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THE WHITE HOUSE

WASHINGTON

May 9, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Michael

Jim Coyne came by to advise me that Mr. Deaver has decided to proceed with a Presidential award ceremony for Michael Jackson. Coyne submitted draft award language that, according to Coyne, must be approved today. The language will appear on a plaque bearing the Seal of the President, and the ad hoc award will be presented by the President in a Rose Garden ceremony.

Since the award will be presented by the President, it may of course bear the Seal of the President (as many Presidential awards do). We objected to praising Jackson's commercial success in a previous version of suggested award language. This version simply notes that his success -- an objective fact -- is the product of a drug-free lifestyle. I have no objection on grounds of commercial endorsement to this formulation. You are familiar with my views on the general subject of this award and ceremony.

If you have no objection to this award language, I will so advise Coyne.

Attachment

May 9, 1984

DRAFT LANGUAGE FOR AWARD FOR MICHAEL JACKSON

To Michael Jackson, with appreciation for the outstanding example you have set for the youth of America and the world. Your record-breaking achievements and your preeminence in popular music are products of a drug-free lifestyle. The generous contribution of your time and talent to the national campaign against teenage drunk driving will help millions of young Americans learn that "Drinking and Driving can Kill a Friendship".

THE WHITE HOUSE

WASHINGTON

May 1, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Proposed Award to Michael Jackson

Jim Coyne has asked for our views on a proposed award to entertainer Michael Jackson, for his contributions to the campaign against teenage drunk driving. Coyne would like to have the President present the unspecified award to Jackson on May 11 in the Rose Garden. Coyne has asked whether the award should be from the White House or the Transportation Department, whether the award may bear the Seal of the President, and whether we object to his suggested language for the award. You have indicated that you object to any award to Jackson involving the President.

I share your view that this is a poor idea. A Presidential award to Jackson would be perceived as a shallow effort by the President to exploit the constant publicity surrounding Jackson, particularly since other celebrities have done as much for worthy causes as Jackson but have not been singled out by the President. The whole episode would, in my view, be demeaning to the President. Coyne's proposed text for the award is also problematic, since it lauds Jackson for his commercial success as well as his charitable endeavors.

The attached memorandum for Coyne objects to any Presidential involvement and to his proposed text. I also recommend copying Darman so that our objections are generally known.

Attachment

THE WHITE HOUSE

WASHINGTON

May 1, 1984

MEMORANDUM FOR JAMES K. COYNE
SPECIAL ASSISTANT TO THE PRESIDENT
FOR PRIVATE SECTOR INITIATIVES

FROM: FRED F. FIELDING *Orig. signed by FFF*
COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Award to Michael Jackson

You have asked for our views on a proposed award to entertainer Michael Jackson in recognition of his contribution to the national campaign against teenage drunk driving. Specifically, you have asked whether the contemplated award should be a White House award or a Department of Transportation award, whether the award may bear the Seal of the President, and whether we had any objections to your suggested text for the award.

I must advise you that I object to any Presidential involvement in the presentation of an award to Mr. Jackson. Whatever Mr. Jackson's contributions to the campaign against teenage drunk driving, and whatever his merit as a chanteur, I think any ceremony involving the President and Mr. Jackson would be perceived as an effort by the President to bask in the reflected glow of the inordinate publicity surrounding Mr. Jackson. This perception, which would be demeaning to the President, would derive in large part from the fact that other celebrities have done at least as much as Mr. Jackson for worthy causes, but have not been singled out for special praise by the President.

To answer your specific questions, if any award is given it should not be a White House award. The award accordingly may not bear the Seal of the President. Finally, I do object to the suggested text for the award. If there is an award citation it should not praise Mr. Jackson for his commercial successes, as your proposed text does, but be limited to praising his charitable activities.

Thank you for raising this matter with us.

cc: Richard G. Darman

FFF:JGR:aea 5/1/84

bcc: FFFielding/JGRoberts/Subj/Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

MA

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1/1Name of Correspondent: James Byrne☐ MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: Proposed Award to Michael Jackson

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>WHolland</u>		ORIGINATOR	<u>84/04/27</u>			<u>1/1</u>
<u>WAT 18</u>		Referral Note: <u>DD</u>	<u>84/04/27</u>			<u>584/05/03</u>
		Referral Note:				
		Referral Note:				
		Referral Note:				
		Referral Note:				

ACTION CODES:

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C - Comment/Recommendation
D - Draft Response
F - Furnish Fact Sheet
to be used as Enclosure

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C - Completed
S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
Code = "A"
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Comments: DD
Apr 26 84 David Waller memo to FF

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THE WHITE HOUSE
WASHINGTON

April 26, 1984

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> 4/26

MEMORANDUM FOR FRED F. FIELDING

FROM: DAVID B. WALLER *DBW*

SUBJECT: Proposed Award to Michael Jackson

This afternoon, Jim Coyne dropped off the attached draft language for an award which is under consideration for presentation to entertainer Michael Jackson. The award would honor Jackson for, inter alia, his contributions of "time and talent to the national campaign against teenage drunk driving." According to Jim, the plan is that the award be presented to Jackson by the President on May 11 in the Rose Garden.

Jim has asked for our guidance regarding:

- ° Whether the award should be a White House or a Department of Transportation award.
- ° If it is a White House award, may it bear the Presidential Seal?
- ° Whether we have any objection to the attached language appearing as the text of the award.

Please staff this matter for preparation of the requested guidance.

April 26, 1984

DRAFT LANGUAGE FOR AWARD FOR MICHAEL JACKSON

To Michael Jackson, in appreciation for the outstanding example you have set for the youth of America and the world, for your historic record-breaking achievements and your preeminence in popular music, for your humanitarianism, and for the generous contribution of your time and talent to the national campaign against teenage drunk driving.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

May 14, 1984

REMARKS OF THE PRESIDENT
AT CEREMONY LAUNCHING DRUNK DRIVING CAMPAIGN

The South Grounds

11:01 A.M. EDT

THE PRESIDENT: Well, isn't this a thriller? (Laughter.) I'm delighted to see all of you here today. We haven't seen this many people since we left China. And just think, you all came to see me. (Laughter.)

