

28th March 1984

*File
MMD will not
get involved*

Mr. Michael K. Deaver
Assistant to the President
White House
WASHINGTON, D.C.

Dear Mr. Deaver

As promised in my letter of the 14th inst. I now want to update you on the issues arising from the interdepartmental meeting of the 19th inst. in Washington, D.C., on the question of U.S. entry preclearance at Shannon.

Essentially we understand there was agreement in principle to the concept of limited preclearance for a test period of one year. However, because of pending Congressional legislation with regard to consolidation of Immigration and Customs primary responsibilities at U.S. preclearance locations, the consensus favoured deferring its implementation for one year. We believe that this is taking the easy option and, in taking it, missing out on the once in a life-time opportunity of having your President perform the tape-cutting ceremony for the inauguration of the facility when he visits this country on June 1.

This project has now had wide acceptance in this country. Proof of its political urgency is typified by the fact that, at Irish Ministerial level, the Departments of Justice and Communications have arranged, through your Dublin Embassy, that an official delegation from Ireland will meet with representatives of your Department of State and the inspection agencies in Washington D.C. next week to work to the implementation of the project by June 1 of this year.

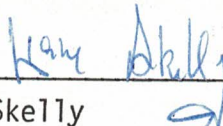
We would very much appreciate your help and assistance in ensuring that the project's momentum achieved at this end is maintained at the meeting in Washington next week.

Let me reiterate our appreciation of your interest in and support for our project.

I look forward to meeting you again in Shannon in the near future.

With best wishes,

Yours sincerely


L. Skelly
General Manager

ASSISTANT SECRETARY OF STATE
WASHINGTON



March 29, 1984

Mr. Michael K. Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D.C. 20500

Dear Mike:

Ambassador Fenwick has asked that I send you copies of her reflections on foreign aid to Africa. I am also enclosing a copy of Peter McPherson's letter to her covering the same ground.

Sincerely,

A handwritten signature in dark ink, appearing to read "Greg.", is written over the typed name.

Gregory J. Newell
International
Organization Affairs

Enclosures

INCOMING
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Department of State

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ACTION 10-15

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FODAG

FOR 10 ASSISTANT SECRETARY NEWELL FROM AMBASSADOR FENWICK

E.O. 12356: N/A
TAGS: AORC, FAO, WFP, AF
SUBJECT: AFRICAN TRIP: OBSERVATIONS RE FOREIGN AID

MY RECENT TRIP TO AFRICA, AND THE WORK I HAVE DONE SINCE I CAME HERE IN AUGUST, HAVE CONVINCED ME THAT THERE ARE MANY REASONS TO QUESTION THE SYSTEM OF FOREIGN AID AS IT HAS BEEN GIVEN TO THE CONTINENT OF AFRICA. SOME ARE HUMANITARIAN; OTHERS ARE PRACTICAL AND POLITICAL. THE SIMPLEST REASON TO QUESTION IS THAT IN ALL THREE OF THESE FIELDS, THE PRESENT SYSTEM SIMPLY DOESN'T WORK.

- FIRST, THE PEOPLE. DESPITE ALL THE AID, THOUSANDS OF PEOPLE IN AFRICA TODAY ARE HUNGRY AND DYING. THE STATISTICS ARE GRIM: PER CAPITA FOOD PRODUCTION IS FALLING; MALNUTRITION IS PREVALENT AND THERE IS ACTUAL STARVATION IN MANY PLACES. AS A RESULT OF THE PRESENT DROUGHT -- ONE OF A LONG AND RECURRING SERIES IN AFRICA -- A MEMBER OF THE U.S. EMBASSY IN MOZAMBIQUE SAW 32 CHILDREN DEAD FROM HUNGER IN ONE SMALL VILLAGE. WHENEVER THERE IS SUCH A DISASTER -- WHETHER MAN-MADE OR NATURAL, WHETHER WAR OR CYCLONE -- FEW AMERICANS ASK WHO IS SITTING IN THE PALACE, ONLY IF THERE IS STARVATION IN THE STREETS. PROVIDED THERE IS AN HONEST DISTRIBUTION OF THE FOOD, THIS IS ALMOST AXIOMATIC. THE SECRETARY OF STATE RECENTLY STATED IT CLEARLY "...WHEN PEOPLE ARE HUNGRY AND DYING, AMERICA RESPONDS."

- FOREIGN AID, AS NOW ADMINISTERED, HAS DEMONSTRABLY FAILED AS A BULWARK AGAINST HUNGER, DESPITE THE EXPENDITURE OF ENORMOUS SUMS OF MONEY. DEVELOPMENT ASSISTANCE FROM ALL SOURCES TO THE AFRICAN STATES WAS OVER \$20 BILLION IN ONLY TWO RECENT YEARS -- 1980 AND 1981 -- AND YET IN 24 AFRICAN COUNTRIES, WITH AN ESTIMATED POPULATION OF 150 MILLION, SOME 25 TO 30 MILLION ARE AT RISK TODAY. IF THE PLANNING WERE ADEQUATE, SUCH SUFFERING WOULD NOT OCCUR EXCEPT IN AN EMERGENCY. PRESENT PLANS HAVE NOT WORKED.

- INEXTRICABLY TIED TO THE WELL-BEING OF THE PEOPLE IS THE LAND ON WHICH THEY DEPEND. HERE, TOO, HUGE EFFORTS WERE MADE FOR DEVELOPMENT. THE RESULTS WERE SUMMED UP IN THE OCTOBER 1983 REPORT OF THE CLUB DU SAHEL: "THE STRATEGY OF THE SAHEL GOVERNMENTS AND THE DONORS OVER THE LAST TWO DECADES HAS OBVIOUSLY NOT YIELDED SATISFACTORY RESULTS." THE AREA THAT HAS BEEN IMPROVED IS "ROUGHLY EQUAL," IT READ, TO THAT WHICH HAS BEEN "DEGRADED."

- POPULATION PRESSURES HAVE BROUGHT HEAVY DAMAGE TO THE LAND, TO THE FORESTS WHERE 80 PER CENT OF ALL THE WOOD CUT HAS TO BE USED FOR FIREWOOD, AND TO THE

GRAZING LANDS AT THE EDGES OF THE SAHARA. FRAGILE PASTURES HAVE BEEN HEAVILY CROPPED, AND ARE BEING INCREASINGLY COVERED BY SAND. THE "GREEN BELT" WHICH MARKS THE EDGE OF THE DESERT RETREATED BY 150-200 KILOMETERS THIS YEAR ALONE. AND YET, IT WAS REPORTED THAT AT THE RECENT MEETING OF THE HEADS OF STATE IN NIAHEY, THE EFFECT OF POPULATION INCREASES ON THE LAND AND ITS PRODUCTIVE CAPACITY WAS NEVER EVEN MENTIONED.

