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THE WHITE HOUSE

WASHINGTON

December 3, 1982

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Correspondence from Harvey Armstrong

A Harvey Armstrong of Fresno, California sent you a copy of a November 5 letter he wrote to the President, advocating various economic reform measures. The letter is undistinguished except for the printed words "Presidential Task Force," which appear on the top of the page. Checks in this office do not reveal a Harvey Armstrong serving on any Presidential organizations.

I have drafted a proposed reply to Mr. Armstrong, thanking him for his views and advising him that his use of the designation "Presidential Task Force" is unauthorized and should be discontinued.

Attachment

THE WHITE HOUSE

WASHINGTON

December 3, 1982

Dear Mr. Armstrong:

Thank you for sending me a copy of your letter of November 5 to the President, advocating various measures to restore the economy and eliminate the budget deficit. I am certain that the President and the other officials to whom you have written appreciate having the benefit of your views and will give them appropriate consideration.

I am concerned, however, about one aspect of your correspondence. At the top of your letter appear the printed words "Presidential Task Force." Unauthorized use of designations indicating an association with the President, such as "Presidential Task Force," convey the false impression that the President has approved or associated himself with particular individuals or enterprises. We therefore adhere to a general policy of not approving the use of such designations by private individuals or groups, regardless of the merit of the objectives pursued by any particular individual or group.

I trust that you can appreciate the need for this policy, and that you will discontinue use of the "Presidential Task Force" designation on your correspondence.

Again, thank you for the benefit of your views.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Harvey Armstrong
3323 East Mayfair Boulevard
Fresno, California 93703

FFF:JGR:aw 12/3/82

cc: FFFielding
✓JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

December 2, 1982

Dear Mr. Engel:

I have received your letter of November 27, 1982, and the accompanying proposal to establish a world export trade center. Please be advised that this office is not involved in the formulation of economic policy. I am confident that the other officials to whom you have written will give your proposal such consideration as may be appropriate.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Leo Engel
3478 Paradise Road
Suite 107
Las Vegas, Nevada 89109

FFF:JGR:aw 12/2/82

cc: FFFielding
JGRoberts
Subj.
Chron

Rebut

BEDDY

WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

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

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

Name of Correspondent: Harvey Armstrong

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

Subject: Restoring the Economy and eliminating the Budget Deficit [Plus-Tech Fund]

ROUTE TO: Office/Agency (Staff Name)	ACTION		DISPOSITION	
	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>W/Holland</u>	ORIGINATOR	<u>8211129</u>		<u>1/1</u>
<u>WAT18</u>	Referral Note: <u>D</u>	<u>8211129</u>	<u>5</u>	<u>821208</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>
	Referral Note:	<u>1/1</u>		<u>1/1</u>

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

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

DISPOSITION CODES:
 A - Answered
 B - Non-Special Referral
 C - Completed
 S - Suspended

FOR OUTGOING CORRESPONDENCE:
 Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments: _____

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.



COPY

PRESIDENTIAL TASK FORCE

November 5, 1982 112463 *CM*

President of the United States
The White House
Washington, D.C.

Dear Mr. President:

Subj: Restoring the Economy and eliminating the Budget Deficit.

As you are aware Mr. President, you have only two alternatives to eliminate the RED ink: (1) STOP OR RETARD SPENDING (2) ADDITIONAL MONEY. These two elements are elementary, and I complement you in your efforts to retard unnecessary spending.

Please consider the immediate implementation of the following suggestions that are essential to get our Ship of State back on the correct course:

1. Initiate legislation to become effective January 1, 1983 to establish a 5% (flat-rate) withholding and payment of individual income tax, with NO exemptions or deductions. In this regard, all income regardless of source would be considered Gross Income i.e., employment, unemployment, social security, pensions, tips, and all other income. Corporate and business enterprises would also pay 5% of their quarterly gross income to the Federal Government with NO exemptions or deductions.
2. Initiate legislation to become effective January 1, 1983 to establish a 5% (flat-rate) withholding and payment into the Social Security System by ALL wage earners, including all FEDERAL employees and self employed.

Deficit spending and the borrowing of money must stop N O W - Put your foot down hard Mr. President - Do not procrastinate, as you have a mandate to represent ALL citizens EQUALLY, including the equal payment of taxes.

The above suggested revisions to our tax code are mandatory and must not be complicated by the installation of self-destroying exemptions, adjustments, credits, deductions and above all, refunds.

Over a period of years, the present tax code and system has made CHEATERS of otherwise honest citizens (this is an established FACT). Influential persons have admitted taking advantage of a LOOPHOLE and not paying any taxes on a \$70,000 Gross Income. My question - Do you consider this to be fair & equal??

EQUALITY is a Constitutional right of all the individuals whom you represent.

Sincerely yours,

Harvey Armstrong
HARVEY ARMSTRONG

Senator Paul LAXALT
Copy to: Senators; Robert DOLE, Howard H. BAKER, Robert W. PACKWOOD, Jessie HELMS, John EAST, & REP. Charles (Chip) PASHAYAN Jr., Donald REGAN, Sec. Treasury
Staff: James A. BAKER, III, Edwin MEESE III, Michael K. DEEVER

P.S. If dubious of 5%, start with 10% and work down!
PPS. IRS - Same primary responsibilities modified to reflect work load.
(Number of Service Centers could be reduced from 12 to 6)

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

December 30, 1982

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request to Include Bronze Portrait
of the President in Proposed
Los Angeles Airport Monument

Michael Deaver has referred to you for action a packet of materials submitted by Brett-Livingstone Strong of Pacific Palisades, California. Strong, apparently something of a self-starter in the world of sculpture, has proposed the erection of a sixty-five foot monument at the Los Angeles International Airport, to commemorate the upcoming Olympics. Strong has constructed a seven-foot model, and reports that the project "is currently being approved," although he also notes that "a letter from President Reagan would aid the progress of the remaining approvals." He specifically requests approval of his proposal to include a bronze portrait of the President on the dedication plaque at the base of the proposed monument.

It is unclear from Strong's materials whether his enterprise is a commercial enterprise, or if he is planning to donate his skills. I recommend that the letter to Strong note that the President as a matter of policy does not approve such requests, both to avoid endorsing commercial enterprises and to avoid showing favoritism. The latter point should be made in light of Strong's effort to secure Presidential support for what is apparently only a proposal on his part.

