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THE WHITE HOUSE  
WASHINGTON

April 11, 1984

~~Resuffle~~

~~Hold~~

File

MEMORANDUM FOR ~~WILLIAM SITTMANN~~ MKD

FROM: MICHAEL P. CASTINE, DEPUTY DIRECTOR  
PRIVATE SECTOR INITIATIVES MAC

SUBJECT: PSI UPDATE

This is to ask your advice on several matters:

EUREKA COLLEGE

The President phoned me in India on April 10th to ask for an update on the Eureka College cash flow situation. I filled him in on our progress and sent a memorandum to Richard Darman outlining all of our efforts to date. We will continue to keep you and Mr. Darman advised of all developments.

CHINA

What is the status of the announcement of the donation of medical supplies and personnel to China? We have forwarded on suggested talking points to Ben Elliott should the President decide to announce this during his visit. Our office has also spoken with David Waller concerning our role in contacting airlines to donate seats and freight space for the goods. He will be responding with an opinion this week.

Status of announcement: \_\_\_\_\_

CITIES IN SCHOOLS

Our office has been working with Cities in Schools on a possible White House event with the President and Lionel Ritchie who will be making a commitment to this effort. Mr. Baker has taken a personal interest in this project, as has Mrs. Bush, and is considering hosting a luncheon for the corporate sponsors to Cities in Schools.

CHALLENGE FORUMS

In the interest of involving our Advisory Council to a greater extent and giving the President greater visibility on and credit for private sector initiatives taking place across the country, we would like to announce a series of challenge forums to be held in key cities around the country, at our next full Advisory Council Meeting on April 27th. These forums would be co-hosted by the White House and the private sector, will highlight model local and national projects, extend the Presidential challenge and discuss concrete ways of expanding PSI in that area. The White House and a Cabinet member would play a principal role in each program.

How much detail does MKC need to sign off on this? \_\_\_\_\_

Bill?

Bill more info

more

THE WHITE HOUSE

WASHINGTON

April 17, 1984

MEMORANDUM TO WILLIAM SITTMANN

FROM: HOLLY STEWART, OFFICE OF PRIVATE SECTOR INITIATIVES

HS

SUBJECT: CITIES IN SCHOOLS.

Attached is more information on the Cities in Schools Project as you had requested.

There exists an extensive file on the project in Central Files. Memos have been directed to Fielding, Fuller and Baker on the subject.

B. d  
I forget  
what did they  
want us to do on  
this? You have the  
original memo

OVERVIEW

## CITIES IN SCHOOLS FACT SHEET

Cities In Schools is an attempt to improve urban schools by coordinating social and educational services to youth and their families. The mechanism utilizes a public/private sector partnership and uses the school as a focal point. In the 1982-83 school year the program served over 8,000 students at 29 school sites in six cities: Atlanta, Bethlehem, Houston, Los Angeles, New York and Washington, D.C.

More than 85 local and state agencies participated by repositioning staff to work at CIS project school sites. Over 200 agencies made significant contributions of services, speakers, program activities, etc. The program has been strongly endorsed by every mayor and school superintendent in the cities where it operates. Principals who worked with CIS were unanimous in supporting the program. Over 80 cities have already indicated interest in establishing a CIS program.

A comparative cost per student indicates that CIS serves clients effectively for about one half to one fourth of the cost that the public schools spend. Below is a breakdown of the cost per student in the cities where CIS projects sites are:

### COST PER STUDENT

	<u>PUBLIC SCHOOL</u>	<u>CIS</u>
Atlanta	\$ 2,797	\$1,007
Bethlehem	2,576	593
Houston	2,306	165
Los Angeles	1,869	791
New York City	4,012	2,050
Washington, D.C.	3,169	1,632
State of Washington±	3,060*	---
<b>AVERAGE</b>	<b>2,788</b>	<b>1,040</b>
*Not included in average figure		
±Information from the National Center for Education Statistics		

The problem that CIS addresses is all too familiar. Despite massive amounts of funding which governments and agencies have expended on education and social service programs, the needs of urban youth and their families remain unsolved. This gapping need continues to threaten the very fiber of our society and its valuable resources.

