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WITHDRAWAL SHEET

Ronald Reagan Library

Collection: DOLE, ELIZABETH: Files

Archivist: cas

File Folder: Howard University Fundraiser ~~Box 5455~~ F004

Date: 7/8/97

7/23/10

DOCUMENT NO. AND TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. list	no responses (p. 4, partial)	5/5/82	P6 B6
2. checks	copies of 3 personal checks 2 p. (p. 1, partial, p. 2, all)	n.d.	P6 B6
3. memo	Dole to Deaver re Howard University Fundraiser 1 p. (partial)	5/20/82	P6 B6
4. letter	Joseph Coors to Dole re enclosed check 1 p. (partial - copy of check)	5/15/82	P6 B6
5. list	of staff contacts 1 p. (partial)	n.d.	P6 B6 608 11/1/00

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

- P-1 National security classified information [(a)(1) of the PRA].
- P-2 Relating to appointment to Federal office [(a)(2) of the PRA].
- P-3 Release would violate a Federal statute [(a)(3) of the PRA].
- P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA].
- P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA].
- P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA].
- C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- F-1 National security classified information [(b)(1) of the FOIA].
- F-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
- F-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- F-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- F-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- F-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- F-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- F-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

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Return
to
Susan

No Responses As of May 5, 1982

Mrs. Brooke Astor
c/o Vincent Astor Foundation
405 Park Avenue
New York, New York 10022

Ms. Pearl Bailey
Post Office Box 52
Northridge, California 91328

Mr. Robert H. B. Baldwin and Mrs. Baldwin
President
Morgan Stanley, Inc.
1251 Avenue of the Americas
New York, New York 10020

Mr. William Baroody, Jr. and Mrs. Baroody
President
American Enterprise Institute
1150 17th Street, N.W.
Washington, D.C. 20036

Mr. Warren Beatty
c/o Directors Guild of America
7950 Sunset Boulevard
Hollywood, California 90046

Mr. Claude Bekins and Mrs. Bekins
Chairman of the Board and President
Bekins Moving and Storage Company, Inc.
9401 Aurora Avenue North
Seattle, Washington 98103

Mr. and Mrs. Tony Bennett
713 N. Canon Drive
Beverly Hills, California 90210

Dr. Fred H. Black and Mrs. Black
Manager, Special Interest Group Program
General Electric Company
3135 Eastern Turnpike
Fairfield, Connecticut 06431

Mr. and Mrs. Alfred Bloomingdale
131 Delfern Drive
Los Angeles, California 90024

Mrs. George C. Brock
2220 Avenue of the Stars
Apartment 1404
Los Angeles, California 90067

The Honorable Edward W. Brooke and Mrs. Brooke
2500 Virginia Avenue, N.W.
Washington, D.C. 20037

Mrs. Evangeline Bruce
1405 34th Street, N.W.
Washington, D.C. 20007

Mr. John Byrne and Mrs. Byrne
Chairman, President and Chief Executive Officer
GEICO Corporation
GEICO Building
Washington, D.C. 20076

Mr. Louis W. Cabot and Mrs. Cabot
Chairman of the Board
Cabot Corporation
125 High Street
Boston, Massachusetts 02110

Mrs. Anna Chennault
2510 Virginia Avenue, N.W.
Washington, D.C. 20037

Mr. William T. Coleman, Jr. and Mrs. Coleman
Senior Partner
O'Melveny & Myers
1800 M Street, N.W.
Washington, D.C. 20036

Mr. Joseph Coors and Mrs. Coors
Vice Chairman of the Board and President
Adolph Coors Company
Golden, Colorado 80401

Mr. and Mrs. Justin W. Dart
444 N. Faring Road
Los Angeles, California 90024

Mr. and Mrs. Sammy Davis, Jr.
1151 Summit Drive
Beverly Hills, California 90210

Mr. Richard DeVos and Mrs. DeVos
President
Amway Corporation
7575 E. Fulton Road
Ada, Michigan 49301

Ms. Ella Fitzgerald
c/o Norman Granz
451 N. Canon Drive
Beverly Hills, California 90210

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80 Kalorama Circle, N.W.
Washington, D.C. 20008

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Chairman of the Board and Chief Executive Officer
Exxon Corporation
1251 Avenue of the Americas
New York, New York 10020

Mr. and Mrs. Douglas Glant
5320 W. Mercer Way
Mercer Island, Washington 98040

The Honorable Robert K. Gray and Mrs. Gray
Gray & Company
3255 Grace Street, N.W.
Washington, D.C. 20007

Mr. Lee E. Gunderson and Mrs. Gunderson
President
American Bankers Association
1120 Connecticut Avenue, N.W.
Washington, D.C. 20036

George W. Haley, Esquire and Mrs. Haley
Obermayer, Rebmann, Maxwell & Hippel
2011 I Street, N.W., Suite 500
Washington, D.C. 20006

Dr. and Mrs. Armand Hammer
10431 Wyton Drive
Los Angeles, California 90024

Mr. and Mrs. Lionel Hampton
20 West 64th Street, #28K
New York, New York 10024

Mr. Peter Hannaford and Mrs. Hannaford
Chairman of the Board
The Hannaford Company, Inc.
905 16th Street, N.W.
Washington, D.C. 20006


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Chief Executive Officer and Director
Carter Hawley Hale Stores, Inc.
550 S. Flower Street
Los Angeles, California 90071

Mr. Ragan A. Henry and Mrs. Henry
President
Broadcasting Enterprises National, Inc.
1422 Chestnut Street
Philadelphia, Pennsylvania 19107

Mrs. Robert Ray Herring
3195 Inwood Drive
Houston, Texas 77019

Mr. Barron Hilton and Mrs. Hilton
Chairman of the Board, President and Chief Executive Officer
Hilton Hotel Corporation
9880 Wilshire Boulevard
Beverly Hills, California 90210

The Honorable Samuel C. Jackson, Esquire and Mrs. Jackson
Stroock, Stroock & Lavan
1150 17th Street, N.W.
Washington, D.C. 20036

Dr. Timothy L. Jenkins — 
Chairman
The Match Institution
2101 S Street, N.W.
Washington, D.C. 20008

Mr. and Mrs. Earle M. Jorgensen
960 Bel Air Road
Los Angeles, California 90024

Ms. Diane Keaton
c/o Arlyne Rothberg, Inc.
145 Central Park West
New York, New York 10023

The Honorable Melvin Laird and Mrs. Laird
1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036

Mr. and Mrs. Theodore N. Lerner
900 Wheaton Plaza North
Wheaton, Maryland 20902

The Honorable Sol M. Linowitz and Mrs. Linowitz
2325 Wyoming Avenue, N.W.
Washington, D.C. 20008

Dr. and Mrs. Henry Lucas, Jr.
5019 Diamond Hills Boulevard
San Francisco, California 94131

Mrs. Claire Booth Luce
The Watergate - South
700 New Hampshire Avenue, N.W.
Washington, D.C. 20037

The Honorable James T. Lynn and Mrs. Lynn
6736 Newbold Drive
Bethesda, Maryland 20817

Clarence McKee, Esquire and Mrs. McKee
Pepper & Corazzini
1776 K Street, N.W.
Washington, D.C. 20006

Mr. Rufus W. McKinney and Mrs. McKinney
Vice President
Southern California Gas Company
1150 Connecticut Avenue, N.W., Suite 717
Washington, D.C. 20036

Mr. Henry T. Mudd and Mrs. Mudd
Chairman of the Board and Chief Executive Officer
Cyprus Mines Corporation
555 South Flower Street
Los Angeles, California 90071

Mr. Arnold Palmer and Mrs. Palmer
President
Arnold Palmer Enterprises
Box 52
Youngstown, Pennsylvania 15696

Mr. Frederick J. Perren and Mrs. Perren
President
MVP Records, Inc.
11704 Ventura Boulevard
Studio City, California 91604

