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WHITE HOUSE
OFFICE OF RECORDS MANAGEMENT
WORKSHEET

- ☐ X - MEDIA
☐ H - INTERNAL

Name of Document: BRIEFING PAPERS FOR
PRESIDENT'S SCHEDULED
APPOINTMENTS FOR

Subject: Briefing for national broadcasting
representatives regarding the Private
Sector Initiatives task force.

Videotaping a message for the National
Cable Television Association
Convention.

Audio and video taping a message
to support the private sector
initiatives program.

Video taping a message for a
National Day of Prayer Rally.

Subject Codes:

PR 007.01

PR 016.04

PR 016.

WE

FG 258.14

PR 011.

BE 003.04

ME 002.

HO 024.

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
RMMATT		RSZ	1 / 1			1 / 1

Referral Note:

THE WHITE HOUSE
WASHINGTON
THE PRESIDENT'S SCHEDULE
Wednesday, May 5, 1982

9:00 am (30 min)	<u>Staff Time</u> (Baker, Meese, Deaver)	Oval Office
9:30 am (15 min)	<u>National Security Briefing</u> (William P. Clark)	Oval Office
9:45 am (15 min)	<u>Senior Staff Time</u>	Oval Office
10:00 am (90 min)	<u>Personal Staff Time</u>	Oval Office
11:30 am (10 min)	<u>Meeting with George Shultz</u> (William P. Clark)	Oval Office (distributed separately)
11:45 am (10 min)	<u>Dropby Private Sector Initiative's Briefing for National Broadcasting Representatives</u> (Jay Moorhead)	Cabinet Room (TAB A)
12:00 m (20 min)	<u>Taping Session</u> (Bakshian/Goode) (1) National Cable TV Convention (2) PSI Radio Message (3) PSI Message for National Service Organizations (4) National Day of Prayer	Library Map Room (TAB B)
12:20 pm	<u>Lunch and Personal Staff Time for remainder of the afternoon</u>	Residence
1:30	<u>Meeting - Budget</u>	Res. Rem. (OVAL)
7:30 pm	<u>The President and Mrs. Reagan host a Dinner for selected Cabinet Members</u> (Muffie Brandon)	Family Dining Room

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12:20 pm	<u>Lunch and Personal Staff Time for</u> <u>remainder of the afternoon</u>	Residence OVAL OFC. GOV COUNCIL
1:30 - 3:00 3:11 7:30 pm	LEG. STRATEGY GROUP MTC. (PODGET) TO RESIDENCE <u>The President and Mrs. Reagan host a</u> <u>Dinner for selected Cabinet Members</u> (Muffie Brandon)	OVAL CABINET Rm. Family Dining Room

A

THE WHITE HOUSE

WASHINGTON

May 3, 1982

PRIVATE SECTOR INITIATIVES BRIEFING FOR NATIONAL BROADCASTING REPRESENTATIVES

DATE: May 5, 1982
LOCATION: The Cabinet Room
TIME: 11:45 A.M. Duration: 10 minutes.
FROM: Jay Moorhead, Director
Private Sector Initiatives *Jay Moorhead*

I. PURPOSE

To brief the Chief Executive Officers (from the national media organizations) or their representatives, about the work of the Task Force on Private Sector Initiatives. Also, to convince these organizations to promote positive journalistic examples of private sector initiatives which are occurring within their own communities.

II. BACKGROUND

Broadcasters around the country have begun to positively promote the theme of private sector initiatives. One midwest station, KAKE-TV, produced an innovative editorial series which pointed out the potential for private sector initiatives in Wichita, Kansas. The attendees will view this film and discuss whether similar opportunities exist within their own communities.

III. PARTICIPANTS

Michael Deaver, Bill Verity, Jay Moorhead, and members of the National Association of Broadcasters.

See attached list.

IV. PRESS PLAN

White House photographers only.

V. SEQUENCE OF EVENTS

- Enter Cabinet Room - 11:45 A.M.
- Give brief remarks to attendees
- Brief question and answer session
- Depart at 11:55 A.M.
- Attendees remain for further speakers and lunch

Talking points attached

TALKING POINTS FOR PRESIDENT
BRIEFING FOR INDEPENDENT BROADCASTERS

May 5, 1982
11:45 A.M.

