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Collection: Roberts, John G.: Files

Folder Title: JGR/Photo Requests

[Use of President's Photo]

(4 of 4)

Box: 36

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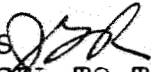
National Archives Catalogue: <https://catalog.archives.gov/>

THE WHITE HOUSE

WASHINGTON

October 4, 1985

MEMORANDUM FOR BARRY FERNALD
WHITE HOUSE PHOTO OFFICE

FROM: JOHN G. ROBERTS 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Photo Policy

You have asked for a statement of our policy with respect to providing White House photographs for use in advertisements. The main purpose of the White House Photo Office is, of course, to create and preserve a photographic record of the Presidency. As a courtesy, the office makes available limited numbers of White House photographs that have been released into the public domain to those requesting them.

The White House has long adhered to a general policy of not approving any use of the President's name, likeness, photograph, or signature in advertising copy. The purpose of this policy is to avoid creating the false impression that the President is affiliated with or has endorsed a particular commercial product or enterprise, or a particular fundraising or promotional campaign in the case of advertisements placed by non-profit organizations. Since we generally do not approve the use of the President's photograph in advertising copy, we do not provide photographs to those that request them for that purpose.

You should feel free to advise requesters of this policy, but if any insist on a written statement they should be referred to this office for handling.

THE WHITE HOUSE
WASHINGTON

October 3, 1985

Memorandum for John Roberts, Jr. *BR*
From: Barry Fernald, WW Photo Office
Subject: The attached letter

You and I discussed the attached letter from Mr. Joseph Gould in our telephone conversation this morning. Although I repeated the White House policy concerning the use of the President's image in advertising and told him that I had read his letter to you, he still was not satisfied. He asked that I send him a statement containing the law on which the policy is based. Apparently, Mr. Gould doesn't feel the policy should apply to advertisements that the President might support.

Do you have a brief statement citing the appropriate law that I might make available to Mr. Gould? It would be useful for me to have the precise legal language in a statement that I could send to other individuals who don't understand this policy.

Thank you for your patience and for your help with this matter.

Center
for
Defense Information

Gene R. La Rocque
Rear Admiral, USN (Ret.)
Director

Eugene J. Carroll, Jr.
Rear Admiral, USN (Ret.)
Deputy Director

William T. Fairbourn
Major General, USMC (Ret.)
Associate Director

September 30, 1985

Kermit D. Johnson
Major General, USA (Ret.)
Associate Director

James A. Donovan
Colonel, USMC (Ret.)
Associate Director

James T. Bush
Captain, USN (Ret.)
Associate Director

Photo Office
The White House
1600 Pennsylvania Ave.
Washington, D.C. 20500

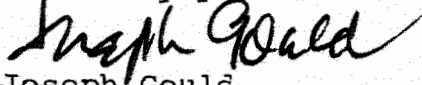
Dear Sirs:

We are requesting the following, of the President, with details you require:

- 1) The official head 'shot' of President Reagan;
- 2) The photo is to be used in a large-space newspaper advertisement dealing with an issue of public policy;
- 3) The photo would be a black-and-white print;
- 4) Deadline for use of the print is this Friday (10/4) for assembly of the ad; placement would be the 3rd or 4th week of October, or 1st of November.

Thank you for your assistance.

Sincerely yours,




Joseph Gould
Public Affairs

THE WHITE HOUSE

WASHINGTON

October 18, 1985

MEMORANDUM FOR CAROLINE HEINZ
STAFF ASSISTANT
TELEVISION OFFICE

FROM: JOHN G. ROBERTS 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Request for Use of Footage of the President
in a Public Service Announcement for the
Union of Concerned Scientists

You have asked for our views on a request from Deena Rosenbaum of Cinema Graphics, on behalf of the Union of Concerned Scientists, for footage of Air Force One landing and taking off, as well as footage of the President and First Lady boarding Air Force One. Mark Weinberg advises me that he has repeatedly turned down this request from this group, on the ground that the requested footage is available from the networks. The White House Communications Agency generally does not provide copies of footage available from the networks.

