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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

File here

February 2, 1982

FOR: MIKE DEEVER ✓
JIM ROSEBUSH

FROM: SHEILA TATE

SUBJECT: Mrs. Reagan's Inaugural Drug Trip

We have been brainstorming on the subject of Mrs. Reagan's first trip devoted exclusively to one subject, her Tampa/Dallas trip on February 15 and 16. Since we will be taking press and attracting a great deal of additional press on our visits, we have put together a series of recommendations to spice up, beef up and generally raise the level of involvement and excitement on the part of the press corps.

Please react to the following suggestions:

1. A February 12 briefing for the travelling press conducted by the First Lady's staff and with Carleton Turner and any other experts Ann Wroblewski recommends to talk about what's coming up, to learn in advance any questions the media has and to allow us to be prepared for them, and also to show them an excellent 50-minute documentary made by Gannett on kids, drugs and alcohol which Ann has previewed.

This background briefing would not require Mrs. Reagan's attendance, but would be held to bring press up to speed on the nature of the problem we are about to address.

- Just NR*
2. NBC's "Today Show" is interested in arranging a live, several-minute interview with Mrs. Reagan and, if possible, the President at 8:40 a.m., Monday, February 15, just as Mrs. Reagan prepares to depart on the trip. Chris Wallace is amenable to limiting the discussion to kids, drugs and alcohol, to Mrs. Reagan's concerns and what she hopes to accomplish by her visit to Tampa and Dallas.
 3. A Presidential send-off at the Diplomatic Reception area whereby he publicly tips his hat to his wife and the effort she's undertaking in front, of course, of the regular pool. *OK*

4. During the three legs of Mrs. Reagan's trip, she ought to spend freely of her time with the reporters and correspondents travelling with her.

Enid Nemy will cover for The New York Times and will write a major story for the following Friday. She will need 10 or 20 extra minutes with Mrs. Reagan during some leg of the trip.

Susan Page, Newsday, and Betty Cuniberti of the L.A. Times are also asking for a few minutes to ask a few questions on the subject of her trip and her interest in drug abuse.

Tish Avery of U.S. News and Donnie Radcliffe of the Washington Post are also aboard and ought to have a little time to talk to Mrs. Reagan about the program.

5. Hugh Sidey, who is interested in writing a column about "the importance of being Nancy" ought to be personally invited by Mrs. Reagan to accompany us on this trip, raising the level of reporting, and dealing seriously with the nature of the problem. Should Hugh be unable to accompany us, we ought to consider Nick Thimmesch, George Will, James Kilpatrick or Marianne Means as potential columnists to be invited.
6. Dodie Kazanjian has developed a list of suggestions dealing with a slogan called "Drugs are Dumb" which could be incorporated into our press packet, used on luggage tags, maybe buttons or pins. Would you please react to her memo.
7. We will be developing interesting information for Mrs. Reagan on drug problems in Florida, particularly Tampa/St. Petersburg, and also some statistics of a similar nature on Texas and the Dallas/Ft. Worth metroplex.
8. While Mrs. Reagan's local interviews on this trip will be limited to "Pulse Plus," a WTVT-TV talk show in Tampa, a single short TV interview in Dallas, and an interview with a highly recommended Dallas Morning News writer in the limousine on her way out of town, Ross Perot strongly suggests that she at least stop for a few minutes outside of each event for the local cameras and react to what she's heard, to indicate a concern for the problem, and give them some good local footage.

cc:
Ann Wrobleski
Barbara Cook
Dodie Kazanjian

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Fate

May 21, 1982

TO: SHEILA TATE
PRESS SECRETARY TO THE FIRST LADY

FROM: JOSEPH R. HOLMES *Joe*
DIRECTOR, WHITE HOUSE TV, FILM
AND RADIO SERVICES

SUBJECT: It's A Woman's World

I do not think The First Lady or President should be involved
in a pilot for a hopeful TV syndication.

cc: Mike Deaver ✓

It's A Woman's World, Inc.

“The June Cain Miller Show”

May 20, 1982

The President
The White House
Washington, DC 20500

Mr. President:

If I were to be afforded the opportunity, privilege, honor, and thrill of a brief taped interview with the First Lady, it certainly would enhance my ability for syndication of The June Cain Miller Show, It's A Woman's World.

To really sell the show, imagine having the President drop in on the interview.

I am sure you would agree it is about time there was an issues-and-people show on television hosted by a knowledgeable female discussing world issues with people who lean favorably towards The White House. We have heard ALL the negatives--now let's hear the positives, and with some levity.

Some of the issues to be discussed are:

- . Reducing the budget deficit
- . Social Security cost-of-living raises
- . Interest rates and the Feds
- . Growth in Individual Retirement Accounts
- . Tuition tax credits
- . Across-the-board postal increases
- . Real purchasing power reviving (inventories are the key)
- . More power and money to the states
- . Relief from government regulation
- . Nuclear arms freeze

Somewhere it has been assumed that the only issues women are interested in are frills and fluff or the ERA and other liberal issues. We will prove otherwise with The June Cain Miller Show.

The President
Page 2
May 20, 1982

While we are taping the interview with the First Lady, I would also like to do a segment on "Women in The White House," talking briefly with:

- . Alixe Reed, Assistant Press Secretary to George Bush
- . Mary Ann Fackelman, White House Photographer
- . Mari Maseng, Writer for the President
- . Linda Faulkner, Assistant Social Secretary
- . Nancy Bearg Dyke, Assistant to the Vice President
for National Security Affairs

We will show the American public that the Reagan government includes women holding very responsible positions.

The show is being produced in conjunction with the Osmonds at their studios in Orem, Utah. We are taping an airable pilot on June 24 and it would be essential that we schedule remotes prior to the taping. We, of course, would travel anywhere and at any time convenient to Mrs. Reagan.

You might want to clear my name and family with Drew Lewis, who is more than an acquaintance of my brother, Bob Cain.

An early reply would be appreciated so that we can set up a realistic time schedule.

Respectfully,

June Cain Miller

JCM/nbr

Enclosure

cc: Shelia Tate
Joseph Holmes
Michael Deaver

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

May 27, 1982

file here

FOR: MICHAEL K. DEEVER
ASSISTANT TO THE PRESIDENT AND
DEPUTY CHIEF OF STAFF

JAMES S. ROSEBUSH
DEPUTY ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING
COUNSEL TO THE PRESIDENT

SUBJECT: Draft "Confidentiality Agreement" for
Persons Working on Proposed TV Special,
"The Modern Office of the First Lady"

Attached for your information are copies of (1) the letter I have sent to Robert L. Robinson of Rastar Films, Inc. and (2) a revised "confidentiality agreement" for the above-referenced proposed project, which was prepared by our office and forwarded with that letter.

