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File Folder PRIVATE SECTOR INITIATIVES 1981-1982 (8)

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149

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	MEMO	JIM ROSEBUSH TO MIKE RE BAROODY PACKAGE (PAGES 2-3 ONLY)	2	ND	B6

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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

file

October 19, 1981

TO: BARBARA BUSH
FROM: JAMES S. ROSEBUSH *Jim Rosebush*
SUBJECT: PRESIDENT'S TASK FORCE ON PRIVATE SECTOR INITIATIVES

Thank you for writing to Mike Deaver about Ellen Straus and the possibility of her involvement in the Task Force.

I am well acquainted with "Call to Action". It is an excellent program and precisely the kind of effort we are attempting to promote. I am also aware of Mrs. Straus' contribution and I am acquainted with her daughter and son-in-law. We will certainly attempt to find an appropriate role for Mrs. Straus in the program.

Susan Porter Rose has mentioned that we will have an opportunity to discuss private sector initiatives in person very soon. I look forward to talking with you and learning your insights on voluntarism.

cc: Michael K. Deaver ✓

October 10, 1981

*Let me know
on this.*

*James
Rosenbaum*

MEMORANDUM FOR MIKE DEEVER

FROM: BARBARA BUSH

SUBJECT: President's Committee on Voluntarism

I understand a President's Committee on Voluntarism is being appointed, and I would like to bring to your attention someone I believe is an outstanding representative of the voluntarism community and a well-known authority on the subject.

She is Ellen Sulzberger Straus (Mrs. R. Peter, 1321 4th Street, S.W., Washington, D.C. 20024, 484-0812).

Ellen Straus is a Smith graduate, is of the New York Times Sulzbergers, has a radio station in New York, and among her finest accomplishments is the founding of a nationwide referral service called "Call to Action." Call to Action is now established in 45 cities, is fully staffed by volunteers, and has benefitted well over 200,000 persons needing assistance.

Although I do not know enough about the Committee's plans to be certain whether you are appointing individuals or representatives of specific organizations, I believe Ellen Straus would make an outstanding contribution to this important work.

Thank you.

Barbara

*Mike - This is just a suggestion.
Might be good for lots of reasons -
Some political & some good sense.
Do not answer - just know I
am trying to help.*

OCT 16 1981



OFFICE OF
THE DIRECTOR

ACTION

WASHINGTON, D.C. 20525

Full

October 6, 1981

MEMORANDUM

To: Michael K. Deaver
Deputy Chief of Staff and Assistant to the President

From: Thomas W. Pauken *Tom Pauken*
Director

Subject: Response to President's Volunteer Initiatives

As a result of the President's speech to the National Alliance of Business yesterday and the broadcast speech a week ago, the White House will be getting a lot of phone calls and mail asking for information on the President's initiatives.

I am volunteering ACTION to help out in responding to and following-up on, the calls and letters.

We propose to log the inquiries for follow-up as some of the President's specific proposals and programs come on line. We also can put individuals and groups in touch with successful volunteer programs in or near their local community.

I am directing the ACTION staff to concentrate our attention on developing ways in which we can support the President's initiatives.

We are also discussing this with Congressional leaders in the House and Senate who will be receiving many similar inquiries.

AGREE _____

DISAGREE _____

LET'S DISCUSS _____

cc: Edwin Meese, III
James A. Baker, III
Elizabeth Dole
James Rosebush
Craig Fuller

THE WHITE HOUSE

WASHINGTON

October 6, 1981

MEMORANDUM FOR MICHAEL DEEVER

FROM:

JAMES S. ROSEBUSH

SUBJECT:

Private Sector Initiatives Highlights for
the Week of September 28, - October 2, 1981

NAM -- Held press conference to support Administration's PSI effort. Poll reveals 70% of member companies expect to increase corporate contributions.

U.S. Chamber -- Sent letter encouraging PSI to 1,300 trade associations and all Fortune 100 CEO's.

Texas Businesses -- 35 Texas business leaders wrote to the President to indicate they will do more in their communities.

Blue Chip - In -- In Baltimore six business leaders are working with the mayor to encourage a higher level of giving to offset budget cuts and lost CETA jobs. State of Tennessee is also starting a blue chip-in.

National Foundation for Medical Care -- Providing emergency care at hospitals and in municipalities using standardized procedures cutting costs in half.

Boys Clubs -- Developed a vandalism and graffiti control program helping youth gang members find employment.

Seattle Contribution -- 89 companies have joined the 2% (of pre-tax earnings) giving club.

Dayton - Hudson Corp. -- This Minneapolis leader is increasing its contributions level from 5% to 10%.

Armco Steel -- Announced a \$250,000 grant to the Hispanic Chamber of Commerce to study economic development.

United Way -- Don Seibert, Chairman of J.C. Penney gave a speech at the National Press Club supporting the Administration's PSI program.

page two
Michael Deaver
October 6, 1981

Southern California Association of Grantmakers -- will begin to address PSI with member foundations.

National Governors' Association -- will consider how to promote PSI programs on a statewide basis.

A.I.D. Private Sector Initiatives Project -- Is examining PSI options in six target counties. The international counterpart of what we are doing domestically.

General Motors -- Will carry PSI message to business associations and will contribute a loaned executive to help staff the task force.

Institute for Citizen Involvement -- Developing draft legislation on a tax deduction for human resources.

Interstudy -- Health care economists very supportive of the Administration have agreed to provide free staff for task force part group on health

National Society of Professional Engineers -- Reviving a program whereby professional members donate services to communities.

