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**Collection:** Speakes, Larry: Files  
**Folder Title:** Burson, Harlod [Burson-Marsteller  
(Public Relations)] (3)  
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THE WHITE HOUSE

WASHINGTON

December 27, 1982

Dear Jim:

The Brady Foundation will be getting a \$1,000 check in the next few days from Harold Burson, Chairman of Burson-Marsteller, which is one of the country's largest public relations-advertising firms.

Harold is very interested in assisting in the fund raising, and will be pleased to write his colleagues in the public relations business, as well as some of his leading corporate clients, to encourage them to contribute. If you have an opportunity to write Harold at 866 Third Avenue, New York, New York 10022, I'm sure he will be most cooperative.

Best regards,

Larry Speakes  
Deputy Press Secretary  
to the President

Mr. James Lynn  
James S. Brady  
Presidential Foundation  
1735 I Street, N.W.  
Suite 908  
Washington, D.C. 20006

cc: Harold Burson

THE WHITE HOUSE

WASHINGTON

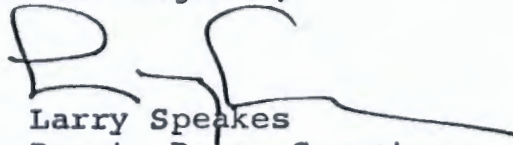
October 13, 1982

Dear Doug:

Thanks so much for sending along the supply of EQUAL and the engraved sweetener holders for the President and Mrs. Reagan. I shall pass them along promptly and I know they will be pleased to receive them.

Again, thank you so much.

Best regards,

  
Larry Speakes  
Deputy Press Secretary  
to the President

*Harold -  
Mary handles  
It's in the  
President's  
hands.*

Mr. Doug Buemi  
Searle Consumer Products  
Box 5110  
Chicago, Illinois 60680

WHITE HOUSE

Mr. Harold Burson  
866 Third Avenue  
New York, New York 10022

THE WHITE HOUSE

WASHINGTON

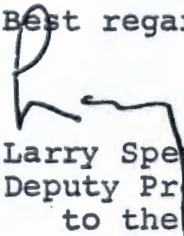
October 7, 1982

Dear Harold:

Many thanks for your letter and sending the G.D. Searle product, EQUAL. It hasn't arrived yet but I look forward to getting the supply and passing it along to the President. As much as I was involved with aspartame during my Hill and Knowlton days, I look forward to giving it a try.

Once your plans are set for your Washington visit let me know and we will get together for lunch.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
866 Third Avenue  
New York, New York 10022

# Burson-Marsteller

866 Third Avenue  
New York, N.Y. 10022  
212.752.8610

(5)

September 27, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
The President  
The White House  
Washington, D. C.

Dear Larry:

Separately, within the next ten days or so, you will receive, for the attention of The President, a supply of EQUAL, the new aspartame sweetener produced by our client, G. D. Searle & Co. I will appreciate your putting this into the hands of The President with the assurance that it is a product far superior to the saccharine he is presently using. No calories, no bitter after-taste - can't tell it from natural sugar!

When this is acknowledged, please do so to Mr. Donald H. Rumsfeld, President and Chief Executive Officer, G. D. Searle & Co., P.O. Box 1045, Skokie, IL 60076, with a carbon copy to our mutual friend, Bill Greener.

Also included in the parcel will be samples of EQUAL for the Speakes household.

My plans for visiting Washington are still not firm - I leave Tuesday (September 28) for two weeks in Europe. Hopefully, I will be down your way soon thereafter and will look forward to seeing you for either lunch or dinner.

Meanwhile, my thanks and warm regards,

Sincerely,

*Harold Burson*

Harold Burson

HB:hs

THE WHITE HOUSE

WASHINGTON

May 6, 1982

MEMORANDUM FOR PENN JAMES  
HELEN VON DAMM

FROM: Larry Speakes 

Harold Burson, who heads the public relations firm of Burson-Marsteller, has contacted me about the vacancy on the Kennedy Center Board. Since its inception, Harold has been a major fundraiser for the Center and has been active in its support over the years. I think he would be an excellent addition to the board and would make an outstanding contribution.

HAROLD BURSON

875 THIRD AVENUE  
NEW YORK, N. Y. 10022

April 13, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
The President  
The White House  
Washington, D. C.