- THE FAILURE OF THE EXISTING AID SYSTEM TO PROVIDE A SOLUTION TO PRACTICAL AND ECONOMIC PROBLEMS IS EQUALLY CLEAR. IN TANZANIA, THE LARGEST AFRICAN BENEFICIARY OF FOREIGN AID, THE ESTABLISHMENT OF STATE INDUSTRIES HAS BEEN ENCOURAGED BY DONOR COUNTRIES, AS WELL AS BY NATIONAL GOVERNMENT INITIATIVE. THE RESULT IS APPALLING: LAST YEAR IN TANZANIA, INDUSTRIAL PRODUCTION FELL BY OVER 26 PERCENT, AGRICULTURAL PRODUCTION BY 7.6 PERCENT, WHILE STATE PROJECTS INCREASED BY 38 TO REACH A TOTAL OF 523.

- THE MONEY GIVEN AS FOREIGN AID FOR THE STATE PROJECTS IS ALMOST UNIVERSALLY WASTED IN MISCONCEPTIONS AND MISMANAGEMENT. (IN MY RECENT VISIT, I HEARD OF ONLY ONE STATE PROJECT THAT WAS SUCCESSFUL, BUT IT HAD TO CARRY ANOTHER THAT WAS OPERATING AT A HEAVY LOSS.) THE EXPLANATION IS NOT USUALLY HARD TO FIND. FOR EXAMPLE, A STATE FACTORY IN TANZANIA DESIGNED BY THE DONOR TO EMPLOY 800 WORKERS, NOW EMPLOYS 1900. A STATE MILLING PLANT IN ZAMBIA EMPLOYS 1100 WORKERS TO PRODUCE WHAT A NEIGHBORING MILLER PRODUCES AT THE RATE OF 350 EMPLOYEES. (INCIDENTALLY, THE LATTER IS AMERICAN, EMPLOYING SEVEN FOREIGNERS AMONG 700 EMPLOYEES, BUT LUCKILY THE MILL IS IN ZAMBIA, NOT TANZANIA, WHERE,

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E.O. 12156: N/A

TAGS: AORC, FAO, WFP, AF

SUBJECT: AFRICAN TRIP: OBSERVATIONS RE FOREIGN AID

ACCORDING TO ONE SOURCE, EMPLOYMENT OF MORE THAN FOUR PEOPLE IS FORBIDDEN.) ALL THESE FAILING PROJECTS -- THE RESULT OF GOOD INTENTIONS, PERHAPS, AND HOPE, CERTAINLY -- ARE NOW COSTING THE STATE HEAVY SUMS OF MONEY EVERY YEAR. ANOTHER WASTE OF MONEY CAN BE TRACED TO WRONG POLICIES. FOR EXAMPLE, A STATE DAIRY PROCESSING PLANT IN TANZANIA -- A DONOR'S GIFT -- PAYS A FARMER ONLY SEVEN SHILLINGS FOR A LITRE OF MILK, WHEREAS HE CAN GET 10-12 SHILLINGS FOR IT FROM THE PUBLIC. THE RESULT IS THAT THE PLANT IS OPERATING AT 20 PERCENT OF CAPACITY -- A TREMENDOUS YEARLY LOSS.

IT IS NOW WIDELY AGREED THAT AGRICULTURE -- NOT INDUSTRY -- SHOULD HAVE THE FIRST PRIORITY IN DEVELOPMENT. BUT HERE ALSO THE PRESENT AID SYSTEM IS NOT WORKING WELL. THIS IS DESCRIBED IN A PAPER DELIVERED LAST YEAR BY DR. CARL EICHER, A MICHIGAN STATE UNIVERSITY PROFESSOR WHO IS NOW A VISITING PROFESSOR AT HARARE UNIVERSITY, AND SENIOR AGRICULTURAL ADVISOR TO USAID IN ZIMBABWE. MANY AUTHORITIES ARE QUOTED IN THIS PAPER TO SHOW THE EXISTING STATE OF AFFAIRS: AGRICULTURAL EXTENSION ADVISERS SWARMED OVER THE DEVELOPING WORLD IN THE 1950'S BRINGING U.S. AND EUROPEAN "KNOW-HOW" TO THE FARMERS OF THE TROPICS. BY THE EARLY 60'S IT WAS CLEAR THAT U.S. KNOW-HOW, INCLUDING VIRTUALLY ALL ASPECTS OF AGRICULTURAL TECHNOLOGY -- VARIETIES, MACHINES, AND EVEN CHEMICALS -- WAS SIMPLY NOT TRANSFERABLE TO ENVIRONMENTS WHICH DIFFER GREATLY FROM THOSE FOR WHICH IT WAS DEVELOPED." FURTHER, DR. EICHER WRITES: "THERE IS ACCUMULATION OF EVIDENCE THAT (A) THE READY AVAILABILITY OF FOREIGN AID AND (B) THE DONORS' AGREEMENT TO PAY RECURRENT COSTS WILL ALLOW MANY AFRICAN STATES TO POSTPONE THE INEVITABLE STEPS OF REDUCING THE SIZE OF THE STATE BUREAUCRACY AND THE INSTITUTIONAL IMPEDIMENTS TO SMALL-HOLDER DEVELOPMENT." AND FINALLY, "THE DONORS' WILLINGNESS TO PAY PART OF THE RECURRENT COSTS MEANS THAT DONORS ARE BOTH PART OF THE PROBLEM AND THE SOLUTION." THE CLUB DU SAHEL REPORT SUPPORTS THIS VIEW: "MORE THAN ONE-THIRD OF THE AID IS NOT USED TO FINANCE NEW INVESTMENTS BUT TO HELP SAHEL GOVERNMENTS TO FUNCTION."

THE LAST VOICE IS AFRICAN, THE LEADER OF THE OPPOSITION PARTY IN SENEGAL, ABDOULAYE WADE, WRITING IN LE MONDE: "SINCE 1959, I HAVE ADVOCATED A MODEL FOR DEVELOPMENT BASED ON AGRICULTURE -- SINCE ONLY AGRICULTURE CAN SERVE AS A SOLID BASE FOR DEVELOPMENT. INSTEAD, OUR GOVERNMENTS HAVE TURNED TO FOOD AID WHICH PERMITS GOVERNMENTS TO TRANSFORM THEIR PEOPLE INTO ETERNAL DEPENDENTS, ALWAYS IN NEED OF A TUTOR."

