

Ronald Reagan Presidential Library Digital Library Collections

This is a PDF of a folder from our textual collections.

Collection: Roberts, John G.: Files

Folder Title: JGR/Photo Requests

[Use of President's Photo]

(1 of 4)

Box: 36

To see more digitized collections visit:

<https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories visit:

<https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives Catalogue: <https://catalog.archives.gov/>

MEMORANDUM

PREZ
NAME OR
LIKONER

March 10, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Request for President's Photograph
to Promote Photography Company

Bernie Goldring of "47st. Photo" has written Billie Shaddix, requesting that the President's "photographic" be sent to 11 listed individuals "for the promotion of our company." I have drafted a standard reply, noting that we deny requests to use the President's photograph for commercial purposes. I do not know if Mr. Goldring was involved in some way with the official photograph, but in light of the expressed purpose in his letter that strikes me as irrelevant.

Attachment

THE WHITE HOUSE

WASHINGTON

March 11, 1983

Dear Mr. Goldring:

This is in response to your letter to the Director of the White House Photography Office, requesting that the President's photograph be forwarded to various individuals for the promotion of your company. Please be advised that the White House adheres to a policy of denying requests to use the signature, name, photograph, or likeness of the President when such use would associate the President with a commercial product or enterprise or suggest his endorsement of a particular product or enterprise.

I trust you will appreciate the reason we cannot comply with your request.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Bernie Goldring
47th Street Photo, Inc.
1159 - 56th Street
Brooklyn, New York 11219

FFF:JGR:aw 3/11/83

cc: FFFielding
✓ JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

March 11, 1983

Dear Mr. Goldring:

This is in response to your letter to the Director of the White House Photography Office, requesting that the President's photograph be forwarded to various individuals for the promotion of your company. Please be advised that the White House adheres to a policy of denying requests to use the signature, name, photograph, or likeness of the President when such use would associate the President with a commercial product or enterprise or suggest his endorsement of a particular product or enterprise.

I trust you will appreciate the reason we cannot comply with your request.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Bernie Goldring
47th Street Photo, Inc.
1159 - 56th Street
Brooklyn, New York 11219

FFF:JGR:aw 3/11/83

cc: FFFielding
JGRoberts
Subj.
Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

O - OUTGOING

R - INTERNAL

I - INCOMING

Date Correspondence Received (YY/MM/DD) 1/1

Name of Correspondent: Bernie Rosenberg

MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: President's Message
[sic] to be forwarded to various individuals
for information of 47th Street Plaza

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>82103104</u>	<u>NS</u>		<u>1/1</u>
		Referral Note:				
<u>WAT18</u>		<u>-</u>	<u>82103104</u>	<u>NS</u>		<u>582103104</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:

- A - Appropriate Action
- C - Comment/Recommendation
- D - Draft Response
- F - Furnish Fact Sheet to be used as Enclosure

- I - Info Copy Only/No Action Necessary
- R - Direct Reply w/Copy
- S - For Signature
- X - Interim Reply

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

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

THE WHITE HOUSE
WASHINGTON

Robert

Feb. 28, 1983

Dianna -

The attached was sent
to me by the photo office. Which
the answer is a fairly obvious no,
I forward it to you for obit.

RD

THE WHITE HOUSE
WASHINGTON

2/28

Ed,
What are your
thoughts on the
attached request?

Approve _____

Disapprove _____

Jayne Martinek
Photo Office



36 East 19th Street
New York, N.Y. 10003
212-260-4417

Office of Corporate Sales

February 22, 1983

Billie B. Shaddix
Director Photographic Services
The White House
Washington, D.C.

Dear Billie,

Per our phone conversation on 2/22/83, please forward the President's photographic to the following people for the promotion of our company.

MARTY BECK
ABE BROWN
RICHIE CITROENBAUM
CHAYIE DASKAL
DEVORAH DEUTSCH
EZRA EISIKOVIC
CHANNY FISCH
ARI GREENSPAN
SHMUEL M. HILDESHAIM
ARI GREENSPAN
SIMIE WERZBERGER

Thank you in advance. Hoping to see you soon.

I remain
Sincerely yours,

Bernie Goldring
47th Street Photo Inc.

