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THE WHITE HOUSE
WASHINGTON

12/3/81

TO: MORTON
FROM: Diana Lozano
SUBJECT: N.V. Peale Proposal

The attached is for your:

- | | |
|---|--|
| <input type="checkbox"/> Information | <input type="checkbox"/> Review & Comment |
| <input type="checkbox"/> Direct Response | <input checked="" type="checkbox"/> Appropriate Action |
| <input type="checkbox"/> EHD Draft Letter | <input type="checkbox"/> Signature |
| <input type="checkbox"/> File | <input type="checkbox"/> Other |

Comments: _____

1. Please identify and explain the two additional people.
2. Please beef up the proposal with a little more appeal.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

November 27, 1981

TO: Gregory J. Newell, Director
Presidential Appointments and Scheduling

FROM: Elizabeth H. Dole

REQUEST: Meeting with two of the subjects of Dr. Norman
Vincent Peale's radio show "The American Character".

PURPOSE: To give recognition to two honorees of Dr. Norman
Vincent Peale's radio program "The American Character".

BACKGROUND: Dr. Norman Vincent Peale is the pastor of the
Marble Collegiate Church in New York, the author of
"The Power of Positive Thinking" and the narrator of
the nationally broadcast radio series "The American
Character," which honors "unsung heroes" for their
acts of compassion, heroism, good neighborliness or
perseverence. *Jim Dole of both ho "*

PREVIOUS
PARTICIPATION: None

DATE: Open

LOCATION: Roosevelt Room

DURATION: 10 minutes

PARTICIPANTS: Dr. Norman Vincent Peale
Mike Feole, 8 years old, and his family
Dave Fromm, high school student, and his family

OUTLINE OF EVENTS: Greeting from the President and handshakes

REMARKS REQUIRED: Brief remarks

MEDIA COVERAGE: Full press

RECOMMENDED BY: Elizabeth H. Dole, Justin Dart, Herb Ellingwood

OPPOSED BY:

PROJECT OFFICER: Morton Blackwell

THE WHITE HOUSE
WASHINGTON

*Re-type &
forward to Red*

SCHEDULE PROPOSAL

November 24, 1981

TO: GREGORY J. NEWELL, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: Elizabeth H. Dole

REQUEST: Meeting with two of the subjects of Dr. Norman Vincent Peale's radio show "The American Character".

PURPOSE: To give recognition to two honorees of Dr. Norman Vincent Peale's radio program "The American Character".

BACKGROUND: Dr. Norman Vincent Peale is the pastor of the Marble Collegiate Church in New York, the author of "The Power of Positive Thinking" and the narrator of the nationally broadcast radio series "The American Character" *which honors "courageous heroes" for their acts of compassion, heroism, good-neighborliness or perseverance.*

PREVIOUS PARTICIPATION: None

DATE: OPEN DURATION: ¹⁰ 15 minutes

LOCATION: Roosevelt Room

PARTICIPANTS: Dr. Norman Vincent Peale,
Mike Feole, 8 years old, and his family
Dave Fromm, high school student, and his family

OUTLINE OF EVENT: Greeting from the President and handshakes

REMARKS REQUIRED: Brief remarks

MEDIA COVERAGE: Full Press

RECOMMENDED BY: Justin Dart, Herb Ellingwood

OPPOSED BY:

PROJECT OFFICER: Morton C. Blackwell

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

November 14, 1981

TO: GREGORY J. NEWELL, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: Elizabeth H. Dole

REQUEST: Presentation to two of the subjects of Dr. Norman Vincent Peale's radio show "The American Character".

PURPOSE: In keeping with the President's inaugural speech mentioning America's unsung heroes this event would give recognition to the acts of compassion and heroism performed each day in our country by these individuals. It would help inspire the media to place more emphasis on the positive achievements of Americans and would also be in keeping with the spirit of voluntarism.

BACKGROUND: Dr. Norman Vincent Peale is the pastor of the Marble Collegiate Church in New York, the author of "The Power of Positive Thinking" and the Narrator of the nationally broadcast radio series "The American Character."

