

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual
collections.

Collection: Deaver, Michael
Folder Title: Private Sector Initiatives
1981-1982 (3)
Box: 52

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories
visit: <https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives

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

THE WHITE HOUSE
WASHINGTON

Com. L M&D

Enclosed is a list of TV
stations who are producing
television shows as a
response to the Task Force efforts.
It is very impressive!

Jill P.

Individual stations which have aired or currently are in process of producing special community service programming on local social/economic issues.

WDAF, KANSAS CITY, MO.	WTVG, TOLEDO, OHIO
WTVN, COLUMBUS, OHIO	WNBC, NEW YORK, N.Y.
WKRC, CINCINNATI, OHIO	WMAQ, CHICAGO, ILL.
WGR, BUFFALO, NY	WKYC, CLEVELAND, OHIO
WBRC, BIRMINGHAM, ALA.	KNBC, LOS ANGELES, CALIF.
WDCA, WASHINGTON, D.C.	WFLD, CHICAGO, ILL.
WTAF, PHILADELPHIA, PENN.	WLVI, CAMBRIDGE, MASS.
WNCT, GREENVILLE, N.C.	WKBS, BURLINGTON, N.J.
WDEF, CHATTANOOGA, TENN.	KNGH, DENVER, COLO.
WBMG, BIRMINGHAM, ALA.	WTCN, MINNEAPOLIS, MINN.
WTVR, RICHMOND, VA.	WTLV, JACKSONVILLE, FLA.
WJHL, JOHNSON CITY, TENN.	KYTV, SPRINGFIELD, MO.
WSLS, ROANOKE, VA.	WFMY, GREENSBORO, N.C.
KAKE, WICHITA, KAN.	KENS, SAN ANTONIO, TEX.
WWBT, RICHMOND, VA.	WZZM, GRAND RAPIDS, MICH.
WBTW, CHARLOTTE, N.C.	WTVJ, MIAMI, FLA.
WHBQ, MEMPHIS, TENN.	WLOS, ASHVILLE, N.C.
KHJ, LOS ANGELES, CALIF.	KVOS, BELLINGHAM, WASH.
WPIX, NEW YORK, NY	WDVM, WASHINGTON, D.C.
KSTP, ST. PAUL, MINN.	WTBS, ATLANTA, GA.
KOB, ALBUQUERQUE, N.M.	KPNX, PHOENIX, ARIZ.
KXAS, DALLAS, TEX.	KARK, LITTLE ROCK, ARK.
WAVY, NORFOLK, VA.	WXIA, ATLANTA, GA.
WAND, DECATUR, ILL.	WPTA, FORT WAYNE, IND.
WREG, MEMPHIS, TENN.	WLKY, LOUISVILLE, KY.
KGAN, CEDAR RAPIDS, IOWA	KOCO, OKLAHOMA CITY, OKLA.
WISN, MILWAUKEE, WIS.	KBTW, DENVER, COLO.
WAGA, ATLANTA, GA.	WOR, NEW YORK, NY
WSBK, BOSTON, MASS.	KBHK, SAN FRANCISCO, CALIF.
WJKW, CLEVELAND, OHIO	WKBD, DETROIT, MICH.
WJBK, DETROIT, MICH.	KGTV, SAN DIEGO, CALIF.
WITI, MILWAUKEE, WIS.	
KCST, SAN DIEGO, CALIF.	

G. D. Searle & Co.
Box 1045
Skokie, Illinois 60076
Telephone 312 982 7100

Donald Rumsfeld
President and
Chief Executive Officer

Mike Deaver

Bill Verity
file

September 25, 1982

*Doesn't sound
like he has the fever
Bill.*

10/13

Mr. C. William Verity, Jr.
Chairman
The President's Task Force
on Private Sector Initiatives
734 Jackson Place, N.W.
Washington, D.C. 20500

Dear Bill:

Thank you so much for your note on the
Private Sector Initiatives.

I wish it were possible for me to be of
help, but I am afraid the Company is so
heavily committed in so many activities
at the present time that we simply will
not be able to take part in this one.

You are a great guy to be giving them a
hand.

With my best regards.

Sincerely,

[Signature]
Donald Rumsfeld

df

THE WHITE HOUSE

WASHINGTON

September 14, 1982

file here 11:00 AM

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAY MOORHEAD
Special Assistant to the President

SUBJECT: Verity Meeting

Verity wants to discuss several items:

- 1) He wants to discuss the Task Force End of The Year Report.
- 2) He wants to find out what mechanism you and the President would like to see established to carry on the Task Force's work.
- 3) He wants to make sure that the Administration makes Private Sector Initiatives the centerpiece of the 1983-84 domestic agenda (highlighted in the State of the Union Address, etc.). I have told him PSI will be a top priority.