National Neighborhood Watch -- An energetic grass roots campaign against community crime.

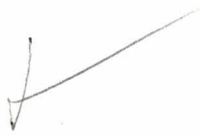
cc: Baker
Barody
Darman
Dole
Fuller
Gergen
Meese
Pauken
Speakes

THE WHITE HOUSE
WASHINGTON

*File here
PSI*

October 1, 1981

MEMORANDUM FOR MICHAEL K. DEAVER
FROM: JOSEPH W. CANZERI
SUBJECT: NEW YORK PARTNERSHIP



Attached is the background information on the New York Partnership from David Rockefeller.

Jack Davies, from David Rockefeller's Office, has met with Jim Rosebush on this today.

Thanks very much.

attachment:

NEW YORK CITY PARTNERSHIP--AN OVERVIEW

THE NEW YORK CITY PARTNERSHIP is an association of more than 100 business and civic leaders who are convinced that volunteerism can produce significant economic and social improvements in America's preeminent city.

The Partnership was founded in late 1979, after New York had survived a period during which it had teetered on the edge of bankruptcy, had to cut municipal jobs and services, and had seen construction, office occupancy, and its credit rating plummet. Businesses large and small were fleeing, as national politicians turned their backs on the city, pronouncing it a basket case.

That dire analysis overlooked the fiber from which the basket was woven. When things seemed grimmest, New Yorkers pooled their abundant local resources: groups in labor, government, voluntary associations, and the private sector, which often had warred against one another, devoted themselves to New York City's survival. Unions purchased city debt obligations and corporations donated top executive talent to help run city agencies.

That collaboration helped restore much of New York's vitality. It also persuaded commercial and civic leaders that a permanent, voluntary partnership could benefit the city even after the crisis had eased. Some 100 of them, under the chairmanship of David Rockefeller and presidency of Arthur R. Taylor, formed the New York City Partnership, a new umbrella organization that drew together such established private-sector groups as the 200-year-old Chamber of Commerce and Industry, and the widely respected Economic Development Council, a research and service agency. The Partnership's members come from all corners of the city, reflecting the diversity of talent, ethnicity, and politics that is the source of New York's dynamism.

In its brief life thus far, the Partnership has forged a voluntary organization that has proved so effective it has prompted New York's Governor Carey to remark that it had developed in one year what he had thought would take ten: "the kind of leadership that is so needed in New York City."

Here are a few of the things the Partnership has accomplished since it was founded:

Revitalizing mass transportation. Responding to a call from authorities of New York's faltering transit system, the Partnership has begun lending executives from major corporations to the city, providing the managerial and technical expertise needed to get the subways and busses running again. This is the largest public endeavor of its type undertaken by private industry in any American city.

Youth employment. A Partnership task force this past summer landed 14,000 jobs in 1,800 private businesses for the city's economically disadvantaged youngsters. No private-sector job-creation program on so massive a scale had ever been accomplished before.

The Partnership has also set up task forces to aid New York's efforts to combat street crime and to respond on a local level to President Reagan's budget policies. Its activities have established a model for other urban areas to emulate. And they are starting to do just that, for inquiries have come from around the country about setting up private-public partnerships to tackle local problems locally.

9/30/81

Following are brief synopses of
four major Partnership projects
either completed or under way.

TASK FORCE ON YOUTH EMPLOYMENT

The New York City Partnership decided at the outset that unemployed youth are one of the most serious threats to New York as a place to live and work. It set up a Task Force on Youth Employment to explore ways to find work for disadvantaged young people between the ages of 16 and 21. According to Delbert C. ("Bud") Staley, president of New York Telephone and chairman of the task force, the aim was to "start with summer employment, then expand the effort so we find jobs throughout the year."

Its first program, a summer-jobs campaign this year, was remarkably successful.

Headed by executives loaned to the Partnership by such firms as Metropolitan Life Insurance Company and New York Telephone, a Summer Jobs for Youth/'81 task force gathered some 250 volunteers from such sources as corporations, the Board of Education, and the teachers' union, placed them in a vast telephone command room, and proceeded to call 45,000 New York businesses to seek jobs. Mayor Edward I. Koch, visiting the headquarters, praised the Partnership as a "marriage with the city" and said "I have not seen professional political campaigns as well run as this public-service job campaign."

The result, heralded by the news media in New York City and throughout the nation, was 14,000 job commitments from some 1,800 firms, which far exceed the task force's most optimistic estimates. "It was easier than we thought to reach our goal," according to Bud Staley, "because everyone really got behind the effort to alleviate a serious problem besetting our society." He said the experience gave him "a firsthand view of just how much you can accomplish when the private and public sectors join forces."

Jobs were gathered from all five boroughs of the city. They ranged from pickle packer to truckdriver's assistant to messenger, bookkeeper, and fast food worker.

Most of the jobs were entry level; all paid at least the federal minimum wage; 30 percent paid above minimum.

The jobs were matched with recipients by lottery, superintended by city, state, and private-sector experts working together.

Analyzing the program, the volunteer staff learned that

- . 87 percent of the employers would participate again next year;
- . 90 percent of the employers would gladly supply written references for the young people they hired;

TASK FORCE ON YOUTH EMPLOYMENT

- . 87 percent of the employers rated the job performance at average or above;
- . 84 percent of the youths would accept the same job next year;
- . 94 percent of the young people who were hired said they found the experience worthwhile.