It is my understanding that this proposed television show is still in the preliminary "discussion" stages and that no final agreement for or approval of White House participation has yet been made. If the idea continues to go forward, our office will, of course, be happy to review any proposed contracts or other documents related thereto that you would like us to examine.

Thank you.

Attachments

THE WHITE HOUSE

WASHINGTON

May 27, 1982

Dear Mr. Robinson:

Thank you for forwarding for our review preliminary drafts of a possible "confidentiality agreement" to be executed by persons who might work on the proposed television production tentatively entitled "The Modern Office of the First Lady."

Based on these drafts, we have prepared a revised version of the letter agreement, which is enclosed for your consideration. The principal substantive changes reflected in this redraft are as follows:

- (1) The letter agreement is addressed to Rastar Films, Inc., the employing entity, rather than to Mr. Stark personally, and is "agreed to and accepted" by Mr. Stark in his capacity as Chairman of the Board of Rastar.
- (2) References to the Public Broadcasting System have been deleted. It is our understanding that, to date, no agreement has been reached with PBS about participation in this possible project, so references to PBS seem premature at this point. Also, in the event the project goes forward and PBS is involved, it may be more appropriate to have a separate confidentiality agreement for persons employed or engaged by PBS and not by Rastar. Otherwise, there may be a question whether a confidentiality agreement between Rastar and a PBS employee or consultant who is not being paid by Rastar is supported by adequate consideration.
- (3) The consent provisions for disclosure have been altered to require consent by Rastar and Mrs. Reagan.

- (4) A provision has been added that any waiver or condonation of any breach of the agreement will not constitute a waiver or condonation of any subsequent breach. This seems a reasonable precaution, since the agreement is very broad and may be difficult to enforce with 100% certainty.

Again, I thank you for forwarding the earlier drafts for our review. Please do not hesitate to telephone Peter Rusthoven of my staff, at (202) 456-6500, if you have any questions about the enclosed revision. This is forwarded to you, of course, only as a proposed revision; it is my understanding that the proposed television program is still in the "discussion" stage, and thus this revision should not imply White House approval of the project.

Sincerely,

Orig. signed by FFF

Fred F. Fielding
Counsel to the President

Robert L. Robinson, Esquire
Rastar Films, Inc.
Columbia Pictures
Columbia Plaza West
Burbank, California 91505

Enclosure

cc: Michael K. Deaver
James S. Rosebush

DRAFT

[Draft, 5/24/82]

[Month] [Day], 198_

Rastar Films, Inc.
Columbia Plaza West
Burbank, California 91505

Gentlemen:

This will acknowledge that Rastar Films, Inc. ("Rastar") has employed me to perform certain services, or has engaged me as a consultant, in connection with the development and possible production of a television special tentatively entitled "THE MODERN OFFICE OF THE FIRST LADY" (the "Project"), which will involve Nancy Davis Reagan ("Mrs. Reagan"), President Reagan and their family and their staff.

I understand and acknowledge that, by reason of my employment or engagement by Rastar on the Project, information of a special, unique, unusual, extraordinary and confidential nature concerning Mrs. Reagan or President Reagan, their family or their staff, of great and peculiar value to Mrs. Reagan or Rastar, may become available to me. Therefore, in consideration of my employment or engagement by Rastar on the Project and of any compensation paid to me in connection therewith, I hereby represent, warrant and agree as follows:

- (1) I will not at any time, either during my employment or engagement by Rastar on the Project or thereafter, disclose to any third person or entity, or publish or permit or cause to be published, any information or material that becomes available to me as a result of or in connection with such employment or engagement concerning Mrs. Reagan or President Reagan, their family or their staff (including without limitation any fiction-alization or dramatization of or based upon such information or material), without the prior express written consent of Mrs. Reagan and Rastar.
- (2) Upon the completion or other termination of my employment or engagement by Rastar on the Project, I will promptly deliver to Rastar any and all notes, memoranda, recordings, research materials, photographs, drafts and any and all other written or recorded materials involving or connected with the Project (including any and all copies of any of the foregoing) prepared by me or furnished to me by Rastar, Mrs. Reagan, President Reagan, their family, their staff or anyone acting for or on behalf of such persons or entities.

- (3) My breach of any of the provisions of this agreement will cause Mrs. Reagan and Rastar, jointly and severally, great and irreparable injury and damage for which they could not reasonably or adequately be compensated in monetary damages in an action at law, and Mrs. Reagan and Rastar shall each be entitled (in addition to any other remedies either or both of them may have at law or equity) to the remedies of injunction, specific performance and other equitable relief for any breach by me of the provisions of this agreement. Exercise of any of the rights granted in this paragraph shall not, however, constitute a waiver of any other rights or remedies, including without limitation recovery of monetary damages in an action at law, to which Mrs. Reagan or Rastar may otherwise be entitled.

- (4) Any waiver or condonation by Mrs. Reagan or Rastar of any breach by me of any of the provisions of this agreement shall not constitute a waiver or condonation of any subsequent breach.

Very truly yours,

[signature]

[printed name]

[address]

() _____
[telephone number]

AGREED TO AND ACCEPTED:

Rastar Films, Inc.

By _____
Ray Stark, Chairman of the
Board of Directors

THE WHITE HOUSE
WASHINGTON

Date: _____

6/15

file
here

TO: _____

Mr. Deaver

This memo to you
was mailed to
Mrs. Reagan. I
have not given
her a copy, leaving
it to your discretion.

FROM: Sheryl Eberly
Correspondent for
Mrs. Reagan
213 East Wing
x-7905

Sheryl

Decision/Making/Information®

Intelligent alternatives
for today's decision makers

1050 Seventeenth Street N.W., Suite 1100, Washington, D.C. 20036, (202) 822-9010

MEMORANDUM

TO: Michael K. Deaver
FROM: Richard B. Wirthlin
DATE: June 2, 1982 (RNC 9: May 26, 1982)
SUBJECT: Nancy Reagan

Favorable ratings for Nancy Reagan have remained constant over the last several months, through a period when the President's ratings weakened to some extent. Nearly two-thirds of the public say their general impression of Nancy Reagan is positive. These ratings are down, however, from the 1981 figures when three-quarters of the public gave her positive ratings.