No, I know why you're here, and with good reason -- to see one of the most talented, most popular, and most exciting superstars in the music world today -- Michael Jackson.

And Michael, welcome to the White House. I hope you'll forgive me, but we have quite a few young folks in the White House who all wanted me to give you the same message. They said to tell Michael, "Please give some TLC to the PYTs." (Laughter.) (Applause.) Now, I know that sounds a little "Off-the-Wall," but you know what I mean. (Laughter.)

And Michael, I have another message from our fans in the Washington, D.C. area. They said, we want you back. So, when you begin your greatly awaited cross-country tour, please be sure to stop off here in the nation's capitol. (Applause.)

Well, down to business. We're gathered here to mark the progress of a shared endeavor and to commit ourselves to an even greater national effort, as Elizabeth told you. On April 14th of 1982, I created a Presidential Commission on Drunk Driving. And since that date, real progress has been made. States have passed tougher laws, arrests and enforcement have been stepped up, and citizens across our country are taking a stronger stand against the tragedies caused by drinking and driving.

Another milestone resulted in the Commission's work -- the creation of a National Public Service Campaign to make more Americans aware of solutions to this national problem.

MORE

*file
w/ the
material*

Our campaign will marshal the power of the media, with the help, as you've been told, of the Advertising Council, our Private Sector Initiatives Office, and the Department of Transportation under the strong leadership of Secretary Elizabeth Dole. This private sector-government partnership brings a message to young people that will touch many lives and change them for the better.

Today, we recognize all these fine efforts of volunteerism by the Commission members as well as those of the Ad Council. Helping one another for the good of this country and its citizens and without concern for reward or payment -- this is the heart of America. Strong, good, and true.

I want to recognize another volunteer effort made for the good of our country, especially our nation's youth, and it is, as you've been told, none other than Michael Jackson's effort.

At this stage of his career, when it would seem he's achieved everything a musical performer could hope for, Michael Jackson is taking time to help lead the fight against alcohol and drug abuse.

Michael, you've made it possible for us to warn millions of young Americans about the dangers of drinking and driving. You've done this with your music you've provided to the public service messages as well as through your own personal example. And thanks to your help, Michael, young people from virtually every family in America will hear these messages on television and radio, and they will hear them at one of the most critical times of the year when graduations and vacations are fast approaching. Thanks to your help, lives will be saved. And no one can put a dollar value on the precious life of one boy or girl.

Michael Jackson is proof of what a person can accomplish through a lifestyle free of alcohol or drug abuse. People young and old respect that. And if Americans follow his example, then we can face up to the problem of drinking and driving, and we can, in Michael's words, beat it.

Nancy spends a great deal of her time with young people talking about the problems of drug and alcohol abuse, so I speak for both of us when I say, thank you, Michael, for the example that you're giving to millions of young Americans who look up to you.

And let me just say as one who spent a certain part of his life in the entertainment business, what Michael Jackson has achieved is a tribute to twenty years of hard work, energy, tireless dedication, and a wealth of talent that keeps on growing. Your success is an American dream come true.

And now, if you'd permit me, I would like to present you with this award. And I would like to read what it says: "To Michael Jackson, with appreciation for the outstanding example you have set for the youth of America and the world. Your historic record-breaking achievements and your preeminence in popular music are a tribute to your creativity, dedication, and great ability. The generous contribution of your time and talent to the National Campaign Against Teen-age Drunk Driving will help millions of young Americans learn that drinking and driving can kill a friendship."

Michael -- (Applause.)

MR. JACKSON: I'm very, very honored. Thank you very much, Mr. President and Mrs. Reagan. (Applause.)

END

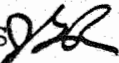
11:09 A.M. EDT

THE WHITE HOUSE

WASHINGTON

December 5, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 

SUBJECT: Proposed Press Release Regarding
December 10 PSI Event

Richard Darman has asked for comments by 2:00 p.m. today on the above-referenced proposed press release. (The package was received by me at 2:10 p.m.) The press release, prepared by Jim Coyne's office, would alert the press to the December 10 White House launching of the President's Citation Program for Private Sector Initiatives. The program, loosely modeled after the "E Award" program for companies that promote exports, will recognize businesses and other groups for successful private sector initiatives. Those organizations chosen will be entitled to fly the "C Flag," with the Private Sector Initiatives slogan "We Can, We Care." The draft press release briefly describes the program, and notes that 150 executives will receive the first coveted flags on December 10. I have no objection to the draft press release.

Attachment

THE WHITE HOUSE
WASHINGTON

December 5, 1984

MEMORANDUM FOR RICHARD G. DARMAN
ASSISTANT TO THE PRESIDENT

FROM: FRED F. FIELDING Orig. signed by FFF
COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Press Release Regarding
December 10 PSI Event

Counsel's Office has reviewed the above-referenced press release, and finds no objection to it from a legal perspective.

FFF:JGR:aea 12/5/84/
cc: FFFielding/JGRoberts/Subj/Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) 1 / 1Name of Correspondent: Richard Darman☐ MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: Proposed Press Release re: December
10 Event

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CHOW</u>		ORIGINATOR	<u>84/12/05</u>			<u>1 / 1</u>
<u>CHNT 18</u>		Referral Note:	<u>D 84/12/05</u>			<u>S 84/12/05</u> <u>2:00</u>
<u>CHNT 17</u>		Referral Note:	<u>I 84/12/05</u>			<u>1 / 1</u>
		Referral Note:	<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:	<u>1 / 1</u>			<u>1 / 1</u>
		Referral Note:				

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WHITE HOUSE STAFFING MEMORANDUMDATE: 12/5/84 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. TODAYSUBJECT: PROPOSED PRESS RELEASE RE DECEMBER 10 EVENT

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☐	MURPHY	☐	☐
MEESE	☐	☐	OGLESBY	☐	☐
BAKER	☐	☐	ROGERS	☐	☐
DEAVER	☐	☐	SPEAKES	☐	☐
STOCKMAN	☐	☐	SVAHN	☐	☐
DARMAN	☐ P	☒ SS	VERSTANDIG	☐	☐
FIELDING	☒	☐	WHITTLESEY	☐	☐
FULLER	☐	☐	_____	☐	☐
HERRINGTON	☐	☐	_____	☐	☐
HICKEY	☐	☐	_____	☐	☐
McFARLANE	☐	☐	_____	☐	☐
McMANUS	☐	☐	_____	☐	☐

REMARKS:

May we have your comments? Thank you.