BG/sw

P.S. Please mail to my home address:

1159 56th Street
Brooklyn N.Y. 11219

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

July 15, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Photograph of the President
Reading the Washington Times

James Gavin, Public Relations Manager of The Washington Times, has written Mr. Deaver, asking for a photograph of the President reading The Washington Times. According to Gavin, the photograph would be used in connection with a multi-media presentation to be shown to groups touring the Times plant. Several Washington luminaries have already agreed to participate in the display.

Providing the photograph would constitute implicit endorsement of a commercial enterprise, and the Times has indicated it intends to use the photograph in a commercial fashion. I have drafted a letter declining the request, for your signature. Since Deaver asked for our views, we should clear the reply with him, and an appropriate memorandum for that purpose is also attached.

Attachments

THE WHITE HOUSE

WASHINGTON

July 15, 1983

Dear Mr. Gavin:

This is written in response to your letter of July 12 to Michael K. Deaver, Deputy Chief of Staff and Assistant to the President. In that letter you requested a photograph of the President reading The Washington Times, and indicated that the photograph would be used in connection with a multi-media presentation for those visiting The Times.

The White House adheres strictly to a policy of not permitting use of the President's name, likeness, or photograph in any manner that suggests or could be construed as an endorsement by the President of a commercial product or enterprise. Accordingly, we cannot comply with your request for a photograph of the President reading your publication. I trust you will understand the need for us to adhere to this policy and that our adherence to it in this instance is in no sense a reflection on The Washington Times.

Thank you for writing. I am sorry our response could not be a favorable one.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. James M. Gavin
Public Relations Manager
The Washington Times
3600 New York Avenue, NE
Washington, D.C. 20002

FFF:JGR:aw 7/15/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

July 15, 1983

Dear Mr. Gavin:

This is written in response to your letter of July 12 to Michael K. Deaver, Deputy Chief of Staff and Assistant to the President. In that letter you requested a photograph of the President reading The Washington Times, and indicated that the photograph would be used in connection with a multi-media presentation for those visiting The Times.

The White House adheres strictly to a policy of not permitting use of the President's name, likeness, or photograph in any manner that suggests or could be construed as an endorsement by the President of a commercial product or enterprise. Accordingly, we cannot comply with your request for a photograph of the President reading your publication. I trust you will understand the need for us to adhere to this policy and that our adherence to it in this instance is in no sense a reflection on The Washington Times.

Thank you for writing. I am sorry our response could not be a favorable one.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. James M. Gavin
Public Relations Manager
The Washington Times
3600 New York Avenue, NE
Washington, D.C. 20002

FFF:JGR:aw 7/15/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

July 15, 1983

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT

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

SUBJECT: Request for Photograph of the President
Reading the Washington Times

You have asked for our views on a request by James Gavin of The Washington Times for a photograph of the President reading that newspaper. The photograph would be used in connection with a multi-media presentation for visitors to The Times.

Consistent with our policy of not permitting any use of the name, likeness, or photograph of the President in a manner that could be construed as endorsement of a commercial enterprise or product, I must advise against providing such a photograph to Mr. Gavin. If you agree, I will send the attached proposed reply to Mr. Gavin.

Attachment

FFF:JGR:aw 7/15/83

cc: FFFielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

July 15, 1983

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Request for Photograph of the President
Reading the Washington Times

You have asked for our views on a request by James Gavin of The Washington Times for a photograph of the President reading that newspaper. The photograph would be used in connection with a multi-media presentation for visitors to The Times.

Consistent with our policy of not permitting any use of the name, likeness, or photograph of the President in a manner that could be construed as endorsement of a commercial enterprise or product, I must advise against providing such a photograph to Mr. Gavin. If you agree, I will send the attached proposed reply to Mr. Gavin.

Attachment

FFF:JGR:aw 7/15/83

cc: 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: James M Gavin

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

Subject: Wants to have picture of POTUS reading the Washington Times

ROUTE TO:	ACTION	DISPOSITION	
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code Completion Date YY/MM/DD
<u>W Holland</u>	ORIGINATOR	<u>83.07.14</u>	_____ 1 1
<u>W AT 18</u>	Referral Note: <u>D</u>	<u>83.07.14</u>	<u>5 83.07.15</u>
_____	Referral Note: _____	_____ 1 1	_____ 1 1
_____	Referral Note: _____	_____ 1 1	_____ 1 1
_____	Referral Note: _____	_____ 1 1	_____ 1 1
_____	Referral Note: _____	_____ 1 1	_____ 1 1

ACTION CODES:

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

DISPOSITION CODES:

- A - Answered
- C - Completed
- B - Non-Special Referral
- 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.