CIS argues that the reason for failure is not a lack of resources but in the way in which they are delivered. The existing system duplicates some services, neglects others, and refuses to treat the client as a whole person. Instead, the individual or family is treated as a bundle of discrete problems and receives separate, ineffective treatment of problems.

Furthermore, the initiative to receive desperately needed services rests with the recipient in the existing system. He or she must recognize the problem, study all available resources, make uninformed selection as to the best resource, and travel to an unfamiliar place to seek help from strangers. For many people who need the service, the option of doing nothing -- allowing the problem to fester until it explodes -- is simply the easier route to take. This syndrome now is repeated through generations of individuals who might well accept assistance if it was offered in an accessible, reasonable manner.

CIS was created to unify the effort of an experienced group of men and women in seeking innovative solutions to urban problems which are cost effective in human as well as in monetary terms. The combined experience of the core staff exceeds 200 years in the area of designing effective programs for the inner city youth and their families. Their personal commitment and experience has been distilled and refined into the CIS programs.

Integration of services is not a new objective. There are however, four distinguishing features of the CIS program: 1) the use of the school as the focal point for service delivery; 2) the breadth of services that are combined; 3) innovative management configurations; and 4) a well proven public/private sector partnerships.

LIST OF THE BOARD OF DIRECTORS OF CIS, INC.



CITIES IN SCHOOLS, INC.  
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Secretary/Comptroller  
Cities In Schools, Inc.  
Atlanta, GA

James Allwin  
Treasurer  
Morgan Stanley and Company, Inc.  
New York, NY

SAMPLE LIST OF CONTRIBUTORS

SAMPLING OF CONTRIBUTORS TO CITIES IN SCHOOLS, INC.

SAMPLING OF CONTRIBUTORS TO CITIES IN SCHOOLS, INC.

FOUNDATIONS

Allen Foundation  
American Express Foundation  
Anncox Foundation  
Arca Foundation  
Atlantic Richfield Foundation  
Booth Ferris Foundation  
Burkitt Foundation  
Chatham Valley Foundation  
Crocker National Bank Foundation  
Day Companies Foundation  
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CORPORATIONS

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Ackerman and Company  
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Manufacturers Hanover Trust Co  
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Maverick Productions, Inc.  
McDaniel Wholesale Supplies  
Merrill Lynch and Company, Inc  
Commodity Exchange Center

SAMPLING OF CONTRIBUTORS TO CITIES IN SCHOOLS, INC.

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Occidental International Corp.  
Orion Pictures  
Petro-Lewis Corporation  
Russ Reid Company  
Rich's Inc.  
Robinson-Humphrey Company  
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Rutherford Oil Company  
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John Mobley  
Jack Myers  
Nancy Reynolds  
Edwin Rickert  
Julian Robertson  
J. Mack Robinson  
David Roth  
Howard Samuels  
Joseph Smith  
Don Soffer  
Judith von Rugemer  
Jeff & Helen Ready Wald  
Jerry Weintaub  
Marshall Weitman  
Ann Wells White

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Philip Alston  
George Anderman  
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Burt Bacharach  
Smith Bagley  
Robert Baldwin  
Elsie Berenson  
George Brown  
Kalmin Carmel  
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Nicholas Forstmann  
Virginia Forstmann  
Paul Glenn  
Murray Goodman  
Armand Hammer  
George Johnson  
James Kenan  
George Kramer  
Jerome Lewis  
John Loeb  
William Marcussen

SAMPLE LIST OF ENDORSEMENTS OF CIS

A SAMPLING OF ENDORSEMENTS OF CITIES IN SCHOOLS

FROM GOVERNMENT OFFICIALS

"CITIES IN SCHOOLS is one of the most outstanding models of hope for education in the urban situation of our country."