RESPONSE:

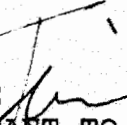
Richard G. Darman
 Assistant to the President
 Ext. 2702

THE WHITE HOUSE

WASHINGTON

December 4, 1984

MEMORANDUM FOR LARRY SPEAKES

FROM: JAMES K. COYNE 
SPECIAL ASSISTANT TO THE PRESIDENT
PRIVATE SECTOR INITIATIVES

SUBJECT: Press Advisory for Presidential Event on December

President Reagan will launch the President's Citation Program for Private Sector Initiatives on Monday, December 10, 1984 in Room 450 of the OEOB. This is a major initiative of this Office and is worthy of both national and grassroots media attention.

We would appreciate your issuing this press advisory, with any appropriate changes you feel necessary, as soon as possible. We will forward a draft of a full press release to you.

Please call Pat Kearney in my office at 6676 if you have any questions.

THE WHITE HOUSE
OFFICE OF THE PRESS SECRETARY

December 4, 1984

PRESIDENT'S TO UNVEIL PRESTIGIOUS RECOGNITION PROGRAM FOR
BUSINESS AND ASSOCIATIONS

Washington, D.C. -- President Reagan will launch a major new program called the President's Citation Program for Private Sector Initiatives at the White House on Monday, December 10, 1984 at 10:45 a.m.

This Program will be the most highly visible and prestigious recognition program to honor those businesses and associations that provide billions of dollars worth of resources to their communities each year. Qualifying organizations will be able to fly the C Flag, the symbol of Private Sector Initiatives, that says "WE CAN, WE CARE."

One hundred and fifty business and association executives representing outstanding examples of private initiative in the country will receive the first flags to be flown around the nation.

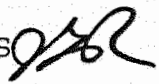
The ceremony will be in Room 450 of the Old Executive Office Building. There will be open press. Media should contact White House Media Relations by close of business Friday, December 7, 1984 at 456-2910. There will be press availability for flag recipients following the event.

THE WHITE HOUSE

WASHINGTON

December 7, 1984

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS 
SUBJECT: Proposed Remarks: PSI Citation Ceremony

Richard Darman has asked that comments on the above-referenced proposed remarks be sent directly to Ben Elliott by noon today. The remarks are to be delivered Monday at a ceremony launching a Presidential recognition program for organizations with exemplary voluntarism efforts. The remarks praise the shift from reliance on government programs to private sector initiatives, citing several examples of corporate community involvement. The President also focuses on National Care and Share Day, December 15, and encourages Americans to participate in food relief efforts on that day. Finally, the remarks outline the "C" flag program, under which companies can qualify for recognition by aiding charitable efforts in the community. According to the remarks, 100 companies will be cited by the President for outstanding programs each year and thirty will receive a Presidential medal. I had thought virtue was its own reward, but apparently the Private Sector Initiatives Office felt this new government program was needed to promote private sector voluntarism. I have no objections.

Attachment

THE WHITE HOUSE

WASHINGTON

December 7, 1984

MEMORANDUM FOR BEN ELLIOTT
DEPUTY ASSISTANT TO THE PRESIDENT
DIRECTOR, PRESIDENTIAL SPEECHWRITING

FROM: FRED F. FIELDING *Orig. signed by FFF*
COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Remarks: PSI Citation Ceremony

Counsel's Office has reviewed the above-referenced remarks,
and finds no objection to them from a legal perspective.

cc: Richard G. Darman

FFF:JGR:aea 12/7/84

bcc: FFFielding/JGRoberts/Subj/Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) _____ / _____ / _____

Name of Correspondent: _____

Richard Daman☐ MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: _____

Proposed Remarks: PSF Citation
Ceremony

ROUTE TO:

ACTION

DISPOSITION

Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CUTTON</u>		ORIGINATOR	<u>8411206</u>			<u>1 1</u>
		Referral Note:				
<u>CUAT 18</u>		<u>D</u>	<u>8411206</u>		<u>5</u>	<u>8411207</u>
		Referral Note:				<u>noon</u>
<u>CUAT 17</u>			<u>8411206</u>			<u>1 1</u>
		Referral Note:				
			<u>1 1</u>			<u>1 1</u>
		Referral Note:				
			<u>1 1</u>			<u>1 1</u>
		Referral Note:				

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 12-6-84 ACTION/CONCURRENCE/COMMENT DUE BY: 12:00 NOON, Dec. 7, 1984

SUBJECT: Proposed remarks: PSI Citation Ceremony
5:00 p.m. - 12-6-84

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☐	MURPHY	☒	☐
MEESE	☐	☒	OGLESBY	☒	☐
BAKER	☐	☒	ROGERS	☐	☐
DEAVER	☐	☒	SPEAKES	☐	☒
STOCKMAN	☒	☐	SVAHN	☒	☐
DARMAN	☐	☒	VERSTANDIG	☒	☐
FIELDING	☒	☐	WHITTLESEY	☒	☐
FULLER	☒	☐	<u>ELLIOTT</u>	☐	☐
HERRINGTON	☐	☐	_____	☐	☐
HICKEY	☐	☐	_____	☐	☐
McFARLANE	☒	☐	_____	☐	☐
McMANUS	☒	☐	_____	☐	☐

REMARKS:

Please send your comments directly to Ben Elliott by Noon, TOMORROW, December 7, 1984, with an information copy to my office.

Thank you.

RESPONSE:

1984 DEC -6 PM 7:07

Richard G. Darman
 Assistant to the President
 Ext. 2702

(Robinson/BE)
December 6, 1984
5:00 p.m.

PRESIDENTIAL REMARKS: PSI CITATION CEREMONY
MONDAY, DECEMBER 10, 1984

Good afternoon and welcome to the White House, the home that belongs to all Americans.

You know, when this grand old home was built, volunteer effort was an everyday part of our national life. Farmers would travel miles to help out at a barn-raising; food was distributed to the needy by churches and volunteer groups; and when someone fell ill, he would more than likely be cared for by his neighbors. For decades, this shining tradition of voluntarism helped to give life in America a sense of security and warmth.