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

JUL 14 1988

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

Date Correspondence received (YY/MM/DD) 88 / 07 / 13

NAME OF CORRESPONDENT: James M. Gorman

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

SUBJECT: wants to have picture of TOTUS reading the Washington Times

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD
<u>DC S.H.</u>	<u>ORIGINATOR</u>	<u>88/07/13 PM</u>
<u>COPIES</u>	<u>Referral Note:</u>	<u>C 88/07/13</u>
	<u>Referral Note:</u>	<u>S 88/07/13</u>
	<u>Referral Note:</u>	<u>MKD would like your thoughts on the subject</u>
	<u>Referral Note:</u>	<u>1 1</u>
	<u>Referral Note:</u>	<u>1 1</u>

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

COMMENTS: _____

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

The Washington Times

JAMES GAVIN
PUBLIC RELATIONS MANAGER

3600 NEW YORK AVENUE NORTHEAST
WASHINGTON, D.C. 20002 / 202-636-3000

153153

July 12, 1983

Mr. Michael K. Deaver
Assistant to the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. Deaver,

We are producing a multimedia presentation using slides and 16 mm film, to be shown to tour groups when they visit The Washington Times. The presentation will describe what a newspaper is, what kind of paper The Washington Times is, and what significance The Times is to this city and to the nation.

On the latter point we have a number of Washington luminaries making statements. Senator Laxalt, Senator Denton, Congressman Fauntroy and Mrs. Jouette Shouse are just a few of those who make statements regarding the newspaper.

Since it's common knowledge that President Reagan reads The Washington Times, ~~I was hoping that you could have a picture taken of the president reading the paper that we could use in our presentation. A color print would be best.~~

Thank you in advance for your help in this matter.

Sincerely,

James M. Gavin
James M. Gavin

JG:lch

Send to
Fred Fielding
for his thoughts

THE WHITE HOUSE

WASHINGTON

November 28, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

Cliff Dudley, President of New Leaf Press, has written Diane Powers in the Photo Office to request permission to use a color photograph of the President, obtained from the Photo Office, on the cover of a book to be published by New Leaf Press. (White House photographs that have been released into the public domain are available for the asking.) The book, authored by David Lewis and tentatively titled "The Zero Year Curse," concerns "the death of so many of the Presidents who were in office during a Zero Year time."

It is my understanding that we try to discourage such use of photographs of the President, to avoid creating the impression that the President has endorsed or collaborated on the book. The President's photograph often appears on book covers, however, as it did on the cover of the Americans for the Reagan Agenda book, A Time for Choosing. There is little that we can do to actually prevent such use of photographs of the President. In this case, however, New Leaf Press has asked for our affirmative approval, which we should decline to provide, citing the usual concerns.

I would also note that the subject of the book appears to concern President Reagan only tangentially, and that the sloppiness of Dudley's letter suggests that the book itself may be less than a professional effort. A postscript to Dudley's letter notes that Herb Ellingwood "of the President's Council Office" is familiar with New Leaf Press and "could make explanation [sic] for us." I have not discussed this matter with Mr. Ellingwood.

Attachment

THE WHITE HOUSE

WASHINGTON

November 28, 1983

Dear Mr. Dudley:

Thank you for your letter of November 10 to Diane Powers of the White House Photography Office. In that letter you requested permission to use a White House photograph of the President on the cover of a book to be published by your company.

I must advise you that it is established White House policy not to approve such use of White House photographs of the President. This policy is based on concern that the appearance of a White House photograph of the President on a book cover could convey the misleading impression that the President has endorsed or otherwise collaborated on the book. Accordingly, we cannot grant the permission you requested.

I trust you will understand the reasons we must adhere to this policy. Please be assured that our inability to grant you permission to use the White House photograph of the President as you requested is in no sense an adverse reflection on you or New Leaf Press.

