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WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

Withdrawer

File Folder

JGR/PSI (PRIVATE SECTOR INITIATIVES) (4 OF 10)

MJD 8/6/2005

FOIA

Box Number

44

F05-139/01

COOK

8MJD

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions	
1	MEMO	JOHN ROBERT TO FRED FIELDING RE VIDEO TAPE ON VOLUNTARISM (OPEN IN WHOLE)	2	4/23/1984	B6	732
2	MEMO	JOHN ROBERT TO FRED FIELDING RE VIDEO TAPE ON VOLUNTARISM (PARTIAL)	2	4/16/1984	B6	733
3	MEMO	JOHN ROBERT TO FRED FIELDING RE VIDEO TAPE ON VOLUNTARISM (SAME AS ITEM 2) (OPEN IN WHOLE)	2	4/16/1984	B6	734

Freedom of Information Act - [5 U.S.C. 552(b)]

- B-1 National security classified information [(b)(1) of the FOIA]
- B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA]
- B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

E.O. 13233

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON

April 23, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: More Video-Tape on Voluntarism

You will recall that Jim Coyne asked for our views on how to accept \$20,000 from DuPont to fund completion of a video tape project undertaken by his office. Last week you advised Coyne that acceptance of the money would constitute an illegal supplementation of appropriations, whether the money was provided directly to Coyne's office or through a 501(c)(3) organization. Your memorandum (attached) suggested that Coyne either use appropriated funds to pay for his office's project, or turn the material over to a 501(c)(3) organization for completion. The finished product would then be the property of the 501(c)(3) organization.

It appears that your memorandum on this subject crossed in the mail with the present memorandum from Coyne. In the instant memorandum, Coyne notes that Howard K. Smith will tape the narrative to accompany the video tape on Tuesday, April 24, and Coyne submits the script for your review. He also notes that the tape will "be a product of the President's Advisory Council on Private Sector Initiatives."

As is so often the case with Coyne, it is the unasked questions that raise the most serious concerns. I have read through the script and have no objections. It is not clear, however, who is funding the filming. We should admonish Coyne that any such activity must be consistent with our prior memorandum specifically addressed to that question.

Coyne's statement that the video tape will be a product of the Advisory Council also raises concerns. Coyne may be trying to circumvent limits on his office's activities by having the Advisory Council act in his stead. The statement that the video tape will be a product of the Advisory Council, and earlier efforts by Coyne to involve the Advisory Council in actual fundraising, suggest that he is insufficiently sensitive to the fact that the Advisory Council is limited by law to advisory functions.

Executive Order 12427 (June 27, 1983) specified that the Advisory Council was established "in accordance with the provisions of the Federal Advisory Committee Act." That act provides that "[u]nless otherwise specifically provided by statute or Presidential directive, advisory committees shall be utilized solely for advisory functions." 5 U.S.C. App. I § 9(b). The Executive Order, far from specifically providing otherwise, reaffirms that the Advisory Council is limited to advisory functions. The sole function of the Advisory Council under the Executive Order is to "advise the President, through the White House Office of Private Sector Initiatives, with respect to the objectives and conduct of private sector initiative policies including methods of increasing public awareness of the importance of public/private partnerships; removing barriers to development of effective social service programs which are administered by private organizations; and strengthening the professional resources of the private social service sector."

The Federal Advisory Committee Act does not define "advisory functions," nor have there been any court decisions interpreting the term. If the limitation is to have any meaning, however, it would seem that producing a video tape for mass distribution goes beyond giving "advice" to the President. Last week you signed a memorandum prepared by Sherrie Cooksey (attached) advising Coyne that the Advisory Council was limited to advisory functions, and accordingly could not engage in fundraising. We should reiterate the limitation and note that it applies to producing video tapes for mass distribution.

A memorandum for Coyne is attached for your review and signature.

Attachment

THE WHITE HOUSE

WASHINGTON

April 23, 1984

MEMORANDUM FOR JAMES K. COYNE
SPECIAL ASSISTANT TO THE PRESIDENT
FOR PRIVATE SECTOR INITIATIVES

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

SUBJECT: More Video Tape on Voluntarism

You have asked for our views on a script prepared for use in connection with the planned video tape on voluntarism. You noted in your memorandum that the video tape will be a product of the President's Advisory Council on Private Sector Initiatives.

I assume that your memorandum "crossed in the mail" with my memoranda on the video tape project and the activities of the Advisory Council. Your latest memorandum on this subject does not discuss how the project is to be funded. I would only reiterate that any funding must be consistent with the advice in my memorandum entitled "Video Tape on Voluntarism."

In addition, your statement that the video tape will be a product of the Advisory Council also raises concerns. As I noted in my recent memorandum for you entitled "Guidelines for Fundraising Activities," the Advisory Council is limited by law to purely advisory functions. Executive Order 12427 established the Advisory Council subject to the Federal Advisory Committee Act, 5 U.S.C. App. I. That Act provides that "advisory committees shall be utilized solely for advisory functions." 5 U.S.C. App. I § 9(b). The Executive Order confirms this limitation, specifying as the sole function of the Advisory Council the giving of advice to the President, through your office. Production of a video tape for general distribution clearly exceeds this legal limitation, and accordingly the Advisory Council cannot produce the tape.