THE HONORABLE MARK HATFIELD  
U.S. SENATOR, OREGON

"CITIES IN SCHOOLS makes sense to me because it views the education of all our young people as a responsibility all of us must share in if we are to be successful. The program uses what each of us can contribute--the schools, the public agencies, churches, and the private sector--to assist young people in stabilizing their lives and preparing for the future."

THE HONORABLE ANDREW YOUNG  
MAYOR OF ATLANTA AND FORMER U.S. AMBASSADOR  
TO THE UNITED NATIONS

"With service agencies scattered all over the city, so many kids who should come to the agencies for help never get there. It makes sense for agency staff to come into the schools through CIS. In that way, they can almost guarantee the kids will be seen."

THE HONORABLE GORDON MOWRER  
FORMER MAYOR OF BETHLEHEM, PA

"I am especially attracted to the CIS concept of comprehensive services in one location, with emphasis on coordination and linkages, as well as intensive follow-up for a sustained period of time. I feel certain the program will greatly enhance the resources of this city."

THE HONORABLE MARION S. BARRY, JR.  
MAYOR OF THE DISTRICT OF COLUMBIA

"We are pleased to learn about the positive results experienced in working with children and their families in the CITIES IN SCHOOLS PROGRAM. We are excited about being a sponsor of the program."

MRS. CHRIS DOWNEY  
CONGRESSIONAL WIVES TASK FORCE

FROM EDUCATORS

"I learned about CITIES IN SCHOOLS when I was U.S. Commissioner of Education. The more I heard about the program, the more I was impressed that it represented a serious effort to find an educational alternative for those who were not being well served by the system in its traditional form. I was able to look at some of the data and also spend some time visiting some of the schools. I became convinced that if a program's effectiveness can be measured by the seriousness of commitment and by the imagination and integrity it represents, CITIES IN SCHOOLS would rank at or near the top."

DR. ERNEST BOYER  
PRESIDENT, CARNEGIE FOUNDATION FOR  
THE ADVANCEMENT OF TEACHING

"We have shown off our CITIES IN SCHOOLS program to other cities throughout the United States. We think it is a viable concept...that of getting agencies to work together to benefit the child. It does not mean new budgets necessarily, but rather to make certain we're gaining the efficient use of those kinds of program that are already operating."

DR. ALONZO CRIM  
SUPERINTENDENT  
ATLANTA PUBLIC SCHOOLS

"As Superintendent, I know that for every individual crisis of a student I hear about, there are a hundred more happening somewhere in the system. CIS offers a way to find these young people who are suffering and offer them some tangible help."

DR. ROBERT LA FRANKIE  
SUPERINTENDENT  
BETHLEHEM AREA SCHOOL DISTRICT

"For the past four years we've had students in our graduating class who, if it had not been for CITIES IN SCHOOLS would not have graduated from high school...I just wish the program could be in every high school in Atlanta."

CHARLES HAWKS  
PRINCIPAL OF HOKE SMITH HIGH SCHOOL  
ATLANTA, GEORGIA



FROM BUSINESS PEOPLE

"Hopefully collectively we can win the battle. The schools were not winning it by themselves. The welfare department was not winning it by themselves. No one was winning it by themselves. But maybe collectively we can do a better job. Certainly we can give it every opportunity for success, and I think Cities In Schools will succeed."

A.B. PADGETT, FORMER VICE PRESIDENT  
COMMUNITY AFFAIRS  
TRUST COMPANY BANK  
ATLANTA, GEORGIA

"I've followed the work of the young men and women of CIS for over ten years. They have developed incredible programs and have had a significant impact on people of all ages in the inner city. This venture...is, I believe, one of the most significant projects in our country today."

ROBERT BALDWIN  
CHAIRMAN AND PRESIDENT  
MORGAN STANLEY AND COMPANY, INC.

"I serve on the Board of CIS Bethlehem because I believe that we have to look for new ways to coordinate the service resources that are now available in our community, instead of just adding another agency to the list of those already out there.