Mrs. Reagan's strongest positive ratings come from older women (30% very favorable), upper-income respondents (29%), nonworking women (28%), and Mountain states residents (29%). As might be expected, partisanship and ratings of the President play significant roles in the First Lady's scores. For instance, among strong Republicans, Nancy Reagan receives a 51% very favorable response but only 10% approval among strong Democrats. Similarly, 49% of those who strongly approve of the job Ronald Reagan is doing give very favorable ratings to Nancy, whereas only 6% of those strongly disapproving of the President give Nancy the highest positive response.

Respondents were also asked their reasons for rating Nancy Reagan as they did. Personal characteristics such as "being a nice person" and "being quiet" together account for 39% of the positive reasons, while the opposite (not nice, snobbish, etc.) account for 11% of the negative reasons.

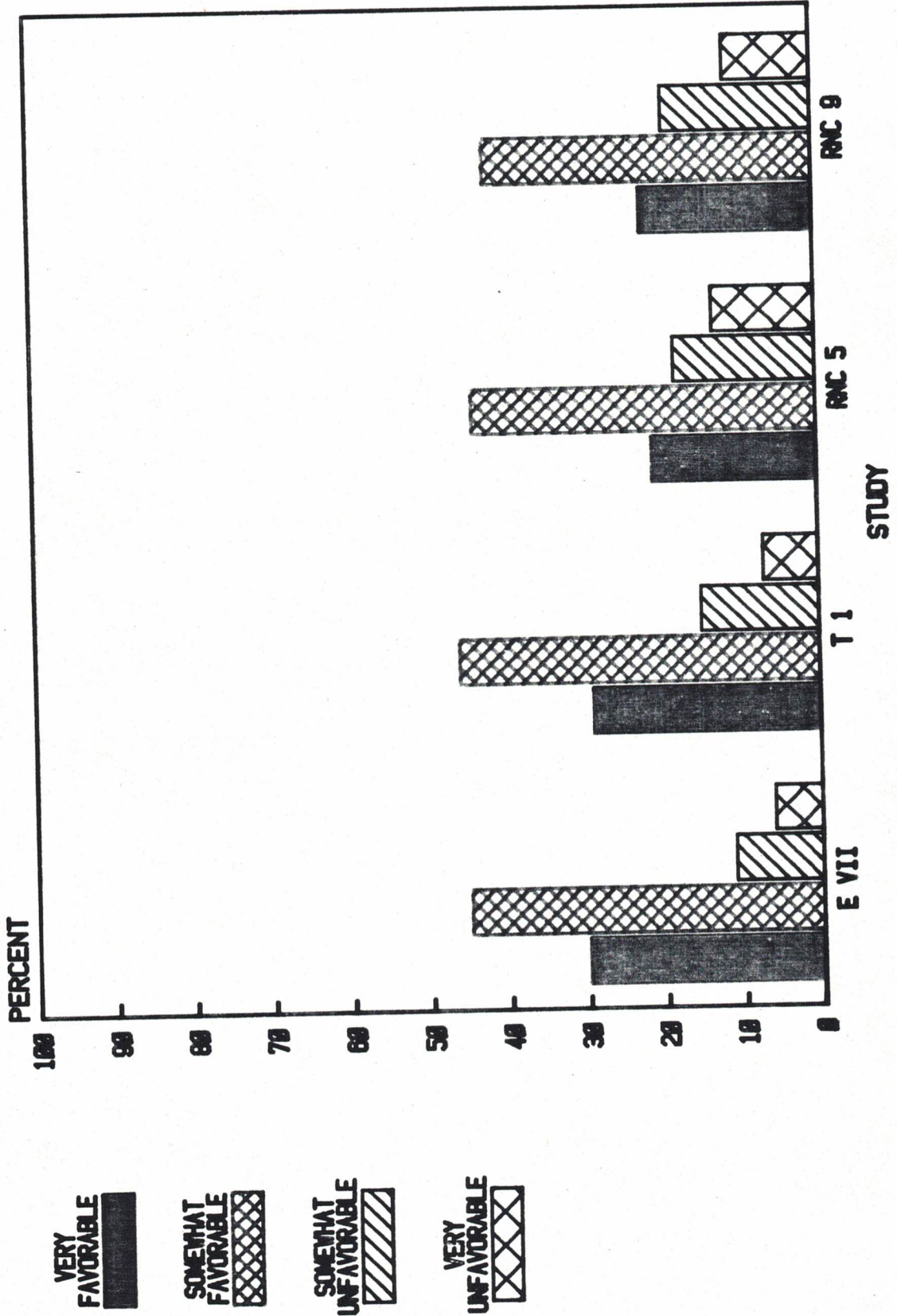
Other positive reasons include 10% for "supporting the President," and 16% for "doing a good job." "Not doing a good job" accounts for 11% of negative reasons, and another 20% mention other general reasons such as "too much spending" and poor rapport with the press.

Memorandum
Nancy Reagan
Page Two

Older women are more likely to cite positive personal characteristics than are other people. In general, young women mention more negative reasons than do men or older women.

IMPRESSION OF NANCY REAGAN

FROM WHAT YOU'VE HEARD AND READ, WHAT IS YOUR GENERAL IMPRESSION OF FIRST LADY NANCY REAGAN -- WOULD YOU SAY IT IS VERY FAVORABLE, SOMEWHAT FAVORABLE, SOMEWHAT UNFAVORABLE OR VERY UNFAVORABLE?



Reasons for Impression of Nancy Reagan

=====

	Two Responses			
	E VII	Track 1	RNC 5	RNC 9
	May 1981	Oct 1981	Mar 1982	May 1982
	(%)	(%)	(%)	(%)
<u>Positive Impression</u>				
Nice woman	17	17	11	17
Supports President	16	16	6	10
Low profile	12	10	4	11
Doing a good job	7	10	7	9
Appearance	6	7	3	5
Personality	6	6	3	4
Class/Elegance	8	6	3	4
Strong/Capable	6	6	2	2
Relates well to people	3	5	7	7
Honest/Sincere	3	3	2	2
Calm/Dignified	1	3	1	2
Outspoken	2	3	1	1
General positive	10	12	8	9
<u>Negative Impression</u>				
Wealthy/Snobbish	4	6	7	8
Redecorating White House	2	5	3	6
Too much spending	1	5	4	5
Not doing a good job	3	4	4	6
Doesn't relate to people	3	4	4	6
Appearance	3	3	3	5
Not honest	2	2	2	2
Intrusive	2	2	1	2
Press relations	2	-	2	2
General negative	2	6	4	3
No opinion	9	8	7	9

RNG

6-25

I did
call

speak to
Mrs. Keenan Mike

Dawn

Call Happy
P.