PREVIOUS PARTICIPATION: None

DATE: OPEN -- Anniversary Date of the program is March 27
DURATION: 15 minutes

LOCATION: Roosevelt Room

PARTICIPANTS: Dr. Norman Vincent Peale, two honorees and their families, ~~PSI Task Force~~

OUTLINE OF EVENT: Presentation of an award and handshakes

REMARKS REQUIRED: Brief remarks

MEDIA COVERAGE: Full press

RECOMMENDED BY: Justin Dart

OPPOSED BY:

PROJECT OFFICER: Morton C. Blackwell

Norman Vincent Peale

1025 Fifth Avenue
New York, NY 10028

September 18, 1981

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

Dear Mr. Blackwell:

Dr. Peale has asked me for your response to his letter to you of June 12, 1981. A copy is enclosed herewith together with scripts.

We have no record of having received a reply, which probably went astray. Would you be good enough to send me a duplicate.

With kind regards, I am

Sincerely yours,

(Mrs) Doris H. Phillips

Secretary to Dr. Peale

DWP

June 12, 1981

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

Dear Mr. Blackwell:

We were pleased to learn that President Reagan will participate in a White House presentation involving one of the honorees of our broadcasts on "The American Character."

Since we talked, I've met with my producers, Infocom Broadcast Services, to review some past programs. We've selected two persons cited on our broadcasts for you to choose from. Both are youngsters, which we feel is desirable. Either one would be outstanding. Brief descriptions follow:

Mike Feole, an eight-year-old from Ellis, Idaho, through presence of mind and heroism saved an even younger lad from drowning. A copy of the script, which was broadcast on January 30, 1981, is enclosed. Mike is now nine.

Dave Fromm, a Newton, Massachusetts high school senior, felt strongly that more should be done to help senior citizens. He started an innovative volunteer program among young people that is truly outstanding. A copy of the script, which was broadcast on January 22, 1981, is enclosed. Dave is now eighteen.

The staff of Infocom has recently spoken with both boys (without giving any indication that it was more than a normal follow-up phone call.) Infocom told me that both handled themselves well over the phone.

For your information, Mike Feole lives at Star Route, Ellis, Idaho, 83235. His phone number is (208) 876-2122. David Fromm's address is 141 Evelyn Road, Newton, Massachusetts, 02158. His phone number is (617) 965-1990.

June 12, 1981

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

In line with our discussion, "The American Character" will pay all travel expenses and incidentals involved in the presentation.

We look forward to your reaction and to learning what the next step should be.

Respectfully,

NVP:DWP

THE AMERICAN CHARACTER

(MIKE FEOLE)

ANN: HERE IS NORMAN VINCENT PEALE ON "THE AMERICAN CHARACTER."

DR. P: THERE'S NO SUCH THING AS A SMALL ACT OF HEROISM. BUT THERE ARE SOME SMALL HEROES. TAKE EIGHT-YEAR-OLD MIKE FEOLE (FEE-OHL) OF ELLIS, IDAHO. MIKE DOESN'T WEIGH MORE THAN 60 POUNDS. BUT HE'S BEEN VERY BIG IN HIS NEIGHBOR'S EYES SINCE HE SAVED A YOUNG BOY'S LIFE. THREE-YEAR-OLD DAVID PARRIS SLIPPED OFF A BRIDGE AND TOPPLED INTO A CREEK NEAR MIKE'S HOME. MIKE HEARD A SCREAM, THEN A SPLASH, AS THE BOY HIT THE WATER. KNOWING THE CURRENT WAS SWIFT, MIKE HURRIED DOWNSTREAM. AND WHEN THE RUSHING WATER CARRIED DAVID BY, MIKE JUMPED IN, GRABBED THE TOT AND CLAMBERED ASHORE. DAVID WAS TREMBLING ... NOT ONLY FROM FEAR BUT ALSO FROM THE BONE CHILLING WATER. SO MIKE HUGGED THE LAD CLOSELY AS HE CARRIED HIM TO A NEIGHBOR'S HOUSE TO WARM UP AND RECOVER FROM THE ORDEAL. DAVID'S PARENTS COULDN'T THANK MIKE ENOUGH WHEN THEY HEARD HOW HE HAD PLUNGED INTO THE ICY WATER TO RESCUE THEIR SON. BUT MIKE SHRUGS OFF ANY NOTIONS THAT HE'S A HERO. HE SAYS HE REMEMBERS THE TIME HE FELL INTO THE CREEK HIMSELF AND WAS RESCUED BY HIS DOG. "BUT, OF COURSE," THE EIGHT-YEAR-OLD LAUGHS, "THAT WAS WHEN I WAS SMALL." THAT'S MIKE FEOLE, PROVING YOU'RE NEVER TOO SMALL TO BE A HERO IN THE AMERICAN CHARACTER.