JOHN HOWELL  
PRESIDENT  
FIRST VALLEY BANK  
BETHLEHEM, PENNSYLVANIA

"In large city schools the dropout rate is traditionally high. Each dropout represents a potential cost to society in terms of crime rates, welfare and unemployment. Economically, it makes good sense to install a program such as CIS, devoted to improving social development and the skills with which to function in society."

LOUIE WELCH  
PRESIDENT  
HOUSTON CHAMBER OF COMMERCE

"We are excited about the Academy (the CITIES IN SCHOOLS Project at Rich's) because we are now able to continue this tradition by working in partnership with the schools, the city and county government, and Exodus, Inc., to provide a unique educational setting for Atlanta's young people."

JAMES ZIMMERMAN, PRESIDENT  
RICH'S  
ATLANTA, GEORGIA

FROM HUMAN SERVICE PROVIDERS

"The project helps focus the different aspects of social services and other community agencies on one child with some coordination and planning services...I think the project provides the staff more support in being with problematic situations."

ANNE JEWETT  
HEAD OF PROTECTIVE SERVICES  
DEPT. OF FAMILY AND CHILDREN SERVICES  
FULTON COUNTY, GEORGIA

"In the 25 years I've been involved with the United Way, I think CITIES IN SCHOOLS is the most important program I've ever worked with. I'm excited about the results so far in Bethlehem and I'm sure the program will be replicated across the state of Pennsylvania."

PETER GUIDON  
EXECUTIVE DIRECTOR  
UNITED WAY OF NORTHAMPTON  
AND WARREN COUNTIES

FROM STUDENTS AND PARENTS

"I thought my daughter would never graduate. Thanks to Cities In Schools she made it."

MRS. D. JOHNSON  
PARENT OF STUDENT SERVED BY CIS  
ATLANTA, GEORGIA

"I would say if anybody would have any good common sense and if they are having any problems in their classes, they ought to go to CIS. I know for a fact that since I've been here (CIS) I've learned a lot and have been places I thought I would never go."

DARLENE J.  
GRADUATING SENIOR, SMITH HIGH SCHOOL  
ATLANTA, GEORGIA

FROM EVALUATORS

"...If we start by trying to visualize an inner-city school that works and trace our way backwards to what must be a part of that success...the...reasonable assumption is that "an inner-city school that works" will include as part of its resources something very like CITIES IN SCHOOLS."

AMERICAN INSTITUTES FOR RESEARCH  
FINAL REPORT ON THE NATIONAL  
EVALUATION OF CITIES IN SCHOOLS, 1981



STATE OF NORTH CAROLINA  
OFFICE OF THE GOVERNOR  
RALEIGH 27611

JAMES B. HUNT, JR.  
GOVERNOR

December 12, 1983

Dear Bob:

On one of my recent visits to Atlanta, Georgia, I was introduced to an outstanding secondary school program which is effectively providing a proper education for a special category of young students who have dropped out of school and for potential dropouts. The program is called "Cities in Schools" and is organized around existing professional personnel employed by various agencies in the city who can offer services to young people. This program depends on strong individual and business support. The results that have encouraged me to begin to adapt the program in North Carolina are: (1) improvement of attendance and grades; (2) small additional costs; (3) better use of existing resources; (4) partnerships between community, individuals, businesses and schools; and, (5) lower dropout rate.

I believe this approach should be seriously considered in every state that has a goal of keeping students in school until they complete a terminal degree. I hope you will find it convenient to review this plan and study its potential to help you accomplish one of Florida's vital goals.

Again, thank you for your strong leadership and for the many outstanding contributions you are making to improve education in the State of Florida and across this nation.

My warmest personal regards.