We need to come out of today's meeting with agreement on the Agenda for the President's meeting.

Suggestions:


- 1) Verity presenting background - 15 minutes
- 2) Verity proposing Task Force options - 5 minutes
- 3) President, Verity, Deaver discussing 83-84 efforts - 10 minutes

THE WHITE HOUSE

WASHINGTON

August 3, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAY MOORHEAD 
Special Assistant to the President
Private Sector Initiatives

SUBJECT: Status of Private Sector Initiatives Effort

INTRODUCTION: The following is an update for you on the status of the Private Sector Initiatives effort, both at the Task Force and in my office.

I thought it would be helpful to outline some new initiatives underway, discuss with you some problems I see ahead, and finally, pull together my current thoughts on the future role of this office in 1983 and 1984. When we get together Friday I hope that we can talk substantively about a few of these issues.

SUMMARY OF MAJOR TASK FORCE ACCOMPLISHMENTS

PROJECT BANK: The Task Force currently has logged about 650 examples of Private Sector Initiatives in the data bank. These examples are made available to any individual or organization which requests them. We often pull examples for Presidential speeches and visits. By December, 1982 there will be approximately 1200-1500 examples.

PUBLICITY: After a string of negative press stories about the PSI effort (i.e., public relations hype, fill the gap efforts, involving only the rich and business, etc.) there are some encouraging signs that many communities are responding to the President's call for more individual initiatives. I should point out, however, that much of this activity could be crisis related and would not be pronounced in a "favorable economic climate".

SOME ENCOURAGING SIGNS: As a result of our meeting in May with the independent broadcasters, approximately 40 television stations are producing self-help broadcasts (showing how

other cities have solved problems) for their cities. This is truly remarkable and will only result in many more communities producing similar programs. The major networks, particularly CBS, are working on favorable stories on private sector initiatives. Many newspapers are beginning to run stories promoting volunteer and private sector activity. Several national organizations are printing excerpts from the Task Force newsletter (copy included, printed two times a month).

GOVERNOR EFFORT: To date, 39 governors have established formal relations with the Task Force. Most have formed private sector task forces as a response to the President's call. Others have expanded existing committees to respond to the initiative. The positive response from the governors is encouraging because they will be asked to carry a major part of the load in the future.

CABINET PROGRAM: All of the major Cabinet Departments and Agencies submitted on June 1 a report outlining their private sector initiative actions and proposals for more of the same. We are currently reviewing those reports, and we expect by September 1 to have the President recommend additional Cabinet level activities to promote the program.

At an early Cabinet meeting in the fall we will also demonstrate for the President and the Cabinet how the Project Bank's computer examples can work for them.

WHITE HOUSE MEETINGS: The President and the Task Force have briefed over 400 leaders from business, religious groups, media, civic and fraternal organizations, and the government about the program. There have been five major meetings at the White House. At least two more are scheduled in the next month.

PRESIDENTIAL SPOTLIGHT: The President has made five separate visits to cities around the country spotlighting private sector and volunteer activity. For example: New York City for summer youth jobs program, Chicago for private sector supported inner city school, Baltimore for recognizing private sector economic development efforts. Because of the fall travel schedule more visits are planned.

FUTURE TASK FORCE INITIATIVES

Besides continuing the activities already mentioned, several major initiatives are planned culminating in the end-of-the-year report/no report to the President.

POLICY RECOMMENDATIONS: There are two people currently putting together a policy framework for the Task Force Subcommittees. The eleven Committee Chairmen will be submitting recommendations by September 1 in areas such as: Incentives for job creation (tax credits, etc.), contribution strategies for corporations, religious groups, foundations, individuals, and economic development strategies, etc.

YOUTH INITIATIVES AND VOLUNTEERS: One of the major efforts underway at the Task Force is the development of strategies to promote voluntarism in general and in particular to involve youth.

During the fall I expect the Task Force to recommend that the White House organize a major meeting to focus on exemplary volunteer youth initiatives underway in this country. Although this focus would primarily respond to the need for recognition presently non-existent, the opportunity remains to expand the group to include young individuals who have been rehabilitated by the volunteer community. There are several exemplary models of non-profit organizations which have taken youth off the streets and made productive citizens. Most of these are directly related to job training mechanisms--high schools, business, community partnerships.

I see a need for 1) a meeting to spotlight and recognize young volunteers (in the same way that the Congressional Awards Program is designed), and 2) to recognize organizations that significantly contribute to youth.