ANN: NORMAN VINCENT PEALE ON "THE AMERICAN CHARACTER" IS FUNDED IN THE PUBLIC INTEREST BY ITT, INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION.

SCRIPT # 812

PROGRAM # 739

Infocom Broadcast Services Inc./1440 Broadway, New York, N.Y. 10018 (212) 921-8280

THE AMERICAN CHARACTER

(DAVE FROMM)

ANN: HERE IS NORMAN VINCENT PEALE ON "THE AMERICAN CHARACTER."

DR. P: DAVE FROMM DESCRIBES HIMSELF AS AN IDEALIST ... A DREAMER. THE HIGH SCHOOL SENIOR FROM NEWTON, MASSACHUSETTS, HAS FELT FOR A LONG TIME THAT MORE SHOULD BE DONE TO HELP SENIOR CITIZENS. WHEN HE SENT QUESTIONNAIRES TO MORE THAN A THOUSAND OF HIS CITY'S ELDERLY RESIDENTS, DAVE FOUND THEY NEEDED HELP WITH THREE COMMON PROBLEMS -- INFLATION, TRANSPORTATION AND DOING ODD JOBS. SO DAVE ORGANIZED YOUNG PEOPLE TO TAKE THE ELDERLY OUT ON DAYTRIPS AND TO SUPERMARKETS. THEY ALSO HELP WITH HOUSEHOLD CHORES AND YARD WORK. AND THE SENIORS AREN'T THE ONLY ONES TO BENEFIT, DAVE SAYS HIS VOLUNTEERS ARE FINDING NEW COMPANIONSHIPS WITH PEOPLE SEVERAL TIMES THEIR AGE. HE DECLARES -- "MEMBERS OF DIFFERENT GENERATIONS DON'T REALIZE HOW MUCH THEY HAVE IN COMMON UNTIL THEY DO THINGS TOGETHER." DAVE IS NOW URGING MERCHANTS TO OFFER ADDITIONAL DISCOUNTS TO THE ELDERLY. AND HE'S TRYING TO CONVINCE A CAR DEALER TO DONATE A VAN TO THE PROGRAM. IF YOU SUGGEST ANY OF HIS PROJECTS SEEM A LITTLE TOO AMBITIOUS, DAVE JUST SMILES AND SAYS -- "I TOLD YOU I WAS A DREAMER." THAT'S DAVE FROMM OF NEWTON, MASSACHUSETTS, THE IDEALISTIC HIGH SCHOOLER EXTENDING A HELPING HAND ACROSS MANY GENERATIONS OF THE AMERICAN CHARACTER.

ANN: NORMAN VINCENT PEALE ON "THE AMERICAN CHARACTER" IS FUNDED IN THE PUBLIC INTEREST BY ITT, INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION.

Dear Dr. Peale:

I regret to inform you that the President cannot make a presentation to two of the subjects of your radio show, "the American Character", at this time.

My office strongly urged the President's appointments office to accept this request. However, at the present time, the President's schedule is extremely full.

Nevertheless, we will try again in the Spring to arrange this presentation.

Sincerely,

MCB

hold
May get something yet.

THE WHITE HOUSE
WASHINGTON

Oh -

We're strongly
urged it & it is not
possible but we
will try again
in the Spring

REGRET

Date 12/18/81 **UJH**

THE WHITE HOUSE
WASHINGTON

SCHEDULE PROPOSAL

December 4, 1981

TO: GREGORY NEWELL, DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: Elizabeth H. Dole *EHD*

REQUEST: Presentation to two of the subjects of Dr. Norman Vincent Peale's radio show "The American Character".