Ag

355897

ID # _____ CU

PROH

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

HR-dunit

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

Name of Correspondent: Caroline Heiny

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

Subject: Request for use of POTUS postage in a Public Service Announcement for the Union of Concerned Scientists

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CNHoll</u>	<u>ORIGINATOR</u>	<u>85, 10, 15</u>	<u>WS</u>	<u> 1 / 1 / </u>
<u>Mat 18</u>	<u>R</u>	<u>85110117</u>	<u>WS</u>	<u>85110127</u>
		<u> 1 / 1 / </u>		<u> 1 / 1 / </u>
		<u> 1 / 1 / </u>		<u> 1 / 1 / </u>
		<u> 1 / 1 / </u>		<u> 1 / 1 / </u>

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- C - Completed
- S - Suspended

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

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

355897CH

THE WHITE HOUSE

WASHINGTON

October 15, 1985

MEMORANDUM FOR: THE COUNSEL'S OFFICE

FROM: CAROLINE HEINEZ 

The attached is a request for use of POTUS footage in a Public Service Announcement for the Union of Concerned Scientists.

Please advise me of your decision.

Thank you.



October 11, 1985

Elizabeth Board
White House TV Office
Washington D.C. 20500

Dear Ms. Board,

I am writing in regards to a Public Service Announcement that we are producing for the Union of Concerned Scientists on the Geneva Summit. We are interested in using footage of the Airforce 1 taking off and landing, as well as footage of President and Mrs. Reagon boarding the plane. This footage would be used as part of the Public Service Announcement which will be aired in the Washington D.C. area starting in November. We need the footage by October 21st as we have an air-date set for the first of November.

I've enclosed a script for you. I'd appreciate your immediate attention to this matter and your approval for the use of this footage.

I'll contact you later this week to hear of your response.
Your assistance is greatly appreciated.

Sincerely yours,

Deena Rosenbaum
Producer

A handwritten signature in cursive script, appearing to read "Deena Rosenbaum".

ken swope & associates, inc.

Union of Concerned Scientists

TV 30

GODSPEED"

VIDEO

Alpine peak, snow blowing

Flash frames: weapons, rockets,
soviet and american.

R.R. (and Nancy ?) getting on

Air Force One.

Dissolve to in-air shot.

Dissolve to great stock photos of
people looking at camera: mother
and baby, workman, students, etc.

Huge crowds (stock) Celebration.

Huge flag at night in spotlights,
slo-mo.

Titles under flag

WE'RE ALL BEHIND YOU, MR. PRESIDENT.

Union of Concerned Scientists.

AUDIO

(wind noise)

(clarion, noble music) ~~US~~

THE GENEVA SUMMIT.

THEY MEET AT LAST.

TWO MEN. ONE QUESTION.

WILL THERE BE AN END TO THE
NUCLEAR ARMS RACE...

OR DO WE RACE ON... TO THE FINISH.

YOU CARRY OUR TRUST TO GENEVA,

MR. PRESIDENT.

WE WAIT. WE HOPE.

HISTORY HOLDS ITS BREATH.

(cross fade to huge crowd noise)

RETURN WITH SUCCESS... AND WE WILL
CELEBRATE FOR ~~FOR~~ A HUNDRED
GENERATIONS.

GOOD LUCK AT THE SUMMIT.


GODSPEED, MR. PRESIDENT.

THE WHITE HOUSE

WASHINGTON

October 21, 1985

MEMORANDUM FOR: JOHN G. ROBERTS
ASSOCIATE COUNSEL TO THE PRESIDENT

FROM: CAROLINE HEINZ 
STAFF ASSISTANT
TELEVISION OFFICE

The Union of Concerned Scientists understands that they must get the requested footage of the President from the networks. They are asking permission to use footage purchased from the network in a nationally distributed Public Service Announcement.

I advised C.H. that if the footage was in the public domain, permission to use it was not required (assuming it is not used in such a fashion as to suggest presidential endorsement of a product, cause, or organization). We neither approve nor disapprove proposed uses.

JSC 10/22

THE WHITE HOUSE

WASHINGTON

October 23, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS

SUBJECT: Use of Photos in Upcoming Book on the
President's Early Days in Dixon

Norman Wymbs of the Ronald Reagan Home Preservation Foundation has now written you to request permission to use a photograph of the President flipping through the manuscript of Wymbs's book in the book or on the dust jacket. You will recall that we discussed this earlier, in response to an inquiry from the Photo Office. You determined that the photo should not be used, not only because of the usual concern about implying endorsement of the book, but also because the book apparently contains numerous errors. The attached draft reply to Wymbs advises as tactfully as possible that the photo may not be used, despite the fact that all proceeds from the book will go to the Foundation.