My dear Nancy,

The other evening in New York, Happy Rockefeller asked if I thought you and The President would let her give a dinner in your honor in Washington in the fall.

If you have interest and I can serve a purpose, let me know. If not, we can let her think I dropped the ball.

Affectionately,

Doc

21 June 1982

**International
Communication
Agency**

United States of America

Washington, D. C. 20547

Director

*Ann
I would send a letter
to CW saying your very
involved right now with
my program and how want
to celebrate efforts.
8-6-82*

June 28, 1982

Dear Nancy:

Per our discussion on the telephone the other day, you might well be interested in the opportunities inherent in the "President's Committee on International Youth Exchange". This is a very high level group currently being formed.

Coy Eklund, Chief Executive Officer of the giant Equitable Life Assurance Company has agreed to serve as chairman of this blue ribbon committee. Ultimately we expect to have at least twenty-five people on the committee.

Others who have already agreed to serve are Bob Kirby, Chairman of Westinghouse; Jesse Philips, Chairman of Philips Industries, Inc.; Russell Mawby, President of the Kellogg Foundation; Stephen Rhinesmith of Moran, Stahl and Boyer, Inc.; Richard Nunis, President of Walt Disney World and Land; A. Lightfoot Walker, Chairman of City Investing Company; and Karl Harr, President of Aerospace Industries Association of America.

As you may know, the President met with a group of about 150 key executives at the White House on May 24 to launch this project. This group included chief executive officers, foundation presidents, business and labor leaders and government officials. Immediately prior to that meeting, Secretary Haig hosted a luncheon for those same executives, at which he stressed the political importance of international youth exchanges for peace and understanding. At the White House, they assembled to hear the President, as well as a panel of experts on youth exchange.

During the meeting the President emphasized our need, at this time of heightened world tension, to achieve greater understanding among nations through expanded youth exchange. He asked us to help him forge an exciting new exchange of young people, beginning with the major industrialized democracies who would meet at the Versailles Summit - Canada, West Germany, England, France, Italy and Japan. The discussion that followed made clear the important role of corporate America in this new initiative.

Mrs. Ronald Reagan
The White House

I met with my counterparts from those countries on May 15 in Paris, and all welcomed our proposal. During the recent Versailles Summit, the President discussed this need to expand youth exchanges dramatically with the other six Chiefs of State of our Allies. As he said on June 6th, "I believe that we should reach out to new generations. The Summit nations can invest in the future with expanded exchanges among young people from North America, Japan and Europe."

We are now working out a plan of action to move the initiative forward. The President's Committee on International Youth Exchange is now being formed. An International Youth Exchange and Activities staff has already been created within USICA. Publicity plans are being firmed up with the assistance of our Public Relations Committee, consisting of 23 of the nation's top corporate public relations executives. The Agency will soon issue an informational brochure.

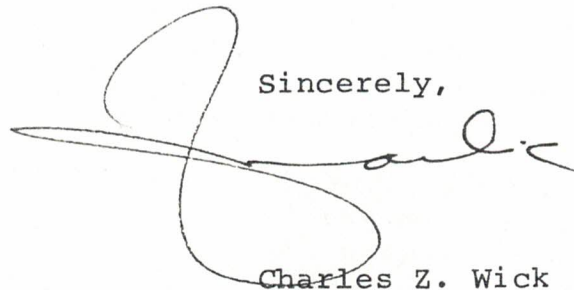
I feel this initiative can be a lasting contribution toward a better understanding among peoples. It will help the President in his efforts to establish a more peaceful world for future generations.

The opportunity for domestic and international visibility for those on the committee will be great. They will be seen in a most favorable light pursuing an impeccable goal. The meetings will be at most two or three times a year with not too much of your time required.

Please let me know of your interest. I would be happy to discuss it with you further.

Best wishes.

Sincerely,

A handwritten signature in black ink, appearing to read 'Charles Z. Wick', written in a cursive style with a large loop at the end.

Charles Z. Wick
Director

THE WHITE HOUSE
WASHINGTON

July 26, 1982

Pat
Keep

Mike:

The price of the orchids sent to Mrs. Reagan were between \$50.00 and \$75.00. The average cost of this particular type of orchid runs between \$35.00 and \$50.00.

They are available at any time of the year -- but the prime seasons are spring and winter.

Bl.

WILLIAM F. SITTMANN

THE WHITE HOUSE
WASHINGTON

July 21, 1982

Mike:

Mrs. Reagan asked that

I send you this information

on the new Nancy Reagan

Orchid.

Elaine

*Bill
pls call and
find out price
of availability
(season, etc)*

Copy

Luma Canyon Orchids, Inc.

5949 Bonsall Drive • Malibu, California 90265 • (213) 457-9771

July 19, 1982

Mrs. Nancy Reagan
1600 Pennsylvania Avenue
Washington, D.C. 20006

Elaine
Mrs Reagan has them
Orchids — *Ref*

Dear Mrs. Reagan:

We are pleased to inform you that an application for registration of an orchid hybrid in the name of Phalaenopsis Nancy Reagan has been accepted by the Registrar of Orchid Hybrids, Royal Horticultural Society, Vincent Square, London.

Enclosed is the original application for your personal files, and 1/2 dozen Phalaenopsis Nancy Reagans.
(fal-en-NOP-sis)

We picked the color White with Red Lip because we have been informed that red is a favorite color of yours.

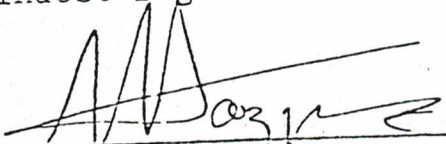
You may have seen our orchids at the Walter Annenberg's or the Norton Simon's homes, and we hope that you will enjoy them in your home.

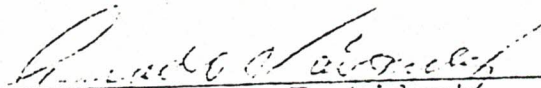
Also enclosed is our catalog with Culture Information on Page 4.

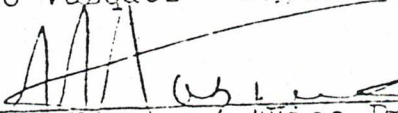
We extend an invitation to tour our nursery some day when you are driving up the Coast to Santa Barbara. It would be an honor to show you our greenhouses.