PURPOSE: To give recognition to two honorees of Dr. Norman Vincent Peale's radio program "The American Character". To help inspire the media to place more emphasis on the positive achievements of America's unsung heroes.

BACKGROUND: Dr. Norman Vincent Peale is the pastor of the Marble Collegiate Church in New York, the author of "The Power of Positive Thinking" and the narrator of the nationally broadcast radio series "The American Character," which honors "unsung heroes" for their acts of compassion, heroism, good neighborliness or perseverance. Honoree Mike Feole from Ellis, Idaho at age eight saved an even younger lad from drowning. Honoree Dave Fromm from Newton, Massachusetts as high school senior started an innovative volunteer program among young people to help senior citizens.

PREVIOUS PARTICIPATION: None

DATE: Open

LOCATION: Roosevelt Room

DURATION: 10 minutes

PARTICIPANTS: Dr. Norman Vincent Peale
Mike Feole and his family
Dave Fromm and his family

OUTLINE OF EVENTS: Greeting from the President and handshakes

REMARKS REQUIRED: Brief remarks

MEDIA COVERAGE: Full press

RECOMMENDED BY: Elizabeth H. Dole, Justin Dart, Herb Ellingwood

OPPOSED BY:

PROJECT OFFICER: Morton C. Blackwell

THE WHITE HOUSE

WASHINGTON

November 9, 1981

Dear Dr. Peale:

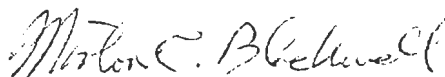
I regret the long delay on the matter of your proposed meeting with the President to give recognition to some of those you have recognized on your broadcast.

As I am sure you can appreciate the President's schedule has been very full. He has been personally involved, virtually without interruption, in battles over budget cuts, tax cuts and the AWACS sale.

Now that these issues are disposed of we are going to push forward on a number of proposals, including specifically the meeting with you.

We are working with the President's scheduling office and hope to be able to confirm a meeting for you.

Cordially,



Morton C. Blackwell
Special Assistant to
the President

The Reverend Norman Vincent Peale
Pastor
Marble Collegiate Church
Fifth Avenue at 29th Street, West
New York, New York 10001

April 20, 1981

Mrs. Robert Dole
The White House
Washington, D. C., 20800

Dear Mrs. Dole:

It was a pleasure to talk with you by telephone recently. I appreciate all your kindness and your interest in our American Character radio program pleases me very much indeed.

This nationally broadcast radio series calls daily attention to the inherent good in Americans. It marked its third anniversary last month, and I am glad to say it is having a fine reception across the country.

Each day we present a true story reporting on acts of compassion which occur daily in communities across the country, but which are overshadowed by news media emphasis on what's wrong with our society.

"The American Character" is not religious or political in nature, but it is inspirational. The program is designed to make listeners feel better about their country and themselves through exposure to the positive achievements of ordinary, present-day people just like themselves.

It is a sad fact that some of us tend to take the good for granted and to overstate the bad. But I believe "The American Character" is helping to put this picture in truer balance. This feeling is borne out by conversations with listeners during my travels around the country; the program is providing our citizens, young and old, with inspiring examples of the values, attributes and ideals which go into forming that character we call American.

"The American Character" is underwritten as a public service by International Telephone and Telegraph Corporation and is distributed without charge to the more than 350 stations broadcasting it daily in all fifty states, Puerto Rico, the U. S. Virgin Islands, and to America's men and women in uniform overseas.

April 20, 1981

Mrs. Robert Dole
Washington, D. C., 20500

We long ago exceeded most of the goals originally set for this series. But one of our aspirations has not yet been fully realized. We hope, as does the President, that media will expand its coverage of what is right with Americans. Unfortunately, the news remains overloaded with reports of crime, violence, greed, corruption and indifference.

However, there is something President Reagan can do to help us inspire those in the media to place more emphasis on the positive achievements of Americans. It would be wonderful if we might be privileged to have a brief White House presentation to one of the honorees of the "American Character" broadcasts. It is my belief that such a presentation, attended by representatives of the producer and the public service funder, would aid in highlighting the significance to our country of projects of this kind.