The staff has prepared a guide that succeeding administrators and their counterparts in other cities can use to set up similar permanent programs and to avoid some of the bumps experienced the first time around.

As an editorial in New York's Daily News entitled "Job Well Done" concluded, "We expect even bigger and better programs in the years to come."

TASK FORCE IN THE NEW YORK CITY TRANSIT AUTHORITY

Known as the Transit Authority, or TA, this service provides mass subway and surface (i.e., bus) transportation within the five boroughs of the city. Its parent agency is the Metropolitan Transportation Authority (MTA), which serves the greater New York region. Last December, MTA Chairman Richard Ravitch asked for Partnership support for his program to restore the region's mass transit system to a state of good repair. He outlined some \$14.3 billion in capital needs over the next 10 years (figured in 1980 dollars).

While acknowledging the severity of the deterioration of the city's bus and subway system, the Partnership cautioned that capital improvements alone cannot result in successful restoration of mass transit and urged analysis and improvement of the system's management. Chairman Ravitch invited the Partnership to provide a task force to undertake the analysis.

As one of the Partnership's "twin pillars," with many years of experience in the operation of management task forces in city government agencies, the Economic Development Council (EDC) organized an initial study. It identified 56 major projects in which the expertise of the private sector could help introduce modern and efficient management programs.

The EDC has had some 10 years of experience in recruiting management talent that is loaned by the private sector, or that has recently retired from the private sector, to staff its task forces. Salaries are fully paid by the lending companies, so there is no cost to the city. Periods of service are at least one year, full time. The task forces of loaned executives not only analyze management problems but make recommendations for change and are on the scene to help implement the recommendations.

After review of the initial study by MTA Chairman Ravitch and TA President John Simpson, recruitment of 20 executives loaned by the private sector was begun. Over several months, in a controlled process of selective interviewing, the task force was assembled (19 are on hand as of the end of September, with the 20th due to report early in October).

As the New York Post said, "The Economic Development Council offer provides Ravitch with a huge opportunity ... to bring in men of his own caliber, men who think in business terms the way he does -- in the business terms of striving for the impossible-- men who can help him sort out the managerial muddle he has to cope with daily ... he should take up the offer immediately and with the utmost publicity. At least, if this doesn't work, we will know that nothing will."

The New York Times said, "An initial two-month study by the executive group, the Economic Development Council, headed by David Rockefeller, described a sluggish and overstuffed transit headquarters with inadequate resources supporting the basic mechanical operations in the garages and on the lines ... Mayor Koch sent a letter to Mr. Ravitch, criticizing what he called the transit system's 'operational quagmire' and applauding 'the time and talent offered by the private sector.'"

Of the initial 56 projects indentified as urgent, some 24 are well under way. Some examples:

- . In the TA's legal division, 10,000 torts cases cost \$20 million annually. The task force is developing a strategy on case settlement that can achieve a 10 percent cost reduction.
- . In the Transit Police Department, at the request of Chief Meehan, 300 police officers (sergeant through lieutenant) are being trained in management fundamentals, with emphasis on the duties of the first supervisor.
- . To identify productivity problems and establish priorities for corrective action, Performance Trends and Goals are being established for key TA activities. These will cover each functional area.
- . To provide an inventory of skills, identify training needs and help select individuals for promotion, a computer-based Management Information System is being developed.
- . One of the most urgent needs is for a modern Materials Management System for requisition and replenishment of supplies and for maintaining inventory control. This is being established.

TASK FORCE ON PUBLIC SAFETY

Because safe streets affect the quality of urban life, the Partnership set public safety as one of its top priorities. The focus of the task force has been on creating citizen involvement in community crime prevention.

The task force, chaired by Maurice R. Greenberg, president and chief executive officer of American International Group, saw this as an opportunity to work with the established government criminal justice system, supplementing that system with private-sector resources. Neighborhood volunteers and volunteer organizations are being recruited to work with and through the Police Department in a number of ways, including:

- block associations
- citizen car patrols after dark
- tenant patrols (inside buildings)
- block watchers (with networks integrated by telephone alert chains)
- court watchers (monitoring cases involving victims from the community)
- Operation ID (registration of individual items of property)
- home security surveys
- youth services (including a "safe house" program to protect children going to and from school).

In the absence of government funding, support for the community crime prevention program will come from private sources.

TASK FORCE ON FEDERAL INITIATIVES

The President's proposals last spring to restrain federal spending and trim the escalating costs of social programs posed serious challenges to urban areas and especially to New York City. After decades of federal assistance flowing both to city coffers and directly to socially needy residents, the prospects of reduced federal resources aroused the Partnership to examine the local impact of the 26 major urban components of the President's budget initiatives. The aim was to examine changes affecting New York City to be certain the reductions did not fall disproportionately on the city and the region, and that the city's needy were not treated unfairly.

James D. Robinson III, chairman and chief executive officer of the American Express Company, assumed leadership of a special Partnership task force appointed by David Rockefeller to assess President Reagan's program. Joining Mr. Robinson were Richard R. Shinn, chairman of the Metropolitan Life Insurance Company; Jack Shaw, director of planning at Touche Ross & Co.; and Jewell Jackson McCabe, president of the Coalition of 100 Black Women.

After intensive study and debate about the President's budget initiatives, the task force's recommendations were adopted by the Partnership. These included a resounding endorsement of the need to control inflation and restore stability to the national economy by limiting the annual growth rate of federal spending to 5.5 percent and achieving a balanced budget by 1984. Mr. Robinson applauded the broadscale reduction in federal spending as essential to the overall economic objectives.