FFF:JGR:aea 4/23/84

cc: FFFielding/JGRoberts/Subj/Chron

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

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



Name of Correspondent: James K. Coyne

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

Subject: Video tape on Volunteering for the President's Advisory Council on Private Sector Initiatives.

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>CUHOU</u>	ORIGINATOR	<u>84 04 20</u>		<u>1 1</u>
<u>CUAT 09</u>	<u>D</u>	<u>84 04 20</u>	<u>S</u>	<u>84 04 23</u> <u>NOON</u>
<u>CUAT 17</u>	<u>I</u>	<u>84 04 20</u>		<u>1 1</u>
		<u>1 1</u>		<u>1 1</u>
		<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: _____

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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.

THE WHITE HOUSE

WASHINGTON

April 19, 1984

MEMORANDUM FOR FRED F. FIELDING
Counsel to the President

FROM: JAMES K. COYNE
Special Assistant to the President

SUBJECT: Video Tape on Voluntarism

REFERENCE: Memorandum dated April 2, 1984, Subject
as above.

Attached is the suggested script for the subject video tape which will be a product of the President's Advisory Council on Private Sector Initiatives.

We have scheduled the filming of Howard K. Smith, who is doing the narration, on Tuesday, April 24, 1984, at 10:00 A.M.

I am submitting this to you for your information. If you have any comments or suggestions after reviewing the script, I would appreciate hearing from you by Noon on Monday, April 23.

Many thanks for your assistance.

THE WHITE HOUSE

WASHINGTON

April 2, 1984

MEMORANDUM FOR FRED P. FIELDING
Counsel to the President

FROM: JAMES K. COYNE *J.K. Coyne*
Special Assistant to the President

SUBJECT: Video Tape on Voluntarism

We are putting together a video tape of 13 successful examples of community involvement in social and economic issues. These 13 tapes have been selected from over 100 which were supplied to us mainly by local television stations. The subjects cover child care, senior citizens, education, retraining, housing, summer jobs, job-a-thons, etc.

We believe this tape will be used by public and independent broadcasters as well as by local network television stations. The purpose is to show how local involvement can solve problems and to encourage replication. Group W has volunteered to reproduce 700 tapes which the National Association of Broadcasters will send to its members. In addition, the tape will be made available to the following:

Schools - the tape will be an effective tool to instill the spirit of voluntarism in youth.

Corporations are playing an increasingly active role in community affairs. This tape would give examples which could be duplicated.

Associations - the film can be made available to use at major meetings.

Non-Profit and Volunteer Organizations.

International - the concept of neighbor helping neighbor is so uniquely American that distributing the film to our foreign neighbors will give them a different insight into America and Americanism.

The White House - the subject and geographic areas are varied. The tape would be available for innumerable group meetings.

Memorandum for Fred F. Fielding
April 2, 1984
Page 2

To date in-house editing and compilation have yielded a draft tape. The final version requires a professional film producer and a well-known narrator to give it credibility. Through the assistance of the National Association of Broadcasters, we have secured Howard K. Smith to narrate at no cost. Cinema Sound, a film production company, will produce the tape.

The full production and distribution costs are estimated at \$20,000. We pursued private sector funding to cover these production costs and have received a positive response from DuPont. They are making a grant of \$20,000 to complete the video tape. We need your help to advise the proper way to accept the funding from DuPont. Below are two suggested approaches:

1. Duff Thomas, President of Cinema Sound, will direct the completion of the video tape. Cinema Sound could invoice DuPont directly. The estimated cost for distribution of the tape could be included in this billing.
2. The \$20,000 going from DuPont to a 501(c)3 group to be drawn down from this office to cover production and distribution costs. This could be accomplished through an existing 501(c)3 company, The Foundation for Private Sector Innovation, 310 Constitution Avenue, N.W., Washington, D. C. 20002, whose Chairman is Donald Sammis, a member of the President's Advisory Council on Private Sector Initiatives. The completed video tape will be a product of the Advisory Council.

Since we intend to present the completed video tape at a White House event during National Volunteer Week (May 6-12), we would appreciate your expediting the review of this matter.

DuPont is ready to grant the \$20,000 immediately and has recommended the 501(c)3 approach.

99W

THE Hope That Made Amer. Families

Running Order	time	Running Time	Description
1 ✓	1:10	:00-:10	OPEN TITLE + VOICE OVER
2 ✓	1:26	10-:36	Harry Chapin Song
3 ✓	1:30	:36-2:06	H.K. OPEN
4 ✓	1:34		Job-a-Thon
5 ✓	1:55		H.K. Smith
6 ✓	1:28		Retraining
7 ✓	1:23		H.K. Smith
8 ✓	1:10		Food Drive
9 ✓	1:28		H.K. Smith
10 ✓	1:20		One to One
11 ✓	1:31		H.K. Smith
12 ✓	1:43		Senior Citizens
13 ✓	1:26		H.K. Smith
14 ✓	2:15		Adapt-a-School
15 ✓	1:31		H.K. Smith
16 ✓	1:21		Day Care Center
17 ✓	1:37		H.K. Smith
18 ✓	1:50		Wed. Child
19 ✓	1:15		H.K. Smith
20 ✓	1:47		Minority Health Care
21 ✓	1:15		H.K. Smith
22 ✓	1:42		Free Drugs + Care
23 ✓	1:15		H.K. Smith
24 ✓	1:35		Rebuilding Neighborhoods
25 ✓	1:20		H.K. Smith
26 ✓	1:27		Summer Jobs
27 ✓	1:25		H.K. Smith
28 ✓	1:21		Special Olympics
29 ✓	1:36		H.K. Smith Close
30 ✓	1:23		Chapin Song