Strong's materials are rife with violations of the law governing use of the Great Seal and the Presidential Seal. 18 U.S.C. § 713; E.O. 11649. The Great Seal is printed on the background of his stationery, and on the cover and interior flap of his pamphlet. The Presidential Seal is glued to a sash surrounding the pamphlet. The letter to Strong should alert him to the law in this area, and advise him to discontinue use of the seals.

I have attached a proposed memorandum to Deaver and letter to Strong for your signature.

Attachments

THE WHITE HOUSE

WASHINGTON

December 30, 1982

Dear Mr. Strong:

Your request that the President approve the use of his likeness at the base of your proposed monument at the Los Angeles International Airport has been referred to this office. While we admire the enthusiasm, dedication, and patriotism which you obviously bring to the ambitious project to design and erect the monument, we cannot approve or endorse the use of the President's likeness.

As you might imagine, the President receives countless requests for the use of his name or likeness during the course of a year. Frankly, many of the requests originate with individuals or organizations with which he would be pleased to be identified. In response to the large number, however, the White House has been obliged to adhere to a general policy of denying requests of this kind to use the signature, name, photograph or likeness of President Reagan when to do so would either suggest favoritism by the President toward particular individuals or organizations, or associate him with a commercial product or enterprise in a way that does or might suggest his endorsement of that product or enterprise.

In addition, I am certain you will understand that in this case modesty precludes the President from endorsing your gracious proposal to include his likeness on the monument.

The materials you forwarded to the White House in connection with your proposal raise another concern. Your folder and stationery contain reproductions of the Great Seal of the United States and the Seal of the President of the United States. In light of your evident good faith, I assume you are unaware that the permitted uses of these seals are restricted by law.

Title 18 of the United States Code, Section 713, is the principal federal law governing use of the Great Seal of the United States and the Seal of the President of the United States. Section 713(a) proscribes use of these seals in a manner reasonably calculated to convey a false impression of sponsorship or approval by the United States Government, and section 713(b) proscribes use of the Presidential seal, except in a manner consistent with regulations promulgated by the President. The regulations to which reference is

-2-

made are embodied in Executive Orders 11649 and 11916. I enclose for your information copies of 18 U.S.C., Section 713, the notes to which include the Executive Orders mentioned. You will note that use of the seals on personal stationery and the like is not among the uses sanctioned by the Executive Order. Accordingly, I must advise you to cease such use of the seals.

I am sorry that I cannot be more accommodating. Thank you for your cooperation, and best of luck with your ambitious undertaking.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Brett-Livingstone Strong
1157 Las Pulgas Place
Pacific Palisades, California 90272

Enclosure

FFF:JGR:aw 1/3/83

cc: FFFielding
✓ JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

December 30, 1982

MEMORANDUM FOR MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Request of Brett-Livingstone Strong to
Include Bronze Portrait of the President
in Proposed Los Angeles Airport Monument

On December 13 you transmitted for my review and action a packet of materials from Brett-Livingstone Strong. Mr. Strong seeks endorsement of his plan to include a bronze portrait of the President at the base of his proposed sixty-five foot monument to the Los Angeles Olympics, to be erected (if approved by local authorities) at the Los Angeles Airport. While the President could endorse this project, the White House adheres to a policy of not approving use of the President's likeness when doing so might suggest endorsement of a commercial enterprise or favoritism to any particular individual or group. It is unclear if Mr. Strong's project is a commercial one, but, in any event, the President should not endorse a proposal of this sort which has not been finally approved by the relevant authorities in Los Angeles. Mr. Strong explicitly notes Presidential endorsement would help him gain the remaining approvals, indicating that he seeks precisely the sort of Presidential sponsorship for his project which we strive to avoid.

I have written to Mr. Strong advising him that we cannot endorse his proposal. I have also alerted him to the law governing use of the Great Seal and Presidential Seal, because the presence of both seals on his materials is contrary to that law.

FFF:JGR:aw 12/30/82

cc: ~~FF~~Fielding
JGRoberts
Subj.
Chron

THE WHITE HOUSE

WASHINGTON

December 30, 1982

Dear Mr. Strong:

Your request that the President approve the use of his likeness at the base of your proposed monument at the Los Angeles International Airport has been referred to this office. While we admire the enthusiasm, dedication, and patriotism which you obviously bring to the ambitious project to design and erect the monument, we cannot approve or endorse the use of the President's likeness.

As you might imagine, the President receives countless requests for the use of his name or likeness during the course of a year. Frankly, many of the requests originate with individuals or organizations with which he would be pleased to be identified. In response to the large number, however, the White House has been obliged to adhere to a general policy of denying requests of this kind to use the signature, name, photograph or likeness of President Reagan when to do so would either suggest favoritism by the President toward particular individuals or organizations, or associate him with a commercial product or enterprise in a way that does or might suggest his endorsement of that product or enterprise.

In addition, I am certain you will understand that in this case modesty precludes the President from endorsing your gracious proposal to include his likeness on the monument.

The materials you forwarded to the White House in connection with your proposal raise another concern. Your folder and stationery contain reproductions of the Great Seal of the United States and the Seal of the President of the United States. In light of your evident good faith, I assume you are unaware that the permitted uses of these seals are restricted by law.

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-2-

made are embodied in Executive Orders 11649 and 11916. I enclose for your information copies of 18 U.S.C., Section 713, the notes to which include the Executive Orders mentioned. You will note that use of the seals on personal stationery and the like is not among the uses sanctioned by the Executive Order. Accordingly, I must advise you to cease such use of the seals.

I am sorry that I cannot be more accommodating. Thank you for your cooperation, and best of luck with your ambitious undertaking.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Brett-Livingstone Strong
1157 Las Pulgas Place
Pacific Palisades, California 90272

Enclosure

FFF:JGR:aw 1/3/83

cc: FFFielding
JGRoberts
Subj.
Chron

§ 713. Use of likenesses of the great seal of the United States, and of the seals of the President and Vice President

(a) Whoever knowingly displays any printed or other likeness of the great seal of the United States, or of the seals of the President or the Vice President of the United States, or any facsimile thereof, in, or in connection with, any advertisement, poster, circular, book, pamphlet, or other publication, public meeting, play, motion picture, telecast, or other production, or on any building, monument, or stationery, for the purpose of conveying, or in a manner reasonably calculated to convey, a false impression of sponsorship or approval by the Government of the United States or by any department, agency, or instrumentality thereof, shall be fined not more than \$250 or imprisoned not more than six months, or both.

