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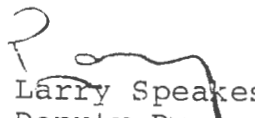
THE WHITE HOUSE
WASHINGTON
September 10, 1981

Dear Harold:

Many thanks for sending me the copies of the letter inviting the President to participate in the conference at George Washington University. I will do what I can here to see that we can get him to attend. However, I know the schedule for October is absolutely jammed with budget meetings and a considerable amount of travel.

Let me know if I can help you.

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

Larry Speakes.

The attached is
self-explanatory. If you
can provide any assistance,
I'll be grateful.

Regards.

H.

Harold Burson

Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS
1800 M STREET, N.W., WASHINGTON D.C. 20036 • (202) 833-8550

August 26, 1981

Harold,

I would like to enlist your help in our attempts to get President Reagan to speak anytime during the first day, October 13, of the conference we are co-sponsoring with George Washington University.

If you think it merits a phone call to Larry Speakes to back up the other approaches we have going, I am sure this would be helpful.

The attached letters to the President and Ed Meese from Jayne Spain are self-explanatory.

You should know also that Len Biegel of my staff has made contact with the White House appointments secretary, Greg Newell. Our thought is that with the kind of letter Jayne wrote to Meese and the President, plus the kind of boost a favorable comment from Larry Speakes would produce, Greg Newell will indeed be instructed to put our conference on the President's schedule.

We have subtly made the point that the President may want to do this one because of the spectacular service rendered him by GWU hospital.

Please let me know if you need more information.

RICHARD D. GODOWN



Burson-Marsteller

PUBLIC RELATIONS/PUBLIC AFFAIRS
1800 M STREET, N.W., WASHINGTON D.C. 20036 • (202) 833-8550

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Please let me know if you need more information.

RICHARD D. GODOWN





THE
GEORGE
WASHINGTON
UNIVERSITY

Washington, D.C. 20052 / School of Government and Business Administration

Executive-in-Residence Program
(202) 676-5802

August 24, 1981

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

Dear Mr. President:

A year ago there was a lot in print about the desperate need for revitalization and reindustrialization of American business. After your election and outline of your proposed program, we asked ourselves what we might do to help bring it to fruition. We decided Fall 1918 would be a propitious time to bring leaders of business, labor, government and academia together, in a neutral university setting, to talk about priorities for the Eighties.

We, and Burson-Marsteller, are cosponsoring a two-day conference here at the University on October 13 and 14, 1981, to which we are inviting 225 CEOs or presidents of a cross-section of American industry -- large, medium and small; 100 presidents of national labor unions and federations; deans of leading business schools; some special guests; and the media. The University, labor and business are underwriting the conference costs so there is no charge to the participants.

A copy of the proposed program is attached. We plan to concentrate on after tax and budget cuts -- what comes next

- for the U.S. to regain a position of leadership in the world,
- for the domestic and international economics to function smoothly and for the benefit of all,
- to establish a list of priorities for the Eighties.

We propose honest and open dialogue in a neutral setting by leading decision makers and thinkers. We hope for synergism -- for new ideas or more sharply defined old ones.

Reagan
page 2

We promise a premiere audience and a chance for them to interact with provocative speakers and moderators from the media, labor, business and academia who are charged with keeping things moving and making people think.

We regret our timing is just a short time prior to the North-South meetings but hope you can spare a few minutes from your schedule, any time, either day, to drop in and say a few words. Your appearance would be a tremendous shot in the arm for all present and would re-emphasize the importance of all sectors -- all Americans working out solutions together for the benefit of the nation.

Thank you, Mr. President, for your consideration.

Sincerely,

Jayne B. Spain
Executive-in-Residence

cc: Mr. E. Meese

Attachment



THE
GEORGE
WASHINGTON
UNIVERSITY

Washington, D.C. 20052 / School of Government and Business Administration

Executive-in-Residence Program
(202) 676-5802

August 24, 1981

The Honorable Edwin Meese III
Counselor to the President
The White House
Washington, D. C. 20500

Dear Mr. Meese:

The George Washington University and Burson-Marsteller feel that the time has come for a national conference, on neutral university premises, for business, labor, government and academia to get together for serious talk about after budget cuts, after tax cuts, where do we go now

- for the U.S. to regain a position of leadership in the world,
- for the domestic and international economics to function smoothly and for the benefit of all,
- to establish a list of priorities for the Eighties.

This conference, titled "The Way Back -- A Conference on National Priorities," is co-sponsored by the University and Burson-Marsteller as a public service, and business, labor and the University have provided the funding to underwrite the cost.

- The dates are October 13 and 14, 1981.
- The place is the Cloyd Heck Marvin Center, 800 21st Street, NW George Washington University.

We propose honest talk in a university atmosphere by leading decision makers and thinkers. We hope for synergism -- for new ideas or more sharply defined old ones. The audience will consist of about 225 CEOs or presidents of a broad cross-section of American business and industry -- large, medium and small; 100 presidents of national labor unions and federations; deans of leading business schools; and some special guests. There will be a record made, edited and published for all attendees, with wide distribution to schools of business.