28:00

Volunteering is an American tradition. The concept is as old as our nation itself. Individuals . . . working towards dreams, visions and hopes . . . created this nation. And one hope that made America famous is a strong sense of community. At the very founding of our country, it was Ben Franklin who said: "We must all hang together or assuredly we shall all hang separately."

Today that spirit still exists. People from all walks of life; people of all ages and races; from all income levels; businesses and community groups . . . all are contributing their share in partnership with neighbors and friends to address local problems at the local level. President Reagan has created a special office in the White House to promote and encourage this dedication to voluntarism.

I'm Howard K. Smith and I'd like to show you a few examples of how people everywhere are helping others across this great land of ours. As a broadcaster I am especially proud to have been asked to narrate this program because local TV stations provided the films which made it possible for us to see into the communities where these efforts are under way. . . and in several cases the projects were initiated by the stations themselves.

During the recent recession we became accustomed to seeing stories night after night on the evening news about people looking for work. . . and all too often not finding it. Well, in Cedar Rapids a local TV station, KGAN, decided to do something. They pioneered a new idea to help unemployed workers find jobs. They called it a Job-A-Thon. The idea was to match those looking for work with companies who needed their abilities. Individuals were invited to appear on camera to describe their skills and experience. Special phone lines were installed and the numbers flashed on the screen. Here's a sample of that first Job-A-Thon:

4

1:34

First piece

IOWA JOBATHON

ost"

Nobody's ever done a jobathon before ... have you, I've never heard of one? I haven't. We're going to learn how to do this together. Well, that's what we're going to do right now. We've got some people here, this is a busy place. These are our phone banks. We have these lovely ladies, there's one gentleman over there, I don't know what you can see here. One guy and a bunch of gals. Well, they're going to be taking our phone calls. In fact, lets do those real quickly. Lets do the numbers. If you are in Cedar Rapids, you call for free of course because you live in town, 395-9665. That's the first number. The other number is 395-0213. And if you live out of Cedar Rapids, you want to call for free and you're in Iowa, it's 1-800-332-5250.

erviewer, on location
ours

Tell me about yourself briefly. What kind of job are you after, sir. This is applicant #1430.

viewee, "Don"

Ok. My name is Don Klingler, I've graduated from Kirkwood with drafting, and I worked at Collins of a multi-spindled drill press and a Central on a rotational plastics machine.

o different

The first job calls for a therapy aid, that's the title of this occupation.

outdoor location)

Well, about two minutes after I was on the camera, a lady, the first lady, called in and said that she had a job for me with house-keeping and handicapped, which I really en-

(cont)

doing, and I'm really thrilled. And I'd like to put this up and say, "It really works, folks, come on out."

Interviewer

Alright! How long have you been looking for a job, Sally?

Sally

Nine weeks.

Interviewer

Nine weeks.

Sally

Every day.

Interviewer

And you got it tonight in 90 seconds?

Sally

Yes.

Interviewer

Alright!

(cut to different
interview)

Elizabeth Diesler, #4148.

And tell us, what kind of work are you looking for?

I'm lookinf for local driving. I've been driving over the road trucks for the past three years, I'm experienced in reefers, flatbeds, tanks. I've done purchasing and brokering of fruit and vegetables to boot.

(end of sequence)

HKS

(5)

: 55

Before the program was over 319 people had jobs! And KGAN-TV's helping hand was extended across the country: more than 50 other television and radio stations held similar Job-A-Thons in their own communities. An estimated 50,000 new job opportunities were made available through this grassroots efforts by broadcasters. And while it is important to help people out of work temporarily to find ~~an~~ other jobs, for many of America's unemployed Job-A-Thons are not the answer. Some of our country's basic industries are becoming obsolete or are declining. Skilled workers, through no fault of their own, are being laid off with little prospect of returning to their old jobs: many of these jobs have vanished . . . forever. In many communities the need is to give workers the new skills they need for jobs that actually exist in their area. For example, Pittsburgh has a program to help steelworkers. Here's how KDKA-TV covered the story:

: 55

Tenth piece
KDKA - TV
Pittsburgh, PA

⑥ 1:28

Female voice-over

For over a year now, Dale Bonner has been an unemployed millwright. He saw the layoff coming when his friends at the mill started to dwindle in number. In order to keep the bills paid, his wife took on a full-time job while Dale searched for other employment. By Christmas, he still had not found a job, but what he did find was some hope. In January, Dale Bonner was one of 30 millwrights selected from among 400 applicants to enter the program at the Community College of Allegheny County to be retrained as a stationary engineer.