Sincerely,

The Honorable D. Robert Graham  
Governor of Florida  
State Capitol  
Tallahassee, Florida 32304

*Went to you & your family  
for a joyous Christmas, Bob*

bc: Burt Chamberlin

BROCHURE

*Cities in Schools*



School

**“Cities in Schools may be the  
most important program currently  
operating in urban U.S.A.”**

American Institutes for Research in its proposal  
to evaluate Cities in Schools.

**L**ast year America poured over 300 billion dollars into programs for unemployment, education, hunger, health care, drug and alcohol abuse—a patchwork of uncoordinated social services.

Cities in Schools has figured out a way to coordinate these resources and put them into the lives of people who need them most.

It operates in one central location: the city public school.

So if you're a young girl with a drug problem or a city mother worried about her son's first arrest, getting help can be as easy as going to school.

*Bring the inner-city child into the classroom, and perhaps you can make a difference in his life.*

**R**ight now **Cities in Schools** has programs in **eighteen public schools** across the country. Truancy is down in these schools. Discipline problems are down. Grades are up. The students are making it through.

**I**t works like this: The students selected for a **Cities in Schools** program attend classes with the other kids. Outside of class, they report to special counselors.

These counselors monitor their students' school-work. They provide remedial education and lots of encouragement. They plan sports activities and field trips. If one of their students skips class, they find out why and try to do something about it.

The **Cities in Schools** counselors are all kinds of people. They are licensed reading instructors, job counselors, or Scout leaders. They are lent by the city or selected from other agencies.

Instead of working all over the city, they work full time in the schools. They free the teachers to teach, and they give the kids support that may get them through school and out of the welfare-unemployment-drug cycle.



**C**ities in Schools is more than an educational program. It reaches outside the school, to the community.

Each counselor is responsible for a group of students of his very own. He knows them, he knows their families.

He speaks their language and understands their way of life. He puts them in touch with job possibilities, financial and legal aid, health care and housing, and if necessary, drug rehabilitation.

Cities in Schools counselors are not miracle workers. They are advisors, referees, role models and friends. Most important, they're always there.

What they have to give are the resources of existing federal, state, and local social service programs—delivered in a personal way.

**I**f you work for a hospital, church, social agency or any other public service organization, Cities in Schools can help you distribute your services in the city public schools.

Here are some successful alliances:

A doctor has donated his services to the students of one school program.

YMCAs have shared their recreational facilities.

Colleges have lent tutors.

Congregations have given office space.

A block club has donated an entire house for use as a community center.

A soap opera star has taught drama and creative writing to students.

Cities in Schools counselors have come to work in the schools from the Department of Welfare, YMCA, girls' clubs, Scout troops, parks' personnel, city and state agencies.

*Cities in Schools doesn't replace other community organizations. It takes their services into the schools.*

**I**f you're a businessman, Cities in Schools can use your services, too.

Think of simple skills you could teach. Like how to apply for a job or balance a checkbook, tax preparation or simple accounting. We'll show you how.

Think of experiences you can share. By discussing your career, you can give city students a window to a larger world.

Think of the opportunities you can offer. Cities in Schools students need jobs and career training.

Think of the resources that are yours to give. No matter what business you're in, you have products we can use like paper products, computers, printing facilities, house paint. The list is endless.

What will you get in return? A better educated work force, a safer, healthier city, and the satisfaction of helping those who need it.

**T**he Cities in Schools program was first tested in Atlanta and Indianapolis in 1974. After success there, it has been replicated in public schools in Houston, New York, Oakland, and Washington, D.C. It can work in any urban school.

Nationally, the city programs are coordinated by Cities in Schools, Inc., a nonprofit organization. Managers from each city meet regularly to share ideas and work out common problems.

As the program spreads across the country, city to city, we will incorporate more and more existing resources and personnel into the Cities in Schools framework.

