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THE WHITE HOUSE

WASHINGTON

March 6, 1985

Dear Henry:

Thank you for your kind letter and the thoughtful outline of your "Believe in America" concept. As I indicated to you when we met, the idea has strong merit. I continue to be intrigued by it.

Your proposal seems both feasible and timely. If agreeable to you, I'd like to give further thought to the overall "Believe in America" plan and get back to you at an early date.

Sincerely,



MICHAEL K. DEEVER  
Assistant to the President  
Deputy Chief of Staff

Mr. Henry O. Dorman  
988 Fifth Avenue  
New York, New York

Bul  
✓ with FF on  
this - possible  
client.

DRAFT for

Henry Garmon

APPROVE ✓

DISAPPROVE

Dear Henry:

Thank you for your kind letter and the thoughtful outline of your "Believe in America" concept. As I indicated to you when we met, the idea has strong merit. I continue to be intrigued by it.

Your proposal seems both feasible and timely. If agreeable to you, I'd like to give further thought to the overall "Believe in America" plan and get back to you at an early date.

Sincerely,

MKD

THE WHITE HOUSE  
WASHINGTON

MEMO TO PAM BAILEY

FROM: BILL SITTMANN

Would you pls. draft a  
letter for MKD's sig.  
based on this memo.

Thanks.

~~Bill~~  
pls review

February 28, 1985

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: PAMELA G. BAILEY *PGB*

SUBJECT: Dormann Letter

Below are very rough, off-the-top-of-the head thoughts on the Dormann concept.

I. General Comments

1. The idea is a good workable one. No doubt about it. Whether it's a slogan, a logo, a doll or a stuffed animal, a symbol that is representative of America and all that's good about it should have enormous appeal -- especially if it's associated with popular heroes and celebrities.
2. It's essential that the program be done well -- top level people to back it and top quality graphics.
3. Important that the effort not be corny, irrelevant or superfluous. No more WIN programs.
4. Good creative work is essential for development of slogans, logos and copy. The Ad Council might work out but their work is uneven, often it comes in behind schedule and always involves a rather bureaucratic process.

If the Ad Council can't take it on, either funding for a top notch agency should be sought -- or the agency should be approached to donate time and talent.

5. I'd want to have more thought and discussion on the themes concept. The categories named in the memo aren't entirely clear -- nor is exactly what's contemplated here.
6. I could imagine a sponsoring board including such people as Mary Lou Retton, Lee Iaccoca, Bruce Springsteen, Frank Sinatra, Pete Rose and Ray Charles.
7. A kick-off event could be a luncheon at a major historic sight such as Independence Hall or Williamsburg or Fanevil Hall.

Simultaneous luncheons could be held at other such sites nationwide, hosted by the local committees. Sites could focus on the future as well as the past -- such as Johnson Space Center in Houston.

Luncheon sites would be connected by satellite with the primary one. By having all kick-off events occur simultaneously, media coverage in all markets could be maximized.

Release of the ad, logos, etc. could be in conjunction with the luncheon.

8. An effective program needs consistency and easy identity -- a logo and symbol such as the New York apple or the Olympic Eagle are examples.

Ads could include the celebrities supporting the program. All ads would be easily identifiable and consistent -- as the Moments in History series on t.v. is.

## II. Program Outline

Just by breaking down the Dormann letter and reorganizing it somewhat (with very few additional points) the barebones of a program can be seen.

### Believe in America

Purpose: A continuing celebration of what makes America great. To remind all Americans of our heritage, history and great future.

Organization: A non-profit foundation headed by a visible national figure, able and available to actively promote the program.

- o Board of Directors representing all segments of America (unions, athletes, stars, educators, industry leaders, t.v. and print media).
- o Committees in major media markets throughout the nation.

Product: The board would bring together corporations who advertise and the Ad Council to develop patriotic themes and slogans and include them in corporate advertising.

- o Participants would be asked to include an American flag or slogan at the end of every t.v. ad.
- o Bumper stickers with themes and slogans would be distributed.
- o Flags and slogans would be included in print ads.
- o A major t.v. show would be produced annually around July 4, highlighting historic sites and Americans and including popular personalities.
- o Themes would involve people, industry, landmarks, organizations and history.
- o Each theme would be developed by a particular advertising group.



HENRY O. DORMANN  
988 FIFTH AVENUE · NEW YORK CITY

19 February 1985

PERSONAL

The Honorable Michael K. Deaver  
Assistant to the President &  
Deputy Chief of Staff  
The White House  
Washington, D.C. 20500

Dear Mike:

It was nice seeing you once again except for the fact that I am getting grayer and heavier and you are getting less grayer and thinner.

In any case, on the attached pages you will find a brief outline of the "Believe in America" idea. This is a temporary working title for want of a better name but the idea remains as we discussed it.

I'll wait to hear from you in regard to your own plans, the future of "Believe in America," Michael Deaver and your thoughts in regard to the President's introduction for our "Triad for Peace" special issue in July.

Cordially yours,

*Henry*

212/758-0740

*And thanks for the very lovely cufflinks - you are a special person!*



"BELIEVE IN AMERICA"

Because of the enthusiasm and the national pride that The Olympics and The President's Campaign brought to the people of America, I thought it would be timely and worthwhile to have a continuing program which, for want of a better title, we would call "Believe in America." This would be a national campaign; hopefully headed by the President as Chairman with an outstanding group of leaders in all walks of life on various committees across the nation. The program itself would not cost money to implement; although one major television program should be done each year on the 4th of July on a professional basis combining the Statue of Liberty, The White House and the various aspects of Americana headed by a group of guest personalities from various walks of life who would really bring the spirit of America to television as a sponsored program. Where the profits would go to—I would leave to others to decide.

The overall thought is to bring together all those corporations who advertise as well as the Advertising Council. In earlier days, when William Randolph Hearst, Sr. was alive, on the top left corner of every Hearst paper was a small American flag. This could be done once again in an expanded way.

Every major advertiser on television could slug on the bottom of their last half second of commercial television time an American flag or a "Believe in America" slogan. Corporations could give out bumper-stickers with patriotic themes. Those who advertise in magazines and newspapers could, at the

bottom of the ad, place an American flag and a patriotic theme. The themes would have to be worked out as well as the slogans so that they would be part of an overall program and would catch the spirit of the country in various parts of the nation. This is an opportunity to bring in minority groups who are part of America.

The whole thought is one of continuing celebration of what makes our nation great. It would involve its people, its industry, its organizations, its landmarks and its history. These various themes could be categorized so that each one could be done by a particular advertising group.

The entire situation would be voluntary, but I can think of no one who would not want to participate in some way.

It should be thought out carefully so as not to overdo the patriotic themes in all advertising media; rather they should be done in an organized fashion so that the pride of the American people and all those across this nation can be reminded of their heritage, their history and the great future of the country.

We all know that the enthusiasm of a nation's people does wonderful things just as the enthusiasm of the people of New York changed the whole spirit and feeling of the "Big Apple". When Mayor Beame went on television wringing his hands about the city being bankrupt everyone was pessimistic. When a new mayor came in and said, "This is the Big Apple, we are great, we can do grand things", nothing basically had changed, the same fiscal crisis was there but the people's spirit began to change and so the fiscal crisis changed as well.