With respect to three of the programs, the Partnership concluded that the consequences to New York City of the Administration's proposals were severe enough to recommend that they not be implemented in their present form. Alternative proposals were developed and delivered to key government leaders in Washington by a top-level delegation led by Mr. Rockefeller and Arthur Taylor.

One area of concern involved the Administration's proposal to alter the benefit and incentive structure of the Aid for Dependent Children program (AFDC). Since New York City has a disproportionately large share of AFDC recipients, the Partnership alerted the Administration to proposed changes that apparently weakened the work incentives under the AFDC structure. It recommended that the existing differential in grants to working and nonworking AFDC recipients not be changed. In addition, the Partnership recommended that a comprehensive review of all income security programs be undertaken to eliminate the inefficiencies in providing separate programs for health, general welfare, and nutrition, which are administered by a complex array of regulations at the federal, state, and local levels of government.

TASK FORCE ON FEDERAL INITIATIVES

The Administration's proposal to phase out all mass transit operating assistance by 1985 would result in a loss of \$175 million for the Metropolitan Transit Authority, the task force pointed out. Since a reduction in operating assistance would come at a time when state, local, and farebox resources for financing transit operations were already severely strained, the Partnership recommended that operating assistance be continued by under a new formula based on the number of mass transit riders instead of the population in the area.

The proposed discontinuance of federal funding for Conrail was judged to be counter to efficient freight transportation in and around New York City. The Partnership asked instead that the United States Railway Administration's recommendations for operating efficiencies and improved productivity be implemented to achieve the savings sought by the Administration.

"The Partnership's reaction to the Administration's economic package represents a mutually beneficial communication between government and local communities," said David Rockefeller. "They proposed and we reacted and I believe we helped produce a better program."

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 30, 1981

TO: JIM ROSEBUSH
FROM: MICHAEL K. DEEVER
SUBJECT: John Sanders

John Sanders, Washington Representative for the National Association of Independent Schools (822-0130) would like to be involved in PSI.

THE WHITE HOUSE
WASHINGTON

File here

September 29, 1981

MEMORANDUM FOR MICHAEL DEEVER

FROM: JAMES S. ROSEBUSH *J. Rosebush*

SUBJECT: Private Sector Initiatives Highlights for
the Week of September 21-25, 1981

Jubilee Housing -- Private group has purchased five apartment buildings in Northwest Washington for poor people. Renovation costs average \$20,000 compared to HUD costs of \$80,000. Jubilee employment program has placed 23 welfare recipients in permanent jobs within ten weeks. No federal aid. A good showcase possibility.

The Rouse Company -- Rouse has been the most successful developer of blighted urban core areas. Now Rouse is establishing a \$15 million fund to finance housing for low income people.

Association of American Publishers -- AAP is establishing a Businessman's Council for Literacy to fund reading motivation programs and help remove functional illiteracy.

Tenneco -- Sponsored statewide conference on corporate volunteerism resulting in commitments to expand employee volunteer programs.

Senate Intergovernmental Affairs Committee -- Will be sponsoring hearings on PSI alternatives this fall in the areas of housing, child care, and the Elderly.

Washington, D.C. Volunteer Clearinghouse -- Recruited 1600 volunteers last year, is doubling its goal this year.

Smith Kline Corporation -- Will produce promotional material on PSI for Business Roundtable.

Kaiser Aluminum -- Will be campaigning for 2% corporate contributions commitment nationally and launching a new Employee Community Involvement Program in Oakland.

page two
Michael Deaver
September 29, 1981

Public Affairs Council -- Plans November 17-18 Conference to include focus on PSI.

U.S. Chamber -- 23 local chambers have now established community efforts based on Middletown Model. Leshner released statement supporting the President's call for volunteerism.

Community Effectiveness Institute -- Study reveals a high level of response to Reagan request for individual initiatives and voluntary action in neighborhoods.

Foundation News -- feature article on PSI.

MacDonald's Corporation -- Considering major ad campaign on individual initiatives.

Insurance Industry -- 100 CEO's met to launch new community initiatives of several billion dollars.

NAM -- Special press conference held to support PSI and issue new policy on corporate contributions.

cc: Baker
Baroody
Darman
Dole
Fuller
Gergen
Meese
Pauken

THE WHITE HOUSE
WASHINGTON

9/28

TO: JAB/EM

FROM: MICHAEL K. DEAVER
Assistant to the President
Deputy Chief of Staff

Information

Action

*Comments pls of
return to me ASAP.*

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 24, 1981

TO: MICHAEL K. DEAVER

FROM: JAMES S. ROSEBUSH *JSR*

SUBJECT: Calendar of senior staff luncheons with private sector leaders

Attached is a nine month schedule of meetings for senior staff with private sector leaders. As soon as you approve I'll work on dates and invitees.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 24, 1981

Senior White House Staff Luncheons with Private Sector Leaders

Format:

10 guests
Appropriate agency or cabinet chief
Baker, Meese or Deaver
Elizabeth Dole
Jim Rosebush

Agenda: Luncheon discussion of issues and how the private sector can do more to address community needs.

Calendar:

October:	Voluntarism	(Deaver, Pauken)
November:	Youth Employment	(Baker, Donovan)
December:	Crime Prevention	(Meese, Smith)
January:	Minority Economic Development	(Deaver, Cardenas)
February:	Housing for low-income people	(Baker, Pierce)
March:	Health care	(Deaver, Schweiker)
April:	Education	(Meese, Bell)
May:	Privitization of Municipal Services	(Baker, Pierce)
June:	Drug Abuse	(Deaver, Schweiker)

Mike, if you agree I'll begin to execute.