I sincerely believe in the importance of such a gesture and hope the President can find ~~some~~ minutes in his busy schedule to consider this request. And I do hope I am not presumptuous or inconsiderate in making this request.

With kind regards and a prayer that God may bless you every day, I am

Respectfully yours,

NVP:DMF

June 12, 1981

*American Character
Blackwell, Morton*

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

Dear Mr. Blackwell:

We were pleased to learn that President Reagan will participate in a White House presentation involving one of the honorees of our broadcasts on "The American Character."

Since we talked, I've met with my producers, Infocast Broadcast Services, to review some past programs. We've selected two persons cited on our broadcasts for you to choose from. Both are youngsters, which we feel is desirable. Either one would be outstanding. Brief descriptions follow:

Mike Paole, an eight-year-old from Ellis, Idaho, through presence of mind and heroism saved an even younger lad from drowning. A copy of the script, which was broadcast on January 30, 1981, is enclosed. Mike is now nine.

Dave Fromm, a Newton, Massachusetts high school senior, felt strongly that more should be done to help senior citizens. He started an innovative volunteer program among young people that is truly outstanding. A copy of the script, which was broadcast on January 22, 1981, is enclosed. Dave is now eighteen.

The staff of Infocast has recently spoken with both boys (without giving any indication that it was more than a normal follow-up phone call.) Infocast told us that both handled themselves well over the phone.

For your information, Mike Paole lives at Star Route, Ellis, Idaho, 83235. His phone number is (208) 876-2122. David Fromm's address is 141 Evelyn Road, Newton, Massachusetts, 02158. His phone number is (617) 965-1990.

June 12, 1981

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

In line with our discussion, "The American Character"
will pay all travel expenses and incidentals involved
in the presentation.

We look forward to your reaction and to learning what
the next step should be.

Respectfully,

NVP:DMP



Mrs. Robert Dole
The White House
Washington, D. C., 20800

Norman Vincent Peale
1025 Fifth Avenue
New York, NY 10028

October 2, 1981

Dear Dr. Peale:

Nancy and I would like to congratulate you and extend our warmest wishes as you begin your 50th year in ministry to God and to your fellow man.

For the past five decades you have dedicated yourself to the service of God and, in doing so, have touched countless souls, bringing them closer to Our Lord. Your ministry has done much to exemplify a thriving Christian tradition in America and has earned you the respect and devotion of Christians throughout America and the world. We are grateful to you, and look forward with your congregation to many more years of hearing you preach the Word of God.

Again, we are pleased to share in this joyful occasion and to add our prayers to those being offered for you today at your church.

Sincerely,

The Reverend Norman Vincent Peale
Pastor
Marble Collegiate Church
Fifth Avenue at 29th Street, West
New York, New York 10001

RR/AVH/RCH/lme

cc: *Norman Bluewell*

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 15, 1981

TO: Diana Lozano

FROM: Morton Blackwell

Now that the recess is over, we are proceeding to prepare a formal schedule proposal for the President per my discussion with Dr. Norman Vincent Peale.



FOUNDATION FOR CHRISTIAN LIVING

PAWLING, NEW YORK 12564

NORMAN VINCENT PEALE
Editor

914-855-5000

March 4, 1981

Dear Justin:

It was great to have you at church Sunday and I enjoyed our all-too-brief visit afterwards. It is a source of regret to me that I do not see you more often. Yours is a friendship which I value very much indeed.

Under the sponsorship of ITT, I have a five-day a week radio program on about 325 stations. Those who are in charge of this program would like to send the enclosed letter to the President and have asked me if I could get it to his personal attention. I had to reply that I only met him once and I am sure he does not know me at all.

In sending this to you, I do not want to imply that you do anything about it, but the letter explains what the objective is and perhaps you could tell me of someone in the President's office to whom we might direct this letter, hoping it might get attention. During the Nixon administration there used to be a man in the President's office through whom I could make contact, but I know no one in this administration.

Please bear in mind that I do not want you, personally, to bother with this. Merely, if possible, suggest someone whom I could contact.