(b) Whoever, except as authorized under regulations promulgated by the President and published in the Federal Register, knowingly manufactures, reproduces, sells, or purchases for resale, either separately or appended to any article manufactured or sold, any likeness of the seals of the President or Vice President, or any substantial part thereof, except for manufacture or sale of the article for the official use of the Government of the United States, shall be fined not more than \$250 or imprisoned not more than six months, or both.

(c) A violation of subsection (a) or (b) of this section may be enjoined at the suit of the Attorney General upon complaint by any authorized representative of any department or agency of the United States.

Added Pub.L. 89-807, § 1(a), Nov. 11, 1966, 80 Stat. 1525, and amended Pub.L. 91-651, § 1, Jan. 5, 1971, 84 Stat. 1940.

Historical Note

1971 Amendment. Catchline. Pub.L. 91-651 substituted "Use of likenesses of the great seal of the United States, and of the seals of the President and Vice President" for "Use of the great seal of the United States".

Subsec. (a). Pub.L. 91-651 redesignated existing provisions as subsec. (a), and, as so redesignated, expanded prohibition to include likenesses of the seals of the President and Vice President, and added to the enumerated list of prohibited uses for likenesses of the great seal of the United States and for the seals of the President and Vice President, use in posters, public meetings, or on any building, monument, or stationery.

Subsecs. (b), (c). Pub.L. 91-651 added subsecs. (b) and (c).

Effective Date of 1971 Amendment. Section 3 of Pub.L. 91-651 provided that: "The amendments made by this Act [amending this section] shall not make unlawful any preexisting use of the design of the great seal of the United States or of the seals of the President or Vice President of the United States that was lawful on the date of enactment of this Act [Jan. 5, 1971], until one year after the date of such enactment."

Legislative History. For legislative history and purpose of Pub.L. 89-807, see 1966 U.S.Code Cong. and Adm.News, p. 4108. See, also, Pub.L. 91-651, 1970 U.S. Code Cong. and Adm.News, p. 5903.

EXECUTIVE ORDER NO. 11649

Feb. 16, 1972, 37 F.R. 3625, as amended by Ex.Ord.No.11916,
May 28, 1976, 41 F.R. 22031

REGULATIONS GOVERNING SEALS OF PRESIDENT AND
VICE PRESIDENT OF UNITED STATES

By virtue of the authority vested in me by section 713(b) of title 18, United States Code [subsec. (b) of this section], I hereby prescribe the following regulations governing the use of the Seals of the President and the Vice President of the United States:

Section 1. Except as otherwise provided by law, the knowing manufacture, reproduction, sale, or purchase for resale of the Seals or Coats of Arms of the President or the Vice President of the United States, or any likeness or substantial part thereof, shall be permitted only for the following uses:

(a) Use by the President or Vice President of the United States;

(b) Use in encyclopedias, dictionaries, books, journals, pamphlets, periodicals, or magazines incident to a description or history of seals, coats of arms, heraldry, or the Presidency or Vice Presidency;

(c) Use in libraries, museums, or educational facilities incident to descriptions or exhibits relating to seals, coats of arms, heraldry, or the Presidency or Vice Presidency;

(d) Use as an architectural embellishment in libraries, museums, or archives

established to house the papers or effects of former Presidents or Vice Presidents;

(e) Use on a monument to a former President or Vice President;

(f) Use by way of photographic or electronic visual reproduction in pictures, moving pictures, or telecasts of bona fide news content;

(g) Such other uses for exceptional historical, educational, or newsworthy purposes as may be authorized in writing by the Counsel to the President.

Sec. 2. The manufacture, reproduction, sale, or purchase for resale, either separately or appended to any article manufactured or sold, of the Seals of the President or Vice President, or any likeness or substantial part thereof, except as provided in this Order or as otherwise provided by law, is prohibited.

RICHARD NIXON

Library References

United States § 5½.

C.J.S. United States § 8.

West's Federal Forms

Actions by United States or officers thereof, see §§ 1069 to 1072.

Preliminary injunctions and temporary restraining orders, matters pertaining to, see § 5271 et seq.

Sentence and fine, see § 7531 et seq.

Executive Order 11916

May 28, 1976

Amending Executive Order No. 11649,¹ Regulations Governing the Seals of the President and the Vice President of the United States

By virtue of the authority vested in me by section 713(b) of title 18 of the United States Code, subsection (b) of section 1 of Executive Order No. 11649 is amended to read as follows:

“(b) Use in encyclopedias, dictionaries, books, journals, pamphlets, periodicals, or magazines incident to a description or history of seals, coats of arms, heraldry, or the Presidency or Vice Presidency;”

GERALD R. FORD

THE WHITE HOUSE,
May 28, 1976.

¹ 37 FR 3625; 3 CFR, 1971-1975 Comp., p. 675.

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

John Roberts
PRD # 224375 **CU**
PR 014-09

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

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

Name of Correspondent: Michael K. Deaver / Brett-Livingstone Strong

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

Subject: Letter from Brett-Livingstone Strong re: Sculpture Monument for Los Angeles International Airport dedicated to world peace. Requests permission to include a portrait of the President at the base.

ROUTE TO: The President at the base

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CU Holland</u>	<u>ORIGINATOR</u>	<u>821213</u>			<u>1 1</u>
<u>WAT18</u>	<u>DD</u>	<u>821214</u>		<u>5</u>	<u>821217</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>

- ACTION CODES:**
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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
 - B - For Signature
 - X - Interim Reply
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 - 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, DEOB).
Always return completed correspondence record to Central Files.
Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE UNITED STATES MONUMENT

Mr. Mel Bradley,
Special Assistant to the President of the United States.
White House,
Washington DC 20500.

114975 *cu*

Dear Sir,

Following the telegram I sent Oct 29 to you, this letter is to up date you on the progress of the sculpture monument for Los Angeles International Airport.

Recently to [REDACTED]
[REDACTED], their Nov 14 letter is enclosed.

I have commenced work on the giant 65' sculpture in dedication to world peace. [REDACTED]

[REDACTED]. Could you please discuss this with the President to gain his approval to use his likeness honorably in this monumental piece? This monument is a patriotic contribution to inspire the American public and emphasise the United States' aim to guard and preserve international peace.