Mr. Abe Pollin and Mrs. Pollin
Chairman of the Board
Capital Centre
One Harry S. Truman Drive
Landover, Maryland 20786

Mr. John Post and Mrs. Post
Executive Director
Business Roundtable
1828 L Street, N.W., Suite 402
Washington, D.C. 20036

Mr. Lincoln Ragsdale and Mrs. Ragsdale
President
Valley Life Insurance Group
1140 E. Washington Street
Phoenix, Arizona 85034

Mrs. Nancy Reynolds
Vice President for National Affairs
The Bendix Corporation
300 Maryland Avenue, N.E.
Washington, D.C. 20002

Mr. and Mrs. David Rockefeller
30 Rockefeller Plaza, Room 5600
New York, New York 10112

Mr. and Mrs. Roy Rogers
c/o Art Ruch, Inc.
10221 Riverside Drive
North Hollywood, California 91602

Mr. and Mrs. Henry Salvatori
457 Bel Air Road
Los Angeles, California 90024

Mr. Stanley Scott and Mrs. Scott
Vice President
Philip Morris, Inc.
100 Park Avenue
New York, New York 10017

Mr. and Mrs. Frank Sinatra
Post Office Box 900
Beverly Hills, California 90213

Mr. Vestor Skutt and Mrs. Skutt
Chairman of the Board
Mutual of Omaha Insurance Company
Mutual of Omaha Plaza
Omaha, Nebraska 68175

Mr. and Mrs. Jimmy Stewart
918 North Roxbury Drive
Beverly Hills, California 90210

Mr. and Mrs. W. Clement Stone
5050 Broadway
Chicago, Illinois 60640

Mr. Percy Sutton and Mrs. Sutton
Chairman of the Board
Inner City Broadcasting Corporation
801 Second Avenue
New York, New York 10017

Mr. and Mrs. Richard L. Terrell
1211 Spyglass Lane
Naples, Florida 33940

Mr. Charles Thornton and Mrs. Thornton
Chairman of the Board and Chief Executive Officer
Litton Industries, Inc.
360 N. Crescent Drive
Beverly Hills, California 90210

Dr. Gloria Toote
282 West 137th Street
New York, New York 10030

Mr. and Mrs. Holmes Tuttle
1237 E. Mountain Drive
Montecito, California 93108

Mr. Dirk Van Dongen and Mrs. Van Dongen
President
National Association of Wholesaler Distributors
1725 K Street, N.W.
Washington, D.C. 20006

Mr. Ben Vereen
c/o William Morris Agency
1350 Avenue of the Americas
New York, New York 10019

Dr. Charls E. Walker and Mrs. Walker
Chairman
Charls E. Walker Associates, Inc.
1730 Pennsylvania Avenue, N.W.
Washington, D.C. 20006

Mr. and Mrs. Edward L. Weidenfield
2903 Q Street, N.W.
Washington, D.C. 20007

Mr. Lester Wells and Mrs. Wells
Senior Staff Representative
Shell Oil Company
1025 Connecticut Avenue, N.W., Suite 200
Washington, D.C. 20036

Mr. and Mrs. Charles Wick
700 New Hampshire Avenue, N.W., Apt. 706
Washington, D.C. 20037

Mr. and Mrs. Edward Bennett Williams
8901 Durham Drive
Potomac, Maryland 20854

Mr. Walter B. Wriston and Mrs. Wriston
Chairman and Chief Executive Officer
Citicorp
399 Park Avenue
New York, New York 10022

Mr. Efrem Zimbalist, Jr.
4750 Encino Avenue
Encino, California 91316

Declines

- 4/30 Ambassador and Mrs. Walter Annenberg (Send this invitation to both addresses)
"Sunnylands"
Wonder Palm Road
Cathedral City, California 92234
and
Llanfair Road
Wynnewood, Pennsylvania 19096
- 5/4 Mr. Charles J. Dibona and Mrs. Dibona
President
American Petroleum Institute
2101 L Street, N.W.
Washington, D.C. 20037
- 4/30 Mr. Richard L. Gelb and Mrs. Gelb
Chairman of the Board and Chief Executive Officer
Bristol-Myers Company, Inc.
345 Park Avenue
New York, New York 10022
- 5/4 Kingdon Gould, Esquire
1725 DeSales Street, N.W.
Washington, D.C. 20036
- 4/3 Dr. and Mrs. Charlton Heston
c/o Carol Lanning
1369 Avenida de Cortez
Pacific Palisades, California 90272
- 5/5 Mr. and Mrs. Bob Hope
10346 Moore Park Street
North Hollywood, California 91602
- 4/30 Mr. Lee A. Iacocca and Mrs. Iacocca
Chairman of the Board
Chrysler Corporation
12000 Lynn Townsend Drive
Detroit, Michigan 48288
- 4/30 Dr. Henry Kissinger and Mrs. Kissinger
Center for Strategic and International Studies
1800 K Street, N.W., Suite 520
Washington, D.C. 20006
- 4/30 The Honorable Paul Laxalt
315 Russell Senate Office Building
Washington, D.C. 20510

- 5/4 Mr. Robert D. Lilley and Mrs. Lilley
Chairman
Local Initiatives Support Corporation
666 Third Avenue
New York, New York 10017
- 4/28 Mr. Vernon R. Loucks, Jr. and Mrs. Loucks
President and Chief Executive Officer
Baxter Travenol Laboratories
One Baxter Parkway
Deerfield, Illinois 60015
- 5/4 Mr. Samuel I. Newhouse, Jr. and Mrs. Newhouse
Chairman
Conde Nast Publications, Inc.
350 Madison Avenue
New York, New York 10017
- 4/30 Mr. Richard Richards and Mrs. Richards
Chairman
Republican National Committee
310 First Street, S.E.
Washington, D.C. 20003
- 4/30 Mr. John M. Richman and Mrs. Richman
Chairman of the Board and Chief Executive Officer
Dart-Kraft, Inc.
Kraft Court
Glenview, Illinois 60025
- 4/30 Mr. Rodman Rockefeller and Mrs. Rockefeller
Chairman, President and Chief Executive Officer
International Basic Economy Corporation
1230 Avenue of the Americas
New York, New York 10020
- 4/28 Mr. Donald Rumsfeld and Mrs. Rumsfeld
President and Chief Executive Officer
G. D. Searle & Company
4711 Gulf Road
Skokie, Illinois 60076
- 5/4 Mr. Abraham S. Venable and Mrs. Venable
Director of Urban Affairs
General Motors Corporation
General Motors Building
3044 West Grand Boulevard
Detroit, Michigan 48202

5/4 Mr. Richard A. Viguerie and Mrs. Viguerie
Chairman of the Board
American Mailing List Corporation
7777 Leesburg Pike
Falls Church, Virginia 22043

THE WHITE HOUSE

WASHINGTON

June 15, 1982

MEMORANDUM FOR ALICE BURNETTE

FROM: THELMA DUGGIN

SUBJECT: Howard University Fundraiser
May 20, 1982

Enclosed are 4 additional checks totalling
\$1,200 which we received for Howard University.

RONALD W. REAGAN LIBRARY

THIS FORM MARKS THE FILE LOCATION OF ITEM NUMBER 2 LISTED ON THE
WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

DATE: June 14, 1982
TO: Thelma Duggin
FROM: Wendy Borchardt *W.B.*
SUBJECT: Checks for Howard University

Here is \$1,200 more dollars.

Mrs. Alice Burnette, Dir., Dept. of
Development
Room 215
Notre Dame Hall
West Campus
Howard Univ
20008

THE WHITE HOUSE

WASHINGTON

June 14, 1982

Dear Paula:

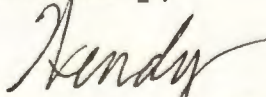
Thank you so very much for all the material you are sending me on a regular basis. I do read it and appreciate it although I am unable to acknowledge it each time it arrives.