Dear Larry:

The death of Abe Fortas creates a vacancy on the Board of Trustees of the John F. Kennedy Center for the Performing Arts. As of September 30, 1982, four other terms will have expired - a total of five that will be filled by President Reagan's appointees.

We have talked on several occasions about my involvement with Kennedy Center over the past seven years. During that time, I have been a director of Kennedy Center Productions, Inc., an ad hoc group that provides financing for productions at Kennedy Center.

Particularly, I have been active in raising money for Kennedy Center. Roger Stevens will confirm that I, on my own initiative, went to Tokyo and persuaded my Japanese friends that they should direct their nation's American Bicentennial gift to creating a new theater at Kennedy Center. The result was a \$3 million gift that is now the Terrace Theater.

Also, I was instrumental in launching the Kennedy Center Corporate Support Fund which, since 1977, has made Kennedy Center the recipient of more than a million dollars annually (the 1982 goal is \$1.75 million!) - gifts from the corporate community.

In the final year of the Carter Administration, I was told that I would receive a Presidential appointment to the Kennedy Center Board of Trustees. However,

the Carter appointments went to Jerry Rafshoon and to a sister-in-law of Robert Strauss. As a consolation, I was offered and accepted an appointment to the Commission of Fine Arts. While I have found this a challenging and interesting responsibility, I think my efforts would be more effective on the Kennedy Center board. If appointed as a Kennedy Center trustee, I would resign from the Commission of Fine Arts (my term expires January 19, 1985).

I would appreciate your help in bringing me to the attention of those responsible for advising the President on appointments.

Of course, I will provide any additional information that may be required (I'm enclosing a biographical statement). And I feel confident that Roger Stevens would attest to my interest in Kennedy Center.

Sincerely,

A handwritten signature in dark ink, appearing to be "M. M. M.", written in a cursive style with a long horizontal flourish underneath.

HB:hs  
Encl.



HAROLD BURSON  
Chairman

Chief executive officer of Burson-Marsteller since founding in 1953. Also member of Office of Chief Executive, member of Executive Committee of Board and Treasurer of Marsteller, Inc. Director, member of Executive Committee of Young & Rubicam Inc.

Recipient, Gold Anvil Award from Public Relations Society of America, 1980. (Gold Anvil is PRSA's highest award to an individual public relations practitioner.) Named Public Relations Professional-of-the-Year 1977 by PUBLIC RELATIONS NEWS.

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Member Executive Committee and chairman, Committee on Public Information, Joint Council on Economic Education; international trustee, World Wildlife Fund, Geneva; trustee and member Executive Committee, Foundation for Public Relations Research Education; director, Catalyst Inc.

Public Relations Society of America, International Public Relations Association, Overseas Press Club (New York). Member New York Society of Security Analysts.

Former vice president and member Executive Committee, National Safety Council; former trustee, Hackley School, Tarrytown, N.Y. Garrett Lecturer on Social Responsibility, Columbia University, Graduate School of Business.

Before formation of Burson-Marsteller, operated own public relations firm for six years. Previously, assistant to president and public relations director, The H.K. Ferguson Company, engineers and builders; reporter for MEMPHIS COMMERCIAL APPEAL; director, Ole Miss News Bureau.

World War II service (combat engineers) in Europe with U.S. Ninth Army and as news correspondent for American Forces Network. Graduate University of Mississippi.

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THE WHITE HOUSE

WASHINGTON

May 6, 1982

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HELEN VON DAMM

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HAROLD BURSON  
846 THIRD AVENUE  
NEW YORK, N. Y. 10022

April 13, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
The President  
The White House  
Washington, D. C.

Dear Larry:

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We have talked on several occasions about my involvement with Kennedy Center over the past seven years. During that time, I have been a director of Kennedy Center Productions, Inc., an ad hoc group that provides financing for productions at Kennedy Center.

Particularly, I have been active in raising money for Kennedy Center. Roger Stevens will confirm that I, on my own initiative, went to Tokyo and persuaded my Japanese friends that they should direct their nation's American Bicentennial gift to creating a new theater at Kennedy Center. The result was a \$3 million gift that is now the Terrace Theater.

Also, I was instrumental in launching the Kennedy Center Corporate Support Fund which, since 1977, has made Kennedy Center the recipient of more than a million dollars annually (the 1982 goal is \$1.75 million!) - gifts from the corporate community.