Yet in recent years, we must admit, the focus on volunteer efforts began to fade. Too many began expecting big Government to perform tasks that could have been done more efficiently -- and with greater humanity -- by the private sector. In many cases, billions of dollars were spent on Government programs that failed to do any lasting good.

The American people saw what was happening, and when George Bush and I were elected, they gave us a mandate: End the waste. Wherever possible, shift the focus away from the slow-moving labors of the bureaucrats back to the caring and efficient efforts of the people themselves.

Our Administration has worked hard to do just that. Repeatedly, I've tried to use this bully pulpit to stress the importance of volunteer efforts; and throughout Government, we've urged the formation of partnerships between the public and

private sectors. One of our most important steps was the establishment of our White House Office for Private Sector Initiatives, headed by our fine director, Jim Coyne, and the Private Sector Initiatives Council -- a council made up of private citizens dedicated to encouraging volunteer efforts across the country. The members of the Council and their Chairman, Bob Galvin of Motorola, are with us today, and I want to thank you all for your outstanding work.

Over the past 4 years, all these efforts have had a powerful effect. Between 1980 and 1983, for example, private donations in our country rose by over 11 percent to a record \$64.9 billion. That number happens to be greater than the budgets of two-thirds of the world's countries. Last year alone, the United Way Campaign collected almost \$2 billion, making 1983 the best year for that Campaign in almost three decades.

And as Bob Galvin and his fellow members can tell us, the Private Sector Initiatives Council has found the American people ready and eager to lend a hand. The Council has been able to create outstanding programs like Partnerships in Education, under which some 50,000 American schools have formed partnerships with businesses and professional organizations; the Summer Jobs Program, which last summer provided 500,000 young people with their first employment; and a dynamic initiative in Grenada, under which more than \$2 million have been invested in Grenada by private American concerns since the people of that island were set free.

Over the past 4 years, the American people have gained new confidence in themselves and a new optimism about our Nation's future. At the same time, we've rekindled an old ember of openness and generosity, and now we Americans are giving our time, money, and skills to good causes with renewed joy and dedication. Today, it's our privilege to highlight two initiatives that will help to carry the spirit of American voluntarism even further.

First, National Care and Share Day, December 15th. On this date, Americans from Maine to California will contribute food to be shared with those in need. Groups ranging from the Salvation Army to the American Frozen Food Association have generously agreed to take part, and I understand that in thousands of grocery stores across the country, collection centers will be set up for shoppers who want to make donations. I signed the proclamation naming this date in the holiday season National Care and Share Day so that we could help to make this part of the year truly a time of goodwill toward all, and I urge every American to participate.

May I add one personal thought: Last week I signed an order transferring 300 cubic tons of grain to the Ethiopian people. I know that private American efforts have already done much to help the starving people of that country, and I would hope that, on National Care and Share Day, Americans would once again remember the destitute people of Ethiopia.

Second, we're here to kick off a major new awards initiative -- one that has a great deal to do with this handsome

"C" flag behind me. Now, everybody from Chicago knows that "C" stands for the Cubs, but in this case it stands for something else -- commitment.

Often, when we discuss voluntarism we concentrate on the efforts of individuals, but each year businesses and professional associations show just as much of that magical quality -- commitment -- donating millions of dollars and thousands of hours. The Boeing Corporation, for example, has assembled "Technet," a network of funding and personnel that helps to harness new technology on behalf of the disabled -- literally helping the lame to walk, the deaf to hear, and the blind to see. Safeway Stores, Inc. has long been involved in volunteer efforts, from support for Easter Seals to taking a major hand in promoting the coming National Care and Share Day. G.T.E. has sponsored the GIFT program -- that's Growth Initiative for Teachers -- to help train math and science teachers, and the D.C. Comics Company has produced comic books that teach children the dangers of drug abuse.

Permit me to give you one more example -- one that's especially close to my heart. Some months ago, I devoted my Saturday radio talk to the problem of missing children. It so happened that E. J. Rhodes, the president of the Trailways bus company, heard that talk, and on Monday called the White House to say that Trailways would like to help. Working with the National Association of Sheriffs, Trailways put together a program where, once a missing child was identified by local police, the youngster could ride home on a Trailways bus for free.

Perhaps you're wondering how much time passed between Bob's phone call and the first child's ride on a Trailways bus? Ten days. You know, I can't help thinking how long it would have taken -- and how many millions of taxpayers' dollars would have been spent -- if the program had been put together by a Federal agency.

Again and again, America's businesses and professional associations have shown this outstanding level of commitment, and the "C" flag, modeled on the famous "E" flag of World War II, has been designed for them.

Across the country, businesses and associations with community involvement projects will be urged to register them with our Private Sector Initiatives DataNet. When the projects are registered, the businesses and associations will be able to fly "C" flags with pride. Of the companies that qualify for "C" flags, each year 100 with outstanding programs will be selected for Presidential citations. And of these, each year 30 will receive a Presidential medal. These citations and medals will become sought after, spurring businesses and professional associations on to even greater efforts, and as more and more "C" flags snap in the wind across our land, all Americans will be reminded of the vital role our private sector plays in helping so many.

To the representatives of the first 150 companies to receive "C" flags, my heartfelt congratulations. You're helping to show that while Uncle Sam is back and standing tall, he knows how to bend over and lend a helping hand.

Thank you, God bless you all.

THE WHITE HOUSE

WASHINGTON

March 1, 1985

MEMORANDUM FOR FRED F. FIELDING

FROM: JOHN G. ROBERTS *JGR*

SUBJECT: Suggested Letter From POTUS Regarding
Support for Concept of Public/Private
Partnership Between the Minuteman
Regional Vocational School and the
Towns of Lexington and Lincoln, MA

Fred Ryan has asked for guidance concerning a request that the President sign a letter supporting a proposed "private sector initiative" in Lexington, Massachusetts. The request came in a letter to Jim Coyne from Peter Crafts of the Minuteman Regional Vocational Technical High School. The School plans to cooperate with local businesses in building a \$15 million hotel conference center at the school. Town meetings will be held in April in Lexington and the neighboring town of Lincoln, and a vote will be taken on the proposal.