Normally, it would take four years of on-the-job training to become a stationary engineer. But these 30 millwrights were retrained in just five weeks to operate and maintain the environmental and electrical systems of large buildings. The classes were conducted by three well-known Pittsburgh engineers . . . men like Pat Morelli, a Westinghouse plant engineer manager. The comprehensive training included classroom technical sessions and tours of actual plant facilities like the U. S. Steel Building. After the course the trainees were honored at a graduation ceremony at the One Mellon Bank Center, a new building that will eventually employ some of the graduates. For Dale, his hard work has definitely paid off: he graduated at the top of his class. For Dale and his classmates, that's good news. To them, retraining looks like the answer to a long-awaited future with promise.

(end)

HKS

①

: 23

Although we are the world's leading food producer, hunger is a very real problem for some Americans. Many others, I'm happy to report, are working together to help them out. Across the country communities are providing assistance through food banks. In Columbus, Ohio, a food bank effort united businesses, employers, civic leaders - the entire community responded to the need. WTVN-TV tells the story:

: 23



1:10

Third piece
WTVN-TV
Columbus, Ohio

voice over

It was Columbus Bishop Edward Herman who took it upon himself to call local business and civic leaders together and ask them to exercise some responsibility in light of the increased unemployment and the increased demand for food at the many food pantries around Columbus.

Bishop Herman

The people, once they realized this was necessary, they came forth and responded. The reason being, too, that so many, not only individuals but also businesses, firms, banks and so on, came in to participate in the food drive, and thus alerted hundreds and hundreds of people in their employees to this need.

voice over

But why donate a product instead of money? The answer for the small businessman is the same as for the large corporations; the idea is to avoid the bureaucracy.

older man

I used to do a lot of travelling, especially in Europe. And I saw more poor people out there than rich people, and the poor people were really starving. And I made my mind up, when I get back home, I'm going to try my best to help them. I don't want to that in this country. It's something I feel in my heart. It's doing good. I don't have to have no thank you. I don't want no thank you.

(end)

HKS

9

128

People out of work and those who are hungry: these are problems that are easy to see and ones that Americans everywhere are working to solve. Other needs are less visible, but no less real. Many of our senior citizens have their own special needs . . . one of the biggest is loneliness. WQAD-TV in Davenport, Iowa, aired this report on a local project called "One to One" that encourages young people to visit seniors in nursing homes:

128

10

1:20

Second piece
WQAUD-TV
Davenport, Iowa

Small girl

I never saw you cry, Minnie.

Minnie (older woman)

You cry when you're happy, the same as when you're sad. You don't always cry when you're sad, but when you're real happy you cry.

music up

(One to One, Carol King?)

voice over

They call themselves "One to One", a young peoples group from west Davenport on a mission to bridge the generation gap; to bury the myth that old folks and young people are useless. The group was formed a month ago by Diane Morallis. Then she had only five volunteers. But today, upwards of thirty have joined. A few have been described as "problem children". But here at the home, they are all model children. And they're gaining form the experience.

teenage boy

It gives me kind of a self-respect that, to come around here and see the old people and it's fun, you know, because some of them take you out back to the garden and they show you some things. And it's really all-around fun. I like coming here a lot.

older woman, kissing
small girl.

(laughing) I know how to kiss little girls, yes I do.

(end)

HKS

131

11

There's no generation gap here . . . and both young and old profit from the experience! But don't sell older Americans short . . . after all, they help build this country and in New Franklin, Missouri, KOMU-TV found that self-reliance and determination are traits that still get the job done. In this small town ~~of eleven~~ hundred, the seniors wanted a place of their own for recreation, social and productive programs . . . so they established one for themselves. They operate it . . . and it's working:

131

Ninth piece
WOMU-TV
Columbia, MO

12

43

Male voice-over

New Franklin is a town of about 1,100 people, many of whom are over 65 and retired. In the early 1970's, senior citizens didn't have a place to meet. So, in 1976, they decided to make their own senior center without government help. It took \$16,000 in donations to buy the building, and New Franklin citizens keep the center running with quilt sales, bake sales and bazaars.

Elderly woman

I'm alone, and I come here and I help take care of anyone who is in need. They call here in need and I get them help. An it's just a pleasure for me to come in here and open this up in the morning and take care of the people that need help.

(end)

It has been the contributions of our senior citizens that have helped make our country great: it is our children who will chart tomorrow's course. Across America partnerships between the business community and school systems are being formed in a program called "Adopt-A-School". In San Diego a computer company and a local bank have become involved. Even the U. S. Navy . . . an important part of the local economy . . . has given this program a different twist. Here from ABC's Good Morning America is that story.

14

2:15

Adopt-a-School

voice over, male

In San Diego, local industry is getting involved in education. At Poway High School, a computer company has moved in, stocked the classrooms with computers, trained the teachers and provided experts to work directly with the students . . . resources that the school could never afford, but all needed to bring the students knowledge up to date in a modern age. It's all part of a program called Adopt-a-School. The idea is to use the areas businesses and industries as as an educational resource beyond the classroom. All 600 area schools were prepped for adoption a year ago, and more than 150 have been embraced by the professional community.