FINALLY, A NUMBER OF POLITICAL FACTORS SUGGEST THE NEED FOR A CHANGE IN OUR PRESENT AID SYSTEM. AS THE AFRICAN PARTY LEADER WROTE, "ONLY AGRICULTURE CAN SERVE AS A SOLID BASE FOR DEVELOPMENT." BUT INDUSTRY -- PARTICULARLY STATE INDUSTRY -- HAS BEEN FAVORED. THE RURAL PEOPLE ARE THE POOREST OF THE POOR AND ARE OFTEN SACRIFICED -- THROUGH UNWISE TAX AND OTHER GOVERNMENT POLICIES -- TO THE NEEDS OF THE URBAN DWELLERS. PETER MCPHERSON, ADMINISTRATOR OF AID, IN A CONGRESSIONAL HEARING, STRESSED THIS WHEN HE SPOKE OF THE NEED FOR "ECONOMIC POLICY REFORMS -- ESSENTIAL TO ANY REVERSAL OF THE CURRENT DOWNWARD TREND IN MANY AFRICAN COUNTRIES." THE FACT IS THAT SCARCELY A STATE PROJECT, WHETHER INDUSTRIAL OR AGRICULTURAL, IS MANAGED WELL ENOUGH TO BREAK EVEN. BUT STATE PROJECTS OF BOTH KINDS ARE OFTEN FUNDED WITH FOREIGN AID. THEY ARE SUPPOSED TO BE PROFITABLE OR AT LEAST SELF-SUSTAINING, AND THEY SIMPLY DO NOT WORK. BUT NO ONE SEEMS TO NOTICE THIS, NOT THE DONORS OR ANYONE ELSE. THERE IS A BIAS TOWARDS SOCIALISM THAT IS UNDENIABLE, AMONG MANY BILATERAL DONORS AND INTERNATIONAL AGENCIES, AS WELL AS IN MOST AFRICAN STATES. AS ASSISTANT SECRETARY NEWELL SAID IN AN INTERVIEW CONCERNING INTERNATIONAL ORGANIZATIONS: "THE AGENCIES TEND TOWARDS A STATIST APPROACH WHICH PROMOTES GOVERNMENT SOLUTIONS AND DENIGATES PERSONAL INITIATIVE AND INDIVIDUAL LIBERTIES." THIS, OF COURSE, IS CONTRARY TO U.S. EXPERIENCE AND INTERESTS. OURS IS NOT THE ONLY GOVERNMENT WHICH IS QUESTIONING THE CURRENT AID POLICY. MANY, INCLUDING AFRICANS IN IMPORTANT GOVERNMENT POSITIONS, HAVE DONE SO.

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FORAG

FOR 10 ASSISTANT SECRETARY NEWELL FROM AMBASSADOR FENWICK

E.O. 12356: N/A
TAGS: AORC, FAO, WFP, AF
SUBJECT: AFRICAN TRIP: OBSERVATIONS RE FOREIGN AID

HOWEVER, ONE OF THE MOST ARTICULATE EXPRESSIONS OF THE NEW DIRECTION FOREIGN AID SHOULD TAKE WAS WRITTEN BY SENATOR JOHN DANFORTH OF MISSOURI AFTER HIS RETURN FROM A VISIT TO AFRICA:

- "AFTER GAINING INDEPENDENCE IN THE PAST QUARTER OF A CENTURY OR SO, SOME AFRICAN COUNTRIES LOOKED TO THE EAST, ADOPTING THE SOVIET MODEL OF STATE FARMS AND COLLECTIVE FARMS WITH NO MEANINGFUL ROLE FOR THE INDIVIDUAL FARMER. AS SOMALIA AND MOZAMBIQUE ARE BEGINNING TO REALIZE, SUCH A MODEL HAS NOT WORKED IN THE SOVIET UNION AND IT CANNOT WORK ELSEWHERE. WHILE I DO NOT BELIEVE THAT FOOD AID SHOULD BE CONDITIONED ON THE POLITICAL OR ECONOMIC PHILOSOPHY OF THE RECIPIENT, DEVELOPMENT ASSISTANCE IS A DIFFERENT MATTER.

- TO OFFER FOOD TO HUNGRY PEOPLE IS A MATTER OF PRINCIPLE. TO OFFER DEVELOPMENT ASSISTANCE TO A COUNTRY WHOSE OWN POLICIES DISCOURAGE PRODUCTION IS TO POUR WATER INTO THE SAND. FOR THE SAKE OF FOOD PRODUCTION, AND NOT TO MAKE A PHILOSOPHICAL POINT, AMERICANS SHOULD DIRECT DEVELOPMENT ASSISTANCE TO THOSE COUNTRIES WHOSE GOVERNMENTS DO NOT CONTROL FARMING."

- THE PROBLEMS, IT CAN SAFELY BE SAID, ARE PROVEN. THE FAILURES ARE THERE FOR ALL TO SEE BUT, LUCKILY, THERE ARE TWO FORMS OF AID THAT SEEM TO OFFER HOPE FOR REAL, SOLID DEVELOPMENT. ONE IS PRACTICAL, DOWN-TO-EARTH, INVOLVING EXTENSION WORKERS WHO GO OUT TO THE RURAL POOR. THE SECOND IS THEORETICAL -- INVOLVING RESEARCH OF THE HIGHEST QUALITY. BOTH ARE ESSENTIAL. ONE SHOULD WORK WITH AND THROUGH THE OTHER. THE EXTENSION WORKER SHOULD RECEIVE ENOUGH TRAINING TO KNOW WHAT DEVELOPMENTS IN FARM MANAGEMENT OR MARKETING WOULD BE USEFUL TO THE INDIVIDUAL FARMER AND ALSO BE TRAINED ENOUGH TO KNOW WHAT PROBLEM SHOULD BE TAKEN AT ONCE TO THE RESEARCHER. THE RESEARCHER MUST BE INVOLVED IN WHAT HAS BEEN WELL-DESCRIBED AS, "THE GROWING TIP OF SCIENCE" BUT ALSO ALERT TO THE PARTICULAR PROBLEMS OF AFRICAN AGRICULTURE. DISEASES BROUGHT BY THE TSE-TSE FLY OR THE TICK, AND THE VIRUS OF RINDERPEST, CAN DEVASTATE WHOLE AREAS OF THE CONTINENT. VARIETIES OF HYBRID SEEDS DEVELOPED AFTER YEARS OF RESEARCH IN AMERICA AND EUROPE ARE NOT ALWAYS USEFUL HERE. DR. EICHER, AND MANY OTHERS, SEE THE NEED FOR THE DEVELOPMENT OF "CENTERS OF EXCELLENCE" IN AFRICA -- RESEARCH CENTERS WITH SATELLITE SUB-CENTERS -- WHICH WOULD SPECIALIZE IN AFRICAN AGRICULTURAL DEVELOPMENT. THE QUESTIONS HERE ARE CONCERNED WITH THE ALTERNATIVES -- TRAINING