*People in need want, more than anything else, to be treated with respect as individuals. I wholeheartedly commend this program and urge the support of people all across the political, religious, and social spectrum.*

*Dr. Landrum Bolling  
Chairman, Council on Foundations*

**For more information, please contact:**  
Cities in Schools  
Director of Development  
465 Boulevard, S.E., Atlanta, Georgia 30312  
Phone (404) 622-1002

Cities in Schools



THE WHITE HOUSE  
WASHINGTON

*File*

April 6, 1984

MEMORANDUM FOR BILL SITTMANN

FROM: MICHAEL P. CASTINE, DEPUTY DIRECTOR  
PRIVATE SECTOR INITIATIVES

*MPC*

SUBJECT: PROJECT HOPE

The program to deliver donated medical supplies and volunteer technicians to China is now ready to go. However, we have encountered a side problem with the "shipper".

Northwest Airlines is very interested in becoming involved in this program and in donating seats and freight area to deliver the supplies. Their authority to operate in China, however, has not been approved by the Chinese. I believe this is an area we cannot help with.

Phone calls will be made to Pan Am and United who are currently operating service to either China or Hong Kong.



THE WHITE HOUSE OFFICE  
OF PRIVATE SECTOR INITIATIVES

# PSI Lights

## PRESIDENTIAL ACTIVITY

April 2, 1984

### Partnerships In Education (PIE)

CONGRESS HEIGHTS SCHOOL - President Reagan was warmly received by the students and staff of the school which the White House adopted last October. He witnessed a demonstration of the IBM "Writing to Read" program, a computerized reading technique for kindergarten and first grades. Rudolph Hines, the President's new pen pal, had a chance to chat with the President and ask him some questions along with the rest of the students. A scroll bearing all the children's names was presented to the President before he left.

Congress Heights has received other distinguished visitors in recent weeks as well. They include Nicholas Braithwaite, the Acting Chairman of the Interim Council of Grenada, Robert McFarlane, National Security Advisor to the President, the President of Togo, the Vienna Choir Boys and the Mattel Toys and Hallmark "Color Me Safe" characters that perform a safety program.

In addition, students have toured the Bureau of Engraving and Printing, participated in Government Forum Day hosted by James Baker and staff, attended a White House press briefing with Larry Speakes, toured a water treatment facility, attended Smithsonian exhibits, participated in a science day hosted by Michael Deaver and staff, toured Marine I and Air Force I, and attended arrival ceremonies of visiting dignitaries.

### FEDERAL AGENCIES

Eighteen departments have adopted schools in response to the President's memorandum calling for every department to get involved with PIE. Other departments are in planning stages. Partnerships range from the development of a school newspaper, to summer internships, to assistance with computer programs.

### NATIONWIDE EFFORT

The Department of Education is surveying all 110,000 schools to learn about their partnership efforts. To date, approximately 25,000 partnerships have been identified around the country.

## PRIVATE SECTOR PIE

### Largest Gift Ever To Public School System

The Bank of Boston marked its 200th anniversary by announcing an unprecedented endowment of \$1.5 million to Boston's public schools. Earnings from the bank's gift, plus a grant from the Permanent Charity Fund, are expected to generate over \$300,000 in the first year. Teachers, administrators, parents or students can receive grants from \$1000 to \$10,000 for innovative projects. Bank officials hope the fund, named the Boston Plan for Excellence in Public Schools, will attract donations from other businesses and charities.

### CBS - First Broadcast Group to Adopt Schools

The five CBS owned and operated stations in New York, Philadelphia, Chicago, Los Angeles and St. Louis have adopted schools. Projects include producing a TV news show over a school's closed circuit television facilities, TV studio internship programs, and workshops on scriptwriting, camera techniques and technical skills. Stations are also encouraging others to join the PIE campaign by doing on-air editorials and public affairs news programming.

### BEST CAMPAIGN IN 27 YEARS

The 2200 local United Way agencies collectively raised \$1.95 billion in 1983, for an average increase of 9.5% over 1982. Over 75 million people contributed to the effort. Both individual contributions (63%) and corporate contributions (30%) were up. President Reagan helped United Way kick off this campaign last October in a televised appearance.