For your information, the Task Force will be recommending that simultaneously with the White House recognition of youth, there will be local youth fairs organized around the country to promote voluntarism.

REGIONAL SEMINARS: The Task Force has worked out a partnership agreement with the Conference Board to conduct a series of workshops around the country with business, the purpose being to expose corporations to the information loaded into the data bank and other pertinent Task Force efforts. The purpose here will be to encourage corporations who aren't yet involved to get involved.

INTERNATIONAL PRIVATE SECTOR INITIATIVES: We have not dealt with international issues effectively as yet at the Task Force. The impression still rests that we are concentrating solely on domestic initiatives. Unfortunately, this perception is accurate, although we are making moves to correct it. For example: There is a proposal kicking around the Task Force to create an ad hoc committee of Task Force members to recognize overseas private sector initiatives. The current thinking is to recognize winners of several different categories in the fall.

This group would also recommend future events such as putting together an international conference or creating a foundation to carry on the work. In addition, Task Force efforts need to be coordinated with the Caribbean Basin Initiative.

The Task Force will not prepare a massive and formal report to present to the President. Current plans are to prepare:

1. an executive summary of major task force activities.
2. a printed summary of policy recommendations from the eleven subcommittees.
3. a short proposal entitled Agenda for Private Sector Action. Also included is a recommendation for a high level advisory group.
4. a videotape of exemplary private sector and volunteer activity to be widely distributed in 1983.
5. a 2-3 city tour with the President spotlighting major PSI activity in December.
6. an announcement that the Office of Private Sector Initiatives will coordinate Private Sector Initiatives activity throughout the administration during 1983 and 1984.
7. mailing of special "how to" materials to different constituent groups, i.e., corporations, mayors, governors, voluntary organizations, national organizations, etc.

The two most frequently raised questions are 1) which organization will take control of the data bank information, and 2) what kind of group will be assimilated to carry on the activities of the Task Force.

Verity's position is to wait until the September 21 Task Force meeting to pull together the recommendations of other Task Force members. However, he does say that he thinks there will be "some kind" of high level advisory group of private sector people which will continue to monitor PSI programs and the efforts of the White House office. Also, he states very clearly that the data bank information will not go to a government agency or special interest group. Instead, it will go into a bipartisan existing group of some kind, or to a newly created group formed to carry on the data gathering work. THIS IS VERY CONTROVERSIAL AND THE JOCKEYING FOR CONTROL OF THE INFORMATION IS INTENSE. To date, several non-profit and government agencies have made arguments to lodge this information in their organizations.

ACCOMPLISHMENTS

The Task Force will have a great story to report to the President. It is essential, however, that the affected constituent groups are primed beforehand about what the Task Force set out to accomplish. We cannot afford to let the impression linger that the PSI effort attempted to replace government programs, fill the gap from budget cuts, etc.

We will continue to emphasize the five major missions:

- 1) Identify and promote PSI models
- 2) Encourage targeting of resources by the private and non-profit sector
- 3) Build on existing partnerships to identify and promote community needs
- 4) Recommend ways to remove government obstacles and increase incentives for private sector
- 5) Contribute to the development of private sector oriented public policy

Please let me know your thoughts.

4:30 PM.

THE WHITE HOUSE
WASHINGTON

August 3, 1982

Feel free
to like to
discuss with
him.

MEMORANDUM FOR: MICHAEL K. DEEVER .
FROM: JOHN F. W. ROGERS
DEPUTY ASSISTANT TO THE PRESIDENT
FOR MANAGEMENT
SUBJECT: SALARY INCREASE FOR MICHAEL CASTINE

I received your note on Michael Castine and I agree completely with you that Michael is doing an outstanding job. However, we have a freeze on all salary adjustments until the beginning of the next fiscal year (October 1, 1982). I would prefer to consider the adjustment at that time.

I have detailed below Michael's salary adjustments to date:

1/21/81	Staff Assistant	\$20,467 + overtime
3/22/81	Staff Assistant	\$22,000 + overtime
11/29/81	Deputy Director	\$28,245

65-13

32,000

cc: Jay Moorhead

THE WHITE HOUSE
WASHINGTON

July 16, 1982

*Send to RP
with cover
memo
sent 7-20*

MEMORANDUM TO MIKE DEEVER

FROM:

RICH WILLIAMSON *Rich*

SUBJECT:

THE ATTACHED LETTER FROM BILL VERITY TO
THE PRESIDENT

You indicate in your note (see attached) to me that you would like to submit Bill Verity's letter directly to the President. I agree.