We promise this premiere audience will have ample opportunity to interact with provocative speakers and moderators who will be charged with keeping things moving and making people think.

Meese
page 2

Attached is the proposed program. We need a leading White House official to open the conference and we extend you a most cordial invitation to be that official. We are also sending an invitation (per copy attached) to the President to drop in at any time either day for whatever period he would like and to say whatever he might like. Your presence -- and his drop in -- would demonstrate the importance of this kind of open discussion between business, labor, government and academia on how to cooperate together to get our economic train back on track and steaming full speed ahead.

We realize this timing comes just prior to the North-South meetings, but we hope you can spare fifteen minutes from your schedule on October 13th to lead off. If you cannot, is there someone you would suggest do it for you.

Thank you for your consideration, and an early response.

Sincerely,

Jayne B. Spain
Executive-in-Residence

Attachment

Lloyd H. Elliott
President
The George Washington University

and

Harold Burson
Chairman
Burson-Marsteller

cordially invite you

to be our guest at

“The Way Back — A Conference on National Priorities”

on

October 13 and 14, 1981

at

The George Washington University
Cloyd Heck Marvin Center
800 21st Street, NW
Washington, D.C.

R.S.V.P.

THE WHITE HOUSE

WASHINGTON

July 2, 1981

Dear Harold:

Many thanks for your kind letter, and also for the copy of the Burson-Marsteller Report. I found it interesting reading.

Let's reschedule our lunch as soon as possible.

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

June 18, 1981

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

Dear Larry:

My thanks to you for providing me with so interesting an experience. I thoroughly enjoyed seeing you and observing the President's press conference.

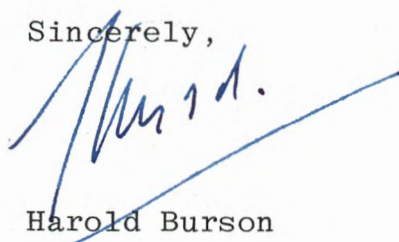
Over the past 15 years, we have published the Burson-Marsteller Report, a quarterly "discussion of corporate public relations issues."

Our most recent issue is titled "Ronald Reagan and The Era of New Realism." I'm attaching several copies. Also, I am sending along a number of back issues in event you have not seen what we do. You'll be on the mailing list for future issues.

Meanwhile, I will be in touch with you about setting up the luncheon we discussed for after Labor Day.

Again, my thanks and best regards.

Sincerely,

A handwritten signature in blue ink, appearing to read "Harold Burson", is written over a light blue rectangular background. The signature is stylized and slanted.

Harold Burson

HB:mr

THE WHITE HOUSE

WASHINGTON

March 3, 1981

Dear Harold:

Your portion of the public relations seminar on "The New Electronic Environment: Its Impact on Corporate Communications" sounds fascinating, and either Jim or I will be happy to be a part of the program on May 12. I can't say yet which one of us it will be, but we'll let you know closer to the date.

Come by for lunch when you're in town. I'll look forward to seeing you.

Best regards,



Larry Speakes
Deputy Press Secretary
to the President

Mr. Harold Burson
Chairman of the Board
Burson-Marsteller
866 Third Avenue
New York, New York 10022

Burson-Marsteller

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

February 24, 1981

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

Dear Larry:

There's an organization of senior public relations executives about which you have probably heard -- the Public Relations Seminar -- for which I am putting together a portion of the 1981 program.

The subject of my portion is "The New Electronic Environment: Its Impact on Corporate Communications." It's described in the attached.

To add a bit of drama to the proceedings, I would like to include a live demonstration of what can be done with this new capability.

What I have in mind, and my purpose in writing you, is to investigate the feasibility of having Mr. Brady take 5 minutes on the morning of May 12 to appear before a camera that will be brought to his office for a brief dialog with me at the meeting. The intro would be something along the lines of "Let's see how easy it is to access important people in distant or remote places -- let's find out what's happening in Washington at the White House this morning." Because of the orientation of the audience, I feel that Mr. Brady would be particularly suitable for this kind of demonstration. If, for any reason, he is not available, we would welcome having you -- or perhaps even both of you could appear on camera. After you let me know whether it's possible, we can work out the technical details.

Within the next month, I hope to get to Washington and would welcome an opportunity to stop in and say hello.

Meanwhile, my thanks and best regards.

Sincerely,



Harold Burson

HB:mr

THE NEW ELECTRONIC ENVIRONMENT: ITS IMPACT ON CORPORATE COMMUNICATIONS

(Tuesday, May 12, 1981 - Phoenix Biltmore)

The audience -- The Public Relations Seminar -- consists of approximately 125 of the senior public relations/public affairs managers/consultants in the United States. About 80 per cent direct public relations/public affairs for companies typical of those in the FORTUNE 500; the remainder head the larger public relations firms. The "typical" attendee is male, 40-plus, directs a staff of 25 or more, has a vice-president title, is regarded as a senior member of management. Many -- if not most -- once worked on a newspaper or a magazine; few ever worked in broadcast, either radio or television. Assume, therefore, that the audience is print -- hot type print -- oriented. But also assume a high level of intellectual curiosity. These people read -- people on their staffs read. In many of the companies represented, assume that a staff member has been assigned the task of staying abreast of what's happening with the electronic media (the interest factor is greater in broadcast than in print).