Thank you for writing. I am sorry our response could not be more favorable.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Cliff Dudley
New Leaf Press
Post Office Box 1045
Harrison, Arkansas 72601

FFF:JGR:aea 11/23/83
bcc: FFFielding/JGRoberts/Subj/Chron

New Leaf Press

P.O. BOX 1045, HARRISON, ARK. 72601

November 10, 1983

Ms. Diane Powers
The WHITE HOUSE
Washington, D.C.

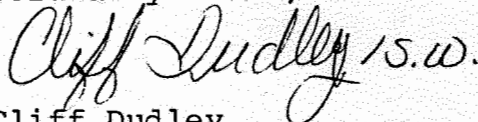
Dear Ms. Powers;

We have received the color photographs of President Regan that we requested from the White House and now are requesting permission to use it on the cover which tentatively be titled, "The Zero Year Curse," which is book written by Dr. David Lewis, a renound author in Springfield, MO., and very pro President Regan, in which basically he is calling the Nation to continue to pray for our President's safety.

The book deals with the death of so many of the Presidents who were in office during a Zero Year time. The book is in no way dishonoring to the President or would be an embarrassment. It will be well written and as I previously stated a book urging our people to pray for our President.

I trust that you will grant us immediate approval to use the photograph as we would like to go to press even before the holiday season.

Cordially Yours,

 *Cliff Dudley* /s.w.

Cliff Dudley
President
New Leaf Press

P.S. Mr. Herb Ellingwood of the President's Council Office is familiar with New Leaf Press and our integrity as we published a book of a close friend of his, "Nora Lam." I'm sure that if you would show him this letter, he could make explanation for us.

501-741-2514

THE WHITE HOUSE

WASHINGTON

November 29, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

You will recall that Cliff Dudley of New Leaf Press asked permission to use a White House photograph of the President on the cover of a book he is publishing. I prepared a letter to Dudley for your signature declining to grant such permission. You asked, however, whether we should do anything with respect to the postscript to Dudley's letter, which noted that Herb Ellingwood was familiar with New Leaf Press.

I do not think we need touch base with Ellingwood before proceeding, since our letter simply applies our established policy and is not based on any peculiarity of New Leaf Press that Ellingwood might be in a position to illuminate or explain. We could advise Ellingwood of our disposition of Dudley's request as a courtesy, and I have attached a draft memorandum for this purpose.

Attachment

THE WHITE HOUSE
WASHINGTON

12/5:

Berby Phillips, New Leaf Press,
called:

1. can we use a sketch?

A: We prefer that no image of the
Pres appear on the cover, for
stated reasons. We do not
"approve" any such use. This
is not to say there is a
legal bar, but we prefer that
you not use any image of Pres.

2. can Pres endorse a book?

A: He does not do so. Established
W.H. policy.

To _____

Date _____ Time _____

WHILE YOU WERE OUT

M Berky Philpips
of New Leaf Press

Phone Dudley
Area Code Number Extension

TELEPHONED	PLEASE CALL
CALLED TO SEE YOU	WILL CALL AGAIN
WANTS TO SEE YOU	URGENT

RETURNED YOUR CALL

Message 501/741-2574

Operator



THE WHITE HOUSE

WASHINGTON

November 29, 1983

MEMORANDUM FOR HERBERT E. ELLINGWOOD
CHAIRMAN, MERIT SYSTEMS PROTECTION BOARD

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

SUBJECT: Correspondence from Cliff Dudley,
New Leaf Press

I attach for your information only copies of a letter from Cliff Dudley of New Leaf Press, and our reply. Since Mr. Dudley mentioned you in his letter I thought you might be interested in the disposition of his request. As you will see, our established policies did not permit us to grant Mr. Dudley's request for permission to use a White House photograph of the President on the cover of a book New Leaf Press plans to publish.

FFF:JGR:aea 11/29/83
cc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

November 28, 1983

Dear Mr. Dudley:

Thank you for your letter of November 10 to Diane Powers of the White House Photography Office. In that letter you requested permission to use a White House photograph of the President on the cover of a book to be published by your company.

I must advise you that it is established White House policy not to approve such use of White House photographs of the President. This policy is based on concern that the appearance of a White House photograph of the President on a book cover could convey the misleading impression that the President has endorsed or otherwise collaborated on the book. Accordingly, we cannot grant the permission you requested.