ROOSEVELT ROOM

- Welcome to the White House
- The purpose of the meeting today is to brief all of you about the Private Sector Initiatives Program.
- Bill Verity, Mike Deaver and others will, I know, present you with details of the program.
- But I want to take this opportunity to explain what I asked Bill Verity to do eight months ago.
I asked Bill to go out and find the most innovative and creative private sector initiatives that we all know are happening in this country.
- I wanted Bill and the Task Force to seek out models for private sector initiatives, schools, churches, civic groups, businesses, the foundations, and give them the recognition that they deserve.
- Bill Verity tells me that we were right. There are many thousands of examples of private sector initiatives that the Task Force has uncovered - and hundreds more are coming in each week.

-- The Task Force is giving the best of these examples as much recognition as possible. Bill says there are hundreds more whose stories need to be told.

-- Publicizing these stories - giving those creative individuals the recognition they deserve - and replicating the best ones in new places is what this meeting is all about.

(I hope all of you here will give us your thoughts.)

-- Several of you have already brought those examples to light in creative ways. I understand later on today you will see excerpts from a TV series in Wichita Kansas, called "Surviving Reaganomics."

-- Although I might quibble with the implications of the title, I saw this piece the other day and it is very powerful. It points out how one community is asking itself "What can we do to help ourselves?"

I understand a television station in Milwaukee, Wisconsin has put together a similar program.

-- All of you here today represent a tremendous force which can get this message out - we will help you any way we can.

-- Now, I'd be happy to answer your questions about the private sector initiatives program for a few minutes.

ATTENDANCE LIST
BROADCASTERS MEETING

Walter E. Bartlett, Multi-Media, Inc.

Eugene S. Cowen, ABC

Bruce Christensen, National Association of Public TV Stations

Thomas W. Davidson, Counsel with Sidley & Austin

Thomas J. Dougherty, Metromedia, Inc.

Edwin C. Frederickson, Evening News Association

William Giglio, McGraw-Hill, Inc.

Mrs. Sydney B. Goodwin, Meredith Corporation

Stanley S. Hubbard, Hubbard Broadcasting

Wallace J. Jorgenson, Jefferson-Pilot Broadcasting Company

Jack Kiermaier, CBS

Gordon King, Post Newsweek Stations, Inc.

Terry Lee, Storer Broadcasting Company

Arch Madsen, Bonneville International Corporation

Milton Maltz, Malrite Communications Group, Inc.

Robert G. Marbut, Harte-Hanks Communications

Francis A. Martin, III, Chronicle Broadcasting Company

Richard A. McDonough, KAKEland Stations

Charles S. Mechem, Jr., Taft Broadcasting Company

Thomas F. O'Neill, RKO General, Inc.

Roy H. Park, Park Broadcasting, Inc.

Donald A. Pels, Lin Broadcasting Company

Charles J. Simons, Wometco Enterprises, Inc.

Marvin Shapiro, Westinghouse Broadcasting Company

Martin Umansky, KAKEland Stations

Robert Walsh, NBC

B

THE WHITE HOUSE

WASHINGTON

May 4, 1982

VIDEO TAPING SESSION

DATE: May 5, 1982

LOCATION: Map Room

TIME: 12:00 N

FROM: Mark Goode

I. PURPOSE

To videotape a message from the President.

II. BACKGROUND

This message will be played at the National Cable Television Association's 31st annual convention and Exposition May 5th, in Las Vegas.

The NCTA annual convention is the most prestigious, widely-attended forum for the key executives of the telecommunications industry. Last year's convention drew more than 16,000 attendees and over 400 exhibiting companies. In addition to the cable industry, other industries heavily represented at the convention include the motion picture, broadcast, program supply and telephone industries.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

The remarks will be read from a teleprompter in the Map Room.

Attachments: Remarks will be submitted by the speechwriters office.

(Parvin/AB)
May 4, 1982
5:00 p.m.