Tom Robinson, PhD

They're making an investment now so that the product that we have coming out of the schools is one that we'll all feel better about.

44

See would out

voice over

Across town, the students at Sweetwater High School have been adopted by the Greater American Federal Savings Bank, where employees teach them to be tellers while they learn a little about computers, accounting and even economic theory.

Gordon Luce

We'd rather provide training than give a gift of money. I think this is a much better way. They had a chance to weigh their interest in banking, for instance, and it has given them an opportunity to meet people in business, they've had a chance to be, at a young age, in a business. I didn't have that chance and maybe you didn't have that chance, so that's an enlightenment. It's a step in the right direction and the bottom line, of course, is employment and jobs, and that may come from this kind of experience.

Adopt-a-School, cont.

voice over

But jobs alone are not always the incentive. For other school children this program has helped to open their eyes, to offer experiences they could never get on their own.

Admiral Bruce
Boland

The idea is to challenge the kids, to excite them and encourage them to learn more. We're in a fundamental role in being teachers here in the Navy, and I think we're pretty good at it. And I just can't help but think that the children that are involved in the schools here in San Diego as they look up every day and see our airplanes flying and the ships going out to see and all that, they just can't help but think that it would be a super idea to come out and ride one of those and see what it's like.

voice over

The Navy's pacific fleet makes its headquarters in San Diego and 15 ships have now adopted schools. This ship adopted the Schweitzer School for the Handicapped and, for these children, having new friends and new teachers and new experiences has only enriched their lives.

1.31

HKS.

131

(15)

Moving back across the country, let's focus on the middle-west. As we were putting together material for this program WSAW-TV in Wausaw, Wisconsin, sent in this report of how a few determined women in a small town met the challenge of helping the working mothers of their community. Antigo, Wisconsin, is a typical farming community and it has a Junior Women's Club. They recognized the need for a day-care center and now it has one thanks to their persistence. It's even solar-heated!

131

16

1:25
~~HST~~

Eighth piece
WSAW -TV
Wausaw, Wisconsin

9,006.

voice over

This is Antigo, Wisconsin, population ~~9,000~~. It is located in the north central portion of the dairy state. Nearby are potato farms with rich, sandy soil and an outdoor paradise that attracts thousands of vacationers and sportsmen each year. The work force includes a number of women, not an unusual circumstance these days. The Antigo Junior Women's Club and the Antigo Daycare Center, with encouragement from the National Federation of Women's Clubs, have created an innovative program. The program, now operating out of a converted church that functions as a daycare center, and a converted home that now functions as a nursery school, combines the two concepts. About four years ago the Junior Women's Club which operated the nursery school and the mothers and concerned citizens who ran the daycare center realized the existing facilities could no longer handle the growing demand for their services. A year later they merged to form a single corporation to build a big new facility that would provide both a daycare center and a nursery school under one roof. It was a \$200,000 farmer's home administration loan secured after raising an impressive \$15,000 in the community. The new building is almost completed now . . . it is the only documented passive solar facility of it's kind in the country.

woman

~~We didn't have a lot of community support, but we didn't give up and we have the Horizon Children's Center to show for it.~~

(end)

HKS

137

(17)

In Antigo they now have a day-care center because some determined women worked together, but only one person can make a difference too! KOCO-TV anchorman Jack Bowen has been working with severely handicapped - institutionalized children in Oklahoma City. Jack knew that their lives could be enriched if they

could be placed in adoptive homes and loved. He also knew of the dedication needed by adoptive parents. With imagination and the use of television's power to communicate, he is responsible for a program called "Wednesday's Child." Here is sample of one of Jack's broadcasts:

137

Fifth piece.
KOCO-TV
Oklahoma City, Oklahoma

18

1:50

music up Michael was three years old when he was on
"Wednesday's Child" in August of last year.

voice over He was a child abuse victim. He had been hit
in the head when he was a baby, and that left
Michael paralyzed over much of his body and
having trouble learning to walk and having
great difficulty learning to even talk.

music: voice over The right direction for Michael was being
adopted by Jim and Ann just two months after
he was on "Wednesday's Child". Because their
love saw past the diagnosis of the doctors.

Ann He took us into his office, left Mike
in another room and said, "What you see in
that wheelchair may be all you ever have".

Jim But when we saw him, the first words he spoke
were, "I want to walk". And they said at the
hospital he had never expressed a desire to
walk, but that's the first words he said to us.
I just sincerely believed he would, because he
was very determined.

voice over So, even though Jim and Ann already had four
other children, two of whom are retarded, they
gave Michael a home.

(end)

HK's

- 115

- 19 -

Caring and compassion ... qualities that abound in our society, are also shown by groups and organizations faced with a larger problem. That of a minority health care center. Here's what was accomplished in Richmond, Virginia, as reported by WWBT-TV.

Eighth piece
WWBT
Richmond, Virginia

20

1:47

Black female reporter
In front of hospital

Richmond Community Hospital is one of the oldest hospitals. It is also one of Richmond's newest. This modern new hospital towers over its neighborhood in an economically depressed area in Richmond, Virginia. It stands as a monument to one minority community's commitment to solving its own health care needs without government grants, subsidies or handouts.