Attachment

THE WHITE HOUSE

WASHINGTON

October 23, 1985

Dear Mr. Wymbs:

Thank you for your letter of October 15, concerning the use of White House photographs in your upcoming book on the President's early years in Dixon.

As you know, you are free to use the photographs provided to you by Kathy Osborne, with the one exception of the photograph of the President reviewing an earlier draft of your manuscript. I am afraid that we must decline to approve any use of this photograph. White House policy generally precludes use of photographs of the President in any manner that suggests endorsement of particular ventures or products, including books. Certainly the photograph in question would convey the impression of Presidential endorsement.

I understand that all proceeds from your book will benefit the Ronald Reagan Home Preservation Foundation, and of course this particular book is something of a special case. Nonetheless, I hope you will appreciate that making an exception in this instance would open us to charges of inconsistency and make it difficult to enforce our policy in other, less appealing cases.

Thank you in advance for understanding the position we must take. With all best wishes,

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Mr. Norman E. Wymbs
391 SE Spanish Trail
Boca Raton, FL 33431

FFF:JGR:aea 10/23/85
bcc: FFFfielding/JGRoberts/Subj/Chron

THE WHITE HOUSE

WASHINGTON

October 23, 1985

Dear Mr. Wymbs:

Thank you for your letter of October 15, concerning the use of White House photographs in your upcoming book on the President's early years in Dixon.

As you know, you are free to use the photographs provided to you by Kathy Osborne, with the one exception of the photograph of the President reviewing an earlier draft of your manuscript. I am afraid that we must decline to approve any use of this photograph. White House policy generally precludes use of photographs of the President in any manner that suggests endorsement of particular ventures or products, including books. Certainly the photograph in question would convey the impression of Presidential endorsement.

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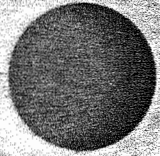
Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Norman E. Wymbs
391 SE Spanish Trail
Boca Raton, FL 33431

FFF:JGR:aea 10/23/85
bcc: FFFielding/JGRoberts/Subj/Chron

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**



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

JK

Name of Correspondent: Norman G. Weyntz

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

Subject: Use of photos in upcoming book on the President's early days in office.

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>85/10/21</u>		<u>1 1</u>
<u>WAT 18</u>	Referral Note: <u>D</u>	<u>85/10/22</u>	<u>S</u>	<u>85/10/25</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>

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

Comments: _____

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Refer questions about the correspondence tracking system to Central Reference, ext. 2590.



RONALD REAGAN HOME PRESERVATION FOUNDATION
816 S. HENNEPIN AVENUE
DIXON, ILLINOIS 61021

NEIL J. REAGAN
HONORARY CHAIRMAN

NORMAN E. WYMBS
CHAIRMAN

October 15, 1985

EXECUTIVE COMMITTEE

NORMAN E. WYMBS, CHAIRMAN
CALVIN C. COVERT, PAST CHAIRMAN
DAVID DEETS, M.D., VICE CHAIRMAN
JUDGE MIKE KINNEY, SECRETARY
MARLIN MISNER, TREASURER

C. KENNETH BLOOD
FINANCE CHAIRMAN

JAMES T. HICKEY
HISTORIAN

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

Dear Mr. Fielding:

I have received from Miss Osborne's office a number of photos to be used in the upcoming book on President Reagan's early years in Dixon, Illinois.

Among those photos is one taken in the Oval Office with the President thumbing through an early draft of the manuscript as I watch. Miss Osborne indicated in a recent phone conversation that this particular shot was being reviewed by your office concerning whether it could be used in the book, or more probably on the dust cover.

I can understand the concern over possible exploitation of the President, and the danger of an author (myself) trying to capitalize on his name and position.

To make clear that I in no way am trying to acquire personal gain in this way, I would like to restate something I've said before, but which may have slipped through the cracks of the information you have on hand. This book is being assigned totally to the RR Home Foundation, all royalties and profits from its sales will go to the Foundation to help maintain the President's boyhood home. I am not and never will be a candidate for public office, and can assure you no capital will be made on this. We are hopeful, however, that your opinion will be favorable as we know such a connection cannot but help to sell the book and help our project.