FOR AFRICANS IN UNIVERSITIES ABROAD VS. TRAINING FOR AFRICANS IN WELL-DEVELOPED RESEARCH CENTERS LOCALLY. MANY FEEL THAT THE ANSWER IS "BOTH."

- ON THE PRACTICAL SIDE, IT IS GOOD TO SEE THAT SIMPLE SOLUTIONS TO A FARMER'S MOST PRESSING PROBLEMS ARE BEING DEVELOPED EVERYDAY. FOR EXAMPLE, STORAGE FOR A FARMER'S MAIZE CROP IS ESSENTIAL. IN A BOTTLE-SHAPED BIN OF WICKER WORK -- BEAUTIFULLY CRAFTED -- THE PRUDENT FARMER STORES ENOUGH GRAIN TO FEED HIS FAMILY UNTIL THE NEXT HARVEST. (A VERY LARGE FAMILY MAY NEED TWO.) THE STORAGE LOSS TO THE LARGER GRAIN BOWER, HOWEVER, WAS OFTEN HEAVY. THE WICKER WORK WAS NO BARRIER. NOW, USING THE CLASSIC BIN AS A BASE, FARMERS IN ZAMBIA, UNDER A UNDP/FAO PROGRAM, ARE SHOWN HOW TO COVER THE WICKER -- INSIDE AND OUT -- WITH CEMENT (OR EVEN CLAY, IF CEMENT IS UNAVAILABLE). LOSSES ARE CUT TO 10 PER CENT, WHERE BEFORE THEY COULD BE UP TO 30 OR 40 PER CENT. (THE WHITE MAIZE, LOW IN WATER CONTENT, DOES NOT SEEM TO SUFFER FROM LACK OF AIR CIRCULATION.)

- ANOTHER VALUABLE PROGRAM IS THE FISH CULTURE DEVELOPMENT PROJECT ALSO IN ZAMBIA. WHENEVER THERE IS ENOUGH WATER FOR A GOOD POND, AND WHERE THERE IS A CLAY BASE IN THE SOIL, A FARMER CAN BORROW ABOUT \$900 AND START PRODUCING, USING THE DUCKS' DROPPINGS TO PROVIDE THE FOOD FOR THE FISH. THIS PRODUCES FISH OF HIGH QUALITY AND THE DUCKS CAN BE FED ON A BASE OF DISCARDED MILLING RESIDUES. THIS SYSTEM PRODUCES 2 TONS OF FISH PER HECTARE IN 5-7 MONTHS. EXCESS DUCKS CAN BE SOLD, TOO. PIGS, HOUSED

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FODAG

FOR IO ASSISTANT SECRETARY NEWELL FROM AMBASSADOR FENWICK

E. O. 12356: N/A
TAGS: AORC, FAO, WFP, AF
SUBJECT: AFRICAN TRIP: OBSERVATIONS RE FOREIGN AID

IN A SHED BUILT OUT ON STILTS OVER THE POND, YIELD AN EVEN HIGHER HARVEST OF FISH. THE POND IS DUG BY HAND, BY THE FARMER, AND THERE ARE 300 SUCCESSFUL MEMBERS OF A VOLUNTARY COOPERATIVE IN THIS UNDP/FAO PROJECT. THE WHOLE PROJECT IS SELF-SUPPORTING EXCEPT FOR THE SALARIES OF THE TWO INTERNATIONAL EMPLOYEES WHO SUPERVISE IT, BUT THE PLAN IS TO HAVE ANY PAID SUPERVISION DEPEND ON COOPERATIVE FEES IN THE FUTURE.

- THERE ARE PROBABLY HUNDREDS -- IF NOT THOUSANDS -- OF THESE SIMPLE, INEXPENSIVE PROJECTS WHICH, MANY FEEL ARE THE HOPE OF THE FUTURE IF ADEQUATE RESEARCH IS AVAILABLE.

- THE EVIDENCE IS CLEAR. THE TIME IS RIGHT FOR AN OPEN ADMISSION THAT HONEST ERRORS HAVE BEEN MADE BY ALL CONCERNED. EMPHASIS SHOULD BE ON THE DEVELOPMENT OF A SOLID BASE OF IMPROVEMENT AMONG THE RURAL POOR. DONORS SHOULD BE STRONG ENOUGH -- AND RESPONSIBLE ENOUGH -- TO INSIST ON PROGRAMS THAT WORK, TO REFUSE TO COOPERATE WITH ANY GOVERNMENT IN DEVELOPING ANOTHER STATE ENTERPRISE WHICH MAY WELL WIND UP AS A WHITE ELEPHANT, A CONTINUING DRAIN ON THE COUNTRY'S MEAGER RESOURCES.

- AND SURELY RESPONSIBLE DONORS SHOULD BE WILLING TO OFFER -- AT LEAST -- FAMILY PLANNING SERVICES.

- THE POPULATION INCREASE IN AFRICA IS 3.9 PER CENT PER YEAR, THE HIGHEST IN THE WORLD. THAT THIS IS NOT A UNIVERSALLY POPULAR SUBJECT IS OBVIOUS, BUT SURELY IT IS A DUTY TO MENTION IT TO THE GOVERNMENTS CONCERNED.