The last sentence of Verity's letter states "you may want to congratulate Governor Atiyeh on his innovative and effective approach." It may be appropriate for the Private Sector Initiative group to draft a letter for the President's signature regarding the Oregon event.

cc: to Rich Williamson

JUL 15 1982

ARMCO INC.

GENERAL OFFICES · MIDDLETOWN, OHIO 45043

C. WILLIAM VERITY, JR.
CHAIRMAN, EXECUTIVE COMMITTEE
BOARD OF DIRECTORS



*Rich W.
I would like
to pass this on
if you concur.
Mike*

July 12, 1982

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

Dear Mike:

I have attached a letter to the President which I hope you will deliver for me.

Governor Atiyeh created such a remarkable day for New Federalism and Private Sector Initiatives that I wanted to tell the President about it.

We will try to get like programs in other states.

Many Thanks.

Yours,

Rich

CWV:ba

Attachment

C. WILLIAM VERITY, JR.
MIDDLETOWN, OHIO 45042

July 12, 1982

Dear Mr. President:

I have kept any special reports to you to a minimum, which I'm sure is your wish. But, I attended a meeting on New Federalism in Portland, Oregon, last week that is so on target and so important to the states and communities that I'm compelled to tell you about it.

This meeting on New Federalism was chaired by Governor Vic Atiyeh of Oregon. He also acted as moderator for the day-long meeting. The conference agenda is attached. There were 650 people from government, business, unions, not for profit organizations, service organizations, and educators participating in the conference.

At the beginning of the session, the Governor announced the formation of a special 11-person commission to review the results of this conference -- and to report to him in sixty days with recommendations on how to best establish a Task Force on Private Sector Initiatives for the State of Oregon.

This is a brilliant tactic. It assures the success of such a Task Force. It assures including the people, programs and projects necessary to making things happen in Oregon. It will provide the best way to stimulate the formation of community partnerships throughout Oregon.

It is such a sound and basic approach that our Task Force is sending Governor Atiyeh's format to the other 49 Governors with the hope that some of them may want to use this same device in establishing their Private Sector Initiative Task Forces.

Vice President Bush's presence and remarks added substance and official Presidential recognition to a splendid program.

You may want to congratulate Governor Atiyeh on his innovative and effective approach.

Sincerely,



CWV:ba

President Ronald Reagan
The White House

THE WHITE HOUSE

WASHINGTON

July 12, 1982



MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAY MOORHEAD, SPECIAL ASSISTANT TO THE PRESIDENT
PRIVATE SECTOR INITIATIVES



SUBJECT: PRIVATE SECTOR INITIATIVES HIGHLIGHTS.

Thirty-Six Governors - have responded to the President's call and have created or are in the process of creating task forces on the state level.

The American Enterprise Institute (AEI) - completed a one-year private initiatives study requested by President Reagan to determine how traditional institutions in the private sector can extend and make effective their effort to solve society's pressing problems. William Baroody, President of AEI, presented President Reagan with the first copy of the book.

Gulf Oil Company - announced on July 2, 1982, that they donated \$200,000 to four different city governments or community-based organizations to provide summer jobs. The cities include Atlanta, Philadelphia, Houston and Pittsburgh. Also at the Gulf Headquarters, 19 summer jobs were created.

Hallmark Cards and 100 local companies and 25 foundations - fund the Learning Exchange, based in Kansas City, Missouri. The primary goal of the exchange is to improve the quality of education by improving the quality of teaching. The program works with over 20 city school districts and contact is made with 50,000 educators and school children each year.

KGAN-TV in Cedar Rapids, Iowa - held a "jobathon" on Friday, July 9, where every 15 minutes they interviewed persons needing jobs. Also interviewed were employers in need of workers. The effort received national attention and a telephone call from President Reagan complimenting the effort.

The National Alliance of Business - has completed a nationwide review of business participation in the Private Sector Initiatives Program and the Skill Training Improvement Program. The 15-page study concludes that private sector involvement in employment and training projects has produced results superior to those of traditional CETA programs.

Monsanto - is providing \$23.5 million to Washington University for a five-year biomedical research program reported to be one of the largest and most intimate business-academic partnerships ever.

Control Data Corporation - donated a \$118,000 computer instruction system to the public school system in Washington, D.C. The donation is part of a public/private partnership orchestrated by D.C. school superintendent Floretta McKenzie.

ABC Television Network - will show via closed circuit on July 14, the KAKE-TV of Wichita, Kansas film, titled "Surviving Reaganomics," to all 208 affiliates suggesting they cover similar vignettes in their communities.