This letter, however, is to especially thank you for the plug on the tax bill which was in the last issue of the Long & Foster Realtors Homenotes. It benefits hopefully all Americans so that they will have more of their own resources to put in to homes - or whatever activity they desire.

I participated in some of the activity on behalf of Howard University, and I was extremely pleased to see the Capstone article. I do thank you very much for sharing that with me, for as you can see the President is committed to the support of education in the Black community on the college and graduate level.

I simply want to say a most sincere thank you to you, Paula, for your sustained and continuing support. We all are grateful, and we know that we are making and creating a stronger and more dynamic country once again.

Sincerely,



Wendy Borcherdt
Special Assistant to the
President for Public Liaison

Paula L. Jewell
Long & Foster Realtors
4200 Wisconsin Avenue, N. W.
Washington, D. C. 20016

June 1, 1982

I thought that you might find the article to be of interest. Capstone is entitled each of Howard's 10,000 employees

the Capstone

HOWARD UNIVERSITY

Vol. 3, No. 19



President Reagan Encourages Corporate Support of Howard

By Henry Duvall

The President of the United States pushed Howard University's campaign for its \$100 million New Direction Fund toward reality at a reception on campus May 20.

President Reagan, accompanied by the first lady, urged several hundred guests representing a cross section of corporate America and individual benefactors to invest in education for black Americans.

To date, more than \$52 million has been raised in gifts, grants and pledges.

When the president arrived at the Blackburn Center ballroom for the university's \$1,000-a-person fund-raising reception, he was greeted by a who's who of corporate America. Among the chairmen and chief executive officers at the gathering were: Richard DeVos, president of Amway Corp.; Coy Eklund, chairman of the Equitable Life Assurance Society of the United States; J. W. Marriott Jr., chairman of the Marriott Corp.; David Packard, chairman of Hewlett-Packard Co.; and many others.

These guests, representing hundreds of billions of dollars of corporate financial capability, were told by President Reagan: "Our administration is committed to the future of Howard and to the other historically black colleges and universities throughout the land."

In a lighter vein, the president quipped that he ought to get Howard President Dr. James E.

Cheek and his guests to help raise funds to reduce the trillion-dollar national debt. "Now, don't anybody be frightened," he added. "If I may steal a line and paraphrase it from Shakespeare, We came here today to praise you, not to bankrupt you. We came to praise you for joining Howard University in an important step forward."

Underwriting the Howard fund-raising reception
cont'd, page 3



By Marvin T. Jones

President Reagan supports the university's efforts to raise funds from the private sector. Looking on, right, are the first lady, Mobil Oil Corp. Chairman Rawleigh Warner Jr., and Howard President James E. Cheek. Cheek stands behind Reagan.

Reagan Encourages Support, cont'd.

with a grant of \$25,000 was the Mobil Oil Corp., which has been a financial supporter of the university since 1969. Mobil's view of support to Howard is that "benefits have flowed both ways," Chairman Rawleigh Warner Jr. emphasized in remarks to the gathering. "Howard University graduates are among our valued employees. Business and academia are indeed functioning as partners."

The university's fund-raising campaign is known as the New Direction Fund. The fund is a long-range development program to support a variety of needs at the university. It was formally launched in 1977 and has a goal of \$100 million.

Support is sought from alumni, corporations, foundations, friends, associations and international governments.

"When we started this campaign, many thought it an impossible task," said Howard President James E. Cheek. "But we could not hold back the unrelenting demands which must be met if Howard University is to maintain its stature and its leadership position in the higher education community. In order to satisfy these demands, Howard University must challenge the philanthropic community as no black institution ever has before."

Support is needed for endowed chairs and distinguished professorships; for increased student aid and scholarships; for sponsored research and development programs; for library resources; for building renovation and construction; and for general unrestricted support.

To help generate support, Howard has enlisted the assistance of 40 corporate, civic and diplomatic leaders. This group is called the International Sponsors' Council, and it provides volunteer leadership to the university's development program.

Chaired by Edward W. Brooke, former U.S. senator from Massachusetts, the International Sponsors' Council includes such notables as William M. Agee, chairman and president of the Bendix Corp.; Joe L. Allbritton, chairman of Allbritton Communications; William Howard Beasley III, executive vice president of Northwest Industries, Inc.; John H. Filer, chairman of Aetna Life and Casualty Co.; and David P. Reynolds, chairman of Reynolds Metals Co. The majority of the council members were present at the reception.

In addition to seeking external support, Howard has an in-house fund-raising program called the Challenge Fund. Employees of the university con-

tributed \$213,978 last year toward the fund's goal of \$2.5 million.

"Howard University seeks to excel, to be the best," President Reagan acknowledged. "There are so many potential areas for growth and development."

In a show of support for Howard and other black institutions, the president announced the award of 10 research grants from the Urban Mass Transportation Administration for nearly \$800,000 to black universities and colleges. Two of the grants, totaling \$142,000, are earmarked for Howard.

Summer School Opens

Graham Johnson, director of the Summer School, estimates that 4,000 to 4,500 students will attend school at Howard this summer. About 2,500 of the students will attend the traditional program in order to accelerate the completion of their degree requirements. The remainder will participate in continuing education programs that are community oriented, according to Johnson.



By Harlee Little

Black Colleges Discussed . . . Howard President James E. Cheek recently hosted a pre-planning meeting of the White House Initiative Private Sector Partnership Task Force on Historically Black Colleges and Universities. Speaking at the meeting, left of Cheek, is Dr. Thomas P. Melady, assistant secretary for Postsecondary Education at the U.S. Department of Education, and to the right is Melvin Bradley, special assistant to President Reagan.

OCcidental PETROLEUM CORPORATION

10889 WILSHIRE BOULEVARD • SUITE 1500

LOS ANGELES, CALIFORNIA 90024

(213) 879-1700 • (213) 208-8800

NORMAN D. ALEXANDER
VICE PRESIDENT-CORPORATE AFFAIRS

May 26, 1982

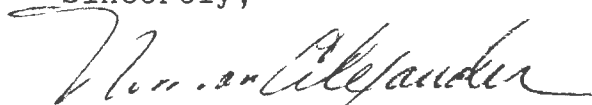
Mrs. Wendy Borchardt
Special Assistant to the President
for Public Liaison
The White House
Room 197
Washington, D.C. 20500

Attention: Joan Moreci

Dear Mrs. Borchardt:

Occidental Petroleum Corporation is pleased to support the New Direction Fund of Howard University and our check for \$1,000 is enclosed. I would appreciate your forwarding this check to the University.

Sincerely,


Norman D. Alexander

NDA/sr

Enclosure

cc: Robert H. Tuttle

KEY BANK N.A.
ALBANY, NEW YORK

OCCIDENTAL PETROLEUM CORPORATION

CHECK NUMBER 0211300
ING. CALL () -
29-7
213

ONE THOUSAND AND NO/100 DOLLARS

DATE
05/25/82

AMOUNT
\$1,000.00

PAY
TO
THE
ORDER
OF

HOWARD UNIVERSITY
NEW DIRECTION FUND

GENERAL ACCOUNT

Paul [Signature]

⑈002113002⑈ ⑈021300077⑈ 10 98 285 2⑈

SUGGESTED TALKING POINTS

President Reagan's Visit to Howard University, May 20, 1982

1) HOWARD UNIVERSITY HOSPITAL

Recommendation:

We recommend that President Reagan endorse a new formula for funding the Hospital at a level which will enable us to continue to provide critically important services to the Washington community. It is suggested that the President announce he is directing the Secretary of Education that a new formula be devised for annualizing the Federal appropriation targeted for Howard University Hospital.

We also recommend that Mrs. Reagan, who has already shown interest in the Hospital, agree to head up a group of "Friends of Howard University Hospital" to take an active interest in some of the Hospital's programs, including the pediatric programs.