- DESPITE THE BIAS OF MANY GOVERNMENTS, THERE ARE LUCKILY MANY SHINING EXAMPLES OF WHAT CAN BE DONE EVEN NOW. A SINCERE CONCERN FOR THE PEOPLE, A WILLINGNESS TO COPY A SUCCESSFUL PROGRAM WHEREVER IT IS APPROPRIATE -- THESE WILL FINALLY BE CONVINCING TESTIMONY OF OUR GOOD INTENTION. IF WE STICK TO THE PRINCIPLES WE ESPOUSE PUBLICLY, IF WE APPROACH THESE SOVEREIGN GOVERNMENTS IN A FRATERNAL RATHER THAN A TUTORIAL MANNER, IF WE HONESTLY CARE, WE WILL NO LONGER BE AS OFTEN ISOLATED AS WE ARE NOW. THEY WILL KNOW, AS THE MALI AGRICULTURAL MINISTER SAID, THAT "WE ARE PARTNERS." FENWICK

Department of State

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FODAG

FOR 10 ASSISTANT SECRETARY NEWELL FROM AMBASSADOR FENWICK

E. O. 12356: N/A

TAGS: AORC, FAO, WFP, AF

SUBJECT: AFRICAN TRIP: OBSERVATIONS RE FOREIGN AID

REF: ROME 03033

1. EARLIER REPORT STRESSED PRACTICAL PROGRAMS FOR THE SMALL-HOLDER FARMER BUT THE FOLLOWING MIGHT BE USEFUL WHEN A LARGER PROJECT IS CONTEMPLATED AND PARTICULARLY WHEN -- FOR WHATEVER REASON -- WE MIGHT WANT TO HELP A GOVERNMENT WHICH OBSTINATELY OPPOSES PRIVATE ENTERPRISE.
2. THE ANSWER IS TO HELP WITH PROGRAMS WHICH ARE, IN EVERY COUNTRY, INCLUDING AMERICA, THE NORMAL RESPONSIBILITY OF THE STATE. ROADS COULD WELL BE A FIRST PRIORITY, PARTICULARLY ROADS INTO THE RURAL AREAS. THIS WOULD HELP THE SMALL-HOLDER, INDIVIDUAL FARMER TO GET HIS SURPLUS TO THE TOWNS, WHERE NOW IMPORTED FOOD IS OFTEN NECESSARY.
3. OTHER PROJECTS COULD INCLUDE A SCHOOL OR A CLINIC, THE CONSTRUCTION OF A HOSPITAL OR A UNIVERSITY, OR THE IMPROVEMENT OF A PORT. THE "FOOD FOR WORK" SYSTEM WOULD BE USEFUL FOR THESE STATE PROJECTS. AMERICAN AID CAN PROVIDE THE FOOD WHICH CONSTITUTES HALF OF THE WORKER'S PAY, THE LOCAL GOVERNMENT PAYING THE OTHER HALF. IN BANGLADESH, 40,000 MILES OF ROAD WERE BUILT IN THIS WAY, AND OVER 20,000 MILES OF CANALS AND EMBANKMENTS. THIS PAY SYSTEM, INCIDENTALLY, IS IN ACCORD WITH THE GUIDELINES OF THE I. L. O.
4. ALL OF THESE PROJECTS WOULD BE COMPATIBLE WITH A FIRM DETERMINATION ON OUR PART NOT TO ENCOURAGE STATE "ENTERPRISES" WHICH ARE SUPPOSED TO BE PRODUCTIVE BUT ARE, INSTEAD, TOO OFTEN A CONTINUING DRAIN ON MEAGER STATE RESOURCES. WE SHOULD STAY AWAY FROM STATE FARMS, STATE SHOE FACTORIES, STATE MILLS, OR STATE BUSINESS OF ANY KIND. THEY DON'T WORK.

FENWICK

AGENCY FOR INTERNATIONAL DEVELOPMENT
WASHINGTON, D.C. 20523

THE ADMINISTRATOR

23 MAR 1984

Dear Millicent:

Greg Newell shared with me your reports on your recent trip to Africa. I agree completely with your critique of the way many assistance programs have been conducted in the past. Your observations describe very well some of the endemic problems that must be overcome to get the countries of Africa on a sustainable positive growth path and to alleviate the problems of human misery.

Since becoming Administrator, I have given a great deal of attention to addressing the kinds of problems you have raised. I think A.I.D.'s present approach averts the pitfalls you have described. Our "four pillars" and our recently announced Economic Policy Initiative for Africa are designed precisely to change the way assistance is delivered. Through an ongoing dialogue with other donors, I believe we are having success in developing an international consensus around our philosophy.

Let me briefly describe how our "four pillars" approach addresses the problems you have rightfully pointed out concerning the failures of much of the assistance given in the past.

Policy Dialogue

The policy environment in which development programs function largely determines how successful they will be. In my view, bad policies hurt poor people and retard economic growth. Too often the good which could be accomplished by a specific assistance program was undermined by the recipient's economic policies. Even well planned and executed projects may fail to have a significant development impact in the absence of a favorable economic policy environment.

We have placed great emphasis on policy reform and it is beginning to pay off. In Sudan we have used our program to

The Honorable Millicent Fenwick
U.S. Representative to the United
States Mission to the United Nations
Agencies for Food and Agriculture
Rome, Italy

assist the government take such policy measures as subsidy reduction, devaluation and to improve credit allocation procedures. In Zambia AID has encouraged the government to reduce its subsidy on fertilizer to make possible more effective allocation and use of this important agricultural input. In Mali and Upper Volta we have worked through multi-donor groups to assist government marketing agencies become more financially sound, and to encourage a more open market system which reduces or eliminates price controls. The result, of course, is to instill incentives for increased farm production.

Institutional Development

The weakness, or lack of effective public and private institutions in Africa has been cited as possibly the major constraint to sustained development. For this reason, AID's programs emphasize institutional development, including the strengthening of existing indigenous institutions that are capable of effectively providing goods and services, as well as the creation of new institutions.

In Uganda AID has rehabilitated the local hoe industry to get these essential tools into the hands of small farmers. In Sudan and Somalia AID is helping to develop a decentralized community-based primary health service delivery system to meet the needs of the rural population for low cost health care. A research facility in Kenya supported by AID has developed a new variety of maize that has increased yields throughout the highlands of East Africa.

Private Sector

While governments set the tone and climate necessary for development to flourish, there are many things that government cannot do, or cannot do well. The day when government was seen as the principal means of economic growth is gone. The private sector is a powerful engine for growth, and we believe that indigenous private sectors have to be strengthened and open market systems expanded to promote and further development efforts.

In Kenya, under our rural private enterprise project, commercial banks will begin making loans this year to rural private enterprises that are labor intensive, export oriented and demonstrate strong links to agriculture. In Somalia we are working with the government to identify parastatals that the government should divest and turn over to the private sector.