In the final year of the Carter Administration, I was told that I would receive a Presidential appointment to the Kennedy Center Board of Trustees. However,

the Carter appointments went to Jerry Rafshoon and to a sister-in-law of Robert Strauss. As a consolation, I was offered and accepted an appointment to the Commission of Fine Arts. While I have found this a challenging and interesting responsibility, I think my efforts would be more effective on the Kennedy Center board. If appointed as a Kennedy Center trustee, I would resign from the Commission of Fine Arts (my term expires January 19, 1985).

I would appreciate your help in bringing me to the attention of those responsible for advising the President on appointments.

Of course, I will provide any additional information that may be required (I'm enclosing a biographical statement). And I feel confident that Roger Stevens would attest to my interest in Kennedy Center.

Sincerely,

A handwritten signature in dark ink, appearing to be 'W. M. ...', with a long horizontal flourish underneath.

HB:hs  
Encl.

HAROLD BURSON  
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World War II service (combat engineers) in Europe with U.S. Ninth Army and as news correspondent for American Forces Network. Graduate University of Mississippi.

# # #

THE WHITE HOUSE

WASHINGTON

April 21, 1982

Dear Harold:

Thanks so much for your letter. I know you would make an ideal addition to the Kennedy Center Board of Trustees and I will certainly do everything I can to see that you receive consideration at the highest levels in the White House.

I am passing along your letter to Pendleton James, our Director of Personnel, and will also take up the matter with Jim Baker and Mike Deaver. Give me a call and we'll talk more about this.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
866 Third Avenue  
New York, New York 10022

HAROLD BURSON  
866 THIRD AVENUE  
NEW YORK, N.Y. 10022

April 13, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
The President  
The White House  
Washington, D. C.

Dear Larry:

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Also, I was instrumental in launching the Kennedy Center Corporate Support Fund which, since 1977, has made Kennedy Center the recipient of more than a million dollars annually (the 1982 goal is \$1.75 million!) - gifts from the corporate community.

In the final year of the Carter Administration, I was told that I would receive a Presidential appointment to the Kennedy Center Board of Trustees. However,

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I would appreciate your help in bringing me to the attention of those responsible for advising the President on appointments.

Of course, I will provide any additional information that may be required (I'm enclosing a biographical statement). And I feel confident that Roger Stevens would attest to my interest in Kennedy Center.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Strauss", with a long horizontal flourish underneath.

HB:hs  
Encl.



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World War II service (combat engineers) in Europe with U.S. Ninth Army and as news correspondent for American Forces Network. Graduate University of Mississippi.

# # #

**Burson-Marsteller**

Larry Specker

For whatever purpose  
it may serve re  
Bernard Center board,  
here are my "credentials".

Regards.

H.

**Harold Burson**

HAROLD BURSON  
Chairman

Chief executive officer of Burson-Marsteller since founding in 1953. Also member of Office of Chief Executive, member of Executive Committee of Board and Treasurer of Marsteller, Inc. Director, member of Executive Committee of Young & Rubicam Inc.

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# # #

HAROLD BURSON  
866 THIRD AVENUE  
NEW YORK, NY 10022

April 13, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
The President  
The White House  
Washington, D. C.

Dear Larry:

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Sincerely,

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HB:hs  
Encl.

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World War II service (combat engineers) in Europe with U.S. Ninth Army and as news correspondent for American Forces Network. Graduate University of Mississippi.

# # #

THE WHITE HOUSE  
WASHINGTON

Connie called  
myrna Rodina

3-1-82 and told  
her wouldnt do it.

Sally,

If you find that Mr. Speakes would prefer that we call Burson to regret/explain, just return this or let me know.

Claudia Korte  
480-OEOB/Ext. 2941

# Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS  
866 THIRD AVENUE, NEW YORK, NEW YORK 10022 • (212) 752-8610

*Mar. 1*

February 10, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
the President  
The White House  
Washington, D.C.

Dear Larry:

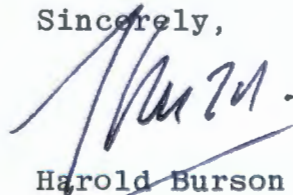
On March 1, we kick off the Corporate Fund for Kennedy Center with a dinner in New York. Charles L. Brown, chairman of AT&T, is this year's chairman.