Sincerely,


391 SE Spanish Trail, Boca Raton, Fl 33432

THE WHITE HOUSE

WASHINGTON

October 30, 1985

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

FROM: JOHN G. ROBERTS 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Request for the President to Meet and
be Photographed with Officers of Radio
Network RKO

You have asked for our views on a request that the officers of United Stations Radio Network, headed by Dick Clark, be provided an opportunity to meet and shake hands with the President. We have no objection to this scheduling request, although it should be made clear to the participants that any photographs from the meeting may not be used in advertising or any other commercial activity.

PROOF

JV

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

O - OUTGOING

H - INTERNAL

I - INCOMING

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

*JE - direct
(I have no prob, at 1st block)*

Name of Correspondent: Ired Ryan

MI Mail Report

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

Subject: Request for POTUS to meet and be photo graphed with officers of one of the largest radio networks (RKO)

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU Hall</u>		ORIGINATOR	<u>85, 10, 25 PM</u>			<u>1 1</u>
		Referral Note:				
<u>CUat 18</u>		<u>R</u>	<u>85, 10, 28 PM</u>		<u>S</u>	<u>85, 11, 108</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:				

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- S - Suspended

FOR OUTGOING CORRESPONDENCE:

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

Comments: Sep 30 85 Schedule Proposal

THE WHITE HOUSE
WASHINGTON

RECEIVED

SEP 30 1985

SCHEDULING
OFFICE

SCHEDULE PROPOSAL

September 30, 1985

TO: FREDERICK J. RYAN, JR.
Director of Presidential Appointments and
Scheduling

FROM: ~~Larry Speakes~~

REQUEST: Hand-shake and photograph with officers of
United Stations Radio Networks.

PURPOSE: For the President to meet and be photographed
with officers of one of the largest radio
networks.

BACKGROUND: RKO Radio Networks were taken over in April
by a company headed by Dick Clark, United
Stations Radio Networks. This company dealt
with entertainment programming, and bought
RKO Radio Network in tact, so that it would
include a news operation. This acquisition
added RKO's 600 stations carrying newscasts
to the 2,000 stations getting entertainment
programming from United Stations Radio
Networks.

This would be an opportunity for the
President to shake hands with their officers.

PREVIOUS PARTICIPATION: None

DATE AND TIME: ~~Anytime in October or November~~
DURATION: ~~5 minutes~~

LOCATION: Oval Office

PARTICIPANTS: The President
List attached

OUTLINE OF EVENTS: Briefing handshake and photograph

REMARKS REQUIRED: No

MEDIA COVERAGE: White House Photographer

RECOMMENDED BY: Larry Speakes

PROJECT OFFICER: Larry Speakes

Officers of United Stations Radio Networks


Dick Clark	Star of American Bandstand, and one of the owners of United Stations Radio Networks
Nick Verbitsky	President
Frank Murphy	Executive Vice President for Marketing
Ed Salamon	Executive Vice President for Programming
Bill Hogan	Executive Vice President and General Manager

THE WHITE HOUSE

WASHINGTON

February 19, 1986

MEMORANDUM FOR FILE

FROM: JOHN G. ROBERTS 

SUBJECT: Request for Presidential Photo for
Child Who is Becoming U.S. Citizen

I orally advised Claudia Korte that I had no objection to the attached photo request. Zhenia Klevitsky and her parents obtained citizenship as regular immigrants, after the statutory period of permanent resident status.

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

PROCESSED

JR - pls look at this

O - OUTGOING

H - INTERNAL

I - INCOMING

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

Name of Correspondent: Claudia Korte

MI Mail Report

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

Subject: Request for presidential photo for child who is becoming U.S. citizen

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CH Hall</u>	ORIGINATOR	<u>85,10,21</u>		<u>1 1</u>
<u>cust 18</u>	<u>CPD</u>	<u>85/10/22</u>	<u>S</u>	<u>85/11/02</u>
		<u>1 1</u>		<u>1 1</u>
		<u>1 1</u>		<u>1 1</u>
		<u>1 1</u>		<u>1 1</u>

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- Type of Response = Initials of Signer
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Comments: Please return original to Claudia Korte, Make copies for our tracking sheet.

Keep this worksheet attached to the original incoming letter.
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Always return completed correspondence record to Central Files.
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THE WHITE HOUSE

WASHINGTON

357312

October 19, 1985

TO: JOHN ROBERTS
Counsel's Office

RE: U.S. Citizenship Ceremony
for Russian Family
(November 27 - Harrisburg, Pa.)

A school teacher requests letter from President to young girl who, along with her parents, will be sworn in as U.S. citizens; they emigrated from the USSR. The child will be honored at a school assembly.