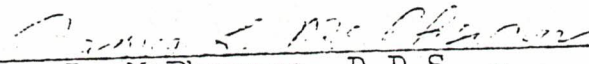
The Smithsonian Institute has an orchid collection, and I am sure that their horticulturist would be happy to help you with the care of these plants, however I will be in the Washington area in October, and if you have any problems I would be happy to answer any questions.

Kindest regards to both you and the President.


George Vasquez


Amado Vazquez - President


George Vasquez - Vice President


James L. McPherson, D.D.S. -
Secretary-Treasurer

Application for Registration of an Orchid Hybrid

1. This form, duly completed, should be sent to the International Authority for the Registration of Orchid Hybrids, addressed to: "The Registrar of Orchid Hybrids, The Royal Horticultural Society, Vincent Square, London, SW1P 2PE, England."
2. The form should be completed in duplicate. The Registrar will return the original to the applicant and file the duplicate for future reference. (Applicants who wish to retain written permission from Originators for their applications may obtain forms for this purpose from the Registrar.) The originator of a grex is the owner (or his assignee) of the seed-bearing parent plant at the time of pollination.
3. The registration fee is £2.50 sterling or the current equivalent in U.S. dollars. Payment should NOT accompany the application to which it relates. The Registrar will enclose a dated invoice for the registration fee in respect of each accepted application when returning the original of this form to the registrant; the invoice will be payable (a) by registrants in U.K. by the end of the month following the invoice date, and (b) by other registrants by the end of the second month following the invoice date.
4. Applications may be rejected if any part of the applicant's orchid registration account is outstanding six months or more after the invoice date. The Registrar reserves the right to regard as null and void any application which after registration is found to have contained inaccurate information.
5. Applicants are invited to give the varietal or cultivar epithets of the parents, awards, and any other information which is of interest although not published in the List of Orchid Hybrids and treated as confidential unless applicants authorise disclosure. Without such authority, only applicants' addresses will be disclosed.

Genus Phalaenopsis Proposed Grex Epithet Nancy Reagan
Parentage ♀ Chad Mizuta ♂ James McPherson
Name and Address of Applicant Zuma Canyon Orchids, Inc.
5949 Bonsall Drive, Malibu, Ca. 90265

If the Applicant is NOT the Originator, the following declaration must be completed

DECLARATION—I certify that the Originator (Name and Address).....	
Has given permission for this application.	<input type="checkbox"/> } Please tick ✓
Is unknown to me for reasons explained overleaf.	<input type="checkbox"/> } whichever
Is deceased and has no surviving spouse.	<input type="checkbox"/> } applies
Is a firm gone out of business or an organisation no longer existing.. . . .	<input type="checkbox"/>
Signature of Applicant.....	

Date of making cross (i.e. date of pollination) 1975 Date of first flowering 1979
Description of first flower(s) and/or colour photograph 3-3/4" well overlapped white flower with solid red lip, speckled throat.

(continue overleaf if necessary)
For any further comments on this hybrid please use BACKS OF FORMS. DO NOT USE STICKERS OR SEPARATE SHEETS.

I certify that to the best of my knowledge and belief the particulars given above are correct and I do/do not authorise disclosure of parental varietal or cultivar epithets. I undertake to make payment in accordance with Note 3 above if this application is accepted. Bill fee direct to me unless otherwise instructed.

Signature of Applicant Enrico Vazquez Date June 30, 1981

_____ This part of the form is for the use of the Registrar _____
The registration of the above-mentioned hybrid { has been accepted.
 cannot be accepted.
 has been postponed.

Reason for non-acceptance or postponement _____ THE INTERNATIONAL AUTHORITY FOR THE REGISTRATION OF ORCHID HYBRIDS

Signature of Registrar [Signature] Date 15 JAN 1982

ID 8231737 DATE 2/20/72

WHITE HOUSE GIFT UNIT

NAME VASQUEZ, MARGO Last First Middle

ADDRESS 5949 Bonsall Drive, Malibu CA 90265 Street City State ZIP

COUNTRY

CATEGORY CODE 9904

GIFT INTENDED FOR P President (F) First Lady B President and First Lady R First Family, Other W White House Staff O Other

DONOR P (P) Personal Friend — Under Minimal Value G Personal Friend — Over Minimal Value H Foreign Official — Under Minimal Value I Foreign Official — Over Minimal Value J General Public — Under Minimal Value K General Public — Over Minimal Value L VIP — Under Minimal Value M VIP — Over Minimal Value N Other — Under Minimal Value O Other — Over Minimal Value T Other — Over Minimal Value

DESCRIPTION

Flowers: 1/2 dozen phalaenopsis Nancy Reagan; (white orchids with red lips).

ORGANIZATION

Zuma Canyon Orchids, Inc.

TITLE Mr.; President

RECEIVED BY (M) Mail Room C Congressional Liaison Staff P Presented Personally S Staff Other Than Congressional Liaison O Other

ACKNOWLEDGED BY _____ JR

FORM _____ DATE _____

DISPOSITION AR Archives CA Children's Hospital CB Other Charity DS Destroyed

PR President FL First Lady FO First Family, Other W/H Residence PS Residential Staff FS First Lady Staff RA Returned to Sender, Commercial RB Returned to Sender, Over Minimal Value RC Returned to Sender, Other DA Camp David EW East Wing WW West Wing OH Other

ARCHIVE BOX #

COMMENT Phalaenopsis Nancy Reagan, signed and accepted by IBM Representative of Orchid Society, D.D.S. - Soc. Press. (Zuma Canyon Orchids, Inc.) included as donor and co-sponsor.

THE WHITE HOUSE
WASHINGTON

filed

July 27, 1982

MEMORANDUM FOR EAST WING STAFF

FROM JAMES S. ROSEBUSH *JSR*

SUBJECT MRS. REAGAN'S BIO

Attached is a fresh up-dated copy of Mrs. Reagan's bio. You should discard any earlier versions you have and familiarize yourself with this one.

cc: Mrs. Reagan
Mike Deaver ✓

HIGHLIGHTS OF MRS. REAGAN'S ACCOMPLISHMENTS

Education

- Girl's Latin School, Chicago, Illinois
- Smith College, Northampton, Massachusetts
(drama major)

Nurse's Aide

- She served in both County Hospital and Passavant Hospital in Chicago, Illinois.