Mr. Crafts wants a Presidential letter to help sway those at the town meeting. He notes in his letter (p. 2) that when he submitted his request before the election he "was told by Council [sic] to the President it was an inappropriate time for a Presidential endorsement." Our office has no record of any such advice; inquiries with the Private Sector Initiatives Office indicate the request was put off orally by them.

I recommend that we not approve this letter. Although the draft is as bland as possible, I do not think the President should be dragged into local politics, endorsing one side of an issue pending before the yeomanry of Lexington and Lincoln. A draft for Ryan is attached.

Attachment

THE WHITE HOUSE

WASHINGTON

March 1, 1985

MEMORANDUM FOR FREDERICK J. RYAN, JR.
SPECIAL ASSISTANT TO THE PRESIDENT
DIRECTOR, PRESIDENTIAL SCHEDULING

FROM: FRED F. FIELDING *Orig. signed by FFF*
COUNSEL TO THE PRESIDENT

SUBJECT: Suggested Letter From POTUS Regarding
Support for Concept of Public/Private
Partnership Between the Minuteman
Regional Vocational School and the
Towns of Lexington and Lincoln, MA

You have asked for our views on a response to a request for a Presidential letter endorsing a private sector initiative in Lexington and Lincoln, Massachusetts. According to the incoming, the proposal to create a \$15 million hotel conference center at Minuteman Regional Vocational Technical School will be voted on at town meetings in Lexington and Lincoln in April. I do not think it advisable to involve the President in a local decision of this sort by endorsing one side of an issue that will be presented to the voters. Accordingly, I recommend that the letter not be sent.

FFF:JGR:aea 3/1/85

cc: FFFielding/JGRoberts/Subj/Chron

WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET

☐ O - OUTGOING☐ H - INTERNAL☐ I - INCOMINGDate Correspondence
Received (YY/MM/DD) _____Name of Correspondent: Ired Ryan☐ MI Mail Report

User Codes: (A) _____ (B) _____ (C) _____

Subject: Suggested letter from POTUS regarding support
of concept for public/private partnership
between the Winstem Regional Vocational School
and the towns of Lexington and Lincoln, MA

ROUTE TO:**ACTION****DISPOSITION**

Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Code	Completion Date YY/MM/DD
<u>CUTROLL</u>	ORIGINATOR	<u>85102116</u>			<u>1 1</u>
<u>CUAT 18</u>	Referral Note: <u>I</u>	<u>85102121</u>		<u>S</u>	<u>85102125</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>
	Referral Note:	<u>1 1</u>			<u>1 1</u>

ACTION CODES:

A - Appropriate Action
 C - Comment/Recommendation
 D - Draft Response
 F - Furnish Fact Sheet
 to be used as Enclosure

I - Info Copy Only/No Action Necessary
 R - Direct Reply w/Copy
 S - For Signature
 X - Interim Reply

DISPOSITION CODES:

A - Answered
 B - Non-Special Referral
 C - Completed
 S - Suspended

FOR OUTGOING CORRESPONDENCE:

Type of Response = Initials of Signer
 Code = "A"
 Completion Date = Date of Outgoing

Comments: _____

Keep this worksheet attached to the original incoming letter.
 Send all routing updates to Central Reference (Room 75, OEOb).
 Always return completed correspondence record to Central Files.
 Refer questions about the correspondence tracking system to Central Reference, ext. 2590.

THE WHITE HOUSE

WASHINGTON

February 11, 1986

MEMORANDUM FOR: FRED FIELDING
FROM: FREDERICK J. RYAN, JR. *FRJ*
SUBJECT: Attached Correspondence

Attached is correspondence received by the PSI Office regarding a public/private partnership between the Minuteman Regional Vocational School and the towns of Lexington and Lincoln, Massachusetts. They are requesting President Reagan's public support of their effort to create a 15 million dollar hotel conference center.

It is noted on the second page of the letter that the President's support was sought prior to the election, at which time your office advised that Presidential endorsement was not appropriate at the time.

A suggested letter from the President is attached. Please advise how this matter should be handled.

Presidential letter:

APPROVE _____

DISAPPROVE _____

OTHER ACTION:

Thank you for your assistance.

Dear:

I was pleased to learn recently of the public/private partnership established between the Minuteman Regional Vocational School and the towns of Lexington and Lincoln to build a hotel conference center.

The future of our nation depends on the quality of education our young people receive. There is so much that can be done by the private sector in meeting the needs of our educational system, and the response to our call for Partnerships in Education has been overwhelming. Your enthusiasm and willingness to participate in the improvement of our educational system and the preparation of our youth for the challenges and opportunities of the future is gratifying and much appreciated by all of us.

I am proud to commend your fine example of a creative private sector initiative and wish you the very best for the future.

Sincerely,

MINUTEMAN REGIONAL VOCATIONAL TECHNICAL SCHOOL DISTRICT

Ronald Fitzgerald
Superintendent Director

Renzo Ricciuti
Assistant Director

William Callahan
Principal

758 MARRETT ROAD, LEXINGTON, MASSACHUSETTS 02173-7398 TEL. (617) 861-6500

January 30, 1985

Mr. James K. Coyne
Special Assistant to the President
Private Sector Initiatives
The White House
1600 Pennsylvania Avenue
Washington, DC 20000

Dear Jim,

I hope you have had the opportunity to relax now that the election and inaugural festivities are over. We are very excited and happy that we have four more years to experience the success of President Reagan.

[REDACTED]

We had a special state law enacted this past summer sponsored by Chester Atkins who is now a member of Congress (see attached).

I believe what has been accomplished is unique in our country's history and I hope you see the value from your perspective.

- A. Public/private partnerships are a cornerstone of President Reagan's policies of making government more cost effective for the public. President Reagan has supported our past partnership with McDonald's Corporation and in his phone call to me in August, 1983, supported our effort to create this hotel conference center.
- B. The Governor of Massachusetts and Congressman Atkins has supported our concept by enacting legislation at the state level allowing us to go forward with the hotel conference center.
- C. Leaders in the hospitality industry have given their support to our concept.
- D. Leaders from major colleges and universities nationally are strongly supporting our concept.