I know it's unfair and unwise to single out individuals on becoming U.S. citizens, but do you see any problem in sending the child an autographed photo from the President and First Lady? ("To Zhenia Klevitsky -- With best wishes")

Thank you.

Claudia
CLAUDIA KORTE
Presidential Messages
18-OEOB/Ext. 2941

*NO prob. per se
but how is she being
a citizen?*

NOV. 27

Long...
11/27/85

PAXTONIA ELEMENTARY SCHOOL

6135 JONESTOWN ROAD
HARRISBURG, PENNSYLVANIA 17112
PHONE 657-3202

JOHN S. HERIGAN
SUPERVISOR OF ELEMENTARY EDUCATION

ROBERT R. COOK
PRINCIPAL

September 23, 1985

Chandra

??

President Ronald Reagan
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D. C. 20500

Dear Mr. President,

On November 27, 1985 our entire school of Paxtonia Elementary in Harrisburg, Pennsylvania, is joining together to welcome a fourth grader, Zhenia Klevitsky, as a new United States citizen.

Zehnia and her parents, Anatoly and Mary, emigrated five years ago from Russia. We are trying to make this important event very memorable for Zhenia.

We are having an assembly on the 27th in her honor and the entire school will be wearing red, white, and blue, and we also hope to have a balloon launch in her honor.

I feel that a letter or some acknowledgement from her new president would mean a great deal to both Zhenia and her parents. //

We appreciate anything you can do for this occasion. Just a thought - Paxtonia Elementary School is only an hour flight by helicopter from Washington.

Sincerely,

Mrs. Constance Petravage

Mrs. Constance Petravage
Elementary School Teacher
Grade 4 - Room 20

P/g

- Nothing in files on family.

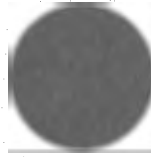
THE WHITE HOUSE

WASHINGTON

March 11, 1986

MEMORANDUM FOR THE FILE

FROM: JOHN G. ROBERTS



SUBJECT: Use of White House Photograph in
Statue of Liberty Coin Promotion

I advised Mrs. Burke of the U.S. Mint that we had no objection to using a photograph of the President signing the legislation authorizing the minting of Statue of Liberty coins in the brochure for distributors of the coins. I obtained Mrs. Burke's assurance that Mint officials would retain control over use of the photograph and ensure that it was only used in a tasteful manner.

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

O - OUTGOING

H - INTERNAL

I - INCOMING

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

Name of Correspondent: Mrs. Michael Burke

MI Mail Report

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

Subject: Request to use WH photo in brochure for Statue of Liberty Cien Program

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>CHNOLL</u>	<u>ORIGINATOR</u>	<u>86 103 107</u>		<u>1 1</u>
<u>CHNOLL</u>	<u>Referral Note:</u>			
<u>CHNOLL</u>	<u>B</u>	<u>86 103 107</u>		<u>S 86 103 107</u>
<u>CHNOLL</u>	<u>Referral Note:</u>			
<u>CHNOLL</u>		<u>1 1</u>		<u>1 1</u>
<u>CHNOLL</u>	<u>Referral Note:</u>			
<u>CHNOLL</u>		<u>1 1</u>		<u>1 1</u>
<u>CHNOLL</u>	<u>Referral Note:</u>			
<u>CHNOLL</u>		<u>1 1</u>		<u>1 1</u>
<u>CHNOLL</u>	<u>Referral Note:</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

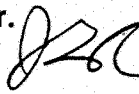
Comments:

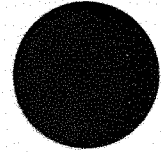
Keep this worksheet attached to the original incoming letter.
 Send all routing updates to Central Reference (Room 75, OEOP).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE
WASHINGTON

3/6

TO: DAH

FROM: John G. Roberts, Jr.
Associate Counsel
to the President 



- FYI
- COMMENT
- ACTION

FOR STAFFING.

THANKS



DEPARTMENT OF THE TREASURY
UNITED STATES MINT
WASHINGTON, D.C. 20220

March 6, 1986

Mr. John G. Roberts, Jr.
Associate Counsel to the President
The White House
1600 Pennsylvania Avenue N.W.
106 Old Executive Office Building
Washington, D.C. 20500

Dear Mr. Roberts:

Enclosed is a photocopy of a White House photograph that was given to me after the ceremony held when the President signed the Statue of Liberty legislation.