Yes _____
No _____
Discuss _____

MRD

THE WHITE HOUSE
WASHINGTON

September 28, 1981

Dear Tom:

Thank you for your proposals on Volunteerism.

I know you and Jim Rosebush have been meeting to coordinate our efforts.

Thanks again for keeping me posted.

Sincerely,

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

Mr. Thomas W. Pauken
Director
ACTION
806 Connecticut Avenue, N.W.
Washington, DC 20525

BCC: *Jim Rosebush*

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 21, 1981

dictate

TO: MICHAEL K. DEEVER

FROM: JAMES S. ROSEBUSH *J. Rosebush*

RE: Pauken Memo

You asked for comments. I met with Pauken last week regarding the attached. We have now developed a good working relationship, and we agreed that ACTION would (as I reported earlier):

- Develop a road show to boost voluntarism with White House participation.
- Manage the "volunteer of the year award" project.

ACTION will also provide incidental funding for the PSI Task Force.

The attached memo just reflects his ideas on the whole project which are now very supportive of the tack we are taking.



OFFICE OF
THE DIRECTOR

ACTION
WASHINGTON, D.C. 20525

*Jim Rosebush
for comments*

September 14, 1981

TO : Michael Deaver
Assistant to the President, Deputy Chief
of Staff

FROM : Thomas W. Pauken, Director *Thomas W. Pauken*

SUBJECT: Proposals for the Encouragement of Voluntarism
and the Expansion of Public/Private Partnerships

I. INTRODUCTION

"The more government takes the place of associations, the more will individuals lose the idea of forming associations and need the government to come to their help. That is a vicious circle of cause and effect."

(Alexis DeTocqueville, Democracy In America)

A central task of the Reagan Administration is to break this vicious circle and return to strength the indispensable American habit of responding to public needs through private voluntary associations. Otherwise, those associations -- churches, unions, corporations, foundations, and neighborhood, ethnic, business, and professional organizations -- will suffer a historic, perhaps irreversible, failure of mission. They will no longer be able to do what they have done, uniquely and well, for America: ensure liberty by mediating between the powerless individual and a powerful state; offer the means to an enriching cultural and political diversity; and, most importantly in our time, provide humane, creative, non-regimented help to those in need.

In achieving this large end, the Administration should perform four crucial functions;

- Through recognition, inspire the strengthening of voluntary associations; re-educate the American people to their significance and value.

- Do no harm. Support the American Enterprise Institute's examination of federal policies, laws, regulations, and forms of taxation which may inhibit the successful operation of voluntary associations.
- Create and encourage public/private partnerships, where there is a mutually appropriate or overlapping role. Call upon federal agencies to support AEI's endeavors to discover the dimensions of this possibility.
- For a transition period, assist social service agencies experiencing a reduction in federal funding to improve their ability to raise funds locally, manage their services in a cost-effective manner, and expand the use of volunteer resources. (ACTION can and should offer these forms of technical assistance.)

This paper will recommend strategies for the achievement of these goals.

II. Strategies

- A. The President should appoint a Task Force on Voluntarism.

- Composition of the Task Force

- Representatives from the White House staff, ACTION and the private voluntary sector. Representatives of the latter should be identified in terms of their support of the Administration's efforts in this area.

- Purposes of the Task Force

- Conduct a series of national and regional conferences with the purposes of:

- (a) identifying, recognizing, and disseminating information about cost-effective model programs employing volunteers to meet human needs;

- (b) exploring mechanisms of recruitment of volunteers, private-sector fund-raising, volunteer management, and general technical assistance; and
- (c) discussing the role of minimal federal financial support for the encouragement of voluntarism.

Such conferences might be jointly-sponsored by the White House, ACTION, and representatives of the major voluntary sectors. ACTION's role would be to provide information and assistance in identifying model programs and the technical aspects related to their organization and encouragement.

The following conferences are suggested.

White House/ACTION/Foundations and Non-Profit Associations

White House/ACTION/Religious Associations, Churches and Synagogues

White House/ACTION/Corporations and Corporate Foundations

White House/ACTION/Labor Unions

White House/ACTION/Professional Associations

White House/ACTION/Small Business

White House/ACTION/AEI/General Voluntary Sector:
To set forth proposals for federal legislative and regulatory changes designed to enhance voluntarism. This conference should await the outcome of the AEI Study.

In preparing each conference, the relevant federal agency should be consulted. For instance, the Department of Labor should participate in the labor conference.

Such conferences might wish to address both the mechanisms and spirit of voluntarism in general and also specific national problems. Prime candidates for special focus would be violent crime, drug abuse, problems of older Americans, and troubled youth.

- B. ACTION, as the federal agency mandated to "Encourage local, national, and international voluntary activities ..." and to "... coordinate ... federal activities involving such action" (Executive Order 12137), should:
- Form an inter-agency working group of representatives from agencies whose mandates include the provision of human services, especially those among the thirtytwo agencies with legislative authorization for the support or use of volunteers, to
 - Evaluate the utility of volunteer models to replace services whose federal funding has been put into block grants or reduced.
 - Encourage partnerships between federal and local or private volunteer agencies.
 - Under its statutory authority, appoint a National Advisory Commission on Voluntarism.
 - Composition of the Commission

Representatives of the major voluntary sectors. In addition to the large, "mainline" voluntary associations, churches, corporations, foundations, and labor unions, however, there should be strong representation of the tens of thousands of small, local efforts at social service provision which are the heart of voluntarism and which are insufficiently recognized. (For instance, some 500,000 local churches and synagogues engage in substantial but unnoted acts of service to their communities.)