The international airport location in Los Angeles for this fine project is immensely suitable for the main port of call to western United States to welcome all visitors. It is also appropriate to associate President Reagan with this monument for his pursuite of peace and love of California and the United States .

I have enclosed photographs and letters of documentation. Could you and President Reagan reply at your earliest convenience, thank you.

My address is: 1157 Las Pulgas Place,
Pacific Palisades,
90272.

Yours Sincerely,

Brett Livingstone Strong
Brett-Livingstone Strong

Nov 26 82.

Brett-Livingstone Strong

THE WHITE HOUSE
WASHINGTON

December 9, 1982

*1 at
Send
three
channels*

NOTE FOR SHIRLEY MOORE

FROM: MEL BRADLEY *MB*

RE: Brett-Livingstone Strong

Please call me!

Attachment

6560

Fielding 4/11/83

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 6, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Presidential Endorsement
of "Yellow Books"

Craig Fuller has asked whether the President could endorse a plan by a private firm to publish federal government directories and distribute them free of charge to federal employees, while charging private subscribers and carrying advertising. Jud Clark of Public Affairs Information, a legislative and regulatory reporting service, described the proposal in a letter to Fuller, noting that the President had written a letter "applauding" a similar effort by California Journal when he was Governor.

Presidential endorsement of this private commercial venture would of course be contrary to established White House policy. I do not believe that the benefit of free directories for federal employees justifies departure from that policy, particularly since the directories will carry advertising and the President could be perceived as endorsing not only the directory and the directory company but its advertisers as well.

I have prepared a proposed reply to Fuller.

Attachment

THE WHITE HOUSE

WASHINGTON

January 6, 1983

MEMORANDUM FOR CRAIG L. FULLER
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Request for Presidential Endorsement
of "Yellow Book"

You have inquired whether the President could endorse a proposal by a private firm to produce and distribute federal government directories, free of charge, to federal employees. The firm would charge private subscribers for the directories, and the directories would also carry advertising. This proposal was described in an October 20, 1982 letter to you from Jud Clark of Public Affairs Information.

The White House adheres to a policy of not approving the use of the name, likeness, photograph or signature of the President in any manner that does or might suggest endorsement of a commercial product or enterprise. This proposal goes even further, seeking explicit Presidential endorsement of a commercial venture. There is also the danger that the President may be perceived as endorsing the products advertised in the contemplated directory. The possible benefit of free distribution of the directories to federal employees does not warrant departure from the established policy.

FFF:JGR:aw 1/6/83

cc: FFFielding
✓JGRoberts
Subj.
Chron

**OFFICE OF CABINET AFFAIRS
ACTION TRACKING WORKSHEET**

JR

DEC 29 1982

Action resulting from:
 document (attached)
 telephone call
 meeting (attach conference report if available)

Document Date: 82 / 10 / 20

From: Jud Clark
Public Affairs Information

Date Received: / /

Subject: Request for Presidential endorsement of Yellow Book

ACTION CODES:

- A—Appropriate Action D—Draft Response R—Direct Reply w/Copy
- B—Briefing Paper F—Furnish Fact Sheet S—For Signature
- C—Comment/Recommendation I—Info Copy Only/No Action Necessary X—Interim Reply

ROUTE TO:

Date Sent	Name	Action Codes	Date Due	Action Taken
<u>B2 / 12 / 29</u>	<u>CU Fielding</u>	<u>C</u>	<u>B3 / 01 / 07</u>	
<u>82 / 12 / 30</u>	<u>QUAT 18</u>	<u>D</u>	<u>83 / 01 / 06</u>	
<u> / /</u>			<u> / /</u>	
<u> / /</u>			<u> / /</u>	
<u> / /</u>			<u> / /</u>	
<u> / /</u>			<u> / /</u>	

COMMENTS: Is this something we could endorse?

Originator: Dunlop Faoro Fuller Gonzalez Hart Hodapp

KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING MATERIAL AND WHEN THE ASSIGNED ACTION IS COMPLETE, RETURN TO:

"COPY"

109522

11/10/82

THE WHITE HOUSE
WASHINGTON

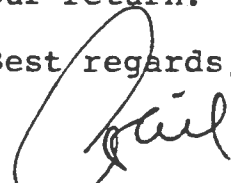
November 10, 1982

Dear Jud:

I am truly sorry we missed each other
(or at least I missed seeing you).

I look forward to your return.

Best regards,



Craig L. Fuller

Mr. Jud Clark
Public Affairs Information
1024 10th Street, Suite 300
Sacramento, California 95814



Public Affairs Information



October 20, 1982

*Dear Fred -
I am truly sorry
we missed each other
(at least I
missed sets &
I look forward to
your return
CJ*

Mr. Craig Fuller
Assistant to the President
for Cabinet Affairs
The White House
Washington, D. C. 20500

Dear Craig:

If you didn't want to get together last week you should have said so instead of cooking up such lame excuses. Cancelling drinks for a "late meeting called by Ed Meese" was straining credibility for openers, but when you allowed a Security Council meeting to interrupt lunch I thought that was carrying it too far - especially when you paraded various members of the Cabinet past me.

I suppose you wanted to avoid hearing me brag about our recent acquisition of Martin Haley's State Services Group which along with two other companies falling by the wayside immediately gives us the dominant position in the field of state government reporting services. Enclosed is the press release announcing the merger of our two companies which immediately doubles our client base and revenues while adding some top flight people to our operation in the East. Our challenge is to take advantage of this position before a large company begins taking this business field seriously.

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Related to that I have been talking with Jim Marsh, a friend of mine who publishes the Federal and Congressional "Yellow Books." He is presently pursuing a new direction which I told him the President should personally endorse. He looked at all the special agency directories and in the process of trying to figure out whether he could provide them more economically under contract came up with a brilliant idea. He is presently proceeding with plans to produce a new edition of the Yellow Book to be published twice a year which he will provide to every federal and congressional employee listed at no cost. His gamble is that he will be able to obtain enough advertising to replace the lost revenue from federal government subscribers (about \$100,000) and the added cost of placing 35,000 copies in federal offices.