(See Mr. Deaver)

Background Information

History. This 6-story, 500-bed structure was built at a cost of \$43 million and was opened in 1975. Previously, the University had administered the Freedmen's Hospital which was opened in 1869 to serve, as the name suggests, newly emancipated slaves and their descendants.

The Daily patient census has averaged around 90 percent capacity since the new Hospital was opened. Referred outpatient registration totaled 10,281 during FY1981.

In addition to the usual comprehensive services, the Hospital administers, jointly with the Howard University College of Medicine, a Cancer Center, a Center for Sickle Cell Disease, a Renal Unit, a Center for Drug Abuse Treatment and Prevention, and an Institute for Child Development and Family Life.

Research Projects. Howard investigators have pioneered in a new technique for treating cancer that has attracted worldwide attention. The Howard University Cancer Center operates the only fully integrated system of intraoperative radiotherapy in this country it is the only cancer research facility that specializes in studying cancers in black patients. Numerous other research projects are under way. In the 1940s, a long-time Howard surgeon and faculty member (Dr. Charles Drew) was responsible for introducing blood plasma to the world, and currently Howard researchers are perfecting a technique for producing a blood substitute which has popularly been referred to as "instant blood", since it will be derived by adding water to a crystalline substance that requires no refrigeration and hence is long-lasting.

Community Service. The Hospital is one of the most critically important expressions of the University's mission of service to the Washington community. Since hypertension is known to affect black people disproportionately compared with others, the Hospital regularly offers free blood-pressure tests and fields mobile teams into low-income neighborhoods to reach those who cannot or will not go to the Hospital for that purpose. This is preventive medicine, since potential victims of this progressive disease may otherwise end up as indigent patients in the Hospital, unable to contribute toward the costs of treatment.

Other services include drug-abuse treatment and prevention information; testing for sickle cell disease (10,560 persons in 1980), which also affects black people disproportionately; and renal dialysis treatment and screening.

Fiscal Structure.

Fiscal Structure. The financial operations of the Hospital are tracked in separate accounting from the other operations of the University. The University receives approximately \$22 million annually through the Federal appropriation targeted toward meeting the Hospital's costs; this represents about 25 percent of the Hospital's costs, and this level of Federal funding has remained constant for the past six years, despite rising costs due to inflation.

Many indigent patients are without resources to contribute to the costs of the medical care they receive, and the District of Columbia government does not reimburse the Hospital at cost for services provided to indigent patients.

For these reasons, the hospital, which is fully licensed and accredited and which in 1981 was cited for "providing patient care of quality" and for "continued progress towards optimal conditions" by the Joint Commission on Accreditation of Hospitals operates at a deficit each year.

2) RESEARCH AND DEVELOPMENT

Recommendation:

We recommend that President Reagan encourage and facilitate collaborative research efforts in the biomedical, natural and engineering areas between Howard University and the National Science Foundation, the Department of Defense, the National Aeronautics and Space Administration, and other Federal agencies, as appropriate. An announcement to this effect, along with an announcement of the Howard University/National Institutes of Health Task Force recently created at the President's direction (November 1981?), would be timely and appropriate.

Background Information

Long a leader in social-science research, particularly as it relates to analyzing and solving problems of black and other low-income, disadvantaged persons, Howard University has the expertise and commitment to increase research activity in the biomedical, natural and engineering sciences.

In 1971 the Federal government deeded 108 acres in Beltsville, Maryland, to be developed as a research center in these areas in which blacks are grossly underrepresented. The disparity between demand and supply of black scientists and engineers constitutes a serious national problem which Howard University is willing and able to remedy, *in part.*

To this end, the University must strengthen its research capacity and productivity. The Beltsville Campus, when fully and properly developed, can serve as a model to support our research initiatives.

A Howard University/National Institutes of Health Task Force was established in November 1981? at the President's direction. Additional linkages with Federal agencies promise to be equally as fruitful.

Howard University currently has a number of programs which help to identify prospective scientists among ^{black} high school students; it also is active in encouraging blacks to prepare for careers as engineers. Thus it is addressing a national priority in the face of declining numbers of Americans preparing for careers in science and engineering.

3) INTERNATIONAL AFFAIRS

Recommendation:

While we are well aware that constitutional authority for the formulation and execution of United States foreign policy reposes in the President and the U.S. Senate, we believe that the President should publicly acknowledge Howard University's expertise in and commitment to strengthening peace and understanding in the so-called Third World countries through academic exchanges and technology transfer.

Background Information

Howard University has had a long and special relationship with the countries of the developing world. The University has provided educational opportunities for many of the leaders in Africa and the Caribbean. In 1981 alone, ~~six~~ ^{eight} heads of state from foreign countries visited the University.

Through our ties with countries, with our sensitivity to the aspirations of their people, and with our substantial faculty and staff expertise, we are as well situated as any university in the United States -- and better situated than most -- to assist in the definition and implementation of Federal policy toward these areas.

We have been asked by one country to help them establish a television network; the head of another state has requested our technical assistance in economic development of his region.

We offer the University as a national resource in terms of our commitment and skills in relating to the people of such countries, some of which have strategic metals in scarce supply that are of interest both to our government and to American businessmen.

Formal linkages have been established for academic and technical exchanges between Howard and universities in Africa and the Caribbean. The University has recently created a Department of International Affairs, headed up by a former U.S. ambassador, to explore establishing further linkages.

4) NEW DIRECTION FUND

Recommendation:

We recommend that President Reagan make a strong statement, underscoring his presence at Howard, in support of this Howard initiative to raise private endowment funds to strengthen its educational enterprise.

Background Information

A few years ago we identified and studied 11 predominantly white private institutions similar to Howard in overall complexity and structure, including size, scope and curricula. In addition, these 11 private institutions, like Howard, are among the top 100 institutions of higher learning that receive Federal funds.

The outcome of this study was shocking though not wholly anticipated, and convinced us that our poorer showing in most areas was attributable to the much lower level of private support we enjoy at Howard. In 1979-80, for example, Howard received \$5.6 million in private-sector support. whereas the average for the 11 other universities in our sample was \$36.8 million--over six times as much.

To have and to maintain high quality we must first have adequate resources--physical, fiscal and human resources. And so we established a New Direction Fund with a goal of \$100 million in private-sector support by December 31, 1983.

Thanks to the ^{generous} response of individuals, corporations and alumni, the Fund had passed the halfway mark with \$51.5 million by the end of the first quarter 1982, some five years after the fund was announced. These monies will be used for endowed chairs and professorships, sponsored research, program development, student aid, library resources and capital projects.

We ask prospective contributors to make an investment in us, an investment which is also an investment in our country and indeed the world.

We find it staggering to contemplate what this country would have been like had there been no Howard University these past 115 years. Howard University has been an oasis in the desert of black America; Howard has produced a significant proportion of the black physicians, lawyers, clergymen, teachers, scientists, and other professionals in this country, and it continues to do so. For example, it currently produces 35 percent of the black dentists graduated in this country.

In addition to 17 schools and colleges, we have some dozen institutes and research centers. A major expansion of our main library is under way, and we are about to begin construction of a building to house our School of Business and Public Administration, which presently is scattered at a number of locations in the city of Washington.

We own and operate a hotel, Howard Inn, and soon we will be one of a very few universities to offer a degree in hotel/motel management. We own and operate a television station, WHMM, and a radio station, WHUR, where our students in communications and engineering gain hands-on experience to reinforce classroom training.

In short, we are alive and well, though we have never had the resources commensurate with our needs and commensurate with the responsibilities that traditionally have been ours to fulfill.

The Howard University of today is a community of some 12,000 students. It comprises 1,300 full-time faculty, the majority of whom hold Ph.D. or other terminal degrees. It embraces students, faculty and staff from the 50 states and 91 foreign countries.

The New Direction Fund represents a serious attempt to close the gap between Howard's revenues and needs by attracting additional private-sector support above and beyond the roughly 50 percent of our annual budget that already comes from the private sector.