Black male hospital
official

I think the unique thing about Richmond Community Hospital is that not only do we provide excellent health care services for this community, but also we serve as the hub of the economic revitalization of this economically depressed area. We here at Richmond Community Hospital provide jobs for over 300 people.

voice over of
female reporter

The structures contain 70,600 square feet of space which are designed to accept future modification and expansion with a minimum of difficulty and expense. The hospital's emphasis on continuing education and staff development has contributed to the training and growth of the hospital staff.

Black female reporter
In front of hospital

The hospital's presence in a once declining community has stimulated further revitalization of the neighborhood. A new fire station has been constructed and a million dollar church is being built, and a private housing development is underway. The task of finding financing for a new hospital in an economically depressed minority neighborhood was a difficult one. But despite a bleak outlook, the necessary money was found. Without government support. Some of the factors that contributed to the start up of Richmond Community Hospital were creative financing techniques and genuine community support, the commitment of the medical board, and the hospital staff, and the experience of the management team from the Hospital Corporation of America.

(end)

KAKE-TV in Wichita, Kansas is a leader in gathering examples of successful programs to duplicate in their community. Here is their story on an innovative idea to provide prescription drugs for the needy.

Eleventh piece
KAKE - TV
Wichita, KS

22 1:42

voice-over, Richard McDonough

The United Methodists Urban Ministries Hispanic Clinic provide free medical care to low income Wichitans who don't speak English. Some of the drugs the clinic gives out are surplus drugs donated by the pharmaceutical companies. Most surplus drugs are either sent overseas or destroyed. The president of the local medical society says he would like to see drug companies, drug stores and doctors give their surplus drugs to free clinics throughout the country.

Dr. Wilbur Cauble

I would think that with the cooperation of the pharmacists and if the doctors knew that their samples that they can't use are in demand, I think that doctors would cooperate and get the medicines to a collecting center. I really do.

voice-over

The drug industry also seems ready to support such a program.

John Hagman

From time to time, companies will ship the representatives prescription drugs that have short expiration dates. Instead of returning them back to the factory to be destroyed, those could be utilized in a program such as this, and I'm sure that most manufacturers would be cooperative.

Cary Hand

It wouldn't be that difficult, I don't think, to find some pharmacists in town who would be willing to give their time to something like this. And I think if we meet with the individual pharmacists involved and other agencies, through a cooperative effort we could decide on exactly how to do this.

Richard McDonough

Doing this would require someone to collect the donated drugs and then distribute them to the free clinics that need them. The United Methodists Urban Ministry says that it's ready to take that responsibility.

(end)

In Kansas City, neighborhood pride and responsibility are making a comeback because individuals cared. Renovation of a neighborhood eye-sore inspired the entire community to clean-up and fix-up. Here with an example of community cooperation and caring is WDAF-TV's report.

24

1:35

Seventh piece
WDAF -TV
Kansas City - Missouri

voice over

Before the Whitmoor Neighborhood Corporation began working on rebuilding a neglected fire damaged house, homeowner pride was not exactly a household word in this section of Kansas City, Kansas. Many houses lacked attention and were considered eyesores. But that began to change when the Whitmoor Corporation bought the 100 year-old house at 2310 Mill Street for \$3000, and began a total renovation. In the fall, the house will be offered by the non-profit organization for about \$30,000. Private industry helped out. A lumber company donated the window. Another firm provided a new furnace. Labor came from a few volunteers and young potential offenders. The next renovation project lies next door. But much less work is needed there. The home improvement work became infectious. Neighbors began fixing up their properties . . . a new roof here . . . a new paint job there.

woman

People, they were burdened by this thing in their midst that they had no control over. And when we began tearing out and cutting down just the weeds and the trees and the overgrowth, neighbors came out and they'd look and they'd say, "We're going to do this", you know, "we're going to make it". And there's excitement and there's hope . . . that's the best thing, is that there's hope.

voice over

With private investment dollars from the Missouri Housing Development Commission, the For Foundation and other corporations, the federal government and the people of the west side area, nearly 700 homes have been rehabilitated,

weatherized, repaired or built from the
ground up. All by people who want to stay
in the city's west side neighborhood.

(end)

Summer job programs around the country are helping our youth prepare for future careers, for college, and to earn money to pursue their goals. Here is an example from WTVR-TV, Richmond, Virginia.

1
p. 12. 1. 1968

Summer Jobs for Youth
Richmond, Virginia
Jim Barnett, WTVR - TV

26

1:27

voice over, male

Remember the dog days of summer? Swimming pools and a vacation, especially for the kids who just want to get away from the memory of exams and classrooms. But many of these youth have no choice. They say they can't find jobs because employers want people with experience. A "Catch 22": how can they get a job when they don't have experience? This may be one way.

Black female

This is Portia Jones with the Metro Chamber of Commerce calling and recently we mailed you a letter regarding the summer youth employment program and we're interested in your disposition on the program.

voice over

Officials with the Chamber of Commerce for the sixth year are soliciting business, small and large, hoping to encourage employers to find summer positions for kids, even if the jobs can't be in skilled positions.

white male official

That's the ideal goal, and you would ideally like to do that. Our main objective is to supply jobs regardless of the type. We're out trying to obtain jobs for the kids.

voice over

This years goal is for 1500 available jobs. Last year, only 500 youths out of 3000 applicants found employment through the program. In places like amusement parks, fast food chains and large industries.

voice over

But metro officials say better organization and an earlier start spell opportunity for the city and those kids who would rather spend the summer earning money and getting experience, rather than getting a tan.