If it is appropriate, it would be most helpful if we could get a letter from the President recognizing Charlie Brown and his fellow corporate CEO's for their efforts in behalf of Kennedy Center.

Here is a text that I've drafted (no pride of authorship, however). If this can be done, will you send the letter to me and I'll see that it gets delivered and read at the annual dinner which is attended by about 50 of the top corporate executives in the U.S.

Thanks and best regards.

Sincerely,



Harold Burson

HB:mr  
Enc.



Mr. Charles L. Brown  
Chairman  
American Telephone & Telegraph Company  
165 Broadway  
New York, New York

Dear Charlie:

It has come to my attention that you will serve as 1982 Chairman of The Corporate Fund of the John F. Kennedy Center for the Performing Arts and that your year's activities will commence with The Corporate Fund's annual dinner on March 1.

Be assured of my personal interest in the continued success of the fund raising efforts from the corporate sector in behalf of Kennedy Center. From the time of its first performance eleven years ago, Kennedy Center has served not only the Washington community but the nation overall as a cultural asset that brings joy, entertainment and, above all, enlightenment to our national capital.

Moreover, I am especially appreciative of the efforts of you and your fellow corporate chief executive officers who give so freely of their time for so worthwhile a purpose. Clearly, this is a shining example of the spirit of voluntarism which I so strongly feel is an important aspect of the American character. I have long-admired Kennedy Center for its desire to be a self-sustaining entity, independent of government funding for its programming.

I therefore salute you and your associates on the kick off of your fifth annual private sector fund raising program. And I wish you well in the accomplishment of your objective.

Sincerely,

THE WHITE HOUSE

WASHINGTON

February 25, 1982


Dear Harold:

It looks like most everyone agrees that March 25 is the best date for the National Institutional Advancement Committee to get together here at the White House.

I would like to schedule the meeting at 3:00 p.m. If you will contact Connie Gerrard the day before, we'll arrange for you to be cleared through the Northwest Gate on Pennsylvania Avenue. Connie's number is 456-2111.

I look forward to seeing you, and know that our distinguished group can put together some excellent ideas that will be of lasting benefit to the University.

Best regards,

  
Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
Public Relations/Public Affairs  
866 Third Avenue  
New York, New York 10022

THE WHITE HOUSE

WASHINGTON

March 24, 1982

Dear Harold:

Many thanks for the Winston Churchill quote on apologies. It's a great one and one that would have come in handy several times during the last ten days. I'm sure we'll have plenty more opportunity to use it.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
866 Third Avenue  
New York, New York 10022

cc. Aram Bakshian

# Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS  
866 THIRD AVENUE, NEW YORK, NEW YORK 10022 • (212) 752-8610

March 17, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
the President  
The White House  
Washington, D. C.

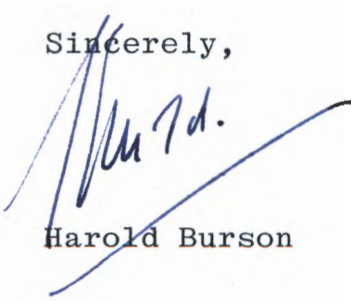
Dear Larry:

Here's a quote from Winston Churchill which  
may, as a response, be of interest to the  
President:

"I neither withdraw nor apologize for  
anything that I have said at any time,  
believing as I do that anything that I  
may have said at any time was perfectly  
justified by the special circumstances  
of that time and by the amount of informa-  
tion I may have had in my possession."

Best regards,

Sincerely,



Harold Burson

HB:hs

THE WHITE HOUSE


WASHINGTON

March 25, 1982

Dear Harold:

Many thanks for the letter inviting the President to address the PRSA in San Francisco on November 10. I'll pass this along to our scheduling people and as we begin to take up the schedule for November I'm certain you'll be hearing from them.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
866 Third Avenue  
New York, New York 10022

# Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS  
866 THIRD AVENUE, NEW YORK, NEW YORK 10022 • (212) 752-8610

March 22, 1982

Mr. Larry Speakes  
Deputy Press Secretary  
The White House  
Washington, D. C.