*we should
discuss this
CJ*

1024 10th St., Suite 300, Sacramento, CA 95814-3597 • (916) 444-0840
316 Pennsylvania Ave., S.E., Suite 200, Washington, D.C. 20003 • (202) 543-7787

state and national legislative and regulatory reporting services

I told Jim of the letter that the California Journal received from Ronald Reagan commending us on our first edition and suggested that his effort warranted a similar note of encouragement. What do you think? I will call you soon.

Sincerely,



Bud Clark

JC:cfu



Public Affairs Information



September 8, 1982

PUBLIC AFFAIRS INFORMATION, INC.
1024 Tenth Street, Suite 300
Sacramento, CA 95814
(916) 444-0840
Contact: Bill Hauck

THE MARTIN HALEY COMPANIES, INC.
40 Central Park South
New York, NY 10019
(212) 688-0771
Contact: Peggy Christopher

FOR RELEASE: September 8, 1982

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Haley, a widely-known and highly regarded government relations expert heads an international, federal and state government relations service organization with offices in New York, Washington, St. Paul and Rome, Italy. Commenting on the merged operations of the state services companies Haley said, "it is my strong feeling that the increased consequence of state government actions on business performance demands the coverage and analytical capabilities that will exist in the combined companies. The principals and owners of PAI have an excellent and well-established record in the field of state government reporting services. We believe we are bringing together the two companies currently providing the highest quality of service in this field."

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Terms of the arrangement were not disclosed.



Public Affairs Information



Craig -

Enclosed is a copy of the original letter from Governor Reagan that appeared in the first issue of the Journal (Jan 1970).

A commendation to the new Federal Yellow Book for expanding distribution of the directory listings free of charge to around 30,000 federal employees (and an immediate savings to the government from employees who currently buy the book for its listings, telephone numbers, etc.) demonstrates private enterprises track of doing something good for itself while providing a public service.

— Ted

RONALD REAGAN
GOVERNOR

State of California
GOVERNOR'S OFFICE
SACRAMENTO 95814



Gentlemen:

CALIFORNIA JOURNAL accepts what is perhaps the highest obligation in our society: to convey to the people -- accurately, reliably and fairly -- the conduct and actions of their representatives.

I applaud any new effort to perform this task, which is really as much of a public trust as that held by those who hold public office. Your trust is to report on how those in office meet their responsibilities and to keep the people informed so that they can better judge performance.

Ours is an administration that believes, without any question, in the people's right to know; that means your right to tell them. You will be kept well informed of all that we are trying to do.

Sincerely,

A handwritten signature in cursive script that reads "Ronald Reagan".

RONALD REAGAN
Governor

ENDORSEMENT

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 6, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Request for Presidential Endorsement
of "Yellow Books"

Craig Fuller has asked whether the President could endorse a plan by a private firm to publish federal government directories and distribute them free of charge to federal employees, while charging private subscribers and carrying advertising. Jud Clark of Public Affairs Information, a legislative and regulatory reporting service, described the proposal in a letter to Fuller, noting that the President had written a letter "applauding" a similar effort by California Journal when he was Governor.

Presidential endorsement of this private commercial venture would of course be contrary to established White House policy. I do not believe that the benefit of free directories for federal employees justifies departure from that policy, particularly since the directories will carry advertising and the President could be perceived as endorsing not only the directory and the directory company but its advertisers as well.

I have prepared a proposed reply to Fuller.

Attachment

THE WHITE HOUSE

WASHINGTON

January 6, 1983

MEMORANDUM FOR CRAIG L. FULLER
ASSISTANT TO THE PRESIDENT

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

SUBJECT: Request for Presidential Endorsement
of "Yellow Book"

You have inquired whether the President could endorse a proposal by a private firm to produce and distribute federal government directories, free of charge, to federal employees. The firm would charge private subscribers for the directories, and the directories would also carry advertising. This proposal was described in an October 20, 1982 letter to you from Jud Clark of Public Affairs Information.

The White House adheres to a policy of not approving the use of the name, likeness, photograph or signature of the President in any manner that does or might suggest endorsement of a commercial product or enterprise. This proposal goes even further, seeking explicit Presidential endorsement of a commercial venture. There is also the danger that the President may be perceived as endorsing the products advertised in the contemplated directory. The possible benefit of free distribution of the directories to federal employees does not warrant departure from the established policy.

FFF:JGR:aw 1/6/83

cc: FFFielding
✓ JGRoberts
Subj.
Chron

**OFFICE OF CABINET AFFAIRS
ACTION TRACKING WORKSHEET**

JR

DEC 29 1982

Action resulting from:
 document (attached)
 telephone call
 meeting (attach conference report if available)

Document Date: 82 / 10 / 20

From: Jud Clark
public Affairs Information

Date Received: / /

Subject: Request for Presidential endorsement of Yellow Book

ACTION CODES:

- A — Appropriate Action
- B — Briefing Paper
- C — Comment/Recommendation
- D — Draft Response
- F — Furnish Fact Sheet
- I — Info Copy Only/No Action Necessary
- R — Direct Reply w/Copy
- S — For Signature
- X — Interim Reply

ROUTE TO:

Date Sent	Name	Action Codes	Date Due	Action Taken
82 / 12 / 29	CU Fielding	C	83 / 01 / 07	
82 / 12 / 30	CWAT 18	D	83 / 01 / 06	
/ /			/ /	
/ /			/ /	
/ /			/ /	
/ /			/ /	

COMMENTS:

Is this something we could endorse?

Originator: Dunlop Faoro Fuller Gonzalez Hart Hodapp

KEEP THIS WORKSHEET ATTACHED TO THE ORIGINAL INCOMING MATERIAL AND WHEN THE ASSIGNED ACTION IS COMPLETE, RETURN TO:

"COPY"

FILED
FEB 10 1983

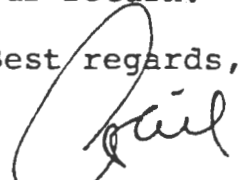
THE WHITE HOUSE
WASHINGTON
November 10, 1982

Dear Jud:

I am truly sorry we missed each other
(or at least I missed seeing you).

I look forward to your return.