I trust you will understand the reasons we must adhere to this policy. Please be assured that our inability to grant you permission to use the White House photograph of the President as you requested is in no sense an adverse reflection on you or New Leaf Press.

Thank you for writing. I am sorry our response could not be more favorable.

Sincerely,

Orig. signed by FFP

Fred F. Fielding
Counsel to the President

Mr. Cliff Dudley
New Leaf Press
Post Office Box 1045
Harrison, Arkansas 72601

FFF:JGR:aea 11/23/83
bcc: FFFielding/JGRoberts/Subj/Chron

bcc: Herbert E. Ellingwood

THE WHITE HOUSE

WASHINGTON

November 29, 1983

MEMORANDUM FOR HERBERT E. ELLINGWOOD
CHAIRMAN, MERIT SYSTEMS PROTECTION BOARD

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Correspondence from Cliff Dudley,
New Leaf Press

I attach for your information only copies of a letter from Cliff Dudley of New Leaf Press, and our reply. Since Mr. Dudley mentioned you in his letter I thought you might be interested in the disposition of his request. As you will see, our established policies did not permit us to grant Mr. Dudley's request for permission to use a White House photograph of the President on the cover of a book New Leaf Press plans to publish.

FFF:JGR:aea 11/29/83

cc: FFFielding
JGRoberts
Subj
Chron

THE WHITE HOUSE

WASHINGTON

November 28, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

Cliff Dudley, President of New Leaf Press, has written Diane Powers in the Photo Office to request permission to use a color photograph of the President, obtained from the Photo Office, on the cover of a book to be published by New Leaf Press. (White House photographs that have been released into the public domain are available for the asking.) The book, authored by David Lewis and tentatively titled "The Zero Year Curse," concerns "the death of so many of the Presidents who were in office during a Zero Year time."

It is my understanding that we try to discourage such use of photographs of the President, to avoid creating the impression that the President has endorsed or collaborated on the book. The President's photograph often appears on book covers, however, as it did on the cover of the Americans for the Reagan Agenda book, A Time for Choosing. There is little that we can do to actually prevent such use of photographs of the President. In this case, however, New Leaf Press has asked for our affirmative approval, which we should decline to provide, citing the usual concerns.

I would also note that the subject of the book appears to concern President Reagan only tangentially, and that the sloppiness of Dudley's letter suggests that the book itself may be less than a professional effort. A postscript to Dudley's letter notes that Herb Ellingwood "of the President's Council Office" is familiar with New Leaf Press and "could make explanation [sic] for us." I have not discussed this matter with Mr. Ellingwood.

Attachment

*Should we
clear up
this
issue?
→*

THE WHITE HOUSE

WASHINGTON

December 20, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Inquiry

The Photo Office has received a request from Nike, the sports shoe and apparel manufacturer, for photographs showing the President working out in their products. The Press Office has approved the release of two photographs showing the President wearing Nike sweatpants, with the Nike name and logo prominently featured. Nike has advised the Photo Office over the telephone that they will use the photographs only in their in-house magazine, not in any advertising or promotional copy. In light of deadline pressures a prompt reply would be appreciated by Nike.

I recommend denying the request for the photographs. The President's use of brand-name athletic wear clearly identifiable as such constitutes an implicit endorsement, and we should not circulate photographs conveying such an endorsement unless it is unavoidable. I have no reason to doubt Nike's representation that they will only use the photographs in their in-house publication, but that hardly obviates the problem. Even such in-house use will give added publicity to the President's implicit endorsement, and there is no way to prevent Nike's hundreds of franchisees across the country from clipping out the item and pasting it in their store windows.

I have prepared a memorandum for your signature to Carol Greenawalt, advising her to decline the Nike request. All contact with Nike has been through telephone conversations between Greenawalt and Nike officials.

Attachment

THE WHITE HOUSE

WASHINGTON

December 20, 1983

MEMORANDUM FOR CAROL GREENAWALT
PHOTO OFFICE

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

SUBJECT: Nike Photo Request

You have referred to this office a request you received from Nike for photographs showing the President exercising in Nike athletic wear. Nike officials have assured you that the photographs would not be used in advertising or promotional copy, but only in Nike's in-house publication.