Dear Larry:

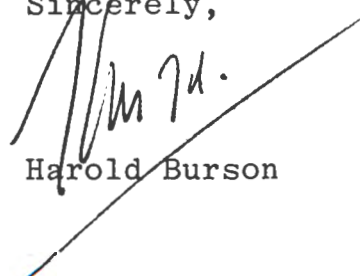
Here is a letter of invitation to the President inviting him to address the Annual Conference of the Public Relations Society of America in San Francisco in November.

You will recall our having discussed this by telephone at which time you offered to deliver this letter to those responsible for the President's engagements.

Any assistance you are able to provide in this will be much appreciated.

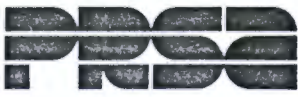
With all good wishes and warm regards,

Sincerely,



Harold Burson

HB:hs  
Encl.



**Public Relations  
Society of America**

1982 March 16

The President  
The White House  
Washington, D. C. 20500

Dear Mr. President:

The Public Relations Society of America (PRSA) will hold its 35th National Conference in San Francisco in November and we would very much like to have you address our concluding session luncheon on Wednesday, November 10. Of course, knowing your busy schedule, if this date is impossible for you we would be happy to have you with us on any day of the Conference (Monday, Tuesday or Wednesday) and would change our program accordingly.

More than 1,000 will be present at the San Francisco Hilton Hotel for this annual gathering of the nation's public relations, public affairs and government relations leaders.

We will be joined by public relations people from many nations around the world as the International Public Relations Association (IPRA) this year will hold its conference in conjunction with ours.

PRSA's 10,000 members represent corporations, counseling firms, financial institutions, educational institutions, health and welfare organizations, public and private, large and small. They come from every state. They, of course, are primary motivators of thought and action in their communities.

They must understand your programs and policies so they can properly interpret them and their consequences to chief executive officers of firms large and small, community organization leaders, local government and political leadership, and the media.

It would be a great pleasure for us to welcome Mrs. Reagan also if her schedule permits her to accompany you on this trip.

**BOARD OF DIRECTORS**

**OFFICERS**

*President*  
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845 Third Avenue  
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The President  
Page Two  
1982 March 16

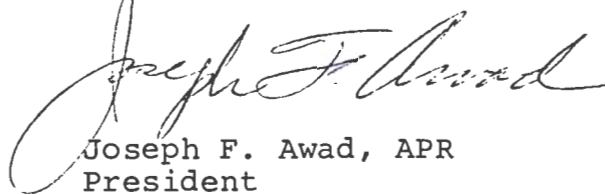
In addition to the luncheon speech, we would be pleased to arrange an opportunity for you to greet the leaders of PRSA and IPRA at a brief private reception preceding the luncheon.

I hope you will indicate acceptance of this invitation and give us permission to notify our members in promotional literature next August that you have done so. We all understand the conditional nature of an acceptance, and we will hope that nothing will occur which would require you to miss our Conference.

I can promise you more than just an audience interested in hearing and seeing a President of the United States, an audience whose role in managing the relationships of organizations and institutions with society gives it a very special interest and responsibility in the area of public policy formation.

With all good wishes,

Sincerely,



Joseph F. Awad, APR  
President



THE WHITE HOUSE  
WASHINGTON

March 25, 1982

MEMO FOR: GREG NEWELL

FROM: Larry Speakes *S*

If this fits in with one of  
our California trips, it would  
be a good one to do.

THE WHITE HOUSE  
WASHINGTON

February 9, 1982

Dear Harold:

Once again it was a pleasure to visit with you and it was good to have you here at the White House. I enjoyed meeting Jim Dowling and look forward to talking with him further in the months ahead. We will all plan on keeping in close touch as the year progresses.

As a momento of your visit, I am enclosing a pair of Presidential cufflinks.

Do give me a call or drop by again when you are in Washington.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
866 Third Avenue  
New York, New York 10022

THE WHITE HOUSE

WASHINGTON

March 24, 1982

Dear Harold:

Many thanks for the Winston Churchill quote on apologies. It's a great one and one that would have come in handy several times during the last ten days. I'm sure we'll have plenty more opportunity to use it.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
866 Third Avenue  
New York, New York 10022

# Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS  
866 THIRD AVENUE, NEW YORK, NEW YORK 10022 • (212) 752-8610

March 17, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
the President  
The White House  
Washington, D. C.