Best regards,



Craig L. Fuller

Mr. Jud Clark
Public Affairs Information
1024 10th Street, Suite 300
Sacramento, California 95814



Public Affairs Information



October 20, 1982

*Dear Fred -
I am truly sorry
we missed each other
(at least I
missed seeing you)
I look forward to
your return
CF*

Mr. Craig Fuller
Assistant to the President
for Cabinet Affairs
The White House
Washington, D. C. 20500

Dear Craig:

If you didn't want to get together last week you should have said so instead of cooking up such lame excuses. Cancelling drinks for a "late meeting called by Ed Meese" was straining credibility for openers, but when you allowed a Security Council meeting to interupt lunch I thought that was carrying it too far - especially when you paraded various members of the Cabinet past me.

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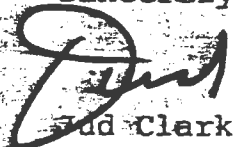
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*old meeting this
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A handwritten signature in cursive script, appearing to read "Ted Clark".

Ted Clark

JC:cfu



Public Affairs Information



September 8, 1982

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Public Affairs Information



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— Tom

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Ours is an administration that believes, without any question, in the people's right to know; that means your right to tell them. You will be kept well informed of all that we are trying to do.

Sincerely,

Ronald Reagan
RONALD REAGAN
Governor

THE WHITE HOUSE

WASHINGTON

January 7, 1983

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Proposal to Add the President's
Name to Draft Legislation

Rodney Randy Joseph of Plymouth, Massachusetts has written you about his proposal -- currently styled the "Joseph, Kennedy Welfare Act" -- to put the unemployed and elderly to work selling government surplus products. He indicates that he "would like to add the President's name to this draft."

The Office of Private Sector Initiatives advises that Joseph has submitted his proposal to them. I recommend a short reply to Joseph, stating that the President does not lend his name to proposed legislation, and assuring him that the Office of Private Sector Initiatives will give his proposal appropriate consideration.

THE WHITE HOUSE

WASHINGTON

January 7, 1983

Dear Mr. Joseph:

Thank you for your letter of December 16, 1982, concerning your proposal to reform the welfare system. In that letter you indicated that you would like to add the President's name to the proposed "Joseph, Kennedy Welfare Act."

Quite apart from any consideration of the merits, it would be inappropriate for the President to lend his name to any bill or other legislative proposal, and the President -- like his predecessors -- has adhered to a policy of not doing so. We cannot, therefore, approve the addition of the President's name to your draft proposal.

I understand that you have been in contact with the Office of Private Sector Initiatives at the White House concerning your project. I am confident that they will give your proposal every appropriate consideration. Thank you for sharing your ideas with me.

Sincerely,

Fred F. Fielding
Counsel to the President

Mr. Rodney Randy Joseph
President & Chairman
Creative Life for Humanitary
Arts Society, Inc.
RFD #6 White Island
Plymouth, Massachusetts 02360

FFF:JGR:aw 1/7/83

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: Rodney Rando Joseph

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

Subject: Request permission to add the President's name to proposed program, the Joseph Kennedy Welfare Act

ROUTE TO:	ACTION	DISPOSITION
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD
<u>W Holland</u>	ORIGINATOR	82/12/21
<u>CUAT18</u>	Referral Note: <u>D</u>	82/12/21
	Referral Note:	5 82/12/30
	Referral Note:	
	Referral Note:	
	Referral Note:	

- ACTION CODES:**
- A - Appropriate Action
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 - F - Furnish Fact Sheet to be used as Enclosure
 - J - 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.

Creative Life For Humanitary Arts Society, Inc.

RFD #6 WHITE ISLAND · PLYMOUTH, MASSACHUSETTS 02360 · (617) 295-4891

John Roberts

December 16, 1982

115834 CU

Fred Fielding, Esq.
Counsel to the President
The White House
Washington, DC 20500

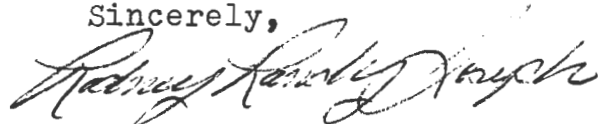
Dear Mr. Fielding:

I have enclosed a newspaper publication date December 8, 1982, which was covered by seven newspapers here in the local area of southeastern New England. You will also find enclosed a brief summary description of my proposed program, The Joseph, Kennedy Welfare Act, written in this article by reporter, Linda Ahlborg, along with a separate sheet describing the functions of this act. We would like to add the President's name to this draft. Our program has been represented to the President on December 8, 1982 by the Presidential Task Force on Private Sector Initiatives.

I believe in our country and our government. An individual should believe in their government and President, and not complain in what they believe he is doing wrong. I feel that instead the people must work with him to make our country financially sound. I am, therefore, pursuing direct help from my President in our campaign for the people. This is the same manner in which I have pursued interest from our Senator. I ask you is this not the correct procedure? The procedure being a citizen to pursue a belief in their Senator and President, to work directly with them on behalf of a constitutional draft affecting all citizens of this nation.

Sir, I would appreciate your attention on this matter.

Sincerely,



Rodney Randy Joseph
President & Chairman

RRJ:k

Putting disadvantaged to work at no cost

By LINDA AHLBORG

WAREHAM—Rodney Randy Joseph has an ambitious plan — wants to reform the county's welfare system.

Joseph who lives at White and has prepared and submitted a far-reaching project to the President's Task Force on Private Sector Initiatives.

Its major goal is to put people currently receiving benefits from social security, unemployment compensation, aid for dependent children and other welfare programs to work.

Joseph hopes to start various businesses that would be run by senior citizens and the skilled employed. The unskilled could provide the labor but they would also be trained in higher paying jobs.

As envisioned by Joseph, the program would require no funding from any government source with the exception of in-kind services to be provided out of government surplus.

Workers would not be paid regular salaries but would participate in a profit-sharing plan.

For that reason, an Act of Congress is necessary to allow participants to keep their welfare and/or social security benefits until such a time as the income from the business is sufficient to support them.

Joseph already has approached Sen. Edward Kennedy (D-Mass.) for his support in shepherding the bill through the Senate.

And he has approached the White House office on private sector initiatives for the bipartisan support he feels he needs to push through the usual legislation.

Any profits made by the businesses over and above the amount paid to workers would be plowed back into the welfare system in order to refund programs cut in the last two years and to help ease the burden on the taxpayer, Joseph said.

Joseph is the chairman of Creative Life for Humanity Arts Society, Inc., a group that seeks to promote arts among



Rodney Randy Joseph

children and the elderly. He would use the society as the framework for the pilot program.

"We could start today except

that it would be illegal," he said.