At this stage as we approach town meeting I am asking is it now possible for President Reagan to publicly support our concept for this public/private partnership?

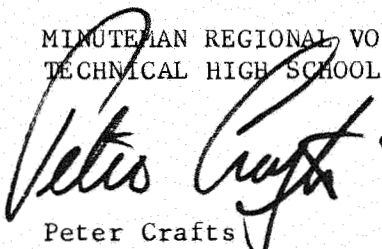
Mr. James K. Coyne
January 30, 1985
page 2

[REDACTED]

We in public education have taken President Reagan's call for action serious and we are making it work. It has not been easy especially given the State we are accomplishing this partnership in and if it were not for the support of the White House I don't think we could have accomplished as much as we have. Please extend our sincere thanks to the President.

Sincerely,

MINUTEMAN REGIONAL VOCATIONAL
TECHNICAL HIGH SCHOOL



Peter Crafts
Director of Hospitality
Management and Training

SENATE No. 2008

By Mr. Atkins, a petition (accompanied by bill, Senate, No. 2008) of Chester G. Atkins and Ronald G. Fitzgerald for legislation to authorize the Minuteman Regional Vocational Technical School District to enter into certain contracts or leases. Education.

The Commonwealth of Massachusetts

In the Year One Thousand Nine Hundred and Eighty-four.

AN ACT AUTHORIZING THE MINUTEMAN REGIONAL VOCATIONAL TECHNICAL SCHOOL DISTRICT TO ENTER INTO CERTAIN CONTRACTS OR LEASES.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. The Minuteman Regional Vocational Technical
2 School District is authorized when approved by vote of the
3 Committee to contract with or to lease land or school build-
4 ings to individuals or companies, hereinafter referred to col-
5 lectively as the contracting party, agreeing to use them to
6 provide career training or educational programs to students.
7 Such contracts or leases may be made for periods not to ex-
8 ceed ten years but may provide for renewal for additional five
9 year periods.

1 SECTION 2. Any contract or lease authorized in section 1 may
2 specify the type and quality of training to be offered to stu-
3 dents and may allocate responsibility for such training be-
4 tween the district committee and the contracting party. The
5 contract or lease may specify the business or activities to be
6 conducted by the contracting party and may allocate any in-
7 come from such facilities between the district and the con-
8 tracting party. The contract or lease may provide for the con-
9 struction of buildings or other facilities by the contracting
10 party on the land to be leased, provided that no such facili-
11 ties shall be constructed if, in the determination of the dis-
12 trict committee, such construction will cost one million dol-
13 lars or more and such facilities will be operated to provide in-
14 come to the contracting party, unless: (1) the district com-

15 mittee has published an advertisement in one or more news-
16 papers of general circulation in the district soliciting proposals
17 for such construction and has accepted one or more of such
18 proposals at a public meeting called for that purpose; (2) the
19 district committee has notified the board of selectmen in any
20 town in which the facilities will be located of such acceptance
21 and (3) the town has approved the proposal by majority vote
22 of the town meeting. Any contract or lease providing for con-
23 struction of buildings or other facilities shall allocate the li-
24 ability for cost of any such project entirely on the contracting
25 party and not on the district.

1 SECTION 3. Buildings constructed under the authority of this
2 act by private parties on district property shall be subject to
3 local property taxation by the municipality in which the build-
4 ings are located as long as the facility is operated by or leased
5 to such contracting party unless the building is attached to
6 existing school buildings or if the private party is a non-profit
7 corporation organized under Chapter 180 of the General Laws.
8 The land owned by the district and used for the facilities shall
9 not be subject to taxation. Any income earned by the district
10 from the operation of the facilities shall not be taxed but shall
11 be used by the district for educational programs for students
12 or to reduce assessments to member towns.

PURPOSES OF S-2008

A. PROVIDE STATE CLARIFICATION OF A NOW AMBIGUOUS CONTEXT FOR MAJOR SCHOOL/INDUSTRY COLLABORATION:

1. EDUC. PURPOSE = JUDGED BY DEPT.
2. TAX CONTEXT = PROJECT VS. LAND
3. LENGTH OF LEASE = 10 YEARS & RENEWABLE
4. REQUIRE MAJORITY-VOTE APPROVAL BY HOST COMMUNITY (NOT ZONING REGS.)

B. ESTABLISH BASE FOR STATE-WIDE LEGISLATION

C. CURRENT LOCAL REALITIES:

1. REGIONAL SCHOOL COMMITTEE = +
2. LOCAL ZONING BOARD = -
3. LOCAL SELECTMEN = WILL CONSIDER
4. SUGGESTED ANSWER TO CONFUSION:
MAJORITY VOTE OF TOWN MEETING
AFTER SCHOOL COMMITTEE AND
DEPT. OF EDUC. APPROVALS

Ron Fitzgerald
RON FITZGERALD
Superintendent
MM Tech

Atkins tilting toward Reagan

By EDWARD C. ACHORN
News Staff Writer

WASHINGTON — If you think Chester Atkins the congressman sounds different than Chester Atkins the candidate, you're right. He does.

OPINION

A vocal opponent of Reagan policies when he was battling Philip Shea of Lowell and Gregory Hyatt of Methuen in last year's elections, Atkins is going out of his

way these days to say good things about the president.

Reagan, "perhaps better than anyone else," can give "a sense of confidence and purpose to Americans and renew our sense of America's destiny," Atkins said moments after the president's inaugural address last Monday.

Atkins even endorsed — for now — Reagan's push for Star Wars, the plan to build an impregnable defense against incoming nuclear missiles. During the campaign, Atkins made Hyatt's support of Star Wars the focal point of his at-

tack. Nuclear freeze activists worked overtime to get Atkins elected.

Here's what he says now: "The administration is moving in the area of arms control. Once an administration starts to negotiate on arms control, while you want to hold the administration's feet to the fire, you have to be very careful, because now it's the U.S. against the Soviets. You have to remember we're on the same team."

Atkins, Page 10A



... "on the same team."

Atkins tries to 'work with the president'

Atkins, From 1A

This, remember, is the same Atkins who proudly quoted the Lowell Sun in his campaign advertisements: "(Atkins) would be a thorn in the side of President Reagan from day one."

What gives?