-- Purposes of the Commission

- To follow-up on the recommendations contained in the AEI Study of Public/Private Partnerships commissioned by the President.
- To aid the President in identifying those areas of public concern most in need of attention from the voluntary sector.
- To conduct a campaign of public recognition for voluntarism. ACTION will assist the Commission in identifying methods of recognition and volunteer leadership and programs worthy of recognition.
- Plan and implement or support a series of training programs and conferences, in conjunction with its state and regional offices, to offer technical assistance to personnel of social service agencies experiencing a reduction in funds, to help them:
 - (a) expand their use of volunteers, in terms both of numbers and of the sophistication of volunteer activities;
 - (b) promote managerial efficiency;
 - (c) raise funds locally, from both the local public and the private sectors; and
 - (d) create public support for their programs in general through improved promotional techniques.
- Identify model volunteer efforts on a regular basis for Cabinet Secretaries, with the intention that each Secretary would make a special effort when travelling to visit and therefore publicize outstanding volunteer programs in his area of responsibility. For instance, the Secretary of HUD might call attention to low-cost volunteer programs for the improvement of housing.

III. CONCLUSION

The appropriate federal role in relating to voluntarism is perhaps best reflected in ACTION's mandate: to offer technical means to those who would volunteer but need information as to method; to lend just those small amounts of seed money which good ideas need when they are starting up; and to affirm the federal commitment to private social effort. ACTION is prepared to assist in all these capacities as the Administration calls upon the American people to resume their historic adventure in self-help.

cc: Edwin Meese, III, Counselor to the President
James Baker, Chief of Staff
Craig Fuller, Deputy Assistant to the President
William Baroody, American Enterprise Institute
James Rosebush, Special Assistant to the President

30 Rockefeller Plaza
New York, N.Y. 10112

Room 5600

247-3700

September 28, 1981

Dear Mike:

It was very good speaking with you Saturday morning, and I was delighted by your positive reaction to the possibility of the President addressing the inaugural annual dinner this winter of the New York City Partnership.

The Partnership, as I mentioned to you, is the first organization in New York ever to represent the full extent of the City's private sector. It has a distinguished board of over 100 members from all five boroughs and all ethnic groups, as well as coordinating groups with labor and the public sector at the City and State levels. Those involved with it far outnumber the directors themselves. For instance, Don Regan, who was a member before he joined the Administration, helped enlist the support of virtually the entire investment banking and brokerage community. It thus reflects the interests of small and large businesses, including financial institutions, many of which have national and international operations.

Through its task forces of leading businessmen, the Partnership has tackled issues such as youth employment and public safety which are vital to New York and the nation as a whole. In the area of youth employment, for example, through the efforts of our task force the number of private sector jobs made available for disadvantaged youngsters this year was nearly tripled as compared with a year ago. The public safety effort is focusing on both regulatory streamlining of the judicial system and citizen involvement. Thus, the Partnership's activities over the past two years and plans for the future are very much in line with the President's focus on a stepped up private sector initiative. The forward motion on the part of New York City has attracted interest from other cities across the nation.

*Sent to Jim Rosenthal
9/30*

The President's appearance at this important event obviously would be a terrific shot in the arm for the Partnership and its members. It also might be a good opportunity for the Administration to correct some of the misunderstandings and fears of New York's financial community about the economic recovery program, as well as accelerate the momentum toward greater private sector responsibility for and involvement in the alleviation of domestic social challenges. Perhaps it might even provide a platform for the launching of a new public-private philosophy of urban problem solving.

If the President and Mrs. Reagan are willing to join with us, I can assure you that the Partnership could bring together one of the most distinguished, representative and receptive audiences in New York's history. We would naturally be delighted, as well, to assist in arranging any other private or public meetings they might desire in addition to the gala dinner which is planned. I mentioned to you that we have tentatively been thinking of December 1st as a good date, but this could, of course, be adjusted to meet the President's desires and schedule.

I deeply appreciate your receptivity to what I believe could be a significant opportunity, and I hope that you can help us turn it into a reality. I would be most grateful for your further reactions and thoughts as how to best proceed.

With warm regards,

Sincerely,



David Rockefeller

P.S. I am enclosing a brief description of the Partnership and a list of its board and policy committee members.

02.

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

MEMORANDUM

cc: Mike Deaver ✓

THE WHITE HOUSE
WASHINGTON

File

September 24, 1981

TO: CRAIG FULLER
FROM: JAMES S. ROSEBUSH

J. Rosebush

The following points summarize my negotiations with the Ad Council and suggest action you need to take immediately.

1. The Ad Council is unmoveable on the subject and scope of their campaign. They can only conceive of campaigns in the traditional mode of earlier economics and crime prevention efforts. Therefore, they will go forward with their productivity program.
2. Ad Council has been informed that our official position is "no funding from the Administration." This is a private sector initiative. Now the cabinet secretaries need to be informed of this decision. I understand Agriculture already committed \$50,000. Can you put a stop to this? Ad Council will have no problem raising money privately once they get started.
3. The Broadcasters are going off on their own to promote a scheme, creating local and regional productivity councils. In informed them that before they could receive any kind of White House endorsement, they would have to seek a broad coalition of support from business and labor.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

cc: JAB
EM

September 23, 1981

TO: MICHAEL K. DEAVER
FROM: JAMES S. ROSEBUSH *J. Rosebush*
SUBJECT: Weekly summary of meetings with private sector
leaders.