The United States Mint is presently directing an international marketing effort for the Statue of Liberty Coin Program. We have appointed distributors throughout Europe who will purchase the coins directly from the Mint and sell them to their clients (banks and retailers in Europe) who will in turn sell them to the public.

We would very much like to use the photograph attached in the brochure we are supplying to the distributors as well as make this photograph available to members of the press who desire a color photograph. I have attached a photocopy of the text of the brochure for your information.

I am working with the advertising firm of Lintas Brussels and they do need to know if we are able to utilize this photo early next week. Would it be possible for you to contact me by telephone tomorrow or Monday to indicate if this will be possible? My telephone number is (202) 376-1333. Your assistance would be deeply appreciated.

Sincerely,

A handwritten signature in cursive script that reads "Michael Burke".

Mrs. Michael Burke
International Advertising
Manager
United States Mint

Enclosures

cc: Carol McKay
White House Photo Office



Création

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Lintas Brussels

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n°.

U.S. MINT : LIBERTY ISSUE
POSTER & SHOWCARD

4.3.1986

POSTER

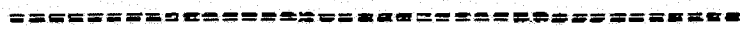
United States of America

THE LIBERTY COINS

ARE

ON SALE HERE

United States Liberty Coins,
a historic commemorative issue of legal tender coins
struck by the U.S. Mint in celebration of the Statue of
Liberty centennial



SHOWCARD

United States of America

A HISTORIC TRIBUTE TO LIBERTY
IN U.S. COINAGE

United States Liberty Coins,
a historic commemorative issue of legal tender coins
struck by the U.S. Mint in celebration of the Statue of
Liberty centennial

approuvé

date :

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U.S. MINT : LIBERTY ISSUE
GENERAL PRESS AD
USM 1007 TN

4.3.86

United States of America

In celebration of the Statue of Liberty centennial

A LONG-AWAITED TRIBUTE
IN U.S. COINAGE

The Liberty Coins, worth a whole century of waiting

Since 1886 the Statue of Liberty Enlightening the World has towered majestically over New York harbor, but never has it appeared on an American coin. At last a fitting tribute can be paid to this uniquely powerful symbol of freedom, hope and democracy.

A fitting tribute to Liberty

To celebrate the centennial of the Statue of Liberty, the U.S. Mint, Department of Treasury, is issuing commemorative 90 % silver dollars and copper-nickel Half-Dollars which will be legal tender in the United States. Special Legislation was passed by Congress, and signed by President Reagan on July 9, 1985.

A classic silver dollar faithful to its American heritage

The majesty of Liberty is symbolized on this classic Silver Dollar, which shows the Statue and Ellis Island, gateway into America for so many hopeful immigrants.

A new copper-nickel coin : the Liberty half-dollar

A powerful image of a new life in the New World, the Half-Dollar shows Liberty welcoming a liner carrying immigrants from Europe against the New York skyline.

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Lintas Brussels

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U.S. MINT : LIBERTY ISSUE
GENERAL PRESS AD SIXTH DRAFT
USM 1007 TN

24.2.86 Page 2

Specifications

1 dollar silver coin

Composition : 90 % silver ; 10 % copper
Weight : 26.73 grams
Diameter : 38.10 millimetres

Half-dollar copper-nickel coin

Composition : 92 % copper ; 8 % nickel
Weight : 11.34 grams
Diameter : 30.61 millimetres

Deluxe presentation case

Each coin is offered in a deluxe presentation case with a certificate bearing the signature of Donna Pope, Director of the U.S. Mint, as your guarantee of authenticity. Ideal to protect and display your tribute to Liberty through the years to come.

A Double First for Liberty : the two coin proof set

Not just one, but the two Liberty coins in a single set !

The proof silver dollar and copper-nickel half-dollar, each portraying a different aspect of the history of Liberty, offered together in a deluxe presentation case.

Don't miss this once-in-a-lifetime chance of a precious and enduring share in the Statue of Liberty centennial celebrations. No more of these silver and copper-nickel masterpieces can be minted after December 31, 1986. Order now to avoid disappointment !

Distributor

United States Liberty Coins,

a historic commemorative issue of legal tender coins
struck by the U.S. Mint in celebration of the Statue of
Liberty centennial.