We must advise you to decline to provide such photographs to Nike for the stated purpose. As you are aware, the White House adheres strictly to a policy of not permitting use of the President's name, likeness, or photograph in any manner that suggests or could be construed as an endorsement by the President of a commercial product or enterprise. While we have no reason to doubt the good faith of the Nike officials, circulation of the photographs in question, even in an in-house publication, would convey just such an impression. In addition, there is no way for Nike or anyone else to police the use of the photographs by others once they are circulated.

Thank you for raising this matter with us.

FFF:JGR:aea 12/20/83

cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

December 20, 1983

MEMORANDUM FOR CAROL GREENAWALT
PHOTO OFFICE

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Nike Photo Request

You have referred to this office a request you received from Nike for photographs showing the President exercising in Nike athletic wear. Nike officials have assured you that the photographs would not be used in advertising or promotional copy, but only in Nike's in-house publication.

We must advise you to decline to provide such photographs to Nike for the stated purpose. As you are aware, the White House adheres strictly to a policy of not permitting use of the President's name, likeness, or photograph in any manner that suggests or could be construed as an endorsement by the President of a commercial product or enterprise. While we have no reason to doubt the good faith of the Nike officials, circulation of the photographs in question, even in an in-house publication, would convey just such an impression. In addition, there is no way for Nike or anyone else to police the use of the photographs by others once they are circulated.

Thank you for raising this matter with us.

FFF:JGR:aea 12/20/83

cc: FFfielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

December 15

Mr. Roberts:

These are the two pictures that have been approved by Mark Weinberg in the press office for in-house publication only. We routinely release White House photographs for in-house publication.

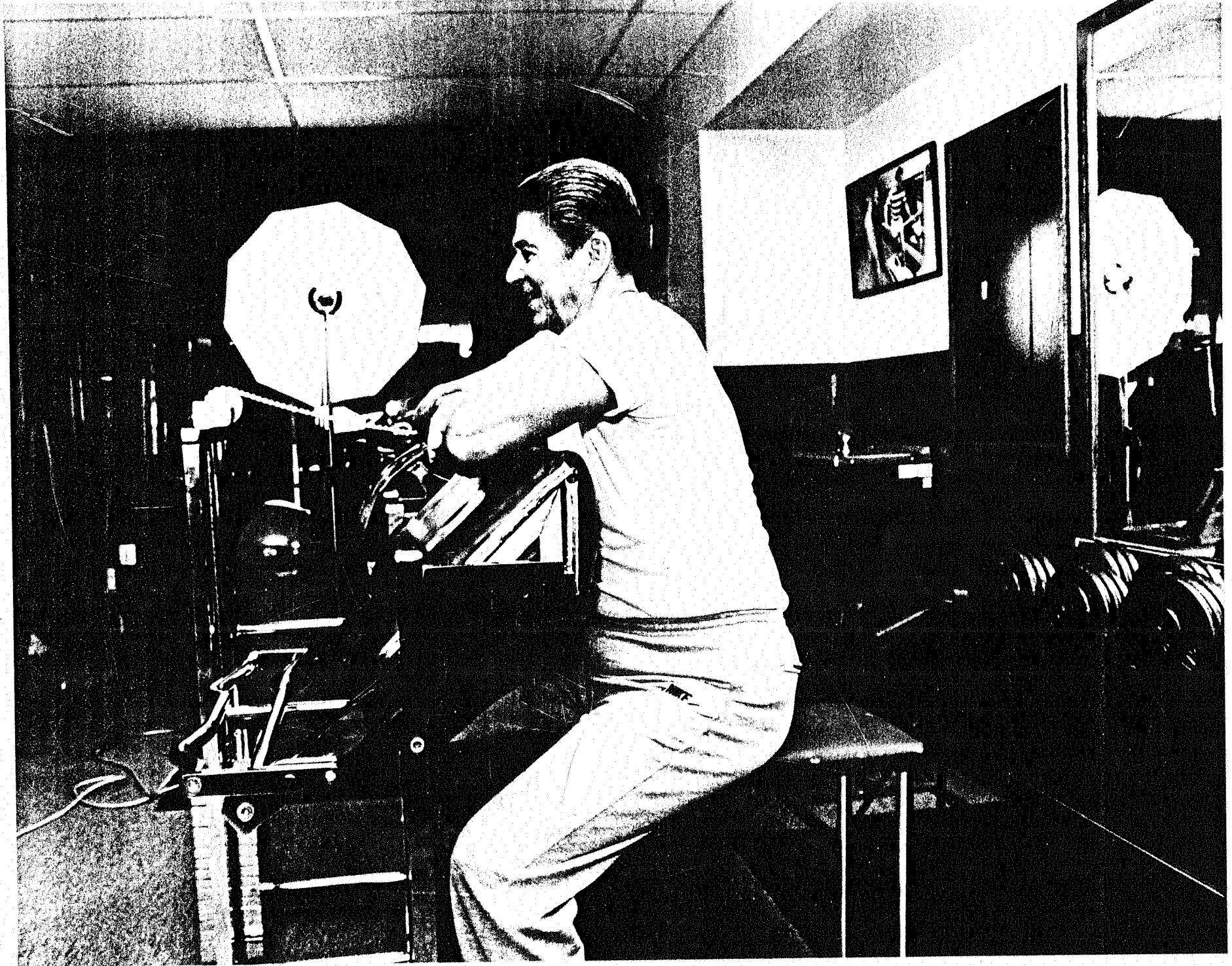
We have contacted the Nike people and since we are unable to make their deadline today, they have asked for the prints for the next issue. They are sending a copy of the publication for your review.

