El Paso, TX | KDBC-TV | Madison, WI | WKOW-TV | Savannah, GA | WTOG-TV | Armed Forces Radio and | |
| Erie, PA | WICU-TV | Mankato, MN | KEYC-TV | Scottsbluff, NE | KSTF | Television Services | |

Produced by Mr. Wizard Studio - Distributed by Mr. Wizard Communications
 A Division of Prism Productions

Endorsements

THE WHITE HOUSE
WASHINGTON

October 30, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Permission to Use
Story Regarding the President's
Use of Classified Advertising

A representative of a firm providing classified advertising services to newspapers has uncovered an old advertisement for classified advertising featuring several celebrities, including Ronald Reagan. The advertisement is not dated but appears to be some 25 years old, if not older. The correspondent has asked permission to use the old advertisement in the monthly service package sent to subscribers.

We should, pursuant to established policy governing commercial use of the President's name or likeness, decline this request. A draft response doing so is attached for your signature.

Attachment

THE WHITE HOUSE

WASHINGTON

October 30, 1984

Dear Mr. Rundell:

This is in response to your letter of October 18 to the President. In that letter, you requested permission to use an old advertisement for classified advertising that included a likeness of the President in your monthly service package.

I must decline to grant such permission. The White House adheres to a policy of not approving any use of the President's name, likeness, photograph, or signature in any manner that suggests or could be construed as endorsement of a commercial product or enterprise. Your contemplated use of the old advertisement contravenes this policy, and accordingly cannot be approved. I trust you will understand the reasons for this response.

Thank you for your inquiry.

Sincerely,

Orig. signed by FFF.

Fred F. Fielding
Counsel to the President

Mr. Daniel Rundell
Classified International
Advertising Services, Inc.
3211 North 74th Avenue
Hollywood, Florida 33024

FFF:JGR:aea 10/30/84
bcc: FFFfielding/JGRoberts/Subj/Chron

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WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

12/14/09

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

Name of Correspondent: Daniel Russell

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

Subject: Requests permission a story re: RR's use of classified advertising

| 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> | DDI ORIGINATOR <u>84110127</u> | <u>1 1</u> |
| <u>WAT 18</u> | Referral Note: <u>D</u> <u>84110129</u> | <u>S 8411109</u> |
| | Referral Note: DDI <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> |

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Comments: _____

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Classified International Advertising Services, Inc.

Classified Advertising Services • Training Programs • Consulting • Real Estate Seminars • Executive Search Programs

October 18, 1984

Dear Mr. President,

We are an international advertising company that works mainly with newspapers by helping them increase the quality and lineage of their Classified advertising. We provide original art layouts and copy for automotive, real estate, employment advertising and Classified promotion. In addition, we also publish true Classified success stories, i.e., where Classified advertising has helped people and organizations fulfill any needs they may have.

Recently in our files, I came across the enclosed Classified promotion ad that featured, among other prominent people, you, and it implied that you had, at one time, used Classified advertising successfully. With your permission we would like to use the story in our monthly service package. Enclosed is a copy of the actual promotion ad from the Eugene, Oregon Register-Guard and an example of our "Classified Classics". I realize that you are extremely busy right now, but any information and help you would like to share with us will be greatly appreciated. Thank you very much for your consideration.

Respectfully Yours,

Daniel Rundell
Managing Editor

DR/ib

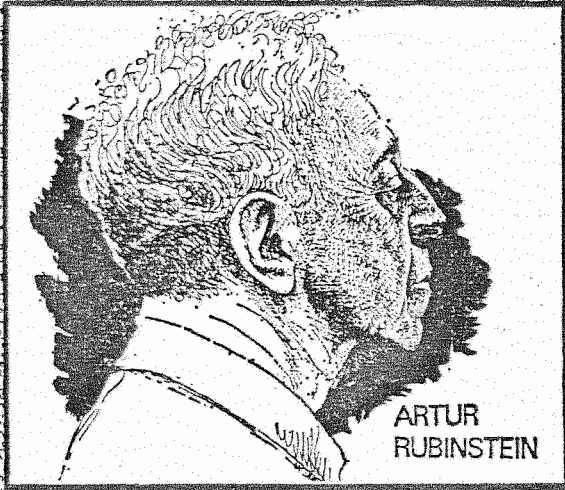


Danny Rundell
Managing Editor

**Classified International
Advertising Services, Inc.**

3211 North 74th Avenue, Hollywood, Florida 33024
Telephone: (305) 981-1240

Small text at the top of the page, likely a header or navigation bar.



ARTUR RUBINSTEIN



RONALD REAGAN

Real estate advertisements and notices, including 'For Sale or Rent' and 'Home - Business'.



SYDNEY POTTER

Real estate advertisements on the left side of the middle section.



HARRY S. TRUMAN



MICHAEL CAINE



LUCILLE BALL

Real estate advertisements at the bottom left of the middle section.

Real estate advertisements in the middle bottom section.

Real estate advertisements at the bottom right of the middle section.

YOU CAN MEASURE CLASSIFIED ADVERTISING'S IMPACT BY THE PEOPLE WHO HAVE SUCCESSFULLY USED IT!

Classified Ads make a BIG difference in people's lives. So many of this century's success stories started with Classified Ads... people like Harlow Curtis, Dale Carnegie, Richard Nixon, Groucho Marx and countless others.

Register-Guard Classified Ads go to work for you, too. They find homes, jobs, lost articles and cash buyers for things you'd like to sell. This is the perfect time to get acquainted with the amazing result-action you get with "people to people" advertising... Register-Guard Classified Ads. All it takes is a call to 345-15-51 to get your action ad started.


Start your own Classified success story TODAY... you'll be in famous company!

THE WHITE HOUSE

WASHINGTON

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