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U.S. MINT : LIBERTY ISSUE
NUMISMATIC AD
USM 1006

4.3.1986

United States of America

In celebration of the Statue of Liberty centennial

A LONG-AWAITED TRIBUTE
IN U.S. COINAGE

The Liberty Coins, worth a whole century of waiting

Since 1886 the Statue of Liberty Enlightening the World has towered majestically over New York harbor, but never has it appeared on an American coin. At last a fitting tribute can be paid to this uniquely powerful symbol of freedom, hope and democracy.

In the great tradition of American numismatics

To celebrate the centennial of the Statue of Liberty, the U.S. Mint, Department of Treasury, is issuing commemorative 90 % silver dollars and copper-nickel half-dollars which will be legal tender in the United States. Special Legislation was passed by Congress, and signed by President Reagan on July 9, 1985.

A classic silver dollar faithful to its American heritage

With all the characteristics of the classic U.S. silver dollar. The majesty of Liberty is symbolized on the obverse by a full view of the Statue, with Ellis Island, gateway for immigrants into America, in the background. The reverse shows the face value of \$1 and the torch of Liberty.

A new copper-nickel coin : the Liberty half-dollar

A powerful image of a new life in the New World, the Half-Dollar shows Liberty welcoming a liner carrying immigrants from Europe against the New York skyline.

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U.S. MINT : LIBERTY ISSUE
NUMISMATIC AD SIXTH DRAFT
USM 1006

24.2.1986

Don't wait another 100 years for your symbol of freedom and democracy !

Each coin bears the date, 1986. By American statute, no more of these numismatic masterpieces can be minted after December 31, 1986.

Specifications

1 dollar silver coin
Composition : 90 % silver ; 10 % copper
Weight : 26.73 grams
Diameter : 38.10 millimetres

Half-dollar copper-nickel coin
Composition : 92 % copper ; 8 % nickel
Weight : 11.34 grams
Diameter : 30.61 millimetres

Available in Proof or Brilliant Uncirculated finish

These beautiful coins are available in Proof or B.U. finish, and offered in a specially designed presentation case with a certificate of authenticity signed by U.S. Mint Director Donna Pope.

A Double First for Liberty : the two coin proof set

Not just one, but the two Liberty coins in a superb set !
The proof silver dollar and copper-nickel half-dollar, each portraying a different aspect of the history of Liberty, offered together in a deluxe presentation case.

Distributor

United States Liberty Coins,
a historic commemorative issue of legal tender coins
struck by the U.S. Mint in celebration of the Statue of
Liberty centennial.

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Lintas Brussels

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U.S. MINT : LIBERTY ISSUE
LEAFLET
USM 9002 TN

4.3.1986

United States of America

American coins in celebration of Liberty

THE FIRST EVER TRIBUTE TO THE STATUE OF LIBERTY
IN U.S. COINAGE

A unique symbol of freedom and democracy

Since 1886 the Statue of Liberty Enlightening the World has towered majestically over New York harbor, but never has it appeared on an American coin. At last a fitting tribute can be paid to this uniquely powerful symbol of freedom, hope and democracy.

A historic celebration of Liberty
in the great American numismatic tradition

In celebration of the centennial of the Statue of Liberty, the U.S. Mint, Department of the Treasury, is issuing superbly designed 90 % silver and copper-nickel legal tender coins. Special Legislation was passed by Congress and signed by President Reagan on July 9, 1985.

A classic silver dollar faithful to its American
heritage

With all the characteristics of the classic U.S. silver dollar. The majesty of Liberty is symbolized by the Statue and Ellis Island, gateway into America and the promise of a new life for so many hopeful immigrants. The reverse shows the face value of \$1 and the torch of Liberty.

A new copper-nickel coin : the Liberty half-dollar

A powerful image of a new life in the New World, the Half-Dollar shows Liberty welcoming a liner carrying immigrants from Europe against the New York skyline.

approuvé
date :

SSC&B: LINTAS WORLDWIDE
Lintas Brussels

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onderwerp
nr.

U.S. MINT : LIBERTY ISSUE
LEAFLET SIXTH DRAFT
USM 9002 TN

PAGE 2

24.2.86

Available in Proof or Brilliant Uncirculated finish
in a specially designed presentation case

Available in Proof or B.U. finish, each coin is offered in a specially designed presentation case with a certificate bearing the signature of Donna Pope, Director of the U.S. Mint, as your guarantee of authenticity.

A superb tribute to Liberty to treasure and display in the years to come.