If you have any other questions, please call me at 6709.

Thank you,

Carol Greenawalt
Photo Editor





THE WHITE HOUSE

WASHINGTON

March 6, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Photo Request

Jennifer S. Lyle, Director of Publicity for Columbia Artists Management, Inc., has written the Photo Office requesting photographs of the November 19, 1982 visit of the Spanish Riding School of Vienna to the White House. You may recall that during that visit horses from the famous school performed on the South Lawn. Amadeus, the stallion donated by the school to the President and the United States, also performed. Lyle notes that the photographs may be used in promotions for the school's upcoming American tour, and in the souvenir book to be sold on the tour.

Lyle's contemplated use of the requested photographs clearly contravenes our policy of not approving any use of a photograph of the President or the White House in a manner that suggests or could be construed as endorsement of a commercial product or enterprise. I have drafted a letter for your signature advising Lyle of our policy.

Attachment

THE WHITE HOUSE

WASHINGTON

March 6, 1984

MEMORANDUM FOR CAROL GREENAWALT
PHOTO EDITOR
WHITE HOUSE PHOTO OFFICE

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

SUBJECT: Photo Request

Attached for your information is a copy of my reply to Jennifer S. Lyle, who wrote the Photo Office requesting White House photographs for use in promotional activities for the Spanish Riding School of Vienna. Thank you for raising this matter with us.

Attachment

FFF:JGR:aea 3/6/84

cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

March 6, 1984

MEMORANDUM FOR CAROL GREENAWALT
PHOTO EDITOR
WHITE HOUSE PHOTO OFFICE

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Photo Request

Attached for your information is a copy of my reply to Jennifer S. Lyle, who wrote the Photo Office requesting White House photographs for use in promotional activities for the Spanish Riding School of Vienna. Thank you for raising this matter with us.

Attachment

FFF:JGR:aea 3/6/84
cc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

March 6, 1984

Dear Ms. Lyle:

This is written in response to your letter of February 27 to Diane Powers of the White House Photo Office. In that letter you requested White House photographs of the visit of the Spanish Riding School of Vienna to the White House on November 19, 1982. You indicated that the photographs might be used as promotion for the Riding School's upcoming tour, and that they would be considered for inclusion in the souvenir book to be sold on the tour.

I must advise you that we cannot approve any use of a photograph of the President or the White House in a manner that suggests or could be construed as White House endorsement of a commercial product or enterprise. In this case, we could not approve use of the White House photographs to promote the appearances of the Riding School, either as a separate promotion or as part of the souvenir book. I hope you will appreciate the reasons for this policy, and understand that our adherence to it in this instance is in no sense an adverse reflection on the Riding School.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Ms. Jennifer S. Lyle
Director of Publicity
Columbia Artists Management Inc.
165 West 57th Street
New York, NY 10019

FFF:JGR;aea 3/6/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

March 6, 1984

Dear Ms. Lyle:

This is written in response to your letter of February 27 to Diane Powers of the White House Photo Office. In that letter you requested White House photographs of the visit of the Spanish Riding School of Vienna to the White House on November 19, 1982. You indicated that the photographs might be used as promotion for the Riding School's upcoming tour, and that they would be considered for inclusion in the souvenir book to be sold on the tour.