God bless you and best wishes.

Cordially,

NVP:ey

P.S. Also enclosed are examples of the manuscripts used on the program, but I do not expect you to read all of them.

Mr. Justin Dart
444 N. Faring Road
Los Angeles, CA 90024

DART
INDUSTRIES INC.



March 24, 1981

Dear Elizabeth:

I was enormously pleased to get a major problem behind us last week. You were not only very helpful but a joy to work with. I will be back to you by phone shortly. As I don't think we need to move too fast right now, "cooling off" will do no harm.

A copy of the statement I gave to the press is attached. You will notice that Charles Wick's name is deleted but this does not change the sense of it at all. He was upset as he felt the responsibility for the failure of the project was blamed on him. You will also notice that the underlined sentence was added. I checked this out later with Ed Meese and he agreed entirely.

I am attaching a memo from Norman Vincent Peale for whom I have a very high regard. You will find it a heartwarming and valuable experience to get to know him and perhaps follow through on his suggestions. I would be grateful if you or someone at the White House would contact him directly.

Warm regards and many thanks,

Mrs. Robert Dole
Assistant to the President
Public Liaison
The White House
Washington, D.C. 20500

3/31
END - I'll pass
along to Norton + have
him make contact w/
Peale or you before I
explain we are his
contact
Red
MAR 30 REC'D

Norman Vincent Peale

1025 Fifth Avenue
New York, NY 10028

April 20, 1981

Mrs. Robert Dole
The White House
Washington, D. C., 20500

Dear Mrs. Dole:

It was a pleasure to talk with you by telephone recently. I appreciate all your kindness and your interest in our American Character radio program pleases me very much indeed.

This nationally broadcast radio series calls daily attention to the inherent good in Americans. It marked its third anniversary last month, and I am glad to say it is having a fine reception across the country.

Each day we present a true story reporting on acts of compassion which occur daily in communities across the country, but which are overshadowed by news media emphasis on what's wrong with our society.

"The American Character" is not religious or political in nature, but it is inspirational. The program is designed to make listeners feel better about their country and themselves through exposure to the positive achievements of ordinary, present-day people just like themselves.

It is a sad fact that some of us tend to take the good for granted and to overstate the bad. But I believe "The American Character" is helping to put this picture in truer balance. This feeling is borne out by conversations with listeners during my travels around the country; the program is providing our citizens, young and old, with inspiring examples of the values, attributes and ideals which go into forming that character we call American.

"The American Character" is underwritten as a public service by International Telephone and Telegraph Corporation and is distributed without charge to the more than 350 stations broadcasting it daily in all fifty states, Puerto Rico, the U. S. Virgin Islands, and to America's men and women in uniform overseas.

APR 28 RECD

April 20, 1981

Mrs. Robert Dole
Washington, D. C., 20500

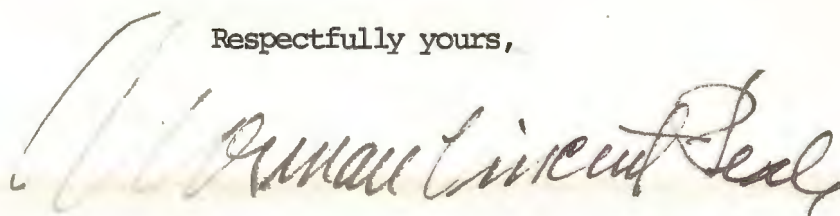
We long ago exceeded most of the goals originally set for this series. But one of our aspirations has not yet been fully realized. We hope, as does the President, that media will expand its coverage of what is right with Americans. Unfortunately, the news remains overloaded with reports of crime, violence, greed, corruption and indifference.

However, there is something President Reagan can do to help us inspire those in the media to place more emphasis on the positive achievements of Americans. It would be wonderful if we might be privileged to have a brief White House presentation to one of the honorees of the "American Character" broadcasts. It is my belief that such a presentation, attended by representatives of the producer and the public service funder, would aid in highlighting the significance to our country of projects of this kind.