Note: Since the beginning of August I have met with over sixty business, foundation and voluntary sector leaders. What follows are comments from a small sample of these meetings. Starting next week I will provide you (with distribution to other senior staff members) with a brief report on significant developments that will assist the President's PSI strategy. Not meant to be a comprehensive report on my activities, this will just provide you with highlights from meetings I've held.

NAM - Sandy Trowbridge and staff now identifying an appropriate role and specific program. Progress report due to NAM Board late September. Joe Wright, representing the Administration's view at the upcoming board meeting.

U.S. Chamber - Attempting to replicate their Middletown local networking project in 2300 communities.

Seagrams - Establishing awards program for young artists.

Allstate - Designing a program to fight crime.

Urban Economic Development Council - Special committee of the board to take up PSI.

Clearinghouse on Corporate Social Responsibility - Insurance industry to make a major effort on PSI. To be discussed with 100 CEO's at Oakbrook Conference, September 27-28, 1981.

Aetna - Designing a new major push on jobs. Filer will call on other major corporate CEO's.

White House Conference on Aging - Devoting a day long session to PSI options for older people.

American Business Conference - Arthur Levitt, committed to energetic speaking tour and encouraging action from 1300 growth oriented companies.

Center for Citizens Action - Will help manage the "Volunteer of the Year" awards.

AFL-CIO - Boosting union voluntarism in their own way-not to appear supportive of our efforts.

John M. Olin Foundation - Will research and fund policy studies supporting PSI.

Heritage Foundation - Policy analysis on philanthropy and the basic role of government underway.

Robert Wood Johnson Foundation - Establishing independent group to look into health care financing and competition.

American Association of Community Colleges - Sending PSI newsletter to 900 colleges. Encouraging job training programs.

IBM - Considering how to expand word processing training programs. They now have 12 across the country. I visited the Washington Center.

McGuinness and McGuinness - Planning long term career training programs for ten Fortune 500 companies to expand on equal employment quotas.

J.M. Foundation - Exploring ways to find more PSI demonstration projects.

C.S. Mott Foundation - Will consider funding projects at our suggestion. May devote a substantial share of \$28 million grant budget to PSI.

Readers Digest - Will publish a series of articles on PSI examples.

Fairchild Industries - Will design a newly expanded contribution program to focus on PSI.

United Way of America - Strong private sector advocate of the Administration's plans, countering other voluntary group opposition. Chairman Seibert, (J.C. Penny) to make a major speech supporting the Administration on the charitable contributions issue.

Fund for Urban Mobility - Compiling data on the 800 examples of private market experiments in mass transit.

Hay Group - Conducting a major study on privatization.

Fund for America - A new coalition of funding priorities created to address national priorities.

Coca-Cola - Looking for a role in PSI for their chairman.

Council on Foundations - Conducting training workshops for corporate contributions officers. Will consider expanded leadership role.

Rouse Company - Jim Rouse developing \$15 million venture capital fund to contract housing for low income people.

National Fund for Medical Care - Replacing expansion health units with pre-packaged emergency care units at hospitals, companies, etc. at considerable cost savings to taxpayers.

cc: James A. Baker, III
William J. Baroody, Jr.
Richard G. Darman
Elizabeth H. Dole
Craig Fuller
Edwin Meese, III
Tom Pauken

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

file PSI

September 22, 1981

TO: MICHAEL K. DEEVER
FROM: JAMES S. ROSEBUSH *JRM*
SUBJECT: Meeting with Dan Smith on Minority Economic
Development

Met with Dan Smith on Minority Economic Development and we agreed on the following course of action:

- 1) One of the sub-groups of the PSI task force will focus on minority economic development and Dan could provide staff support.
- 2) He will develop a proposal using the Black College Day Executive Order as a model. We could then, in late October, have the President focus on minority economic development.
- 3) One of our Monthly Senior Staff luncheons with private sector leaders will focus on the subject of minority economics development.
- 4) OPD is working on various government options on this subject and Dan will provide us with early indications (2-4 weeks) of the direction they will take.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 21, 1981

REMARKS OF THE PRESIDENT
AT BREAKFAST WITH
PRIVATE SECTOR INITIATIVES

The Family Dining Room

THE PRESIDENT: Ladies and gentlemen, first of all, thank you very much for being here and you're here -- it's unusual for someone in politics -- (inaudible) -- (Laughter.)

We need to pick your brains very much. All of you here, engaged in addition to your own work, in volunteer work with organizations of various kinds that are serving the public -- and I have a distinct feeling and have for a long time that we have drifted, as a people, too far away from the voluntarism that so characterized our country for so many years. And we have, in a sense, abdicated and turned over to government things that used to be functions of the community and the neighborhood and now with what we're doing here in our economic plan there is a great need to return to that.

That often quoted by after dinner speakers Frenchman, deTocqueville, who came to this country so long ago to find out what was the secret of our greatness and all, there was one line in his book when he went back and wrote a book for his fellow citizens in which he said, "You know, there's something strange in the United States." He said, "Some individual sees a problem," and he said, "They walk across the street to a friend or a neighbor and they tell them of the problem and they talk about it and pretty soon a committee is formed and the next thing you know they are solving the problem and you won't believe this," he wrote, "but not a single bureaucrat was involved."