Acting Career

- Stage, summer stock, film and television actress
- Stage performances ranged from road tours to Broadway
- Made 11 films from 1949 to 1956 (including "The Next Voice You Hear," "East Side, West Side," "Donovan's Brain," and "Hellcats of the Navy" -- she gave up her acting career after this film)

Married Ronald Reagan, March 4, 1952

- Two children: Patricia Ann and Ronald Prescott

Member

- Mother's Club Board, John Thomas Dye School, Los Angeles, California, 1960-1965
- The Colleagues - 1962 to present
(A major support group for The Children's Institute International in Los Angeles, California, an umbrella agency serving infants and families in the prevention of, and intervention in, child abuse and neglect.)

First Lady of California

- In 1967, she began visiting wounded Vietnam veterans, hospitals and homes for older citizens, and schools for physically and emotionally handicapped children.
- That same year, she became interested in the Foster Grandparent Program.

- She helped expand the program throughout California.
- She worked to make the program available to all communities across America through affiliation with ACTION.
- Active in projects concerning POWs and servicemen missing in action in Vietnam.
- The Reagans hosted four dinners in their home in honor of returned POWs.
- Wrote a syndicated column during Vietnam war, donating her salary to the National League of Families of American Prisoners of War and Missing in Action.

First Lady

- Special Concerns and Interests

- The Foster Grandparent Program: She continues to work to expand this program on the national level and to seek private funding in local communities. There are now more than 18,000 foster grandparents and approximately 54,000 foster grandchildren in 235 projects.

Proceeds from "To Love A Child" -- a book she wrote and a song written for her and recorded by Frank Sinatra -- benefit the Foster Grandparent Program.

- Drug and Alcohol Abuse Among Youth: Through her efforts she has placed a national spotlight on the problem of drug abuse and heightened the awareness of its epidemic proportions -- and what parent groups can do about it.

She spent her first months learning about the problem by talking with experts in the field.

Since then, she has gone on television talk shows, written guest editorials, and visited prevention and rehabilitation centers around the country and in Europe, talking with young drug users and their parents. (The number of parent groups has increased from 1,000 to about 3,000 since Mrs. Reagan's involvement.)

- Continuing frequent hospital visits: To encourage terminally ill patients and to focus on special treatment facilities. During her years as wife of the Governor of California, and now as the First Lady, she has visited hundreds of hospitals here and abroad.

- Arts: To focus attention on excellence in American arts, she began hosting a series on PBS television called "In Performance at the White House". The program uses the White House as a showcase for young talent as well as the masters in each field.

Awards

- U.S. News & World Report poll ranked her one of the most influential people on their "Who Runs America" roster, May 1982.
- PRIDE (Parents' Resource Institute of Drug Education) National Commendation for contributions to the national parents' movement to reduce the use of psychoactive drugs among the children of our nation, April 1982.
- Special tribute by U.S. Chamber of Commerce for outstanding work in drug abuse prevention, April 1982.
- Received Promethean Award from Daytop Village Foundation, October 27, 1981.
- Ranked number one in the Annual Gallup Poll of the Most Admired Women in the World, 1981.
- One of 10 Most Influential Women of 1981, by University of Southern California Panhellenic Council.
- One of 10 Most Admired Women in the World, Good Housekeeping Magazine, 1981.
- One of 10 Most Admired Women in the U.S., Good Housekeeping Magazine, 1977.
- Los Angeles Times' Woman of the Year, 1968.
- California's Most Distinguished Woman, the National Art Association.
- Permanent Member in Hall of Fame of Ten Best Dressed Women in U.S.

Honorary Chairmanships

- National Chairman of Aid to Adoption of Special Kids, 1977.
- Honorary Chairman, President's Commission on Arts and the Humanities.
- See attached list for additional honorary chairmanships.

Author

- Nancy, 1980.
- To Love A Child, 1982.

HONORARY CHAIRMANSHIP ACCEPTANCES

1981

Wolf Trap Foundation Board of Trustees
Honorary Chairman

Joffrey Ballet Gala
March 15, 1981 in New York City
Honorary Chairman

Vietnam Veterans Memorial Fund
Honorary Sponsor

Cherry Blossom Festival
Honorary Chairman

Republican Women's Federal Forum
Honorary Chairman

Goodwill Embassy Tour
May 9, 1981 in Washington, D.C.
Honorary Chairman

Girl Scouts of the U.S.A.
Honorary President

Women's Committee of the President's Committee of Employment
of the Handicapped
Honorary Chairman

John F. Kennedy Center for the Performing Arts
Honorary Chairman

Ford's Theatre Gala
March 21, 1981 in Washington, D.C.
Honorary Chairman

Los Angeles County Museum of Art benefit
November 16, 1981 in Los Angeles
Honorary Chairman

National Women's Republican Club
Honorary Chairman

National Society of Arts and Letters
Honorary Chairman
Washington Chapter
Honorary Member

National Trust for Historic Preservation
Honorary Chairman

Carnegie Hall
Honorary Chairman

Soliders, Sailors, Marines, and Airmen's Club
Honorary President

Girls' Clubs of America, Inc.
Honorary Chairman

Odyssey '81
Honorary Chairman

Save the Children National Committee, 50th Anniversary
Honorary Chairman (with the President)

1981 Christmas Shop (Junior League)
Honorary Patron

League of Republican Women of the District of Columbia
Honorary Member

Society of Sponsors of the United States Navy
Honorary Life Member

Honorary Blimp Pilot by The Goodyear Tire and Rubber Company
5-20-81

1981 National Symphony Ball
Honorary Patron (with the President)

1981 Ambassadors Ball (National Multiple Sclerosis Society)
Honorary Patrons (with the President)

D.C. Society for Crippled Children, Inc.
Honorary Chairman

American Newspaper Women's Club
Honorary Member

Big T Veterans' Association
Honorary Lifetime Membership

Filmex Salute to Elizabeth Taylor
Honorary Chairman

1981 Kennedy Center Honors
Honorary Chairman

1981 Project Hope Ball
Honorary Chairman

Hospitalized Veterans Salute
Honorary Patron

1982

United Service Organizations
"Woman of the Year"
(Luncheon in January 1982)

1982 Goodwill Industries Guild Embassy Tour
Honorary Chairman

Serve on "Host Committee" of "Someone Special," performed
by Carol Lawrence, March 17, 1981 at Kennedy Center

"Friend" of the New Haven Shubert Theatre

Blue Rose Gala with Mrs. Begin
(event cancelled)

Second Genesis Fundraiser
Honorary Chairman

1982 Ambassadors Ball (National Multiple Sclerosis Society)
Honorary Patron (with the President)

National Bible Week
Honorary Chairman (with the President)

St. John's Child Development Center
Spring Party
Honorary Chairman

College Republicans 90th Anniversary Conference
Honorary Chairman

1982 National Symphony Ball
Honorary Patron (with the President)

1982 Christmas Shop (Junior League)
Honorary Patron

1983

1983 Washington Antiques Show
Honorary Chairman

1983 Cancer Crusade
Honorary Chairman

Sell

September 1, 1982

The Honorable
Michael K. Deaver
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

Following the trauma of Dr. Davis' death, Nancy Reagan likely can use a new point of interest and enthusiasm. I want to suggest one.