Technology Development and Transfer

"New technologies" frequently connote complex, expensive efforts to solve esoteric problems. But "new technology" also may be used to develop inexpensive methods of solving age-old problems, solutions that can be disseminated to people everywhere. The development of high yield variety grains that led to the Green Revolution is one example. Another is the breakthrough in oral rehydration therapy (ORT), a new but simple health technology that is capable of bringing about dramatic reductions in infant and child mortality. AID's focus is on applications of technology appropriate to circumstances in the developing countries.

The Kenya maize project mentioned above is one example of how this approach has worked in Africa. Also, in Mali, Upper Volta, Zaire, Tanzania and Lesotho we have initiated farming systems research projects to develop viable and effective technologies for small farmers, with the direct participation of farmers in the research and testing.

Donor coordination also concerns us. The multiplicity of donors and the burden placed on scarce management resources available in African countries makes effective and efficient implementation of development programs and coordinated donor support for improved policies vital.

AID has taken the lead in a dialogue among donor countries addressing the need for greater efforts at coordination with special emphasis on in-country coordination at the sectoral and sub-sectoral levels. In November 1983 the Development Assistance Committee of the OECD approved for public distribution a set of guidelines on donor coordination. AID will take a leading role in moving the discussion and implementation of these guidelines forward.

Economic Policy Initiative for Africa

Because of the special problems inhibiting development in Africa, AID is as you know seeking Congressional approval of a special economic policy initiative for Africa. This initiative will be a multi-year effort that will focus on policy reform, donor coordination, and increasing levels of U.S. assistance, particularly for food production. It seems to me that such a special effort is needed to make significant breakthroughs in some of the chronic problems facing Africa.

Strategic Plan

I also have been working with my staff to develop a long term comprehensive strategic plan to focus and guide Agency activities in Africa and in other regions where AID works. There are real constraints on the size of the U.S. foreign assistance budget, and I am concerned that we get the maximum impact from the resources available.

This document describes new approaches and innovations to foreign aid taken by this Administration over the past three years and places them in their strategic context. It identifies key development problems to be focused on by the Agency, establishes medium and long term objectives, and describes the means the Agency will employ in pursuing these objectives.

We have distributed copies of a discussion draft of this long-term strategic plan for comment to key Congressional committees, and other selected organizations and individuals interested in foreign aid and development issues. A copy is enclosed.

In reviewing this document you will find many points of agreement with observations made in your report. Sustainable economic growth and social development will not occur following the old ways. New approaches are needed, and imagination and insight are required to develop them. A.I.D. is committed to a leadership role to bring about such changes. The Agency Strategic Plan describes in detail our thinking on how such changes can be accomplished, and the role the United States and other donors can play.

In conclusion let me say that I really appreciate your thoughtful analysis of the development problems of Africa. I think you will agree that my approach is fully consistent with your observations. I would welcome any additional thoughts you might have.

Sincerely,



M. Peter McPherson

Enclosure: a/s

C. R. DEVINE

101 East 69th Street
New York, N.Y. 10021
March 29, 1984

File

Dear Mike

I greatly enjoyed the chance to say hello to you and Mrs. Deaver at the Mitterand dinner the other night and was particularly pleased you had the opportunity later to chat with Jean MacArthur.

You characterized the Medal of Freedom selection process as "complicated" and I can well imagine how true that must be !

I've been energetically supporting Mrs. MacArthur's nomination not only because of her sterling and exceptional personal qualities but also because she is so widely known and respected among many of the nation's public opinion molders. Were she selected . . . and received the Medal individually . . . many of these people would want to be on hand for the ceremony !

With best wishes . . .

Sincerely
CR

C. Robert Devine

Mr. Michael Deaver
The White House
Washington, D.C. 20500

AM-REAGAN SKED 4-1
REAGAN PREPARES FOR CHINA TRIP
SAVE FOR NOTES

file

WASHINGTON (UPI) -- PRESIDENT REAGAN'S SPECIAL WISH TO SPEAK TO THE CHINESE PEOPLE WILL BE FULFILLED DURING HIS SIX-DAY VISIT TO CHINA LATER THIS MONTH, A TOP AIDE SAYS.

DEPUTY CHIEF OF STAFF MICHAEL DEEVER, WHO TRAVELED TO CHINA TO MAKE ARRANGEMENTS FOR REAGAN'S FIRST TRIP TO A COMMUNIST COUNTRY, BROUGHT WITH HIM A SPECIAL REQUEST FROM REAGAN.

"ONE OF THE THINGS THE PRESIDENT SAID TO ME WAS 'LOOK WHEN FOREIGN LEADERS COME HERE, THEY GET TO MEET THE PEOPLE,'" DEEVER RECALLED. "I HOPE YOU WILL TELL THEM (THE CHINESE LEADERS) THAT I WANT TO TALK TO THE CHINESE."

DEEVER PASSED ON THE MESSAGE, AND, AS A RESULT, REAGAN'S ACTIVITIES WILL INCLUDE AN INTERVIEW ON CHINESE TELEVISION, A DISCUSSION WITH SOME STUDENTS AT FUDAN UNIVERSITY IN SHANGHAI AND A SPEECH TO THE SCHOOL'S ENTIRE STUDENT BODY.

THE 73-YEAR-OLD CHIEF EXECUTIVE WILL TRAVEL TO CHINA IN STAGES TO OVERCOME JET LAG. HE IS TO DEPART WASHINGTON APRIL 19 AND ARRIVE IN CHINA APRIL 26. STOPS INCLUDE HIS MOUNTAINTOP RANCH IN CALIFORNIA, AS WELL AS HONOLULU AND GUAM.

REAGAN WILL BE THE FIRST U.S. PRESIDENT TO SEE XI'AN, WHERE ARCHEOLOGISTS HAVE DISCOVERED ARTIFACTS DATING BACK 2,000 YEARS, INCLUDING TERRA COTTA HORSES 8-FEET HIGH.

HE ALSO WILL BE THE FIRST PRESIDENT TO TRAVEL ON AMERICAN AIRCRAFT IN CHINA, A CONCESSION MADE BY THE CHINESE. BUT WHEN HE GOES TO XI'AN, IT WILL BE NEARLY A TWO-HOUR MOTOR TRIP SO HE CAN GET A GOOD LOOK AT THE COUNTRYSIDE AND RURAL LIVING.

"HE'S GOING TO BE FASCINATED," DEEVER SAID.

"I THINK IT'S GOING TO BE A VERY EXCITING TRIP FOR THE PRESIDENT," HE PREDICTED. "HE AND THE FIRST LADY ARE READING EVERYTHING THEY CAN. THEY'VE GONE THROUGH SEVERAL BOOKS."