I must advise you that we cannot approve any use of a photograph of the President or the White House in a manner that suggests or could be construed as White House endorsement of a commercial product or enterprise. In this case, we could not approve use of the White House photographs to promote the appearances of the Riding School, either as a separate promotion or as part of the souvenir book. I hope you will appreciate the reasons for this policy, and understand that our adherence to it in this instance is in no sense an adverse reflection on the Riding School.

Sincerely,

Fred F. Fielding
Counsel to the President

Ms. Jennifer S. Lyle
Director of Publicity
Columbia Artists Management Inc.
165 West 57th Street
New York, NY 10019

FFF:JGR;aea 3/6/84
bcc: FFFielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

March 2, 1984

To: John Roberts
From: Carol Greenawalt CG
Photo Editor

After reading this letter a couple of times, it seems to me that the use of our photos here is grossly commercial. Could I have your official opinion on this matter?

Thank you

Columbia Artists Management Inc.

February 27, 1984

Ms. Diane Powers
White House Photo Office
1600 Pennsylvania Ave. NW
Washington, DC 20500

Dear Diane:

Thank you for your assistance on the telephone earlier today. I am interested in obtaining as many photos as possible from the visit of the SPANISH RIDING SCHOOL OF VIENNA to the White House, which included the presentation of one stallion to President Reagan on November 19, 1982. Both color and black & white are of use to us.

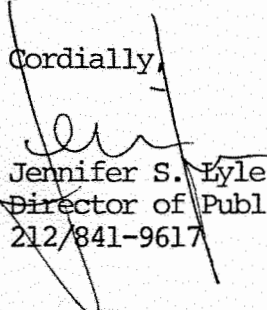
These photographs may be used as promotion for the Riding School's forthcoming appearances in Chicago, Los Angeles, San Francisco and St. Louis (1984). They will also be considered for inclusion in the souvenir book to be sold on this tour.

The souvenir book is being planned now and will be put together early this spring.

I realize your office has many deadlines to meet and appreciate whatever attention you can give this in the near future. Please let me know if there are any problems. I will call you in a few weeks to check on the progress.

Again, thanks for all your help.

Cordially,


Jennifer S. Lyle
Director of Publicity
212/841-9617

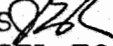


THE WHITE HOUSE

WASHINGTON

March 28, 1984

MEMORANDUM FOR CAROL GREENAWALT
PHOTO EDITOR
WHITE HOUSE PHOTO OFFICE

FROM: JOHN G. ROBERTS 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Photo Request

You have asked for our views on a request by Stephen Bates of the John F. Kennedy Institute of Politics for a photograph of the President. Mr. Bates intends to use the photograph, along with photographs of several previous Presidents, on the cover of a book on political advertising.

As you know, we adhere to a policy of not approving any use of a photograph of the President in a manner that suggests or could be construed as endorsement of a commercial product or enterprise. That danger, however, is not presented by Mr. Bates's contemplated use of the photograph, along with photographs of several former Presidents, on the cover of a book on political advertising. Accordingly, we have no objection to your complying with his request.

Thank you for raising this matter with us.

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PR 105
done
[Signature]

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

Name of Correspondent: Stephen Bates

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

Subject: Requests photograph of the President for cover of a book on political 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>W Holland</u>		ORIGINATOR	<u>84103126</u>		<u> </u> / <u> </u> / <u> </u>
<u>WAT18</u>		R	<u>84.03.27</u>	S	<u>84104107</u>
			<u> </u> / <u> </u> / <u> </u>		<u> </u> / <u> </u> / <u> </u>
			<u> </u> / <u> </u> / <u> </u>		<u> </u> / <u> </u> / <u> </u>
			<u> </u> / <u> </u> / <u> </u>		<u> </u> / <u> </u> / <u> </u>
			<u> </u> / <u> </u> / <u> </u>		<u> </u> / <u> </u> / <u> </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, OEOP).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.