I suggest the President appoint her as Special Emissary to UNICEF.

You may know that Mrs. Lopez Portillo - wife of the Mexican President - served in this post in 1981 and was able to use it to develop a number of programs both within Mexico and on the international front.

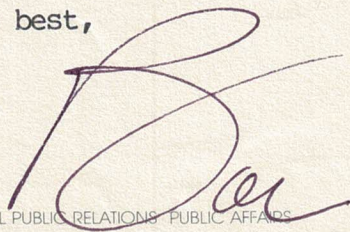
The United Nations Childrens Fund, UNICEF, was created by the United Nations in 1946 as a post-war emergency relief organization for children. In the early '50's the United Nations changed its mandate to caring for disadvantaged children in developing countries. UNICEF received a Nobel Peace Prize in 1965 for its work throughout the world on behalf of children.

Obviously, Americans are not unanimous in their support for the United Nations but there appears to be total support for UNICEF.

If Mrs. Reagan accepts the post she could select the areas and activities she feels are most important either on the international scale or closer to home. She could tour UNICEF projects in the United States and abroad, participate in UNICEF commissions and task forces. Very importantly she could do as much or as little as she wanted when and where she wished to do it. When an international emergency occurs, she has a logical podium and forum for action if she wishes to take it.

To me the assignment has so much going for it. It has stature worthy of her participation. It has open-ended opportunities for involvement but no fixed requirement or responsibilities. And it gives Mrs. Reagan the opportunity to be around children, the forum in which she has no peer.

All the best,



NATIONAL PUBLIC RELATIONS PUBLIC AFFAIRS

THE POWER HOUSE
WASHINGTON, D.C. 20007
202 333-7400

THE WHITE HOUSE

WASHINGTON

October 13, 1982

*Hold for
comments
from 77 w
gergen*

MEMORANDUM FOR MICHEAL DEEVER
FRED FIELDING
DAVID GERGEN

FROM: JAMES S. ROSEBUSH *JSR*
SUBJECT: "DEAR MR. PRESIDENT"

A.C. Lyles has retained a writer and producer and N.B.C. has committed to taping a T.V. special, "Dear Mr. President." The taping will require 60 to 90 minutes of the President's time in the Oval office, ideally in mid to late January, 1983.

The concept (approved by you earlier this year) is based upon the thousands of letters received by the President each year. In many of these letters the writers ask about more information on their government. In fact the lead letter asks that the President show more of Washington and the White House to average "working people" on television. Fifteen children from around the country will be selected on the basis of the letters they have written and they will be brought to Washington to tour various aspects of the government and to chat in the Oval office with the President.

The scenario would begin with an arrival at the familiar North Portico and a greeting by Mrs. Reagan, who would lead the children briefly through the State Floor and take them to the Oval office and introduce them to the President. While the President sits down and talks with the children and answers their questions the filming will flash to other sites the children will visit such as a meeting with Tip O'Neil or Howard Baker at the Capitol; a visit to the Bureau of Printing and Engraving; the Air and Space Museum; etc.

This show would be aired sometime in the spring and would, I think be very positive. Following its commercial use it will have educational appeal in classrooms. A.C.Lyles is looking for a final sign off from us on the concept and scheduling the President's time. I need to give him this answer by the end of this week.

I will accordingly call your office this week to see if you have any objections.

See attached.

FROM THE DESK OF

William H. Best

File

October 17, 1982

Dear Mike:

After the election, during the month of November (which is "rating period" time in TV land) my wife, Andrea, would like to get The First Lady on a local TV show here in Washington for one half hour to talk about anything or do anything.

The show can be pre-taped and pre-viewed (since it is not "news").

Andrea is a "free lance producer" on this project and it would help her very much if this could work.

She is going to be having lunch with Shirley to talk about it and has called Rosebush etc.

In "TV Land", it would show interest in "local programming", which always makes the folks on TV Main Street happy.

The show is on the local ABC station and airs at 9:30 AM.

I would appreciate anything you could do to be helpful on this project.

W. Best

RONALD W. REAGAN LIBRARY

THIS FORM MARKS THE FILE LOCATION OF ITEM NUMBER 1-2 LISTED ON THE
WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

THE WHITE HOUSE
WASHINGTON

File

October 14, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES S. ROSEBUSH *JRM*

SUBJECT: CHILDREN'S VILLAGES

I have read the material you have forwarded from Helene. In fact I have been in contact with this organization in the past when they have invited Mrs. Reagan to participate in a program. While this is certainly an admirable program I would like to stay as strictly on the course of Drug Abuse and Foster Grandparents as possible.

I will of course keep this information handy and if the right opportunity opens up with this group we will pursue it.

Dorothy Uhlemann

November 16, 1982

Dear Mrs. Reagan:

Mr. Sinatra asked that I forward
the attached directly to you.

Warm regards,

Dorothy

encl.

LEE GOTTLIEB

1825 N. Lincoln Plaza
Chicago, Illinois 60614
(Home) 312-943-4654
(Work) 312-263-2500

OBJECTIVE Executive in charge of public relations/public affairs/communications for corporation or agency with full responsibility for execution of wide range of public relations activities.

QUALIFICATIONS Over 20 years diversified experience in public relations, sales promotion, advertising, editorial process (including production) and publicity (personalities, products and services). Strong creative as well as administrative talents.

EXPERIENCE Aaron D. Cushman & Associates, Inc., Chicago, 1978 to present (15th largest public relations firm in the nation)

SENIOR VICE PRESIDENT/GROUP SUPERVISOR

Responsibilities: Member of top management (second to President). Responsible for major accounts, especially at national level. Excellent record in bringing in new business, owing to extensive business and media relationships. Responsible for client services at our agency's St. Louis office.