Dear Larry:

Here's a quote from Winston Churchill which  
may, as a response, be of interest to the  
President:

"I neither withdraw nor apologize for  
anything that I have said at any time,  
believing as I do that anything that I  
may have said at any time was perfectly  
justified by the special circumstances  
of that time and by the amount of informa-  
tion I may have had in my possession."

Best regards,

Sincerely,



Harold Burson

HB:hs

# Burson-Marsteller

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888 THIRD AVENUE, NEW YORK, NEW YORK 10022 • (212) 752-8610

January 28, 1982

Dr. Ed Meek  
Director of Public Relations  
The University of Mississippi  
University, Mississippi 38677

Dear Ed:

As a starter, I will try to get Readers Digest interested in an article on Arthur Guyton. Certainly, he deserves it.

My recollection is that Ole Miss Today or the alumni magazine ran a major article on Arthur several years ago. If so, send me a copy so that I can send it along to my friend, Richard Bode, a former Burson-Marsteller staff member who now writes regularly for Readers Digest. Also any other published material that I can use to sell the story.

After I review the list, I likely will get back to you with other suggestions.

Best regards.

Sincerely,

  
Harold Burson

HB:hs  
cc: Mr. Larry Speakes ✓

# Burson-Marsteller

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January 26, 1982

Mr. Donald T. Regan  
Secretary of the Treasury  
Treasury Department  
Washington, D.C.

Dear Don:

It was good seeing you at The White House, if only so briefly. I would like to elaborate a bit on my response to your question "what's troubling corporate executives?" with whom I come in contact. While my associations do not constitute a statistically valid sample, I do, as you know, have continuing discussions with a rather substantial cross-section of corporate CEOs.

The answer to your question, as I indicated on Friday, is easy: it's high interest rates. It matters not, I think whether that's the problem or the symptom. But the comments I get seem to add up to "if interest rates were lower, the economy would move upward." (The housing market would revive, monthly payments on automobiles would be affordable, short term borrowings could be converted into long term at rates both lower and predictable and that would encourage us to proceed with capital investments that can increase productivity and lower costs, etc.)

You and Jim Baker very rightly asked "how would my business friends propose achieving lower interest rates?". To be candid, my interpretation of what I hear is they don't know. Moreover, my perception is that the man who heads up a large corporation does not consider it either his responsibility or within his power to influence so macro a matter as interest rates (and except in the financial services area, the truth is that most CEOs simply lack an understanding of the fundamental forces that impact interest rates). The corporate executive looks "to Washington" for relief -- to you, to the Federal Reserve, to the President to provide the macro environment in which he can profitably do business.

In a process of simplistic deduction by those businessmen with whom I talk, I am hearing increasingly, as I reported at lunch, a questioning of the defense budget.

When pinned down to give a reason for high interest rates, I suspect the typical businessman would point to the budget deficit -- as much the seeming uncertainty and unpredictability of the magnitude of the deficit as the knowledge (and acceptance) that there will be a deficit for some years to come.

With that as a starting point, I hear two things:

First, on the cost-cutting side. They take cognizance and approve the good things the Administration has done to reduce government spending. So good, in fact, that there's not a lot left to cut -- which leads them to the defense budget (most of the people I talk with are in non-defense related industries!). I synthesize what I hear into the simple language that "we may be getting a lot more defense than we need a lot faster than we need it." Businessmen, like most citizens, have even less appreciation of the strategic defense requirements of this nation than they do about the intricacies of M1, M2, the money supply, fiscal and monetary policy, etc. They know, however, that defense spending represents big bucks.

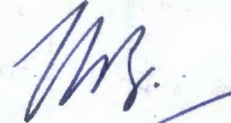
Second, the revenue producing side. Increasingly, I hear references that the Administration "went too far in reducing personal income taxes." They favored lowering tax rates on dividends and interest to 50 per cent and bringing down the capital gains rate to a maximum of 20 per cent. That was in keeping with the supply side stimulation theory. (Actually, I think businessmen would be happiest by eliminating the double taxation on dividends, though they appreciate the political implications that make this difficult to accomplish.) Increasingly, I am hearing that a 25 per cent reduction over three years is exacerbating the size of the deficit -- and therefore the prospect of higher interest rates.