THE WHITE HOUSE
WASHINGTON

Package received from SUSAN SHERWOOD,
Office of Public Liaison on May 19,
1982 for Howard University by:

Deborah W. Johnson
Signature

11:35 am.
Time

1982

JOSEPH COORS
100 CASTLE ROCK DRIVE
GOLDEN, COLORADO 80401

May 17, 1982

Elizabeth H. Dole
Assistant to the President
for Public Liaison
The White House
Washington, D.C. 20500

Dear Elizabeth:

It was a real pleasure to talk to you Friday morning and I appreciate your calling to thank me for my willingness to participate in the Howard University program for the President.

I am enclosing my check and wish all of you the very best for a pleasant and constructive organization.

Sincerely,



Joseph Coors

JC/ts

Dictated by Joseph Coors but
signed in his absence by his
secretary, Tesa Smith.

Enclosure

MAY 15 1982

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GOLDEN, COLORADO 80401

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Enclosure

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

~~REDACTED~~

THE WHITE HOUSE

WASHINGTON

May 18, 1982

MEMORANDUM FOR ELIZABETH H. DOLE

FROM: THELMA DUGGIN

SUBJECT: Howard University Fundraiser

As of 4:00 p.m., May 18, 1982, Howard had a total acceptance of 189 (including complimentary) and have raised cash and pledges of \$53,700.

On Friday Chairman Richards sent out 618 telegrams and Bucky Beyers at RNC has been contacting the Eagles for support. According to Alice Burnette at Howard, Bucky Beyers is having a difficult time getting support from the Eagles. Basically the only positive action which they are receiving is from the White House staff calls.

The Development Office of Howard University sent out 100 complimentary invitations yesterday at the suggestion of Jack Farris. These invitations went to the Deans and to members of the President's Board (those who give substantial funds to Howard).

The following people have been contacted but have not called back:

Alfred Bloomingdale (Borcherdt)
Mrs. George Borck (Borcherdt)
Abe Pollin (Valis)
John Post (Valis)
Edward Bennett Williams (Valis)

I have received no word on the following individuals:

Pearl Baily (Rollins)
Robert Baldwin (Valis)
W. Baroody (Fuller)
Edward Brooke (Dole)
L. Cabot (Valis)
Justin Dart (Rollins)
R. DeVos (Fuller)
Lee Folger (Rollins)
Robert Gray (Rollins)
Lee Gunderson (Valis)
P. Hawley (Fuller)
E. Jorgensen (Rollins)
Sol Linowitz (Dole)
Nancy Reynolds (Fuller)
Vestor Skutt (Valis)
Richard Terrell (Rollins)
D. Van Dogen (Dole)
Walter Annenberg (Rollins)
Richard Gelb (Valis)
Kingdon Gould (Rollins)
Paul Laxalt (Rollins)
Warren Beatty (Mason)
Sammy Davis (Mason)
Frank Sinatra (Mason)
Bob Hope (Mason)

The following individuals have received no call:

Brooke Astor
Tony Bennett
Evageline Bruce
Ella Fitzgerald
Diane Keaton
Claire Booth Luce
Roy Rogers
Arnold Palmer
Frederick Perren
David Rockefeller
Jimmy Stewart
Efrem Zimbalist, Jr.
Charlton Heston
Henry Kissinger
Robert Lilly
Samuel Newhouse
John Richman
Rodman Rockefeller

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 20, 1982

REMARKS OF THE PRESIDENT
AT FUNDRAISER FOR HOWARD UNIVERSITY

Howard University

6:21 P.M. EDT

THE PRESIDENT: Thank you very much. Thank you. Dr. and Mrs. Cheek, Rawleigh Warner, Nancy, you, ladies and gentlemen, Nancy and I are very happy, delighted to be here with you tonight. I know the generosity and the feeling toward this school that has brought all of you here, but -- and it wouldn't be possible to name all who have been so generous, but maybe I could say that -- Mr. Rawleigh Warner I think epitomizes the kind of spirit that is so supportive of this school. His contribution tonight was \$25,000 and Rich Devoss, \$20,000, and I know that there were others that, as I say, were worthy of mention, but I will just stop with those.

We've been looking forward to this evening, or this afternoon, however you want to describe it. Nancy was lucky enough to get Dr. Cheek over to the White House for lunch last fall. Then he returned the favor and had her back here for a tour of the campus and the activities of the hospital center, which, being a doctor's daughter, she's very much interested in.

And, of course, Mike Deaver's been personally involved in Howard's fundraising drive. So we couldn't be more pleased than to be here and -- lending a hand, if that's possible, to all that you're doing.

And now, Dr. Cheek, as I look around, I must say this is a pretty impressive group that you've brought in. In fact, you're all doing so well for Howard that I just have to wonder, how would you like to organize a little fundraiser to help us whittle down a \$1 trillion debt? (Laughter).

Now, don't anybody be frightened. If I may steal a line and paraphrase it a little bit from Shakespeare, "We came here today to praise you not to bankrupt you." (Laughter). We came to praise you for joining Howard University in an important step forward.

This university has offered all Americans, and particularly our young, black Americans, invaluable opportunities to develop their talents and skills, training them for service to the professions, their communities and their nation.

Howard is widely recognized as the largest and certainly one of the finest black universities in the world.

Our administration is committed to the future of Howard and to the other historically black colleges and universities throughout our land. We must never forget that when educational opportunities were denied elsewhere, these institutions offered hope to our fellow Americans -- young, black Americans.

James Madison said that a well-instructed people alone can be permanently a free people. Well, it wasn't until 1867, in the aftermath of a tragic and violent war and Lincoln's Emancipation Proclamation, that America gave birth to a new era

MORE

and to Howard University. This would be a center of learning to fulfill the promise of Lincoln -- serving the people who had waited so long to enjoy what was theirs by birthright.

Lincoln was a simple man but he spoke great truths. He said, "No man is good enough to govern another man without that other's consent. This expresses my idea of democracy. Whatever differs from this is no democracy."

In the years that followed, Howard has fulfilled its mission -- sending its trained graduates into the world to practice professions in all walks of life. Fifteen years ago, President Lyndon Johnson came to Howard to mark the celebration of the University's 100th anniversary and he told the students, "The task is to give 20 million blacks the same chance as every other American -- to learn and grow, to work and share in society, to develop their abilities -- physical, mental and spiritual, and to pursue their individual happiness." His was a message from the heart and his answer was a program of political action and economic redistribution to lessen the plight of those who had not shared equally the blessings of freedom. But as the wrongs were gradually redressed and barriers broken down more and more, people began questioning whether big government could guarantee economic abundance. It's one thing to ensure everyone's right to buy a ticket on the train and that government must do. But that ticket isn't worth much if the train then can't leave the station.

Government has an essential role to protect those in need. But it's self-defeating to keep cutting smaller and smaller slices of pie from an ever shrinking pie. It is time now for all of us together to make a bigger pie for all our citizens and everyone having a bigger slice and that's what we're determined to do. (Applause.)

Howard University, under Dr. Cheek's strong leadership, not only understands this need for a new direction, it has laid out a parallel mission of its own. It's called "The New Direction Fund" and its goal is to raise \$100 million in the private sector within the next five to seven years. The funds will go for endowed shares and distinguished professorships, increased student aid and scholarships, research, library resources and other capital projects not funded by the federal government.

Howard University seeks to excel, to be the best. There are so many potential areas for growth and development. I spoke a moment ago of Nancy's visit to the hospital center and I can tell you she was impressed with what she saw being done there in pediatrics and other areas.

Some people see Howard fulfilling a unique role. They see this university as an ideal orientation center for citizens and leaders of Third World nations coming here to learn about democratic institutions and our enterprise system.

And let me say a word, if I could here, about my first real attention to this university. I was Governor of California.