THIS WEEK, REAGAN WILL BEGIN BRIEFINGS ON THE SUBJECTS TO BE COVERED DURING THE VISIT -- INCLUDING TAX AND INVESTMENT TREATIES HE WILL SIGN IN PEKING.

DEEVER SAID REAGAN WILL SPEND TWO DAYS IN PEKING -- AND DURING THAT TIME WILL SPEND 10 HOURS CONFERRING WITH PREMIER ZHAO ZIYANG, WHO VISITED WASHINGTON IN JANUARY, VICE PREMIER DENG XIAPING AND OTHER TOP OFFICIALS.

"HE'S CROWDING A GREAT DEAL INTO (THOSE) TWO DAYS," DEEVER SAID. THE PRESIDENT ALSO WILL VISIT A "TOWNSHIP" -- WHICH USED TO BE CALLED A COMMUNE -- AND MINGLE WITH THE PEOPLE.

NATURALLY, THERE WILL BE THE USUAL HEAVY QUOTA OF BANQUETS AND "GANBEI" -- TOASTS. BUT DEEVER SAID THE PRESIDENT "DOESN'T HAVE TO EMPTY THE GLASS."

PUT MAT Q. TO XMA NWX

R W

AM-REAGAN-CHINA 4-1

FOR MONDAY AM'S BY HELEN THOMAS

UPI WHITE HOUSE REPORTER WASHINGTON (UPI) -- PRESIDENT REAGAN, MAKING HIS FIRST TRIP TO A COMMUNIST COUNTRY, WILL HAVE HIS EXPRESSED DESIRE TO TALK TO THE CHINESE PEOPLE FULFILLED ON HIS SIX-DAY JOURNEY TO CHINA LATE THIS MONTH, A TOP AIDE SAYS.

RECIPROCATING FOR ALL THE RED CARPET HOSPITALITY, THE PRESIDENT AND MRS. REAGAN WILL HOST A TURKEY DINNER WITH ALL THE TRIMMINGS TOPPED WITH CALIFORNIA WINES AT A RETURN DINNER AT THE GREAT WALL HOTEL IN PEKING.

DEPUTY CHIEF OF STAFF MICHAEL DEEVER, WHO TRAVELED TO THE MAINLAND TO MAKE ALL THE ARRANGEMENTS FOR THE RIGOROUS TRIP, BROUGHT WITH HIM A SPECIAL REQUEST FROM REAGAN. AS A RESULT, THE PRESIDENT'S ACTIVITIES WILL INCLUDE AN INTERVIEW ON CHINESE TELEVISION AND A DIALOGUE WITH SOME OF THE STUDENTS AT FUDAN UNIVERSITY IN SHANGHAI AS WELL AS A SPEECH TO THE ENTIRE STUDENT BODY.

THE EDUCATION MAY BE A TWO-WAY STREET SINCE REAGAN HAS MADE A CAREER OUT OF ANTI COMMUNISM.

"ONE OF THE THINGS, THE PRESIDENT SAID TO ME WAS 'LOOK WHEN FOREIGN LEADERS COME HERE, THEY GET TO MEET THE PEOPLE,'" DEEVER RECALLED. 'I HOPE YOU WILL TELL THEM (THE CHINESE LEADERS) THAT I WANT TO TALK TO THE CHINESE.'

THE 73-YEAR-OLD CHIEF EXECUTIVE WILL TRAVEL TO CHINA IN STAGES TO OVERCOME JET LAG, DEPARTING WASHINGTON ON APRIL 19 FOR SANTA BARBARA TO REST AT HIS MOUNTAINTOP RANCH.

ON EASTER SUNDAY, APRIL 22, HE WILL FLY TO HONOLULU WHERE HE WILL ATTEND CHURCH SERVICES AND RECEIVE BRIEFINGS ON PACIFIC DEFENSE DURING A TWO-DAY STAY. HE WILL THEN FLY TO GUAM FOR AN OVERNIGHT SOJOURN, DEPARTING APRIL 26, FOR CHINA. THE FLIGHT THAT WILL TAKE ONLY SIX HOURS AND 35 MINUTES, INSTEAD OF THE USUAL 13-HOUR DEBILITATING EXCURSION, AND BY THAT TIME DEEVER SAID THE REAGANS WILL BE ON CHINESE TIME.

EVERY AMERICAN PRESIDENT WANTS TO ESTABLISH HISTORIC FIRSTS WHEN HE TRAVELS ABROAD. RICHARD NIXON SET THE PRECEDENT FOR CHINA TRAVEL WITH HIS BREAKTHROUGH JOURNEY IN 1972.

REAGAN WILL BE THE FIRST U.S. PRESIDENT TO SEE XI'AN, THE SITE OF A 1973 ARCHEOLOGICAL DISCOVERY WHERE TERRA COTTA HORSES SIX AND EIGHT FEET

Independent Insurance Agents of America

INCORPORATED



SUITE 200
600 PENNSYLVANIA AVE., S.E.
WASHINGTON, D.C. 20003

202/544-5833

Roger N. Levy
Director of Federal Government Affairs

April 2, 1984

Mr. Michael K. Deaver
Deputy Chief of Staff
Assistant to the President
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20500

Dear Mr. Deaver,

On behalf of our association I want to thank you and the President for including IIAA's national legislative conference on the President's speaking schedule.

As I noted in our invitation to President Reagan, the insurance agents are part of the President's natural constituency: conservatively inclined, independent small business people who share most of the economic and social values that define the major themes of this administration. The legislative conference has the added advantage of bringing together in Washington our association's political elite: about 600 of our agents and their wives from every state who typically serve as campaign and finance committee chairmen for congressional candidates, have in many cases themselves served in state or federal government, and are active in political fundraising at the local, state, and federal level.

Our national legislative conference offers a forum for the President you may want to consider -- and we would be delighted to offer -- again. Meanwhile, we are deeply grateful for the President's time last week, and to you for your help in putting our program on his agenda. With every good wish,

Cordially,

Roger N. Levy
Director of Federal Government
Affairs

RNL:imr

THE WHITE HOUSE

WASHINGTON

April 3, 1984

Enough!

MEMORANDUM TO MIKE DEEVER

FROM:

PAM BAILEY *Bob*

SUBJECT:

Kenny Rogers

The attached is on Kenny Rogers "World Hunger Awards" -- \$1 million for journalists who bring the problem of world hunger to the attention of the public. They are announced yearly on the first Friday before Thanksgiving.