### CHIEF EXECUTIVE TAKES A LOOK AT CHILD CARE

The White House Series "Employer Options to Support Working Families" was taken to Orlando, Salt Lake City, Philadelphia, Los Angeles and San Francisco over the past several weeks. These briefing meetings involved over 200 Chief Executive Officers bringing the total number thus far to over 700 business leaders. Great interest was shown regarding the potential child care tax benefits available to both businesses and individuals. The improvements in productivity that are seen when child care needs are met was also discussed with great interest. Nation's Business (2/84), and MS. (3/84) covered the effort recently.

### CABINET ACTIVITY

#### AGRICULTURE

SECRETARY'S CHALLENGE FORUM - "Investing in Brainpower: Keeping U.S. Agriculture's Competitive Edge" was the topic of a one day "think-tank" meeting, co-hosted by Secretary Block and the National Academies of Science (NAS). Chief Executives



from agribusiness firms and leaders from academia were challenged to undertake initiatives stimulating expertise development in all dimensions of the food chain. The Du Pont Company, which played a strong role in the Forum, is initiating a private sector task force to respond to recommendations made at the meeting. Other groups such as the NAS Board on Agriculture, the American Association for the Advancement of Science and the Farm Foundation are also taking action.

#### COMMERCE

TRAVEL FOR TOMORROW - a public service advertising initiative is being coordinated by the National Tour Association. Five major departments of government, including the U.S. Travel and Tourism Administration, are cooperating.

WEATHER SAFETY TIPS - the National Oceanic and Atmospheric Administration (NOAA) has been working with various groups to disperse weather safety information. Twenty-six McDonald restaruants in Pennsylvania and New Jersey printed precautions to be taken during severe weather on the backs of over a quarter of a million food tray liners. Willimette Industries is printing tornado safety tips on the bags it supplies to grocers in Texas and Oklahoma.

EXPORT PROMOTION - The Arizona District Export Council (DEC), a group of volunteers from the buisness community, has developed and funded a slide presentation on exporting. Other DEC's will be encouraged to use this as a model by the International Trade Administration.

#### HOUSING AND URBAN DEVELOPMENT

PUBLIC-PRIVATE PARTNERSHIP TRAINING - the St. Louis HUD Office held a training program explaining the benefits of partnerships to small cities in relationship to the Urban Development Action Grant program. The President's National Recognition Slide Show was used to depict successful economic development efforts. Seventy-five cities were represented.

FAIR HOUSING SEMINAR - HUD will cooperate with several private sector groups to sponsor a conference on fair housing in Colorado Springs on April 27, 1984.

## PRIVATE SECTOR ACTIVITIES

### NEW COUNCIL FOCUSES ON ILLITERACY

A new organization, The Business Council For Effective Literacy, Inc., was formed to foster greater corporate awareness and participation in activities that will raise the level basic literacy in adults. It will act as a catalyst to mesh private sector resources with the needs of professionals. McGraw-Hill, Inc. founded The Council with an initial grant of \$1 million. The Council will focus on the needs of the estimated 27 million functionally illiterate adults. Schools and libraries will also receive help from The Council in an effort to stem the growth of the national pool of functional illiterates that is growing by almost 2,250,000 people per year.

### DISASTER RELIEF

Sky Courier Network, in an agreement with the Red Cross, volunteered same-day, time critical delivery service to transport Red Cross administrative documents between disaster sites and the organization's national headquarters. Once-a-day round trip shipments are made to federally-declared national disaster sites. During the period of October - December of 1983 vital records were transported to aid victims of floods and tornados that struck the greater Tucson, Arizona area and Birmingham, Alabama area. Services were valued at \$9500.

### BUCKLE-UP BABY

The Pennsylvania Outdoor Advertising Association donated 100 billboards for one month to launch a "Buckle Up Baby" campaign aimed at preventing infant deaths on the highways. The information program is designed to encourage the voluntary use of child safety seats prior to the child restraint law taking effect in January 1985. As part of the overall effort, 51 community programs lend over 6200 safety seats each year. The State Private Sector Initiatives Task Force has encouraged the projects.