MORE

And this has to do with the traditional function of any educational institution. It was back in those riotous days when no one was bragging about only living a stone's throw from the campus; -- (laughter) -- when the buildings were being burned down, rioting was the order of the day. And then the surveys began to come in that were taken on campuses of very distinguished, prestigious universities in our country. And the huge proportion of the students -- and it must have been disturbing to everyone in that generation gap period, anyone of another generation, to read of the huge numbers of students that denied there was anything good in America, that denied there was anything worth defending in America, and who pledged that they would not, if called upon, defend this country.

And then the surveyors got to Howard University. And suddenly there was great disappointment for those who had cheered the results on other campuses -- but great joy for a lot of us on the shady side of the generation gap because on this university campus the overwhelming majority said, yes, this is a country to believe in; yes, there are opportunities that we look forward to; and, yes, if need be, we would fight and die for this country because it's ours. (Applause.)

Each of you, I know, shares my belief in the principles of the free market, personal initiative, competition, responsibility, reward and stewardship. Your presence here and your generosity demonstrate how willing you are to live up to your beliefs. We can't thank you enough for that.

And let's remember that we're working as partners, the public and private sector together. Our administration, I like to think, is also doing its part. On September 15th, 1981, I directed federal agencies to increase the ability of historically black colleges and universities to participate in federally sponsored programs. We've made significant progress.

Today I'm pleased to announce the award of ten grants from the Urban Mass Transportation Administration for almost \$800,000 to black institutions for important research projects. Two of these grants for a total of \$142,000 are being awarded to Howard University. (Applause.)

This university also received a grant from the Urban Transit Agency to conduct an extended seminar for 15 professors from black institutions to prepare them to undertake research projects on transportation problems.

Well, I think now I've taken enough of your time. I want to thank again Dr. Cheek and all of you -- and let me just say I hope we can meet again and again in furtherance of this very worthy cause. So thank you all, thank you for being here, and God bless you.

END

6:37 P.M. EDT

THE WHITE HOUSE

WASHINGTON

May 13, 1982

MEMORANDUM FOR

FROM: ELIZABETH H. DOLE

SUBJECT: Howard University Fundraiser

The President and Mrs. Reagan are hosting a fundraiser for Howard University the evening of May 20. I know the President is personally committed to assisting Howard and places great importance on this event.

Would you please review the attached lists and circle those persons with whom you are acquainted and to whom you would agree to place a personal phone call on behalf of the President, urging participation.

Since this is a fundraising reception, the first priority is to obtain a donation (\$1,000). Attendance is also desired, if possible.

My office will coordinate the follow-up with you and will work closely with Howard to monitor the acceptances.

THE WHITE HOUSE

WASHINGTON

May 14, 1982

MEMORANDUM FOR ED HARPER

FROM: ELIZABETH H. DOLE
SUBJECT: Howard University Fundraiser

We need you to make phone calls to the following individuals urging their participation in the Howard University Fundraiser:

The Hon. James T. Lynn & Mrs.
Mr. & Mrs. Vernon Loucks
Mr. & Mrs. Donald Rumsfeld

The reception will be held on May 20, beginning at 5:00 p.m. at the Blackburn Center on the Howard University campus here in Washington, D.C. Tickets are \$1,000 per person (tax deductible), and RSVPs should be sent to Dr. James Cheek, President, Howard University, Washington, D.C. 20059; or telephone the Office of the Vice President for Development (202) 636-6066. Checks should be made payable to Howard University New Direction Fund.

Since this is a fundraiser, the first priority is to obtain a donation, but attendance is also desired.

Thank you for your cooperation.

THE WHITE HOUSE

WASHINGTON

April 23, 1982

TO: RED
FROM: DIANA *Thelma*
SUBJECT: Howard University Fundraiser

Per Thelma, this is the status of the guest list for the fundraiser, which you inquired about.

--Thelma is in frequent contact with Howard. She has consulted with them on the guest list and provided some suggestions.

--Howard has an invitation list of 3,000 people. They think it's a good list.

--Invitations have already gone out to the out of town people. In-towners will receive their invitations in a few days.

--Howard has also consulted with Muffie Brandon on the guest list. She thought it was a solid list.

At his point, the fundraiser is under control and Howard is moving ahead. We are providing assistance, but have no direct tasks at this time.

Since lists of this nature are very sensitive, Howard has expressed some reluctance to actually give Thelma a copy of their list. She has not pressed it. Let me know if you feel it's essential that we have it.

THE WHITE HOUSE

WASHINGTON

March 26, 1982

MEMORANDUM FOR ELIZABETH H. DOLE

THRU: DIANA LOZANO
FROM: THELMA DUGGIN
SUBJECT: Howard University Fundraiser

On Tuesday, March 23, I met with Alice Burnette and Roger Estep to discuss plans for the Howard University Fundraiser. Attached is their proposed plan.

According to the plan, the event was shifted from the home of Bill Marriott to Howard University. They said that they were informed of this change by Jim Rosebush about three weeks ago. I explained that based on a conversation that I had with Red, the event had been switched back to Mr. Marriott's residence. They had no problem with that.

They emphasized the fact that they will need indepth help from the Administration in formulating a list of invitees. A basic list prepared by them will be sent to us within the next week for our review and additions. They would like to invite a minimum of 500, and would like our assistance in follow up phone calls.

They do not want this to be a "black tie" event if it is going to be held at Bill Marriott's home. I will meet with Alice Burnette and Roger Estep again next week to further discuss the plans.

PROPOSED PLAN

AN EVENING WITH PRESIDENT RONALD REAGAN HOSTED BY DR. JAMES E. CHEEK

This is a proposed plan for the successful production of an "Evening with President Reagan," and it incorporates recommendations made by Johnathan Jessar, Senior Vice President, Gray & Company.

Date: Thursday, May 20, 1982; 5:00 p.m.

Location:

- (a) Ballroom, Blackburn Center, Howard University Main Campus
- (b) Outside Holy Cross Hall, Howard University West Campus -
- (c) Howard Inn Ballroom - 500

Early contact needs to be made with the Secret Service regarding site selection and security details. Parking arrangements must be developed and coat checking arrangements must be made.

Food and Beverage:

Selection of caterer must be made. Selection of menu, beverage, and service with caterer.

The Invitation, RSVP Cards, Escort Cards:

It is recommended that an extremely heavy card stock be used with raised printing for the invitation. Suggested wording is attached for invitation and response card.

- Coordination is needed with the Secret Service to provide strict controls on admittance (use of admit cards, etc.)
- Contact must be initiated with printer for early decisions on paper, print style, review of proof, and final delivery. Contact might be made with Bill Gemwell, The White House calligrapher, for production of escort cards. Estimated cost for these items for 300 people is \$700.
- Invitations should be mailed no later than April 12, 1982. Invitations should be hand-addressed.

The Invitation List:

Howard University requests in-depth assistance from The White House in developing the invitation list. Suggest mailing invitations to 500 people, minimum.

Media Coverage:

- Contact must be made early with White House Press Office to coordinate credentialing of press. Especially important for those media not assigned to White House Press Corps.
- Suggest press luncheon on the day of the Reception for media with Dr. Cheek to provide background briefing and to answer questions.
- White House contact is Larry Speakes.

Ticket Cost:

Recommend \$1,000 per person.

Reception Sponsor:

Howard University requests White House assistance in identifying prospect(s) for a \$25,000 grant(s) to be used to underwrite reception costs.

Raised Gold Seal

The President of Howard University and Mrs. James E. Cheek

+ Mr + Mrs Klamowitz

request the pleasure of your company

at an Evening at Howard University

with

The President of the United States and Mrs. Reagan.

Thursday, May 20, 1982

(Location)

Five O'Clock in the Evening

Kindly respond by enclosed card
no later than May 10, 1982

\$1,000 per person

The Response Card

_____ I/We shall be pleased to accept your invitation for an Evening at Howard University with President and Mrs. Reagan on May 20, 1982.