The fact is, Atkins has entered a new arena, and he knows it.

The tough part was getting elected. Atkins is not what you call charismatic. On the podium, his voice has a high-pitched twang. Off the podium, he speaks in a low, slow voice, starting and stopping his sentences while he searches for the right words, spinning out phrases so tortuous that he makes Elliot Richardson sound like Barney Frank.

But Atkins is on Capitol Hill now, and he has not arrived here as a green freshman. He brings with him a load of contacts, a backlog of favors owed him for his work as chairman of the state Senate Ways and Means Committee, and the political acumen that made him one of the top powerbrokers on Beacon Hill.

All that paid off last week in a choice committee assignment. With a little help from his Massachusetts friends, Atkins won the slot he was seeking on the Budget Committee.

But another political lesson



ELECTION NIGHT — Prior to his election to Congress in September, Chester G. Atkins, seen here with his wife Corey, was a vocal opponent of Reagan policies. Since arriving in Washington, he's softened his stance. (News file photo)

Atkins has grasped immediately is that Washington moves quickly. Of necessity, judgments are made rapidly, and not always with the best information or deepest understanding. First impressions are crucial.

So, Atkins has come to Capitol Hill not as a bigshot or an ideologue, ready to change the system overnight, but as quiet guy who is bright enough to know how to play the game without being told.

And he is playing the role with

both parties.

"If you go out there at the start of your term criticizing something the president hasn't even proposed, you lose a lot of credibility," Atkins said.

Washington leaders are quick to typecast incoming freshman, he said, separating the "screamers" from the people who will be able to work in the system.

"I'm probably going to work with the president on efforts for tax simplification. That's something I campaigned on," Atkins said.

The ultimate test is whether Atkins' political roleplaying is good for his district and represents the will of the people who put him in office. He says he will be quick to make known his opposition — when the proper time comes — to programs he does not support. He says he is ready to fight against the MX missile, expected to come to a vote early in the 99th Congress.

Until then, he contends, he's building a base that will, in the end, serve him and his constituents.

"I'm not a candidate for Congress right now, I'm a member of Congress. As such, I have to work with the president and his appointees on a daily basis. In doing that, you try to do everything you can to make very sure you're fair," he said.

POSTSCRIPT: Atkins not only avoided Monday's liberal "counter-inaugural ball," but celebrated with his wife, Corey, at one of the Inaugural Night fetes honoring the Republican president's re-election.

Atkins really raised some eyebrows, though, when he wore a cummerbund decorated with — of all things — elephants.

He explained that the sash, an artifact of India once owned by his father, was the only one he had.

"And I'll be darned if I'll buy a new one just to keep Republicans from ribbing me," he said.

LIST OF COLLEGES SUPPORTING OUR HOTEL CONCEPT

TWO YEAR COLLEGES

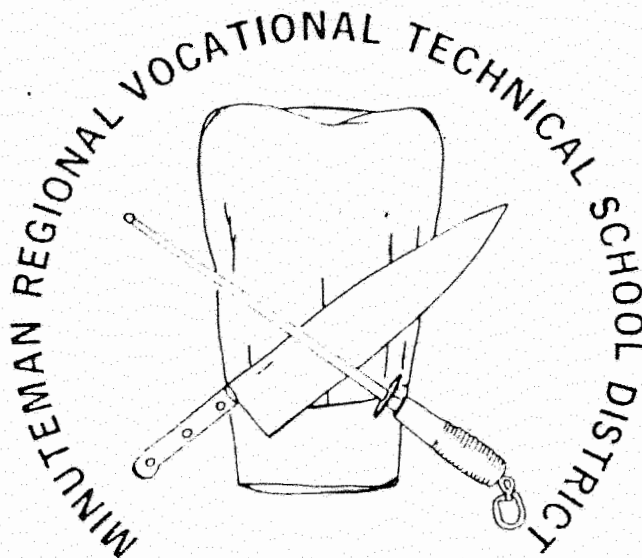
1. Holyoke Community College
2. Cape Cod Community College
3. Bunker Hill Community College
4. St. Louis Community College
5. Columbus Technical Institute
6. New England Culinary Institute