The Digital Equipment Corporation - in response to the President's promotion of Building Partnerships received a unanimous vote for national validation by the National Commission on Excellence in Education in the computer field. The Digital Equipment Corporation formed a partnership with Oxford Public Schools of Maynard, Massachusetts.

Jefferson Pilot Broadcasting - took the lead and created a local Task Force on Private Sector Initiatives in Charlotte, North Carolina. Involved are civic, political and county leaders. The task force idea developed after the group viewed President Reagan's film on private sector initiatives.

Park Broadcasting - reports four of its affiliate television stations in New York, North Carolina, Virginia, and Tennessee are developing local task forces and highlighting positive community activities after viewing the President's film.

The Council on Foundations - recently reported that in higher education, voluntary aid rose 11.3% in 1980-81, collecting a record high \$4.23 billion.

Mobil Oil - is shifting its contributions away from the arts and towards social programs as reported in Business and Public Affairs Fortnightly. The company is emphasizing social problems because they feel human service projects have a higher priority.

Association of Community College Trustees Members - were briefed at the White House on private sector initiatives by Bill Verity and Jay Moorhead. Members exchanged ideas on how the community colleges might become more involved in the private sector initiatives effort, and agreed to involve their communities in the program.

THE WHITE HOUSE

WASHINGTON

June 30, 1982

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAY MOORHEAD, SPECIAL ASSISTANT TO THE
PRESIDENT FOR PRIVATE SECTOR INITIATIVES

SUBJECT: MEETING WITH BILL VERITY.

There are several agenda items which need to be discussed with Bill today. The biggest question in Bill's mind is how to present the Task Force's final report to the President and what mechanism will be left in place to carry the ball.

I have told Bill that our position is to present the President with an agenda for implementing private sector initiatives in 1983 and beyond.

I have urged Bill to think in terms of recommending to the President that PSI become the centerpiece of Administration policy in '83 and '84, noted in the '83 State of the Union, etc.

Other issues Bill will want to discuss are the data bank progress and the White House Symposium in December.

THE WHITE HOUSE

WASHINGTON

June 24, 1982

MEMORANDUM FOR RICHARD S. WILLIAMSON, SPECIAL ASSISTANT
TO THE PRESIDENT FOR LEGISLATIVE AFFAIRS

FROM: JAY MOORHEAD, SPECIAL ASSISTANT TO THE
PRESIDENT FOR PRIVATE SECTOR INITIATIVES

SUBJECT: Meeting with Executive Directors of State,
County and Local Public Interest Groups.

For your information, on June 10, 1982, Bill Verity, myself and several staff members met with the Executive Directors of the State, Local and County Public Interest groups (list attached) to discuss the President's Private Sector Initiatives Program.

An enthusiastic discussion followed the briefing and the meeting was very informative for both sides. The Executive Directors were very supportive and agreed to promote the effort through their organizations. It was suggested that future meetings of this nature be held.

Attached is a thank you letter from me to the attendees. In addition, a follow-up letter from Bernie Hillenbrand to me is attached.

I will keep you informed of any new developments.

Attachments

CC: M. Deaver
A. Holmer

ATTENDANCE LIST

PRIVATE SECTOR INITIATIVES MEETING

STATE, COUNTY AND CITY PUBLIC INTEREST GROUPS

ROOM 194, OLD EXECUTIVE OFFICE BUILDING

JUNE 10, 1982 - 4:00 P.M.

Mr. Stanley Alexander
Director, Washington Office
National Conference of Black Mayors
666 11th Street, N.W.
Washington, D.C. 20001
328-0382

Ms. Paula Alford
Federal Affairs Coordinator
National Association of Towns & Townships
1522 K Street, N.W.
Washington, D.C. 20005
737-5200

Mr. Alan Beals
Executive Director
National League of Cities
1301 Pennsylvania Ave., N.W.
Washington, D.C. 20004
626-3000

Mr. Norman Beckman
Director
Council of State Governments
444 North Capitol Street, N.W.
Washington, D.C. 20001

Mr. Donald Borut
Associate Director
International City Management Association
1140 Connecticut Ave., N.W.
Washington, D.C. 20036

Mr. T. Wendell Butler
President's Task Force on Private Sector Initiatives
734 Jackson Place, N.W.
Washington, D.C. 20500

Mr. Michael Castine
Deputy Director
Private Sector Initiatives
The White House
Washington, D.C. 20500

Mr. Richard Geltman
Community and Economic Development
National Governor's Association
400 North Capitol Street, N.W.
Washington, D.C. 20001
624-5300

Mr. Robert P. Goss
Director
National Conference of State Legislatures
444 North Capitol Street, N.W.
Washington, D.C. 20001

Mr. John Gunther
Executive Director
U.S. Conference of Mayors
1620 Eye Street, N.W.
Washington, D.C. 20006
293-6796

Mr. Bernard F. Hillenbrand
Executive Director
National Association of Counties
1735 New York Avenue, N.W.
Washington, D.C. 20006
393-6226

Mr. Jay Moorhead
Special Assistant to the President
Private Sector Initiatives
The White House
Washington, D.C. 20500

THE WHITE HOUSE

WASHINGTON

DRAFT COPY

Dear (Attendee:)

On behalf of Bill Verity and myself, I want to thank you for attending the meeting on June 10 to discuss the President's Private Sector Initiatives Program.