I sincerely believe in the importance of such a gesture and hope the President can find a few minutes in his busy schedule to consider this request. And I do hope I am not presumptuous or inconsiderate in making this request.

With kind regards and a prayer that God may bless you every day, I am

Respectfully yours,

A handwritten signature in cursive script, reading "William Vincent Seal". The signature is written in dark ink and is positioned below the typed name "Respectfully yours,".

NVP:DWP

Norman Vincent Peale

*1025 Fifth Avenue
New York, NY 10028*

June 12, 1981

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

Dear Mr. Blackwell:

We were pleased to learn that President Reagan will participate in a White House presentation involving one of the honorees of our broadcasts on "The American Character."

Since we talked, I've met with my producers, Infocom Broadcast Services, to review some past programs. We've selected two persons cited on our broadcasts for you to choose from. Both are youngsters, which we feel is desirable. Either one would be outstanding. Brief descriptions follow.

Mike Feole, an eight-year-old from Ellis, Idaho, through presence of mind and heroism saved an even younger lad from drowning. A copy of the script, which was broadcast on January 30, 1981, is enclosed. Mike is now nine.

Dave Fromm, a Newton, Massachusetts high school senior, felt strongly that more should be done to help senior citizens. He started an innovative volunteer program among young people that is truly outstanding. A copy of the script, which was broadcast on January 22, 1981, is enclosed. Dave is now eighteen.

The staff of Infocom has recently spoken with both boys (without giving any indication that it was more than a normal follow-up phone call.) Infocom told me that both handled themselves well over the phone.

For your information, Mike Feole lives at Star Route, Ellis, Idaho, 83235. His phone number is (208) 876-2122. David Fromm's address is 141 Evelyn Road, Newton, Massachusetts, 02158. His phone number is (617) 965-1990.

June 12, 1981

Mr. Morton Blackwell
Special Assistant to the President
The White House
Washington, D. C.

In line with our discussion, "The American Character"
will pay all travel expenses and incidentals involved
in the presentation.

We look forward to your reaction and to learning what
the next step should be.

Respectfully,

A handwritten signature in blue ink that reads "Norman Vincent Peale". The signature is written in a cursive style with a large initial "N".

NVP:DWP

OCT 27 1981

Norman Vincent Peale

1025 Fifth Avenue
New York, NY 10028

October 22, 1981

Mrs. Robert Dole
The White House
Washington, D. C., 20800

Dear Mrs. Dole:

I do hope you will forgive me for bothering you again (I really hate to do it) about a request I made of you in a letter dated April 20, 1981, a copy of which is enclosed.

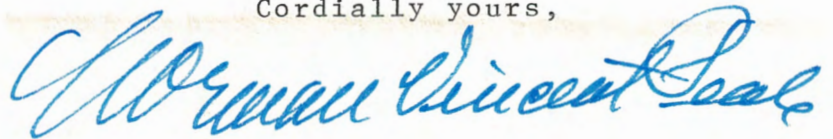
At the time you turned this matter over to Mr. Morton Blackwell, Special Assistant to the President. Mr. Blackwell talked to us by telephone subsequently, and I wrote him on June 12, 1981 (copy enclosed).

There has been no further response regarding our hope that the President might find it possible to participate in a brief recognition of the youngsters mentioned in my letter to Mr. Blackwell.

The lack of response may be interpreted as a negative reaction. Actually, I am embarrassed to pursue the matter further, therefore I turn to you as a friend for guidance.

I often think of you and Senator Dole. You are both remembered in my prayers personally and for the Lord's help in the outstanding public service you are each rendering.

Cordially yours,



NVP:DWP

Need to move quickly on this.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

September 28, 1981

TO: Anne Higgins

FROM: Morton C. Blackwell *MB*

It has come to my attention that Dr. Norman Vincent Peale will be celebrating the beginning of his 50th year as pastor of the Marble Collegiate Church in New York. Would you kindly see that a message from the President is sent to him so that it could be read at an 11:15 A.M. service on Sunday, October 4?

The message should be sent in care of:

Dr. Arthur Caliandro
Marble Collegiate Church
Fifth Avenue at Twenty-Ninth Street
New York, New York 10001

I would appreciate receiving a copy of the message for my files.
Thank you.