The pilot program would involve the establishment of a food store stocked with

government surplus and managed by senior citizens. The workers would be the unemployed and current recipients of welfare programs.

Joseph said that he got the idea for a food store from reading about the difficulties the government was having in distributing excess food gathered under various farm support programs.

He suggested facilities at Otis ANG Base in Bourne might be secured for the store with surplus government trucks used to transport the food.

Later, he believes that the program could contract with farmers who would provide it directly with all necessary goods and produce. Labor to harvest the crops could be provided by the unemployed enrolled in the program.

Joseph emphasizes that the act he is recommending that Congress approve is an emergency measure only. Eventually, the government should take over "management" of the programs, he says.

The inspiration for the current program came from an earlier project Joseph ran in Plymouth in 1973.

At that time, senior citizens living in a rest home made a collage for children at a local hospital.

"They (senior citizens) thought they weren't any use to anybody," Joseph explained. "But later they knew they were useful."

The project proposal currently is before the President's advisors on private sector initiatives. A decision on whether to support it or not is expected in December, Joseph said.

And he urged any citizen interested in fostering his ideas to write to the White House.

"The people have a chance to dictate a platform that will represent jobs and income for them personally by writing letters of persuasion. That is the way democracy should be in America — by the people and for the people," he concluded.

THE WHITE HOUSE

WASHINGTON

April 20, 1982

Dear Mr. Joseph:

On behalf of the President, I would like to thank you for your kind message. I was especially pleased to learn about your project.

I understand that you have contacted the Task Force on Private Sector Initiatives and will be forwarding your material to that office soon. I am certain that they will share your program with our offices.

Again, thank you for your interest and involvement.

Sincerely,



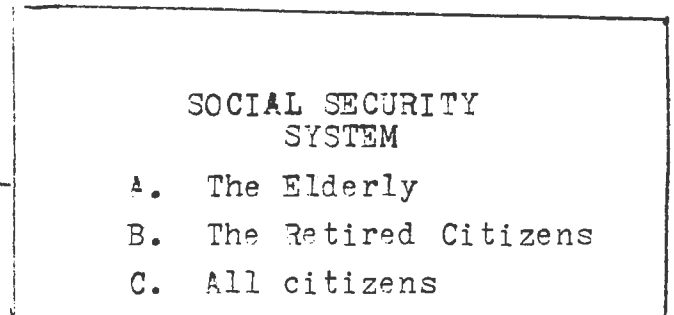
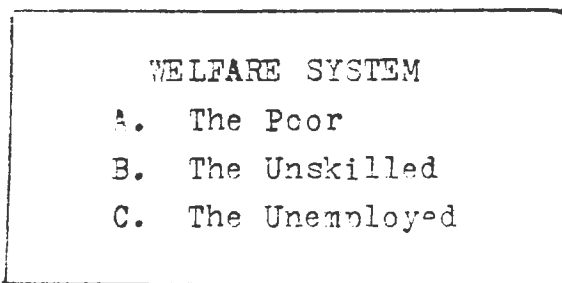
JAY MOORHEAD

Special Assistant to the President
Private Sector Initiatives

Mr. Rodney Randy Joseph
President and Chairman
Creative Life for Humanitary Arts Society, Inc.
RFD #6
White Island
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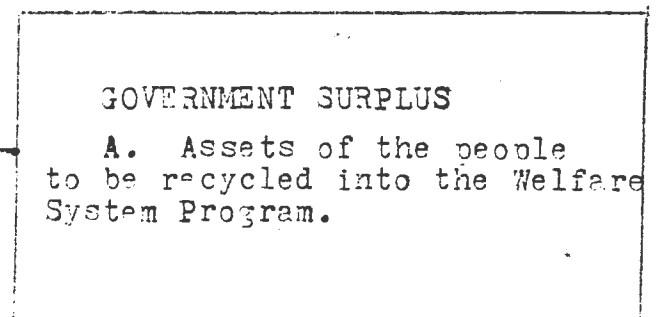
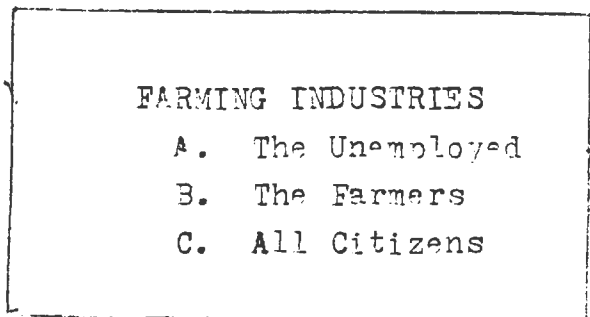
COMPONENTS OF THE JOSEPH, KENNEDY WELFARE ACT

(Reaches out to all segments of society.)



The people in this category will be trained in long term career positions, in the act's program. Since the act will not rely on grants, their positions will be guaranteed. The act provides a continuance of their benefits, untill the program becomes self sufficient through profit sharing and limited partnerships.

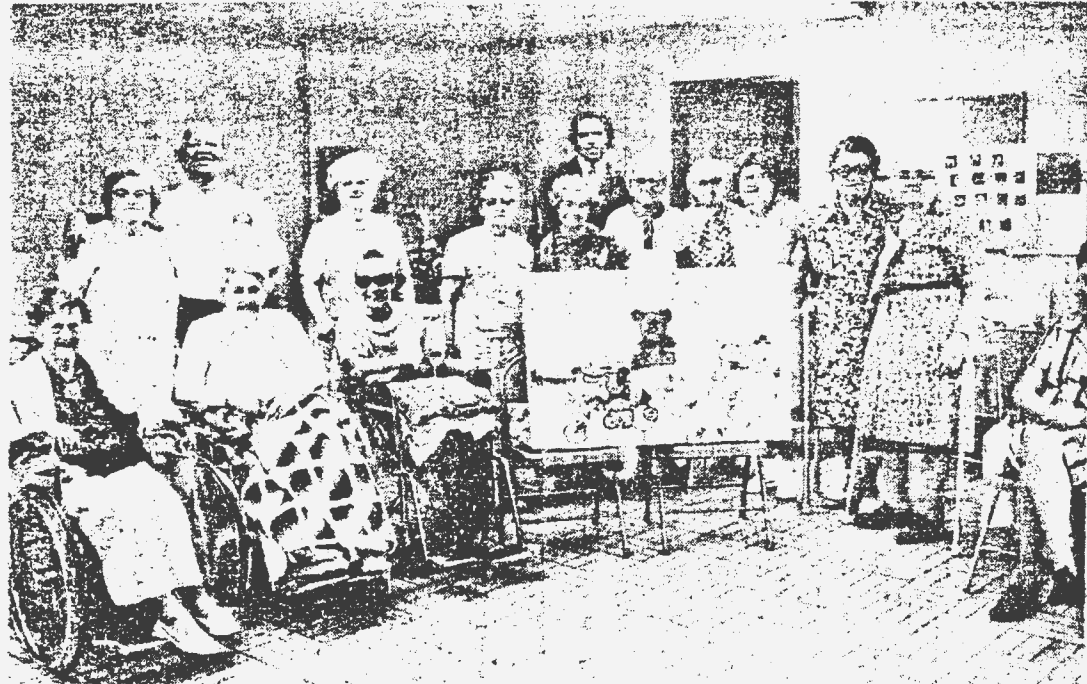
The retired citizens and the skilled unemployed are the key components for management of the act's programs. The retired have years of experience that will be enhance into the programs of the act. The retired will retain their benefits permanently but their earned income will be taxed, thereby rejuvenating large taxable income. This will then stabilize the the tax for social security, affecting all citizens.