Through your organizations' contacts with community leaders, you have a unique opportunity to promote and develop positive and productive partnerships with the private sector. I know you have already made some strides in that direction. Your assistance in highlighting successful partnerships and the work of the Task Force in your newsletter is very much appreciated.

Also, I want to remind you about the resources which are available from the Task Force. The Project Bank examples may supplement the collection of data already compiled by your organization. The Speaker's Bureau was established to determine the availability of Task Force members for speaking requests. President Reagan's three-minute video tape on Private Sector Initiatives is available for your meetings and conferences.

In addition, the staff at the Task Force will assist you with specific projects or problems.

I am looking forward to working with you.

Sincerely,

JAY MOORHEAD
Special Assistant to the President
Private Sector Initiatives



National Association of Counties

Offices • 440 First Street, N.W., Washington, D.C. 20001 • Telephone 202/393-NACO

June 14, 1982

Mr. Jay Moorhead
Special Assistant to the President
Private Sector Initiatives
The White House
Washington, D. C. 20500

Dear Jay:

We found the meeting on June 10th to be extremely helpful and I would like to follow-up by reiterating the suggestions we made at the meeting.

1. Continuation of the Data Bank. Our Academy for State and Local Government is a long established research and technical assistance arm capable of receiving and administering grants, making contracts, and has all of the legal and administrative talents necessary to continue the data bank after your drop dead date of December 31st of this year.
2. Public Affairs Directors. It is my suggestion that at the earliest possible date your public affairs people meet with ours (the Big Seven) and map out a program of regular information on the Task Force to be used in our publications.
3. Task Force Emphasis. The Task Force has already been extremely effective in helping set the proper climate for us to proceed at the local level. Bill Verity, you have done a sensational job of selling the public on the President's program.

We would hope that you pay special attention to getting press understanding and support of what we are trying to do. This is the key to success at the local level and we have various degrees of success in accomplishing this by ourselves.

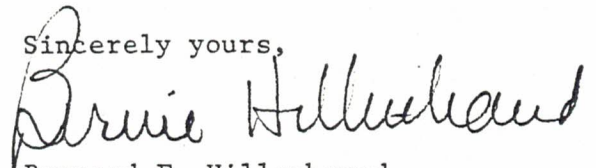
Mr. Jay Moorhead
June 14, 1982
Page two

We are delighted that both the President of the United States and you, Bill Verity, are going to address our conference in Baltimore, Maryland. We will have about 4,000 officials present and we will be awarding the first 100 of our "Good Neighbor" awards to those businesses that have been very progressive in helping local government.

We are delighted to be working with you and are looking forward to even closer working relationships in the months ahead.

Kindest personal regards.

Sincerely yours,



Bernard F. Hillenbrand
Executive Director

BFH:bw

cc: Wendall Butler
Michael Castine ✓
William C. Verity
Enid Beaumont

THE WHITE HOUSE

WASHINGTON

June 17, 1982

MEMORANDUM FOR CHARLES Z. WICK, DIRECTOR
International Communication Agency

FROM: MICHAEL K. DEAVER *Mike*

SUBJECT: Presidential Letters to USICA Private Sector
Committee Members

Please excuse my delay in responding to your memorandum of May 27 recommending Presidential letters to the chairmen and members of your private sector committees.

You should be aware that we receive many requests for Presidential recognition each week, particularly now that the President has been emphasizing private sector involvement with the government.

Many of the requests come from Presidential Boards and Commissions in addition to Secretarial Boards and Advisory Commissions.

Although each of these Boards and Commissions are important to the success of the President's Private Sector programs, we are unable to provide Presidential thank you's or arrange for White House meetings.

If we change our policy I will let you know. In the meantime, I want to thank you for your continuing support and leadership, particularly as it relates to private sector initiatives and volunteer participation.