Should EHD make a call to him?

Pat Gleason 2849

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 25, 1981

TO: MORTON BLACKWELL
FROM: WAYNE VALIS *Wayne*
RE: ATTACHED LETTER FROM ITT

What is the story on this? This doesn't sound like a very reasonable situation. ITT has been very responsive, and I cannot believe Mr. Araskog would be excluded from such a meeting.

*Morton -- could you let me know about
this. Thanks - WV*

WHV:jh
attachment



*International Telephone and
Telegraph Corporation*

Washington Office

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*John F. Ryan
Vice President
ITT Washington*

June 22, 1981

Mr. Wayne H. Valis
Special Assistant to the President
Office of Public Liaison
The White House

Dear Wayne:

Our headquarters office in New York called something to my attention recently involving the White House and asked if I could shed any light on it. Since it puzzles me too, I hope you won't mind an informal inquiry directed to you.

For several years now, ITT has underwritten the production and distribution of a daily radio program by Dr. Norman Vincent Peale called "The American Character." The program is based on the idea of making listeners feel better about their country and themselves through exposure to the positive achievements of ordinary people like themselves. It is carried on more than 350 stations in all fifty states. I want to stress that we do this as a public service and there is no product or corporate advertising involved.

Dr. Peale recently discussed with Mrs. Dole the possibility of the President making a brief presentation to one of the "American Character" honorees. Following a phone conversation with her, Dr. Peale sent the attached follow-up letter.

He next heard from Morton Blackwell, of Mrs. Dole's staff, that President Reagan would meet with Dr. Peale and an honoree. He informed Dr. Peale, however, that White House policy precluded the presence of a corporate representative. Dr. Peale had intended to be accompanied

to the presentation by Rand Araskog, ITT's Chairman and Chief Executive, whom you will recall endorsed the President's economic program in our company publication as well as before the shareholders at our annual meeting in May.

In a letter to Mr. Blackwell, Dr. Peale asked that he be allowed to invite Mr. Araskog as his personal guest with the understanding that the "President Reagan will not acknowledge ITT in his remarks." As I understand it, Mr. Blackwell has informed Dr. Peale that even that will not be acceptable.

I can fully understand concerns of the staff that commercial promotions be avoided at White House functions and we fully agree with that policy. I was not aware, however, of such a broad interpretation that would exclude an executive of a company which underwrites, as a public service, a radio program promoting the best of the American character, even with the understanding that our company role would not be acknowledged.

Wayne, I wouldn't bother you on this but I have been asked whether that, indeed, is the current policy. Since it is one with which I am not familiar, I hope you don't mind my inquiry.

Kind Regards,

A handwritten signature in blue ink, appearing to read "John", with a long horizontal flourish extending to the right.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

TO Morton

May 5, 1981

TO: Diana
FROM: Morton
RE: Dr. Norman Vincent Peale


Aram is wrong on this. There is nothing wrong with giving Peale recognition. See my memo to you on this.

In his address January 20, President made reference to the heroes of our time who need recognition. It's right on RR's line.

Why, by the way, was Aram involved? If he wants some Indians, that can be arranged too.

I will proceed to write a schedule proposal for the President if you will return the initial package regarding Dr. Peale.

Morton -
OK! Proceed onward
Diana

Maiselles
Please get
Peale's letter of
recent date back
from Diana for me


pending

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

Noted - EHD
EHD -
Status on per
you request.
Pe

April 24, 1981

To: Diana

From: Morton *M*

Re: Dr. Norman Vincent Peale

I spoke with Dr. Peale today and suggested that he write a letter to us making the specific request that the President make the presentation to a person of Dr. Peale's selection from among those he has recognized on his program.

Dr. Peale assured me that there would be no identification of the sponsors (ITT) of his program regarding the presentation by the President. He would, of course, mention the President's gesture on his program and in his writings.

Dr. Peale is a beloved national figure. His program has a loyal following. I've heard it and it's fine. There is no down side for the President, in my opinion. When I get his letter, I'll draw up a schedule request for us to forward.

212-581-6433

Helen Gray

Sanford

Z...