Account responsibilities include:

Philip Morris/USA---Senior Public Relations Executive Midwest for this multi-million dollar national product promotion campaign - "The Merit Report: A Public Opinion Survey" (sponsored by Merit cigarettes). Member of Editorial Board. Close working relationship with marketing and promotion executives.

VideoConcepts--- Actively involved in implementing public relations program for this national chain of retail video "hardware" outlets (a Jack Eckerd subsidiary).

Knickerbocker Toy Co., Inc. (Warner Communications, Inc.)---Senior Executive for public relations account for one of America's leading toy companies.

Ramada Inns--- Senior Executive for national corporate public relations as well as individual properties.

Other accounts: Tribuno Wines, Exchange National Bank, Cole-Taylor Financial Group, Holiday Inns, Davis-Dann (major insurance agency).

Playboy Enterprises, Inc., Chicago, 1961 to 1977

VICE PRESIDENT/DIRECTOR OF CORPORATE PUBLIC RELATIONS, 1971 to 1977

Responsibilities: Reported to President and Chairman of the Board, with responsibility for maintaining and enhancing the image of the corporation. Directed staff of 30 in Chicago and Los Angeles, plus consultant public relations firms (Ruder & Finn, Solters & Roskin, among others).

EXPERIENCE
(contd.)

Budget responsibilities of \$1.6 million. Public contacts included investors, consumers, employees and the media.

Results: Supervised financial relations. Wrote annual report, quarterly reports and releases, and maintained liaison with NYSE. Handled all details of annual meetings, including writing of Chairman's address to stockholders. Arranged all media coverage. Coordinated due diligence meeting, analyst meetings and other matters relating to public.

Established and maintained press relations with concentration on business side. Achieved excellent reputation for professionalism at major newspapers, trade journals, as well as Time, Newsweek, WSJ, Business Week, Dun's and Fortune (all contacts are current).

Directed publication of company house organ and initiated procedures and methods to keep middle and top management informed about company activities (Fact Book, Corporate Yellow Pages, PR Briefs). Established need for and implemented production of corporate policy manual.

Directed all publicity for corporation's top executives and personalities. Directed all promotion and public for company's magazines, including promotion planning for John Dean, Jimmy Hoffa and Jimmy Carter interviews.

Prepared and merchandised corporate advertising to financial community. Lectured on American Marketing Research circuit, and addressed various advertising groups, MBA classes. Wrote and produced presentations.

VICE PRESIDENT/DIRECTOR OF SALES DEVELOPMENT & PROMOTION, 1962 to 1970
(Playboy Clubs International, Inc.)

Results: My annual sales promotion program helped produce \$10.6 million with operating profit of \$1.4 million. Created and directed Christmas sales campaign for club memberships involving print, direct mail and point of purchase. Budget of \$150,000 resulted in sales of more than \$1.5 million.

Created concept for Playboy magazine of PMOC (Playboy Man On Campus) enabling advertising department to sell literally millions of dollars in space to advertisers to college market.

Created concepts for premieres of clubs and hotels, working with local civic groups to involve communities in club and hotel openings.

Created innumerable sales promotion events for clubs (ethnic weeks featuring special cuisines, Secretary's Week, Valentine Week) resulting in increased sales.

MANAGING EDITOR, Show Business Illustrated, HMH Publishing Company, later Playboy Enterprises, 1961.

ASSISTANT MANAGING EDITOR, TV Guide, Triangle Publications, Philadelphia, 1950 to 1960.

MILITARY

U.S. Marines, Pacific and North China

EDUCATION

Graduate work, School of Business, University of Chicago, 1964
Graduate work, English, Columbia University, 1948
B.S., English, City College of New York, 1948

AWARDS
AND
DISTINCTIONS

- Delegate to White House Conference on Children and Youth. Conducted workshop in TV programming.
- Winner of Direct Marketing Advertising Association award for sales literature and packaging.
- Winner of Golden Trumpet Awards, Publicity Club of Chicago, for fund raising campaigns and special projects.
- Chairman of Brian Piccolo Cancer Research Fund for 10 years.
- Board of Directors, Public Relations Society of America, Chicago Chapter.
- Lecturer on American Marketing Research seminar circuit.
- Member, Grand Council of American Indian Center of Chicago.
- Member, Public Relations Advisory Council, Chicago Heart Association.

J. Rosebush
has Mrs. R.
seen?

MD

Antoinette K. Hatfield
3051 "N" Street, N.W.
Washington, D.C. 20007

November 29, 1982

The Washington Post
Letters to the Editor
1150 15th St., N.W.
Washington, D.C. 20071

To the Editor:

I read the Associated Press account of Mrs. Reagan's use of a helicopter to Camp David ("First Lady's Helicopter Trip Costs \$3,000", Washington Post, November 15th).

It is of course pleasing to see that the press is on top of these budgetary issues. However, I would like to expand its coverage to include another point of view.

I believe it is important to recognize the incredibly time-consuming demands inherent in the job of First Lady, for which no remuneration is provided. Mrs. Reagan's tremendous dedication to the efforts toward drug rehabilitation, her skillful performance as goodwill ambassador on behalf of the President, her expert and gracious hospitality as official hostess to the nation's many guests at the White House, demonstrate only some of the multitudinous and varied responsibilities of the First Lady.

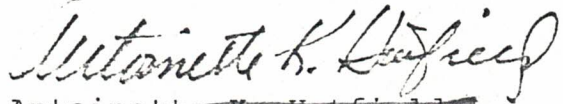
In addition, Congress has carefully scrutinized all budgets proposed by the Administration, including that of the White House. It has decided to provide certain accommodations for our nation's Chief Executive, among which is the availability of Camp David as a retreat for him, his family and immediate staff. Congress recognizes the many personal sacrifices demanded of the President and the First Lady. They include the yielding of their right to privacy, their lack of personal time due to the rigors of the job, as well as the risk to their own safety because of their prominent place in America.

The two previous First Ladies, Mrs. Carter and Mrs. Ford, also customarily helicoptered to Camp David. According to the Secret Service, this mode of transportation not only enhances security, but results in substantial cost savings, as well. Travel by motorcade to the Presidential retreat requires three to five automobiles, and nine to thirteen Secret Service agents in order to provide adequate security. This is in addition to required advanced notice to the U.S. Park Police, the State Police, and the local police, for any jurisdiction through which the motorcade passes on the two-hour drive. By contrast, use of the helicopter requires only two Secret Service agents and 30 minutes of travel time.

I appreciate the opportunity to discuss several points on this matter which the press apparently failed to consider.

Kind regards.

Sincerely,



Antoinette K. Hatfield