Creation of a new market for distribution of food products especially grown for the welfare act. Thus enabling the farmer to be a direct link to the acts program, with management and labor supplied by the training programs of the act. This will help stabilize the food prices in the commercial market without hurting the farmers.

This is a reorganization of our country's food surplus. These products will be the direct use of the welfare act, along with the unused land, buildings, automotive vehicles and other items useful for the programs. Land and or real estate of great value will be omitted from this program.

Thursday, June 21, 1973



PRESENTS PAINTING — The Mayflower Nursing Home patients during a recently held tea presented an original painting of the Pediatric Wing of the Jordan Hospital. The painting was

done by the patients in the art group directed by Randy Joseph, rear row in back of painting. Mrs. Lee Gregory, president of the Jordan Hospital Club, accepted the painting for the hospital.

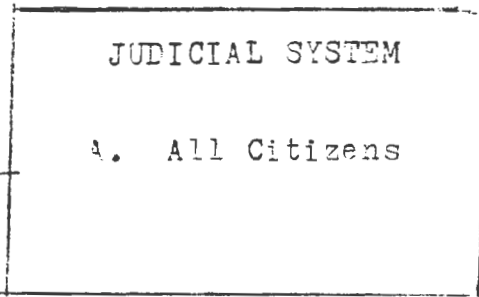
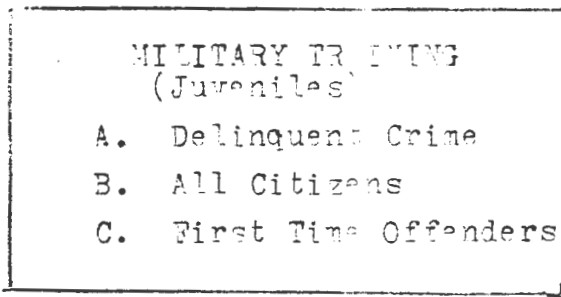
THE BEGINNING STAGE
OF THE JOSEPH, KENNEDY
WELFARE ACT
PRODUCTIVITY
WAS CREATED BY THE
DISABLED PERSON'S INPUT

COMPONENTS OF THE JOSEPH, KENNEDY WELFARE ACT

Tax revenue will be created from the retired elderly, welfare recipients, disabled and the unemployed.

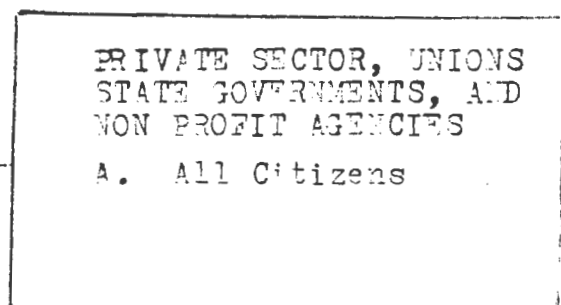
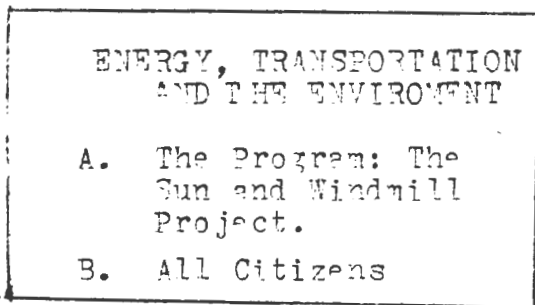
A. This will allow the government to collect tax revenue that is being lost and not collectable.

1. Individuals as stated, from time to time are earning illegal funds through necessity to survive. We must make this situation legal by establishing the Welfare Act.



To reduce the growth of Crime, thus a system to train and educate the first time offenders and the juvenile delinquents. The system to be trained in a military atmosphere with educational training in a private school atmosphere. The offender must pay back his or Her's debt by enlisting in any armed services after their training program. This program of the act will be a major step in reducing the continuing growth of crime in the cities and suburban areas, thus creating a safer society for all citizens. This will also reduce the taxes that support current programs.

The design of the federal district court system: To establish a fast and monetary remedy for the people suffering damages, whether being physical liability, product liability, and or damages derived from criminal acts. If the defendant is found guilty, he shall pay lawyer's fees and all costs to the plaintiff as well as award damages. A trial cost shall be established of \$500 to \$1,000, to reduce the high cost of the court system on the tax payers. (Other procedures are within the draft.)



Creation of the act will constitute a private program designed to make our country self sufficient energy wise. The program will stop and reduce pollution from the cities and urban areas. The system is to reduce gasoline transportation to wind generated energy for automobiles in key areas and wind and sun energy for heat. The design creates wind energy stations for recharging and recycling autos, and recycling heat.

The Welfare Act is designed to be an emergency act. The mechanism of the draft having been established and successfully organized. This will then be the foundation for the unions and state agencies with key non profit agencies to take over the operations of the programs set up through this act. (continuing to create jobs) With the government as management to continue as the organizer and as a watchdog agency to secure the goals of the Welfare Act.

Gov't takeover