One additional observation: the business community, as evidenced by public statements of CEOs of large corporations, continues to be publicly supportive of the President and his fiscal policies. But privately, I feel there are developing doubts as to the ability not only of this Administration but any Administration to achieve a fiscal balance that meets the needs of society while providing an economic environment that allows a business to operate at a satisfactory rate of profitability. This is a matter of substantial concern to me.

Mr. Donald T. Regan  
Secretary of the Treasury  
Page 3.

You have my every good wish in the difficult and complex assignment which has been entrusted to you. That you are there is of substantial comfort to lots of us, not only in business but "out there" as "just plain Americans." If ever I can be of service, I would welcome the opportunity.

Sincerely,



Harold Burson

HB:mr

cc: Mr. James A. Baker III

bcc: Mr. Larry Speakes

*Larry - Many thanks for the  
lunch. Next time, it's  
my turn.*



# Burson-Marsteller

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February 10, 1982

Mr. Larry Speakes  
Deputy Press Secretary to  
the President  
The White House  
Washington, D.C.

Dear Larry:

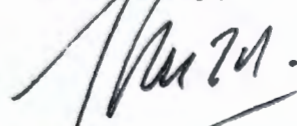
On March 1, we kick off the Corporate Fund for Kennedy Center with a dinner in New York. Charles L. Brown, chairman of AT&T, is this year's chairman.

If it is appropriate, it would be most helpful if we could get a letter from the President recognizing Charlie Brown and his fellow corporate CEO's for their efforts in behalf of Kennedy Center.

Here is a text that I've drafted (no pride of authorship, however). If this can be done, will you send the letter to me and I'll see that it gets delivered and read at the annual dinner which is attended by about 50 of the top corporate executives in the U.S.

Thanks and best regards.

Sincerely,



Harold Burson

HB:mr  
Enc.

Mr. Charles L. Brown  
Chairman  
American Telephone & Telegraph Company  
165 Broadway  
New York, New York

Dear Charlie:

It has come to my attention that you will serve as 1982 Chairman of The Corporate Fund of the John F. Kennedy Center for the Performing Arts and that your year's activities will commence with The Corporate Fund's annual dinner on March 1.

Be assured of my personal interest in the continued success of the fund raising efforts from the corporate sector in behalf of Kennedy Center. From the time of its first performance eleven years ago, Kennedy Center has served not only the Washington community but the nation overall as a cultural asset that brings joy, entertainment and, above all, enlightenment to our national capital.

Moreover, I am especially appreciative of the efforts of you and your fellow corporate chief executive officers who give so freely of their time for so worthwhile a purpose. Clearly, this is a shining example of the spirit of voluntarism which I so strongly feel is an important aspect of the American character. I have long-admired Kennedy Center for its desire to be a self-sustaining entity, independent of government funding for its programming.

I therefore salute you and your associates on the kick off of your fifth annual private sector fund raising program. And I wish you well in the accomplishment of your objective.

Sincerely,

THE WHITE HOUSE  
WASHINGTON

February 19, 1982

MEMO FOR: Dodie Livingston  
FROM: Larry Speakes

I would like to have this  
letter sent if at all  
possible.

Could you let me know?  
Thank you.

THE WHITE HOUSE

WASHINGTON

January 28, 1982

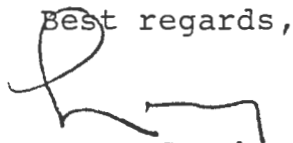
Dear Harold:

I would like to reschedule the meeting of our National Institutional Advancement Committee sometime in late March. I think we all have a lot to offer the University and when we have an opportunity to sit down for a session I am confident we will come up with a lot of creative ideas.

I would like to suggest any one of the following dates: March 11, March 18, or March 25. We would gather here at the White House for a couple of hours in the afternoon and then we could adjourn for dinner for those whose schedule permits.

I look forward to hearing from you.

Best regards,



Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
Burson-Marsteller  
Public Relations/Public Affairs  
866 Third Avenue  
New York, New York 10022

THE WHITE HOUSE

WASHINGTON

December 9, 1981

Dear Harold:

What a delightful Saturday afternoon with you and Bette! We thoroughly enjoyed our lunch and our visit with you both and hope we can do it again sometime soon. You were kind to invite us.

Meanwhile, I look forward to seeing you again soon and do want you to keep in close touch in the coming weeks and months.