A Double First for Liberty : the two coin proof set

Not just one, but the two Liberty coins in a superb set !

The proof silver dollar and copper-nickel half-dollar, each portraying a different aspect of the history of Liberty, offered together in a deluxe presentation case.

The U.S. Mint Prestige Set

The crowning glory of this superb collection will surely be the 1986 U.S. Mint Prestige Set. Offered in a luxurious presentation case, this most beautiful and historic set will comprise not only the Liberty proof silver dollar and copper-nickel half-dollar, but also the annual U.S. Mint proof half-dollar, quarter, dime, nickel and one cent piece, dated 1986 and bearing the San Francisco mint mark.

Don't wait another 100 years for your symbol of freedom
and democracy !

Don't miss this once-in-a-lifetime chance of a precious and enduring share in the Statue of Liberty Centennial celebrations. No more of these valuable and historic masterpieces can be minted after December 31, 1986. As with any historic commemorative issue, it's best to order now and avoid disappointment !

United States Liberty Coins,
a historic commemorative issue of legal tender coins
struck by the U.S. Mint in celebration of the Statue of
Liberty centennial

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Lintas Brussels

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U.S. MINT : LIBERTY ISSUE
LEAFLET SIXTH DRAFT
USM 9002 TN

PAGE 3 24.2.86

Specifications

1 dollar silver coin

Composition : 90 % silver ; 10 % copper
Weight : 26.73 grams
Diameter : 38.10 millimetres

Half-dollar copper-nickel coin

Composition : 92 % copper ; 8 % alloy
Weight : 11.34 grams
Diameter : 30.61 millimetres

Distributor details

Création

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Lintas Brussels

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n°.

U.S. MINT : LIBERTY ISSUE
STATEMENT INSERT
USM 9005 TN

4.3.1986

United States of America

THE FIRST EVER TRIBUTE TO THE STATUE OF LIBERTY
IN U.S. COINAGE.

A unique symbol of freedom and democracy

Since 1886 the Statue of Liberty Enlightening the World has towered majestically over New York harbor, but never has it appeared on an American coin. At last a fitting tribute can be paid to this uniquely powerful symbol of freedom, hope and democracy.

A fitting tribute to Liberty

To celebrate the centennial of the Statue of Liberty, the U.S. Mint, Department of Treasury, is issuing commemorative 90 % silver dollars and copper-nickel half-dollars which will be legal tender in the United States. Special Legislation was passed by Congress, and signed by President Reagan on July 9, 1985.

A classic silver dollar faithful to its American heritage

The majesty of Liberty is symbolized on this classic Silver Dollar, which shows the Statue and Ellis Island, gateway to a new life of freedom and opportunity in America.

A new copper-nickel coin : the Liberty half-dollar

A powerful image of a new life in the New World, the Half-Dollar shows Liberty welcoming a liner carrying immigrants from Europe against the New York skyline.

Deluxe presentation case

Each coin is offered in a deluxe presentation case with a certificate bearing the signature of Donna Pope, Director of the U.S. Mint, as your guarantee of authenticity. A tribute to Liberty to display with pride through the years to come.

approuvé
date

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Lintas Brussels

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nr.

U.S. MINT : LIBERTY ISSUE
STATEMENT INSERT
USM 9005 TN SIXTH DRAFT 24.2.86 PAGE 2

Specifications

1 dollar silver coin

Composition : 90 % silver ; 10 % copper
Weight : 26.73 grams
Diameter : 21.59 millimetres

Half-dollar coin

Composition : 92 % copper ; 8 % nickel
Weight : 11.34 grams
Diameter : 30.61 millimetres

A Double First for Liberty : the two coin proof set

Not just one, but the two Liberty coins in a single set !
The proof silver dollar and copper-nickel half-dollar, each portraying a different aspect of the history of Liberty, offered together in a deluxe presentation case.

Surely the U.S. Mint Prestige Set

The crowning glory of this superb collection must surely be the 1986 U.S. Mint Prestige Set. Offered in a luxurious presentation case, this most beautiful and historic set will comprise not only the Liberty proof silver dollar and copper-nickel Half-Dollar, but also the annual U.S. Mint proof half-dollar, quarter, dime, nickel and one cent piece, dated 1986 and bearing the San Francisco mint mark.

Don't miss this once-in-a-lifetime opportunity. No more of these unique and historic coins can be minted after December 31, 1986.
Order now to avoid disappointment !

United States Liberty Coins,
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