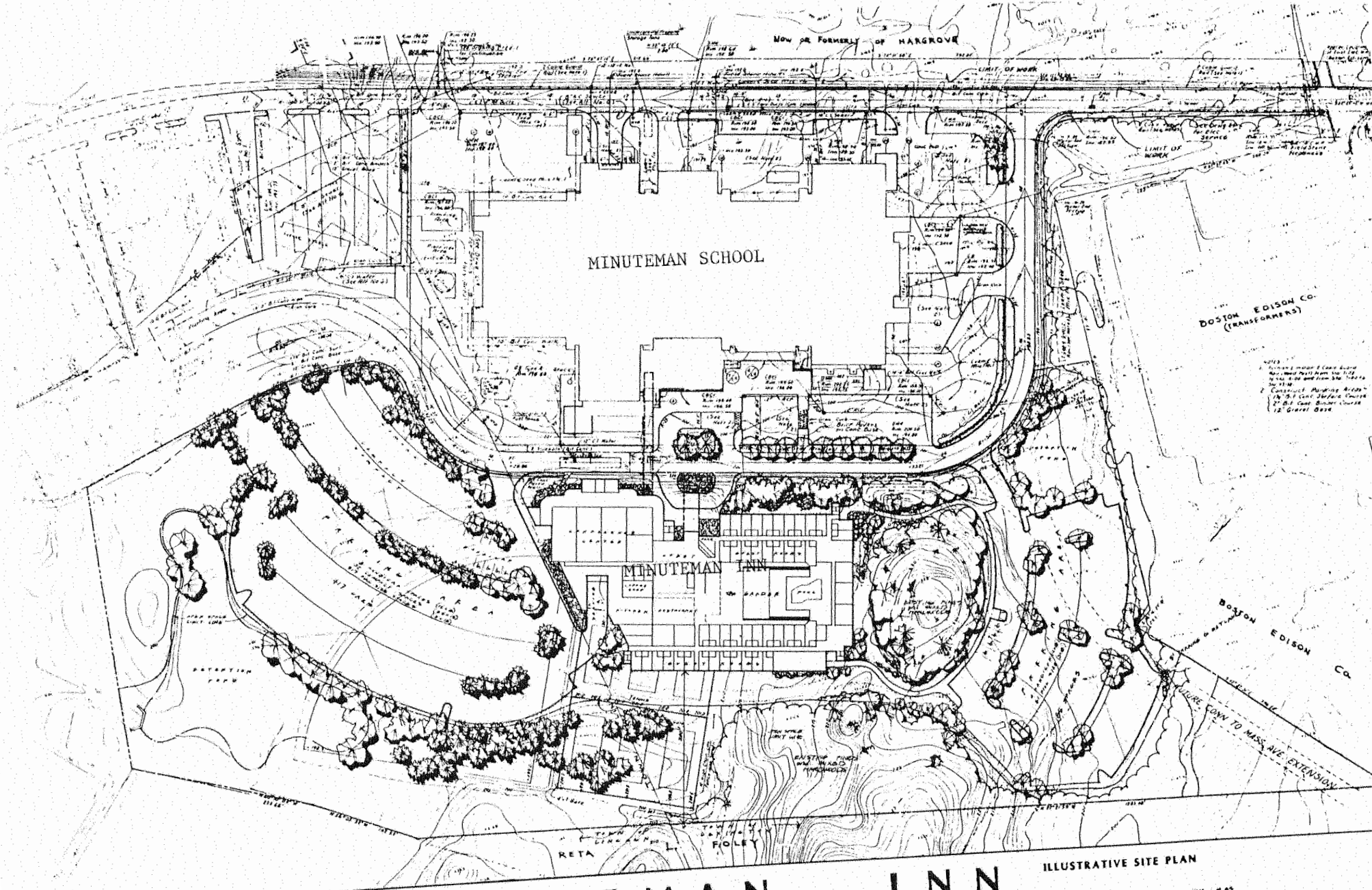
FOUR YEAR COLLEGES

1. University of Massachusetts
2. Rochester Institute of Technology
3. Florida International University
4. University of Houston
5. Johnson & Wales College
6. Cornell University
7. University of New Haven
8. Washington State University
9. Pennsylvania State University
10. University of New Hampshire
11. Purdue University
12. Virginia Polytechnic Institute
13. University of South Carolina

LIST OF PROFESSIONAL TRADE ASSOCIATIONS SUPPORTING OUR HOTEL CONCEPT

American Hotel Motel Association
National Restaurant Association
American Culinary Federation
Massachusetts Hotel and Motel Association
Massachusetts Restaurant Association
Massachusetts Chef Du Cuisine
Food and Beverage executives of Greater Boston
National Institute for the Food Service Industry





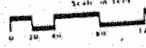
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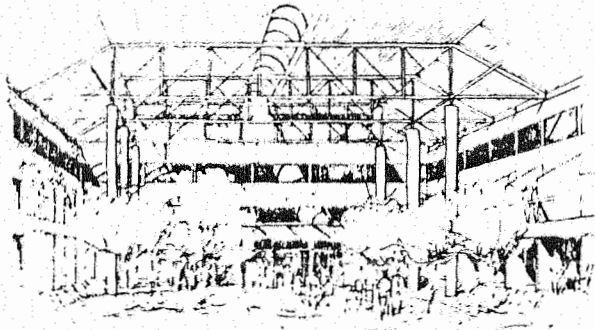
MINUTEMAN REGIONAL VOCATIONAL TECHNICAL HIGH SCHOOL / MASSACHUSETTS INNKEEPERS, INC.

ILLUSTRATIVE SITE PLAN

Sasaki Associates, Inc.
 Planning / Architecture / Landscape Architecture
 600 Massachusetts Avenue, Suite 200
 Cambridge, MA 02139
 Project No. 88-001

Scale: 1" = 50'
 North Arrow
 Project No. 88-001

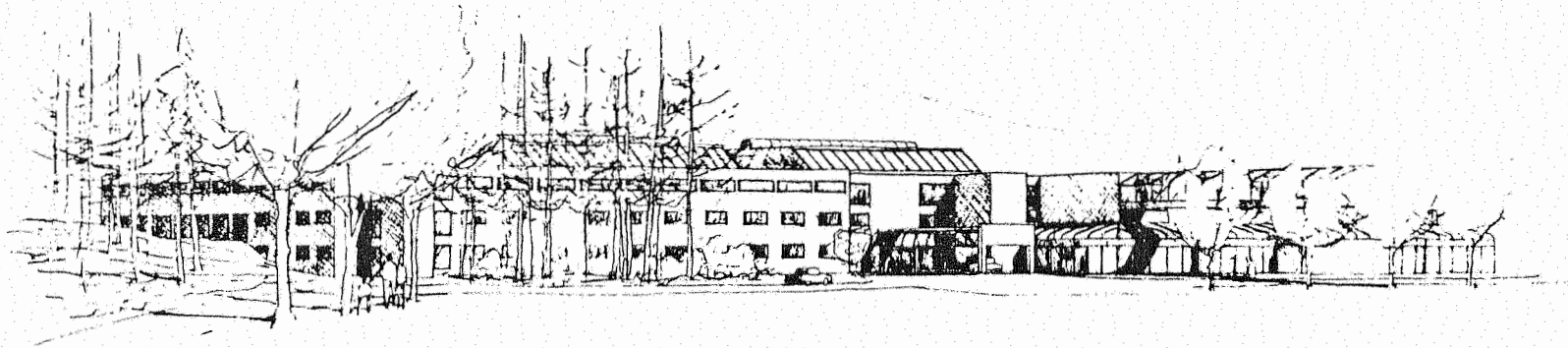




VIEW OF THE GARDEN



VIEW OF THE MAIN ENTRY



VIEW FROM THE ENTRY ROAD

MINUTEMAN INN

MINUTEMAN REGIONAL VOCATIONAL TECHNICAL HIGH SCHOOL / MASSACHUSETTS INNKEEPERS, INC.

Sasaki Associates, Inc.

Planning / Architecture / Landscape Architecture
Urban Design / Civil Engineering / Environmental Services
30 Pleasant Street, Woburn, Massachusetts 01801
617/938-1300 Telex 927975

Date
Scale
Drawn by
Checked by
Approved by
Project No.