The objectives of this session are twofold:

First, to bring the audience up to date on the technology -- in simple terms, what hardware and what systems are available today to impact the communications process. In broadcast: cable, subscription TV, direct satellite transmission, videodisc, video cassettes, teleconferencing, etc. In print, how electronics has

affected the publishing process -- from the reporter's CRT terminal to the time the Wall Street Journal leaves press. Bottom line: today's technology, spiced with what's ahead in the short-term future (five years or so). This to be leavened with "what you people who have responsibility for corporate communications should know about electronic hardware and systems to more effectively reach your various constituencies, i.e. customers, shareholders, employees, management, the general public, etc."

Second, to assess and put into perspective the overall impact of electronics on both the communications process and the audiences that impact the corporation (actually, the broad societal structure). Assuming a greater volume of messages, how will the "receiver" (the target audience) discriminate and decide what he wants to be informed about? Will it make people more specialized in their information intakes or more generalized? Are they likely to be better informed people or are they likely to know more about a narrow range of subject matter? Will tomorrow's communications technology impact such industries as the airlines and hotels, i.e., if teleconferencing is both technologically and economically feasible, why should 1000 people gather in Chicago for a convention? What do we know about the generation of Americans who have "grown up" on television vis-a-vis their forebearers who knew only the printed page and radio? And, to round out the picture, what's the predictable ultimate -- systems on the drawing boards that will be around in the year 2000 or beyond. Bear in mind that this should be put in the context of what it means to "you people who address corporate audiences" -- (ten years from now will you be publishing annual reports and holding shareholders meetings at a single location -- if not, what's the chances of the

law being changed to take advantage of electronic communications?).

The session will start at 8:30 o'clock and will consist of three presentations:

8:30 - 8:35 - Introduction by the chairman (Harold Burson).

8:35 - 9:05 - Ray Shaw, President, Dow Jones & Co.

A discussion on how the electronic environment has impacted print media.

9:05 - 9:50 - William Donnelly, Vice President, Young & Rubicam

A state-of-the-art roundup on what's available now in video systems and hardware to deliver corporate messages.

9:50 - 10:20 - Dr. Delbert Smith, Vice President, COMSAT

How will all these electronic developments impact the corporation and the audiences to which they must communicate. A broadly-based roundup that will include some of the "blue sky" suggested in Objective 2.

Essentially, Shaw and Donnelly will cover Objective 1; Smith Objective 2.

10:20 - 10:45 - Coffee Break

10:45 - 12:00 - Speakers assemble as a panel for Q&A. Expect it to be lively.

We will try hard to make this come across as a unified presentation. (So many of us have had the experience of participating in this kind of meeting and wondering, after the first or second speaker, what's left to say that hasn't been said. Accordingly, we will try to get outlines or texts to you well in advance of the meeting.)

Beyond that, I have enlisted Tim Conner of the Burson-Marsteller staff to work with each of you on visual material. We will make -- or remake -- slide material in order to present a unified common format. Tim will telephone each of you to discuss your talk in terms of visuals.

We are investigating a number of possibilities to add drama to the message we want to deliver. One idea we are pursuing is to arrange for a satellite hookup from the Phoenix Biltmore to the White House. At a point in Del Smith's talk we would demonstrate how easy it is to access a remote source: we would ask James Brady, President Reagan's Press Secretary, what's happening at the White House at that moment.

Should you have other ideas in that direction that can be executed with little or no budget, we'll be interested in knowing about them.

You and your wife are invited to attend the entire conference as guests of the Public Relations Seminar. It starts with a reception Sunday evening, May 10, and concludes Wednesday noon, May 13. Or you may attend any part of it that accords with your own schedule. (A full program will be forwarded shortly).

#

HB:d1
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THE WHITE HOUSE

WASHINGTON

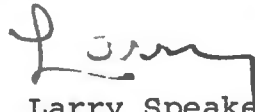
February 12, 1981

Dear Harold:

How kind it was of you to write with good words on my appointment as Deputy Press Secretary. It's great to be back at the White House.

I know the next four years will be ones of excitement and challenge. And I do appreciate your kind thoughts.

Best regards,



Larry Speakes
Deputy Press Secretary
to the President

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

Thanks always for
for help and advice

Harold Burson

7 February 1981

Ferry Speakers.

Briefly, to tell you how thrilled I am that you have been appointed Deputy Press Secretary to the President. I have every confidence you will do well.

It would be wonderful seeing you again and I hope we can arrange one day soon.

With all good wishes.

Harold