REMARKS TO NATIONAL CABLE TV CONVENTION IN NEVADA
LIVE VIA SATELLITE, MAY 5, 1982

Good afternoon to all of you in Las Vegas. I want to thank you for inviting me to speak to you in person today, but with Vice President Bush overseas someone had to stay in Washington and mind the store. And in the midst of the current budget wrangle, it's quite a job trying to keep all those hands out of the till.

But even though I'm in Washington, I'm still with you in spirit, because the spirit of cable television is something I heartily applaud. At one time cable mainly offered viewers clear reception; today it offers a clear alternative, and what a successful alternative it is. With 250,000 new subscribers each month, cable must qualify as one of America's fastest growing industries. This growth is a genuine tribute to your ingenuity and vitality.

I sometimes find it hard to comprehend the sheer scope of your achievement. As you may know, I started out broadcasting sports at radio station WHO in Des Moines, Iowa. We programmed only one channel and that seemed like a mighty big job. But you're programming between 12 and 108 channels. And I'm told cable systems are now in 13,000 communities. Now I won't say you are serving more communities than I had listeners but it is an awful lot of towns and cities.

That growth will continue, for in the last few years you've seen an end to rules that restricted you from vying with other

technologies. The days when regulations kept you from competing are gone. Decisions like those should be made in the marketplace, not by regulators in Washington.

As fast as you're moving, it's hard to imagine where the cable industry will be in 5 to 10 years. But an industry as devoted as you are to the free market is well-equipped to meet the challenges of the 80s. And while I am at it, let me congratulate John Saeman (See-man), your new chairman. I know he will provide you with expert guidance in the next year, just as Al Gilliland (Gill-a-land) has in the past year.

So again, the best of success to you in your endeavors and my best wishes to you all.

THE WHITE HOUSE

WASHINGTON

May 4, 1982

AUDIO AND VIDEO TAPING SESSION

DATE: May 5, 1982

LOCATION: Map Room

TIME: 12:00 N

FROM: MARK GOODE

I. PURPOSE

To tape (both video and audio) a message from the President.

II. BACKGROUND

This message will be used to generate support across the country for the President's private sector initiatives program and stimulate the creation of public/private partnerships in communities.

Michael Deaver suggested this promotional concept when he met with the Committee Chairman of the President's Task Force on February 24.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

The President will read his remarks from a teleprompter in the Map Room.

Attachments: Remarks will be submitted by the speechwriters office.

(Moorhead/AB)
May 4, 1982
5:00 p.m.

PRIVATE SECTOR INITIATIVE MESSAGE FOR NATIONAL ORGANIZATIONS
TAPING: MAY 5, 1982

My fellow Americans, I want to talk to you about something I have believed in for a long time -- our Nation's unique tradition of volunteer spirit, of partnership, of neighbor helping neighbor.

As you know, we have launched a nationwide effort to tap this vast reservoir of talent and concern. It's called the President's Task Force on Private Sector Initiatives. Bill Verity is the Chairman, and since December 2 when the Task Force was announced, Bill has been working on this project full time. He and his task force have a big job ahead of them, but I know they will be successful. Let me share with you some of the goals of the Task Force.

Basically, the Task Force is encouraging citizens to find out where needs exist in their own communities and then organize to meet these needs. The response has been as heartening as it is exciting. And people are getting involved, not because the government is becoming less involved, but because it is healthy to have citizen participation in the community.

There are so many things that can be done and so many people out there are doing them. There's the union that builds special seating equipment for physically disabled children; the citizens in Midland, Texas who repair the homes of the elderly and the poor, the company that provides job training to refugees; and

even one organization, founded by a policeman, that makes the dreams of the terminally ill come true.

Your friends and neighbors are doing these wonderful things. The American people perform some \$62 billion worth of labor every year for volunteer organizations across the country. And that's in addition to the \$47 billion they contribute in cash to charitable and religious organizations. Sometimes we forget that there are 425,000 private organizations out there providing public services in job training and placement, health care, transportation, education, housing, nutrition services and youth activities. You can help Bill Verity and his Task Force spread these good works.

I am asking you to seek out models for private sector initiatives -- in schools, churches, civic groups, businesses, unions, foundations -- and tell us about them. We would like to spread these good examples so that other communities can benefit from them.