From the old raising of the barn when someone's barn went up in flames, in the farm days, to every kind of activity. In more recent days, more modern times, I remember -- now that government has gotten so greatly involved, and with the best of intentions. I don't fault their intentions. But we know and you know better than anyone else with what you're doing that if you take the various ways of helping people -- (inaudible) -- is the private effort. Next is the community or local effort, which is a public effort. but the highest of all is the federal government.

In addition to that, trying to form rules and regulations to fit all of the various problems around the country ignores the diversity of this land of ours. I can tell you of an example when I was governor in our neighboring state of Oregon. Up in Portland, Oregon people like yourselves in the business community, dealing with the very real problem of high school drop-outs, had formed an organization which was tremendously successful in preventing and reducing this rate of drop-outs, and then the federal government adopted a program and one of the first places they dropped in on

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THE PRESIDENT: Ladies and gentlemen, first of all, thank you very much for being here and you're here -- it's unusual for someone in politics -- (inaudible) -- (Laughter.)

was Portland, Oregon and the first task was to drive that private organization out of business and take over and they weren't nearly as successful as the private group had been.

There's one of you here at this table, Mr. Monson -- I don't know how many of you are familiar with what in his church has occurred with the literally providing of welfare programs that I believe is far superior to anything the government has been able to manage, taking care of their people, but based also on the work ethic, because one of the other things that government has done with its good intentions is violate that old rule that you can give a hungry man a fish and he'll be hungry tomorrow, or you can teach him to fish and he'll never be hungry again.

In California there is an aircraft plant that all on its own in a nearby high school heard about the drop-out problem. They instituted a program of their own where young people who have to be imminent drop-outs in their school are given after school work at this plant and training, on the job training, because they found that one of the great causes of drop-outs is lack of money, need for money.

It's a two-way street for the company by this time because not only do they prevent the drop-outs because the requirement is they can only have those jobs as long as they stay in high school. They can't drop out. And, diploma in hand, they have a pretty well trained cadre of young people coming along who get permanent jobs after graduation in their company.

I didn't mean to deal so much on drop-outs. There are any other number of things.

I talked to some clergymen who are beginning to recognize that the churches have stood back and let government do in the realm of neighbor helping neighbor what really should be the individual function of their members. Some are investigating the idea of child care centers. How easy it would be. Working mothers within a church and other mothers and women who would like to volunteer and do some good work. The church has facilities to bring them together and say, "Let's establish that with volunteer care here in our own church."

The possibilities are limitless for what we can take over that government has once been doing. Why you're here is, as I say, for us to find out from you who are already engaged in that how we can work out a plan. We intend to go forward. Jim Rosebush is going to remain here with you after I have to leave. He's going to be the Executive Secretary of the Commission that we will form, the committee, for the very purpose of finding out plans and ways that voluntarism in the community can take over and do many of the things that are not being very well done by the government today.

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those who weren't.

Well, that's enough of that. I'm going to sit back for the time that's left and I'd like to hear from you on the ideas and thoughts that you might have and when the schedule says that I have to go, Jim will remain here as long as you can give of your time to this, but we are going to make it a major project. I intend to be speaking, making a major address on this, very shortly to the business community to find out how we can step in and resolve some of these problems.

So, thank you again very much for being here.

END

THE WHITE HOUSE

WASHINGTON

September 21, 1981

MEMORANDUM TO: MICHAEL K. DEAVER

FROM: JAMES S. ROSEBUSH *J. Rosebush*

RE: Highlights from comments made by guests at the
Private Sector Initiatives Breakfast, Monday,
September 21, 1981

In summary: The group was supportive of the President and very pleased with his articulation of the need for a strong private sector approach to solving community problems. In fact, they urge a much broader exposure of the President's views through more private meetings like the one this morning, and through a speech to the nation. The group is ready to assist this effort.

1. The Administration can expect serious challenges to budget cuts from community groups once they become a reality. We should make every effort to stop a negative climate from developing.
2. The President should move quickly to reveal his genuine concern and "compassion" to the broad population, perhaps even through a televised speech to the nation.
3. October is a key month to launch the President's program. To do so any later, would add further risks to the popular base of support the President now enjoys.
4. The Administration should consider tax incentives for human resource development just as it did for technical research and development.
5. The Administration should identify one specific goal such as jobs for minority youth and mobilize public and private resources to attack the problem. A group of private sector leaders should be identified and asked by the President to form a new coalition to address community needs.
6. While there may be a high level of commitment in the private sector, foundation and corporations all too frequently lack direction and the expertise to create the requisite programs. This is where government can play an important role.
7. A small core of private sector leaders and thinkers should be invited to focus on these issues.
8. The White House should find examples of effective community programs and promote these through presidential awards.

TO: Mike

FROM: Jim ROSEBUSH

RE: Baroody PACKAGE

Baroody has given you the following material:

1. Summary of A&I action to date
 - research of issues
 - meetings with private sector leaders
 - 15 min. slide presentation
2. Proposed Speech
 - focus on mediating structures (family, church unions etc.)
 - balance in government
 - includes examples of private sector programs
3. Proposed next steps
 - interagency task force to review laws
 - create advisory Council
 - Town Hall meetings
 - oval office speech
 - A&I to manage all policy work, meetings of leaders etc.

My comments are as follows:

1. Summary of action to date

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JIM ROSEBUSH TO MIKE RE BAROODY
PACKAGE (PAGES 2-3 ONLY)

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B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

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