Best regards,

A handwritten signature in black ink, appearing to read "Larry Speakes". The signature is stylized with a large initial "L" and a long horizontal stroke.

Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
866 Third Avenue  
New York, New York 10022

HAROLD BURSON  
1127 LEXINGTON AVENUE  
NEW YORK, N.Y. 10022

October 21, 1981

Mr. Larry Speakes  
Deputy Press Secretary to  
The President  
The White House  
Washington, D. C.

Dear Larry:

On December 5 and December 6 (Saturday and Sunday)  
Bette and I plan to be in Washington. If it is  
convenient for you to do so, we would like to  
have you and your wife join us for lunch on  
either of those days.

Nothing fancy, nothing formal, no big crowds.  
Just the four of us - or, at most, one additional  
congenial couple.

Hope you can make it. Let me know.

All good wishes,

Sincerely,  


HB:hs

Harold Burson

7 December 1981

Larry -

Bette & I enjoyed so much  
seeing Laura & you. We  
will do it again - & soon!  
Mean while, here's the  
both I mentioned.

All the best.

April

# Burson-Marsteller

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October 19, 1981

Mr. Larry Speakes  
Deputy Press Secretary to  
the President  
THE WHITE HOUSE  
Washington, D. C.

Dear Larry:

Here is a recent address by Roberto C. Goizueta, Chairman, The Coca-Cola Company, that responds to the President's appeal to the private sector to respond to social needs as Federal budgets are reduced.

Mr. Goizueta has a deep interest in this subject and The Coca-Cola Company is moving ahead aggressively to identify programs that fulfill vital social needs.

You may want to pass along this speech to the President to assure him that the private sector is in whole-hearted accord with the worthwhile objective that he has enunciated.

Best regards,

Sincerely,



Harold Burson *mg*

HB:hs  
Encl.

P.S. The portion of the speech that addresses this subject starts on Page 23.



THE WHITE HOUSE

WASHINGTON

October 15, 1981

Dear Harold:

Many thanks for your letter and calling to my attention the problems Scott is experiencing with the effects of the Reagan economic program. I am sorry to learn that so quickly it touched one of your own.

I have asked the Presidential Personnel Office to review this and suggest how we might proceed. An off the record suggestion: Inspire some Congressional inquiries on this subject.

Meanwhile, schedule a lunch here at the White House the next time you are in town.

Sincerely,

Larry Speakes  
Deputy Press Secretary  
to the President

Mr. Harold Burson  
866 Third Avenue  
New York, New York 10022

HAROLD BURSON  
866 THIRD AVENUE  
NEW YORK, N.Y. 10022

October 7, 1981

Mr. Larry Speakes  
Deputy Press Secretary to  
the President  
The White House  
Washington, D.C.

Dear Larry:

There's a personal matter that I would appreciate having your counsel on. It concerns my son Scott F. Burson, who was to have reported for work at the Seattle Regional Office of the National Labor Relations Board as an attorney on October 5, but was informed during the previous week that his appointment had been "rescinded due to budgetary provisions." Of course, this is not totally surprising in view of the President's budget reduction program. But I did not expect it to strike so close to home!

Scott is an honors graduate from the Law School at the University of Chicago and had practiced three years with a major Boston firm. He decided he did not want to continue with a large firm and, because of his association with the labor law professor at the University of Chicago, had applied about 18 months ago (maybe more) to NLRB. A job offer came to him about the time President Reagan was inaugurated (February or maybe March). He was told that he was hired but could not report to work until the new budget year starting in October. That fit in with his plans because he had, in the interim, returned to school at the University of Washington (Seattle) for a year which would conclude at the end of August.

Meanwhile, he has passed up other opportunities for employment expecting that he would go to work for NLRB on October 5. He took a cut in salary to accept the NLRB job and learned, to his pleasure, that he was being elevated a grade -- this news arrived about a month before he was to report for work. Even so, the new salary is somewhat below his market value in the private sector.

If there is anything that can be done to restore him or hasten his move toward the top of the list for employment, I shall be grateful to you for whatever can be done. He has been encouraged by the head of the Seattle regional office to hold on for a while until the actual budget for NLRB is sorted out and Scott plans to defer any serious job hunt until the end of the year. His principal objective is to go to work for NLRB.

Sorry to bring this to you and hope you will understand my fatherly concern. Best regards.

*H. Burson*