_____ My payment is enclosed at \$1,000 per person.

_____ I/We shall be unable to attend.

_____ I/We shall be unable to attend, but have enclosed a contribution for Howard University.

Kindly respond by May 10, 1982

Signature

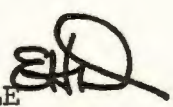
Please type or print name

THE WHITE HOUSE

WASHINGTON

December 10, 1981

MEMORANDUM FOR: MICHAEL DEAVER

FROM: ELIZABETH H. DOLE 

SUBJECT: Howard University

Howard University Night with the Reagans

Thelma Duggin of my staff has been discussing this program with Alice Burnette, who related your suggestion of an alternative plan. As I understand it, your recommendation is to have the President and Mrs. Reagan participate in a \$1,000 per person fundraising reception, possibly at the home of Bill Marriott, to be held in early spring. I think this is an excellent idea. A fundraiser in a private home would be less time consuming, more intimate and likely to provide a greater immediate financial impact for Howard. They have asked that we develop the potential list of invitees.

In his requests, Dr. Cheek asked that the President express his commitment to public/private partnerships by announcing that he is asking Secretary Pierce, Mayor Barry and Franklin Thomas to "work together to design and implement a major economic and physical development plan for the Howard University community." I would recommend that we go forward without agreeing to this latter suggestion.

Presidential Meeting Follow-Up Letter

Of 7 items listed in Cheek's letter, only one was discussed in the meeting with the President -- the fundraiser with the President and Mrs. Reagan.

Several of the requests require specific increases in federal funding for Howard.

We must be very careful not to favor Howard University at the expense of the Black colleges which support the President. (See attached file on Hampton Institute. Dr. Harvey has also been an ardent supporter.)

Lyn Nofziger and others caution giving too much to Dr. Cheek, since some claim he changes allegiances based on who can prove the most helpful.

Let me know if you want to pursue any new requests beyond the one we committed to -- the "Night with the Reagans."

SUBJECT:

HOWARD UNIVERSITY

The attached paper from Dr. Cheek does not address "An Evening with President Reagan". Dr. Cheek did state that they are working on the development of such a plan.

This paper is supposedly an overview of Dr. Cheek's meeting with President Reagan; however, only one item in this paper was actually discussed in that meeting.

The following requests are made in the attached paper:

1. Prior to FY '84 Howard University ^{budget} wants to be relieved from its current authorized ceiling of \$145.2 million (Howard University is a line item in the budget.)
Budget increase!
2. That President Reagan encourage and facilitate a collaboration effort between Howard University and the National Science Foundation, the National Aeronautics and Space Administration, the Department of Defense and other select agencies. Howard presently has established a Howard University/National Institute of Health Task Force to help develop Howard's scientific research capacity. They would like to set up task forces with other agencies and feel that White House support will help.
Can help here.
3. That Howard University be the site of a White House Conference on Blacks in Business. (Only if such a conference is planned.)
None scheduled.
4. That the President work with Howard in devising a new formula for funding the Howard University Hospital. Presently Howard receives about \$22 million annually through federal appropriations and this funding has remained constant for the past six years. The D.C. government does not reimburse the hospital at cost for indigent patients.
Budget increase!
5. Howard offers itself as a national resource to assist in the definition and implementation of policy for countries in the developing world.
Want consulting contracts.
6. Mrs. Reagan's leadership in securing funds to restore Howard Hall, the oldest building on campus.
Do we want to do two fundraisers?
7. That President Reagan ask the Honorable Walter Annenberg to serve as Chairman of the International Sponsors' Council (Fundraising Committee). If Mr. Annenberg will not accept, then the President would provide a suggested alternative.
Could do something here.

THE WHITE HOUSE

WASHINGTON

December 9, 1981

MEMORANDUM FOR ELIZABETH H. DOLE

VIA: RED CAVANEY/DIANA LOZANO

FROM: THELMA DUGGIN +d

SUBJECT: Howard University's Proposed Plan for "An Evening With President Reagan"

Dr. Cheek recommends that "An Evening with President Reagan" be held on a Tuesday, Wednesday or Thursday in early winter at the International Ballroom of the Washington Marriott. The event would consist of cocktails and dinner. The banquet seating capacity at the Marriott is 425; therefore, they would be anticipating approximately 300 people, leaving room for the press and staff. There would be no charge, the idea being that they are looking for long-term commitments.

Recommended Program

Howard University expects the White House to generate a potential list of invitees--people who Mike Deaver consider to be strong prospects for future funds for Howard University.

The proposed program is:

1. Cocktails
2. Invocation by Dr. Jones
3. Dinner
4. Slide-Tape Presentation entitled "Howard University A New Direction" followed by remarks and announcements by Dr. Cheek. Dr. Cheek proposes to use this opportunity to announce various grants Howard has received so far from the private sector.
5. Introduction of the President by Dr. Cheek
6. Remarks by President Reagan
7. Response by Dr. Cheek
8. Benediction by Dr. Jones

Howard University has suggested the following possible themes for the President's speech:

- o Express his support of Howard University and congratulate them on their fundraising success in the private sector, while stating that this is a model for all educational institutions.
- o Ask his friends to help Howard University.
- o Express his commitment to the public/private partnership by announcing that he is asking Secretary Samuel Pierce, Mayor Marion Barry, and Mr. Franklin Thomas to work with Howard University to design and implement a major economic and physical development plan for the Howard University Community.

Evaluation

The proposed plan is too time consuming for Presidential participation. The original commitment, as Mike Deaver mentioned in the meeting with President Reagan and Dr. Cheek, was for the President to do a fundraising event for Howard University.

Alice Burnett talked briefly with Mike Deaver about this event during Mrs. Reagan's visit to Howard University last month. Mike Deaver suggested that instead of having cocktails and dinner at a hotel, they should consider having a \$1,000 per person reception in a private home, such as Bill Marriott's, to be held in the spring. Bill Marriott has consented to host such a reception.

Howard University is not totally thrilled with Mike Deaver's alternative, but since this original concept of the President doing this fundraiser was Mike Deaver's, I think we should go with it. It is less time consuming for the President and more intimate. Additionally, the press coverage of this type of event will have a greater impact--"Reagan Raises \$300,000 for Howard University".

Dr. Cheek is awaiting to hear from OPL before any further steps are taken.

THE WHITE HOUSE
WASHINGTON

December 9, 1981

MEMORANDUM FOR MICHAEL DEEVER

FROM: ELIZABETH H. DOLE

SUBJECT: Howard University's Proposed Plan for "An Evening With President Reagan"

Attached is Howard University's proposed plan for "An Evening With President Reagan." After a thorough evaluation, I feel that the program as proposed is too long and is not geared toward our original purpose--fundraising.

Thelma Duggin of my staff has been discussing this program with Alice Burnette and was informed that you had asked Alice to consider an alternative program. As I understand it, your recommendation was to have the President participate in a \$1,000 per person fundraising reception, possibly at the home of Bill Marriott to be held early spring. I am in complete agreement with your recommendation. A fundraiser held in a private home would be less time consuming, more intimate and would have greater immediate financial impact on Howard University.

I would like to briefly discuss this with you before contacting Howard University.

OCT 27 1981



HOWARD UNIVERSITY

WASHINGTON, D. C. 20001

THE PRESIDENT

October 26, 1981

Dear Mrs. Dole:

I am writing to transmit to you the enclosed proposal from Howard University for "An Evening with President Reagan." This proposal results from conversations between The President and me and with you.

As you will note, the proposed location for this event is the Washington Marriott Hotel. While we have not made contact with the hotel management, we consider it a good location for security reasons, for the provision of overnight accommodations for out-of-town guests, and for adequate parking. We are informed that the banquet seating capacity is 425.

A second choice might be The President's Suite on the Howard University West Campus, 2900 Van Ness Street, N. W., in Washington. Utilizing this location would substantially compress the enclosed proposal, with 100 attendees and a buffet dinner being the maximum. Media coverage would also be greatly constricted.

We look forward to working with you in the further development of this proposal, and are looking forward to a most enjoyable evening.