The Task Force has put together this form [show form] to make the job easier for you. When you return the completed form it will be entered into our project bank and will be available to other organizations.

- Write to us about obstacles that the government has placed in the way of Private Sector Initiatives and we'll work to remove them.

- Work with your governors and mayors and urge them to form local private sector task forces, if they haven't already done so.

- Put private sector initiatives on your work agendas this year.

- Talk to your boards of directors, your local community leaders and urge them to form a community partnership.

- Encourage your local newspapers, radio, and television stations to publicize exemplary volunteer or community activities.

We want to rebuild America -- not from the government down, but from the people up - all of us together as partners, community by community. I'm asking you to join us. Join us to help rediscover America -- not the America bounded by the Potomac River, but the America beyond it. The America whose initiative, ingenuity and industry have made our country the envy of the world. The America whose rich traditions of generosity began with single acts of neighbor caring for neighbor.

Thank you and God bless you.

(Rohrabacher/AB)
May 4, 1982
5:00 p.m.

PRIVATE SECTOR INITIATIVES RADIO MESSAGE
TAPING: MAY 5, 1982

Greetings. All Americans -- Republicans, Democrats and Independents alike -- can agree that people should be encouraged to help their neighbors, especially in time of need. Lending a helping hand is basic to the American character. A century ago it took the form of barn raisings and other community activities, when everyone joined in to help a family in trouble.

Our country has grown since those days, but the American people have not lost those qualities of generosity and neighborly concern. This is the reason that last year we established a Presidential Task Force on Private Sector Initiatives to make people aware of all the good things that can be done.

Complex and sophisticated as things are today, there is still a vital role for individuals with compassion. So many social and charitable organizations with worthwhile programs need your help. Your financial contribution is always appreciated, but just as important, they can use your time and energy. Getting directly involved in helping others is a rewarding experience and there's enough to be done for everyone to play a part.

There may be no barns to raise in your community, but together we can raise the quality of life of the less fortunate. We can raise the level of good will by letting others know we care. And while nobody can do everything, each of us can do something. So today I ask that you take time to think about getting involved.

THE WHITE HOUSE

WASHINGTON

May 4, 1982

VIDEO TAPING SESSION

DATE: May 5, 1982

LOCATION: Map Room

TIME: 12:00 N

FROM: Jann Mahan

I. PURPOSE

To video tape a message from the President.

II. BACKGROUND

This message will be played at the National Day of Prayer Rally at Constitution Hall on the evening of May 6, 1982 in Washington, DC.

III. PARTICIPANTS

The President

IV. PRESS PLAN

None

V. SEQUENCE OF EVENTS

The President will read his remarks from a teleprompter in the Map Room.

Attachments; Remarks will be submitted by the speechwriters Office.

(Maseng/AB)
May 4, 1982
6:10 p.m.

REMARKS FOR THE NATIONAL DAY OF PRAYER RALLY
TAPING: WEDNESDAY, MAY 5, 1982

I am grateful for the opportunity to take part in this celebration of religious freedom -- this affirmation that the United States of America is still a Nation whose people place their trust in God.

Your example today -- the coming together of thousands of Americans who believe in God: Protestants, Catholics, members of the Jewish faith and others -- is an inspiration to us all. Those of us in Government and leadership positions are grateful for your prayers, and I commend you for all you have done to make this National Day of Prayer a special event in the religious history of our Nation.

Since the days of our earliest settlers, our people have looked to God not just in times of crisis, but in daily life as we try to live by His word. Today, prayer is still a powerful force in America, and I hope we can soon make it legal again in our classrooms. As a people, we must never forget that prayer is a mighty source of strength.

We know the promise God gave us in Second Chronicles: "If my people, which are called by my name, shall humble themselves, and pray, and seek my face, and turn from their wicked ways; then will I hear from heaven, and will forgive their sin, and will heal their land."

What hope that promise holds for us. Together let us take up the challenge to reawaken America's religious and moral heart, recognizing that a deep and abiding faith in God is the rock upon which this great Nation was founded. Thank you and may God bless you.