Jim Barnett, WTVR

(end)

Special Olympics is a program started in 1968, and it has grown to worldwide proportions. Over one million mentally handicapped in the United States alone participate . . . assisted by some 400,000 volunteers. This last piece, set in Connecticut and beautifully produced by WVIT-TV with appropriate background music shows the kindness and caring of the American spirit.

28

1:21

Twelfth piece
United Technologies
Connecticut

Male announcer

We're all together today to celebrate the best
year of Connecticut's Special Olympics.

Mongloid girl

Let the games begin.

music up

(Debby Boone - "You Light Up My Life")

(end)

~~Twelfth piece~~

~~Music source of pieces~~

SUMMARY

Voluntarism is - as balladeer Harry Chapin, one of the great volunteers of this century, believed - the Hope That Made America Famous.

Time has permitted me to show you only a very few outstanding examples of the many efforts taking place today by individuals, groups of volunteers, service organizations, businesses, unions, and local governments across the country to help others. In each case there are two common threads: a need and a creative idea for addressing that need. I hope that what you have seen will provide the stimulus for equally innovative programs in your area. These stories, and thousands of others like them, are proof that there is almost nothing that we can't accomplish if we say to each other let's work together!

THE WHITE HOUSE

WASHINGTON

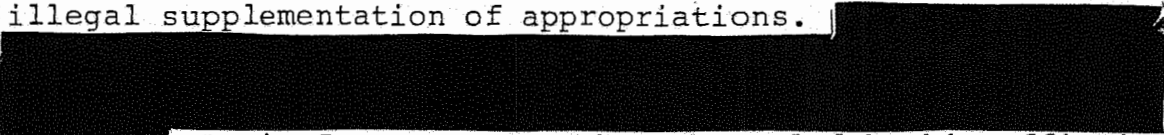
April 16, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Video Tape on Voluntarism

Jim Coyne has asked for guidance on the proper way to accept \$20,000 from DuPont to fund a project of the Office of Private Sector Initiatives. Coyne's office is compiling a video tape of 13 successful examples of private sector initiatives from across the country. The video tape will be widely distributed to encourage others to imitate the successes depicted on the tape. Group W has volunteered to reproduce the tapes, which would be distributed by the National Association of Broadcasters. Production and distribution costs were estimated at \$20,000, so Coyne sought private sector funding and secured a commitment from DuPont for the full amount. Coyne suggests either having the company that will be producing the video tape for his office bill DuPont directly, or having "[t]he \$20,000 going from DuPont to a 501(c)(3) group to be drawn down from this office to cover production and distribution costs."

It seems clear that having DuPont fund an activity of the Office of Private Sector Initiatives would constitute an illegal supplementation of appropriations. 

Again Coyne seems to have been led by his office's mission of promoting charitable activity to consider his official duties as charitable in nature, and proper subjects of private sector contributions. bb

Neither of Coyne's suggested approaches avoids the supplementation problem. Having the company doing the production work on the video tape bill DuPont would be a direct supplementation. Funneling the money through a 501(c)(3) organization, newly created or established, is no less problematic, since supplementation of appropriations from such organizations is just as contrary to law as supplementation from corporations or private individuals.

If Coyne is desirous of producing the video tape, he can either pay for the production costs out of the funds appropriated for his office, or turn over what he has produced

thus far to a private sector charitable entity for completion. In the latter case the completed tape would be the property of the private sector entity, not the government, although Coyne's office could make others aware of the tape, encourage its use, etc. -- precisely the more modest function his office was envisioned as having when it was formed. You may recall that in December of 1982 we approved a similar arrangement involving the transfer of a computer databank compiled by the President's Task Force on Private Sector Initiatives to a 501(c)(3) organization. We advised that the transfer could take place, with the 501(c)(3) organization agreeing to maintain, develop, expand, and distribute the databank, so long as the Government retained a set of whatever materials were turned over.

The draft memorandum for Coyne advises him that having a private sector entity -- charitable or otherwise -- fund his office's production of the video tape is not permissible. It also suggests the alternative of having a private charitable organization take over the project, noting that the product would then be that of the private organization.

Attachment

THE WHITE HOUSE

WASHINGTON

April 16, 1984

MEMORANDUM FOR JAMES K. COYNE
SPECIAL ASSISTANT TO THE PRESIDENT
FOR PRIVATE SECTOR INITIATIVES

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

SUBJECT: Video Tape on Voluntarism

You have asked for our views on a proposal to complete production of a video tape depicting 13 successful examples of community involvement in social and economic issues. You noted that your office has developed a draft tape but that further work is necessary to finish the project. You solicited private sector funding to cover estimated production and distribution costs of \$20,000, and secured a funding commitment from DuPont for the entire amount. Now you have asked how the \$20,000 may be accepted, suggesting either that the production company bill DuPont directly or that DuPont give the money to a 501(c)(3) organization and your office draw funds from that organization.