### BUSINESS/ARTS LINK SUCCESSFUL IN PHILADELPHIA

In its second year, the Business Volunteers for the Arts (BVA) delivered a total of \$507,568 in value of hours, goods, services, and grants to Philadelphia's cultural community. Organized under the Arts and Culture Council of the Greater Philadelphia Chamber of Commerce, the BVA has become a primary link between business and the arts. For every dollar contributed to BVA, BVA delivers over \$9 worth of services.

#### AGING PROCESS ADDRESSED

The American Federation for Aging Research (AFAR) has been established to meet the ever-increasing need for biomedical research into problems associated with aging. Corporations, foundations and individuals are the source of financial support for AFAR.

#### STIMULATING CORPORATE RESPONSIBILITY

Wright State University has established a Center for Corporate Concern to be operated within the College of Business and Administration. The center will work with businesses to examine social problems and community needs which could be solved through business initiatives. It will also encourage corporate responsibility programs among business leaders and promote curricula on the subject in the nation's business schools. The Center's formation was based on the philosophy that the business sector must play a strong role in acting on community problems to prevent government regulation and expensive public programs that weaken the free enterprise system. Alan Cooper, formerly Director of Corporate Responsibility for Armco, Inc., will be the Director.

#### COMMUNITY ANSWER TO SHELTER PROBLEM

During the first fourteen months of an innovative effort to provide emergency housing to the needy, the Wichita Hotels/Motels in Partnership helped 310 people (195 adults and 115 children). A total of 280 room-nights were donated by the members of the Wichita Hotels/Motels Managers Association. The Red Cross, the YWCA and the Salvation Army have cooperated in locating emergency shelter for needy people who could not be accommodated elsewhere. The effort was inspired by a 1982 visit to the city by the President's Task Force on PSI. The program will become permanent, with 425 room-nights valued at \$20,000 pledged for 1984.

#### VETERANS ENTERTAINED

The Veterans Bedside Network is an organization of over 700 volunteers and a budget of \$300,000. As part of the Veterans Hospital Radio and Television Guild, show business volunteers make weekly trips to VA Hospitals all over the country to apply music and drama therapy to hospitalized veterans. This past year they also sent two live shows to tour hospitals, bought video equipment and created a touring TV program, took 2000 patients in Chicago to sports and theater performances, and organized tours of the USS INTREPID for 1200 New York patients.

#### VILLAGE OF HOPE

The students of Texas A&M University raised \$24,500 to aid the poor Columbian village of Amaga. The money will be sent to Amaga under the auspices of The Christian Children's Fund to feed 125 village children for a year. In-kind assistance is also part of the package. Students and faculty will do on-site work in Amaga to help the villagers become self-supporting. Other universities are being encouraged to begin Village of Hope projects.

#### "REACH"ING OUT

Consistent with the Reagan Administration's interest in the development of human service programs funded and operated by the private sector, the Salvation Army and Pacific Gas and Electric Company of San Francisco, California, initiated the Relief for Energy Assistance through Community Help (REACH) Program in December 1982. This program has already resulted in making a total of \$3,500,000 available to help more than 15,000 needy citizens pay their energy bills. The donations by the people of Northern California, the matching funds of Pacific Gas and Electric, plus the efforts of The Salvation Army are prime examples of the American tradition of neighbor helping neighbor.

#### SALON LAUNCHES UNIQUE PROGRAM

The Season's Best Hairstyling Salon has initiated a community assistance program designed to provide year-round donations to six organizations serving the Springfield, Illinois area. Under the program, the salon contributes fifty cents per customer to the organization of the customer's choice. Contributions are expected to exceed \$5000 in 1984. No additional charge to customers is involved. A program guideline has been developed and will be distributed free of charge to other businesses to encourage similiar programs (Contact: Tom Ketchum 217/787-3337).