Sincerely,

A large, stylized handwritten signature in black ink, which appears to be "James B. Cook".

James B. Cook

The Honorable Elizabeth Dole
Assistant to The President
for Public Liaison
The White House
Washington, D. C. 20500

PROPOSED PLAN
AN EVENING WITH PRESIDENT RONALD REAGAN
HOSTED BY
DR. JAMES E. CHEEK

This is a proposed plan for the successful production of an "Evening with President Reagan," and it incorporates recommendations made by Jonathan Jessar, Senior Vice President, Gray & Company.

Date

It is recommended that clearance from The White House be sought for a Tuesday, Wednesday or Thursday evening in the early winter. Date must be cleared with President Reagan and Dr. Cheek.

Location

The Dinner shall be held in the International Ballroom of the Washington Marriott Hotel at 22nd and M Streets, N. W. It is recommended that cocktails be served before dinner. Early contact needs to be made with the Secret Service regarding security details. Parking arrangements must be developed and coat checking arrangements must be made.

Food and Beverage

It is anticipated that Marriott caterers will be used, unless The White House has other preferences. If this is so, a list of approved caterers must be obtained from The White House; contact is Muffie Brandon. Selection and approval of menu and beverage with caterer.

The Invitation, Place Cards, Escort Cards

It is recommended that an extremely heavy card stock be used with raised printing for the invitation. Suggested wording is attached for invitation and response card.

- Coordination is needed with the Secret Service to provide strict controls on admittance (use of admit cards, etc.)

- Contact must be initiated with printer for early decisions on paper, print style, review of proof, and final delivery. Contact might be made with Bill Gemwell, The White House calligrapher, for production of place cards and escort cards. Estimated cost for these items for 300 people is \$700.
- Invitations should be mailed four to six weeks prior to the Dinner. Invitations should be hand-addressed.

The Guest List

In addition to White House-generated invitees whom Michael Deaver considers as strong prospects for Howard University, a Howard University list of invitees will also be developed.

Special Space Considerations

- Special seating must be arranged for President Reagan and other guests at his table must be carefully selected.
- VIPs should be seated so as to facilitate maximal media coverage.

Media Coverage

- Contact must be made early with White House Press Office to coordinate credentialing of press. Especially important for media not assigned to White House Press Corps.
- Strongly suggest press luncheon on the day of the Dinner for media with Dr. Cheek to provide background briefing and to answer questions.
- White House contact is Larry Speakes.

Proposed Program

Cocktails
 Invocation
 Dinner
 "Howard University: A New Direction
 Slide-Tape Presentation

Dr. Jones

*Remarks and Announcements	Dr. Cheek
Introduction of President Reagan	Dr. Cheek
**Remarks	President Reagan
Response	Dr. Cheek
Benediction	Dr. Jones

*In order to further focus the evening on private sector support, it is recommended that Dr. Cheek use the occasion to make the first public announcement of the following major grants:

Caesar's Palace	\$200,000 - \$1.2 million
Chase Manhattan Bank	\$150,000
David Packard Endowed Chair	\$1.2 million
Exxon Education Foundation	
Gulf Oil Foundation	\$1,254,468
International Business Machines	\$250,000
Lead gift for Nabrit Fund from William French Smith's firm	
Pew Memorial Trust	
Robert Wood Johnson Foundation	\$478,649
Tenneco, Incorporated	\$50,000
Time, Incorporated	\$100,000

All of these grants are either pending or will be submitted for funding decisions by the time of the Dinner. If this approach is approved, we could be in a good position to:

- get the Chairmen/Presidents of the granting organizations to attend and make the grant announcements themselves.
- leverage the grant requests by letting the prospective donors know that the grants, if awarded, would be announced at this Dinner with President Reagan in attendance.
- provide new prospects (President Reagan's list) with a good level of understanding of our funding needs.

**It is recommended that President Reagan speak as follows:

- express his support of Howard University
- congratulate Howard University on its fundraising success in private sector; state that this is a model for all educational institutions
- ask his friends to help Howard University

- express his commitment to the public/private partnership by announcing that he is asking HUD Secretary Samuel Pierce, Mayor Marion Barry, and Mr. Franklin Thomas to work with Howard University to design and implement a major economic and physical development plan for the Howard University community

If this recommended program is approved, it will impact on the space and guest list due to needed attendance of donors, Mayor and Mrs. Barry and Mr. Thomas.

Budget

It is recommended that a budget be established to cover costs and to include:

- Catering (food and beverage)
- Centerpieces
- Printing (invitation, place cards, escort cards and envelopes)
- Postage
- Facilities Rental
- Audio-visual
- Security and Parking

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

December 21, 1981

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

FROM: ELIZABETH H. DOLE *EHD*

REQUEST: "A Night with the Reagans" Reception for
Howard University

PURPOSE: To participate in a \$1000 per person fundraiser
for Howard University.

BACKGROUND: During a meeting with Dr. Cheek, President of Howard
University, on July 9, 1981, President Reagan agreed
to participate in a major fundraiser for Howard
University. The University has the largest student
enrollment of all Black Colleges and Universities.
Approximately 25% of all Black Physical Science
doctorates earned degrees from Howard University.
Along with Meharry Medical College, Howard University
produced 22% of all Black doctors and 40% of all
Black dentists.

PREVIOUS
PARTICIPATION. The President met with Dr. Cheek on July 9, 1981.
Mrs. Reagan had lunch with Dr. Cheek and also toured
Howard's campus.

DATE: Early Spring DURATION: one hour
*Need date as soon as possible
so that plans can be developed
and the location can be secured.

LOCATION: Home of Bill Marriott

PARTICIPANTS: List to be developed

OUTLINE OF EVENTS: Dr. Cheek will make opening remarks followed by a
twelve minute slide presentation on Howard University.
The President will enter and make brief remarks and
a toast, after which he and Mrs. Reagan will walk
through the group shaking hands.

REMARKS REQUIRED: Brief Remarks

MEDIA COVERAGE: Open Press

RECOMMENDED BY: Elizabeth Dole, Mike Deaver

OPPOSED BY: None

PROJECT OFFICER: Thelma Duggin



HOWARD UNIVERSITY

WASHINGTON, D. C. 20001

THE PRESIDENT

September 9, 1981

Dear Mrs. Dole:

This is to thank you for our luncheon meeting and for your assistance in arranging for the private session with our President.

With respect to the matters discussed, I want you to know that I am unwaivering in my support of the President's policies and programs. As I have written him, he is embarked on a course of turning our country around. The President should be reassured that he has great support among the people with whom I am associated and I shall continue to explain and interpret to the non-believers and/or skeptics what he is attempting to do for all Americans.

I also thank you for your personal support of predominantly black colleges and universities. You know firsthand what these institutions are and can be in the future development of our country.

Finally, your efforts on behalf of Howard University are deeply appreciated by all of the University Community. Whenever you need us, please do not hesitate to call. Our faith in this administration's commitment to improving the quality of life for all Americans and strengthening our nation in all areas -- both foreign and domestic -- is unqualified and unequivocal.

Again, thank you for a delicious luncheon meal and a fruitful exchange during our conversation. Your efforts on behalf of Howard University and our sister institutions will not be forgotten nor go unnoticed.

Sincerely,


A large, stylized handwritten signature in black ink, appearing to read "Gerald R. Ford".

The Honorable Elizabeth Dole
Assistant to the President
for Public Liaison
The White House
Washington, D. C. 20500

THE WHITE HOUSE

WASHINGTON

July 14, 1981

MEMORANDUM TO: MICHAEL DEEVER
FROM: ELIZABETH H. DOLE 
SUBJECT: Howard University Fundraising

This will follow up on our discussion concerning the President's involvement in a fundraising activity for Howard University.

I'd like your guidance on how to proceed. Would you like my office to take the lead and keep you advised, or will you be handling it? Please advise me of your preference.

_____ OPL to handle

_____ You handle