THE WHITE HOUSE
WASHINGTON

June 10, 1982

*draft a
response*

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAY MOORHEAD

Jay Moorhead

SUBJECT: Wick Proposal for Presidential Letters
and Ceremony

~~I have reviewed Wick's request and recommend that you do not approve.~~

1. The members are not Presidential appointments.
2. They haven't accomplished anything yet.
3. It would break precedent. We don't even acknowledge Presidential appointments unless they have made an extraordinary financial or substantive contributions to the President.
4. How could we justify not sending the 15,000 other committee people thank-yous and ^{no}scheduling ceremonies for Presidential appointments?

**International
Communication
Agency**

United States of America

Washington, D. C. 20547

Director



May 27, 1982

MEMORANDUM FOR: The Honorable
Michael K. Deaver
Deputy Chief of Staff and
Assistant to the President

FROM: Charles Z. Wick *CZW*

SUBJECT: Presidential Letters to USICA
(USIA) Private Sector Committee
Members

USICA has established several private sector voluntary committees to assist the Agency in its public diplomacy efforts. The committees represent the recognized leaders in several key fields, and include such individuals as Jack Valenti, Lane Kirkland, Norman Podhoretz, David A. "Sonny" Werblin and Ed Feulner.

In keeping with the President's mandate to place greater reliance on the private sector, we think it is appropriate to recognize private citizens who contribute their time and expertise to the promotion of American values.

The President has already demonstrated the power of White House recognition of private sector involvement. The hosting of a White House reception, January 29, 1982, for major private sector leaders gave great impetus to a \$550,000 fund raising drive for "Let Poland Be Poland." This high level attention is a powerful motivating force for ensuring private sector interest.

Per our discussion some time ago, we would appreciate the opportunity to have the President present a letter of thanks to each committee member and chairman. They will be cited for their contribution to the better understanding abroad of the American way of life. This will require two formats, one for chairmen and one for members. Drafts of both formats are attached. At the present time there are 15 chairmen and 11 committees in operation. A list of committees, members and statements of purpose is also included.

It would be possible to have the President in a brief ceremony present these letters in an attractive folder. We think it could add a terrific motivation for recruiting other private sector people, as well as generating a lot of loyalty. We would appreciate your advice.



**International
Communication
Agency**

United States of America
Washington, D.C. 20547

Office of the Director

DRAFT LETTER FROM PRESIDENT TO COMMITTEE CHAIRMEN

Dear _____

As you know, I have been interested for some time in finding ways to encourage talented individuals in the private sector to get involved in making their government more effective.

I believe much can be accomplished when a creative partnership is formed between the private sector and its public servants. For that reason I was especially pleased to learn of your committee's efforts to assist USIA in promoting the American way of life.

As chairman of USIA's _____ Committee, you have contributed a vital part of the immense talents and expertise essential to the successful partnership I have envisioned. Thank you for your service to our country.

Sincerely,



**International
Communication
Agency**

United States of America
Washington, D.C. 20547

Office of the Director

DRAFT LETTER FROM PRESIDENT TO COMMITTEE MEMBERS

Dear _____

As you know, I have been interested for some time in finding ways to encourage talented individuals in the private sector to get involved in making their government more effective.

I believe much can be accomplished when a creative partnership is formed between the private sector and its public servants. For that reason I was especially pleased to learn of your efforts to assist USIA in promoting the American way of life.

As a member of USIA's _____ Committee, you have contributed a vital part of the immense talents and expertise essential to the successful partnership I have envisioned. Thank you for your service to our country.

Sincerely,

6/11

Pat -
If you get a
chance, pls give
plw to MKD Sat.

To: Mike Deaver
From: Tim Moorhead

Enclosed is TAB A which
I omitted from my report. It
describes a ^{new} summer jobs ^(initiative) program &
answers some of the objections raised
by OMB to my previous proposal.

I am bringing in some ~~people~~
corporate people and community based organ-
ization folks, to see if they would run
with ~~this~~^{this} on Wednesday.

ml

**BUILDING
PARTNERSHIPS**



*file
PSI*

MEMORANDUM TO: JAY MOORHEAD
FROM: WENDELL BUTLER *Wendell*
DATE: June 10, 1982
SUBJECT: 1982 SUMMER JOBS INITIATIVES (PART I)

Jay, I have followed up on our discussions regarding an Administration youth employment initiative for this summer. Based on my discussions with a number of people both within the Administration and the private sector, I have concluded that any Administration summer jobs initiative should have three basic goals:

- It must get off the ground very quickly and be visible and credible.
- It must be uncomplicated and have some measurable impact on the unemployment problem in cities.
- It must be geared toward the private sector and away from historic government programs.