Either suggested approach would constitute an illegal supplementation of appropriations. As an office within the White House the Office of Private Sector Initiatives is, like most entities within the Federal Government, limited to using appropriated funds for official activities. Neither DuPont nor a 501(c)(3) charitable organization nor any other private sector entity can fund the official activities of your office. As I have had occasion to advise you in the past, the unique mission of your office to encourage private sector support of charitable activities does not mean that your official duties are themselves charitable in nature or a proper subject of private sector financial support, whether from a corporation or charitable organization.

The fact that you cannot use private sector funds to pay for your office's production of the tape does not, however, mean that the tape cannot be produced and distributed. Appropriated funds may be used to cover the costs, or the work you have done thus far may be provided to a 501(c)(3) organization for completion by that organization. The finished product would then be the product of that organization, not the government. Your office could, however, alert others to the existence of the tape and encourage its use, in keeping with the function of your

office to encourage private sector initiatives. If this latter course is followed, you should be careful to retain a set of whatever is turned over, to avoid any difficulties with the law governing alienation or disposal of records. I would note that a similar approach was taken when the President's Task Force on Private Sector Initiatives turned its computer databank over to a 501(c)(3) organization, for maintenance and further development. If you have any questions on implementing such a course of action, please do not hesitate to contact this office.

FFF:JGR:aea 4/16/84

cc: FFFielding/JGRoberts/Subj/Chron

[JV]

**WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET**

PROII

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

JR

Name of Correspondent: James K. Coyne

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

Subject: Videos Page on Voluntarism

ROUTE TO:

ACTION

DISPOSITION

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>W Holland</u>	<u>ORIGINATOR</u>	<u>DD 4/10/04</u>		<u> 1 / 1 / 1 </u>
<u>WAT18</u>	<u>D</u>	<u>DD 4/10/05</u>		<u>S 8/4/05</u>
	Referral Note:			
		<u> 1 / 1 / 1 </u>		<u> 1 / 1 / 1 </u>
	Referral Note:			
		<u> 1 / 1 / 1 </u>		<u> 1 / 1 / 1 </u>
	Referral Note:			
		<u> 1 / 1 / 1 </u>		<u> 1 / 1 / 1 </u>
	Referral Note:			

ACTION CODES:

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

DISPOSITION CODES:

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

FOR OUTGOING CORRESPONDENCE:

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

Comments: _____

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

THE WHITE HOUSE

WASHINGTON

April 2, 1984

220784 *u*

MEMORANDUM FOR FRED F. FIELDING
Counsel to the President

FROM: JAMES K. COYNE *J.K. Coyne*
Special Assistant to the President

SUBJECT: Video Tape on Voluntarism

We are putting together a video tape of 13 successful examples of community involvement in social and economic issues. These 13 tapes have been selected from over 100 which were supplied to us mainly by local television stations. The subjects cover child care, senior citizens, education, retraining, housing, summer jobs, job-a-thons, etc.

We believe this tape will be used by public and independent broadcasters as well as by local network television stations. The purpose is to show how local involvement can solve problems and to encourage replication. Group W has volunteered to reproduce 700 tapes which the National Association of Broadcasters will send to its members. In addition, the tape will be made available to the following:

Schools - the tape will be an effective tool to instill the spirit of voluntarism in youth.

Corporations are playing an increasingly active role in community affairs. This tape would give examples which could be duplicated.

Associations - the film can be made available to use at major meetings.

Non-Profit and Volunteer Organizations.

International - the concept of neighbor helping neighbor is so uniquely American that distributing the film to our foreign neighbors will give them a different insight into America and Americanism.

The White House - the subject and geographic areas are varied. The tape would be available for innumerable group meetings.

Memorandum for Fred F. Fielding
April 2, 1984
Page 2

To date in-house editing and compilation have yielded a draft tape. The final version requires a professional film producer and a well-known narrator to give it credibility. Through the assistance of the National Association of Broadcasters, we have secured Howard K. Smith to narrate at no cost. Cinema Sound, a film production company, will produce the tape.

The full production and distribution costs are estimated at \$20,000. We pursued private sector funding to cover these production costs and have received a positive response from DuPont. They are making a grant of \$20,000 to complete the video tape. We need your help to advise the proper way to accept the funding from DuPont. Below are two suggested approaches:

1. Duff Thomas, President of Cinema Sound, will direct the completion of the video tape. Cinema Sound could invoice DuPont directly. The estimated cost for distribution of the tape could be included in this billing.
2. The \$20,000 going from DuPont to a 501(c)3 group to be drawn down from this office to cover production and distribution costs. This could be accomplished through an existing 501(c)3 company, The Foundation for Private Sector Innovation, 310 Constitution Avenue, N.W., Washington, D. C. 20002, whose Chairman is Donald Sammis, a member of the President's Advisory Council on Private Sector Initiatives. The completed video tape will be a product of the Advisory Council.

Since we intend to present the completed video tape at a White House event during National Volunteer Week (May 6-12), we would appreciate your expediting the review of this matter.

DuPont is ready to grant the \$20,000 immediately and has recommended the 501(c)3 approach.