Based on these factors, I recommend that we immediately put in place a \$20 million pilot summer youth employment program involving the Administration in partnership with private sector corporations and community based organizations. The key elements of my proposal are as follows:

- We have identified, through the Task Force on PSI and the NAB effort, several examples of successful summer jobs programs funded by corporations and administered by community-based organizations. They are already in place and will be beginning to hire teenagers in late June and early July.
- The procedure in most cases is similar and quite simple. Requests for proposals are sent during the winter and spring to hundreds of non-profit organizations throughout the Nation which operate in communities where the company conducts operations. The agencies propose how they would employ a specific number of youths who would carry out specific jobs located either within the agencies or at small businesses located within the environs of the agencies.

- Proposals are judged with regard to job skill values and quality of supervision. Funded jobs consist of work as cashiers, architectural draftsmen, photographers' aides, auto mechanics, secretaries, salespersons, radio station technicians, carpenters' aides, etc.
- The corporations generally pay youths minimum wage stipends (\$800/1000 for the summer) and the community based organizations provided supervision.
- Many of these projects could be significantly expanded with matching government dollars. For example, if a corporation has a program in place at a funding level of \$500,000 to hire 500 kids we could enter into a cooperative agreement with a company to provide \$500,000 in federal funds, if the corporation can guarantee the hiring of 1,000 youths, rather than 500. This would eliminate the potential for substitution.
- I have been assured by DOL officials that we have the discretionary authority to do this since the grants would not be made to corporations but rather to community based organizations which operate under the corporate umbrella.
- We have spoken with several corporations and community based organizations which would be delighted to enter into such partnerships with us. I plan to meet with others early next week to make sure the process is workable.
- Mayor's and their cities would benefit from the increased jobs that this activity would generate.
- As I mentioned earlier, we need to hold a major kick-off with the President on or about June 21st, to which we could invite the corporate leaders who sponsor such programs. It would both recognize their private sector efforts in this area and encourage other corporations to set up similar programs during this and future years.

I would like to discuss this with you in more detail at your earliest convenience.

T. Wendell Butler

TWB/11



MEMORANDUM TO: JAY MOORHEAD
FROM: WENDELL BUTLER *Wendell*
SUBJECT: 1982 DOD SUMMER JOBS INITIATIVE (PART II)
DATE: June 11, 1982

Jay, I have talked with several DOD officials and I suggest the following as Part II of the Administration's 1982 Summer Jobs Initiative. Part I is contained in my memo to you of June 10, 1982 (copy attached).

DOD Summer Youth Employment Program

Background

Since the late 1960's DOD has administered Summer Youth Employment Programs on its military installations throughout the world. More than 25 thousand youths are employed during a given summer and most programs have provided some very useful work experience for the young people. Equally important the programs have had some subtle but significant recruiting effects, both for military enlistments and the DOD civilian workforce.

Administratively, the programs work this way. During January or February of each year, the Secretary of Defense requests each of the services to set aside job slots on military installations for summer youth employees. There is no budget line item for these programs. Rather, base commanders are responsible for recruiting the youths and paying their salaries from the base payroll. The programs focus on economically disadvantaged youths and in the case of bases near Indian reservations, special efforts are made to hire Indian youths. As you can see, the program is highly decentralized.

This program has received little national publicity. It also appears that potential for expansion exists on some military bases. In view of that, I recommend that the Administration take the following steps for this summer:

- The President could issue a statement of support for the DOD program and ask that base commanders increase by 15%, where possible, the number of youths hired this summer. This could potentially add another three to four thousand to the number of youths employed this summer on military bases. The announcement could be held in conjunction with the White House kick-off ceremony for summer jobs, to which Secretary Weinberger, the service secretaries, and the Chairman of the Joint Chiefs of Staff should be invited.
- Financial support could be provided, on a pilot basis this summer, to a private non-profit summer jobs program operating on military bases this summer. One such program, Youth Service, U.S.A. has been brought to the attention of the Task Force. They are attempting to involve military bases in a partnership with other elements of the local community in hiring and training youths on military installations. Model programs are being administered at Wright Patterson Air Force Base in Dayton, the Naval Air Station in Memphis and the DOD Defense Depot in Memphis. I suggest that we consider providing matching funds to the largest of the programs, the Air Force program at Wright Patterson, which is near Middletown. We have a proposal at the Task Force from Youth Service U.S.A. which would require modification and resubmission if we decide to go with it. Rather than making this a part of the Presidential announcement, I would recommend folding this into Part I, the Corporate/Community-based Organization Summer Youth Program described in the attached memo.

Let me know if you need any other assistance from the Task Force.

T. Wendell Butler

TWB/11

cc: C. W. Verity
J. Guth