On October 12, 1983, World Food Day, Kenny and Marianne Rogers received "Presidential awards" at the State Department in recognition of their outstanding contributions to eliminate world hunger." A copy of the message, which was presented by AID Administrator Peter McPherson, is attached for your information.

Attached

FYI -
BS sent
Kenny's name
to Gail for
STATE DINNER
list -

COPY

October 12, 1983

I welcome the opportunity to extend warm congratulations to all who gather to pay tribute to recipients of the Presidential Awards commending outstanding contributions in efforts to reduce World Hunger.

Those we honor today have used their initiative, creative energies, and resources to help those less fortunate than themselves meet the most essential of human needs. Sometimes at great personal risk and sacrifice, they have set an inspiring example for all of us by dedicating themselves to making this a better world for peoples around the globe.

The American people are blessed with a sound system of food production, and we have been committed to sharing our nation's bounty with others in time of need. Yet, today, nearly 500 million people in the world are malnourished and hungry. We have seen that the efforts of governments alone are not enough to meet the critical needs of the hungry. Personal initiative is also essential.

The recipients of the Presidential Awards come from many diverse walks of life. But they share one common commitment -- a determination to eliminate hunger in the world.

The courageous work undertaken by these individuals has meant the difference between life and death to millions stricken by natural and man-made disasters. They have vigorously and successfully pursued solutions that promise a brighter and healthier future to many who might not have had a chance even for survival without their efforts. Their leadership has also focused public attention on the problem of World Hunger and inspired many others to seek solutions and to lend a helping hand.

It is a very special privilege for me to congratulate and thank the awardees for their selfless dedication and their initiative. Their devoted service has brought and will continue to bring the promise of a world without hunger.

To James Coyne for transmittal to Peter McPherson, A.I.D.

RR:Livingston:dl

cc: K.Osborne/D.Livingston/B.Kimmitt, NSC/CF

EVENT: OCT. 12

RONALD REAGAN A

Kit A.I.D. Release, booklets, etc Filed O.A. #8222

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CAMPBELL, WA.

CLEMENTE, ROBERT

GUYER, DAVID

ABDUL-JABBAR, ABRAHAM

PARKER, FRANK

SAVE THE CHILDREN

LIVARTON, CAROL

ROGERS, KENNY

ROGERS, MARY ANN

WE

FG 5-2

14TH STORY of Level 1 printed in FULL format.

Proprietary to the United Press International 1982

March 9, 1982, Tuesday, AM cycle

SECTION: Regional News

DISTRIBUTION: Georgia

LENGTH: 310 words

DATELINE: ATLANTA

KEYWORD: Rogers

BODY:

Entertainer Kenny Rogers said Tuesday he will donate \$1 million to establish a program aimed at saluting members of the media who help bring the problem of world hunger to the public's attention.

Rogers, in Atlanta shooting the movie 'Six Pack,' announced the 'World Hunger Awards' during an interview with Jane Pauley on NBC's Today show.

The singer and actor said the program will recognize journalistic efforts in eight categories and will be announced yearly on the first Friday before Thanksgiving.

He said the program will be administered by World Hunger Year, an organization set up by the late Harry Chapin.

Rogers, who is estimated to have a yearly income of \$20 million, said it was the singer and songwriter Chapin who got in interested in the problem.

'I was tremendously impressed with Harry's unselfishness and his ability to give so much of his time,' Rogers said.

'I called and ask Harry what he would do with \$1 million. He consulted with a number of people and suggested the creation of the awards program, with at least three-quarters of the awards going to journalists who wrote about world hunger,' he said.

'Marianne (Rogers' wife) and I felt that although \$1 million is a substantial sum of money, it would have little impact by itself in the war against hunger. We found recent reports pinpoint public education as the major key to the elimination of hunger,' he said.

Cash prizes and plaques will be presented to the best newspaper coverage, the best periodical coverage, the best college publication, the best film, the best television coverage, the best radio coverage, the best photojournalism and the best book concerned with world hunger.

Rogers gave more than \$100,000 to the Chapin Memorial fund last year and also raised \$180,000 for the fight against hunger last year with a benefit concert.

WASHINGTON COLLEGE A COLEMAN
WASHINGTON AVE
CHESTERTOWN MD 21620 29AM

Western
Union Mailgram



4-009768S089003 03/29/84 ICS IPMMTZZ CSP WHSB
2 3017782800 MGM TDMT CHESTERTOWN MD 03-29 1053A EST

HONORABLE HENRY KISSINGER, CARE MISS VICK
1800 K ST NORTHWEST
SUITE 400
WASHINGTON DC 20006

JAB
AYI

THIS IS A CONFIRMATION COPY OF A TELEGRAM ADDRESSED TO YOU;

HERE IS THE TEXT REVIEWED AND APPROVED BY THE FOLLOWING: FORD,
CARTER, RUSK, ROGERS, KISSINGER, VANCE, MUSKIE AND HAIG,

"WE ARE ENTERING THE SEASON OF POLITICAL CONTEST WHEN THE CONTESTANTS
OF BOTH PARTIES ARE SORELY TEMPTED TO MAKE UTTERANCES AND URGE
ACTIONS WHICH COULD DO HARM TO AMERICA'S STANDING IN THE WORLD. WHILE
MINDFUL THAT ROBUST ARGUMENT HAS ALWAYS ACCOMPANIED THE CHOOSING OF
THE U.S. PRESIDENT, WE CAUTION THAT EXCESSES OF RHETORIC CAN HAVE
LASTING IMPACT ON THE CONDUCT OF FOREIGN POLICY, CAUSING RISK FOR
THIS NATION WHICH HAS BEEN CALLED TO PLAY THE ROLE OF LEADER IN THE
THERMONUCLEAR AGE. WE URGE THE CANDIDATES OF BOTH PARTIES TO
RECOGNIZE THAT WE MUST ALL WORK TOGETHER FOR A FOREIGN POLICY THAT
BEST SERVES OUR NATIONAL INTEREST."

THIS STATEMENT IS BEING ISSUED TO THE WIRE SERVICE WITH A 3PM
THURSDAY RELEASE TIME. SINCERELY

DOUGLASS CATER PRESIDENT OF WASHINGTON COLLEGE
WASHINGTON AVE
CHESTERTOWN MD 21620

10:53 EST

MGMCOMP

APR 1 1984

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

file

April 2, 1984

MEMORANDUM FOR MICHAEL DEEVER
FROM MERRIE SPAETH *MS*
SUBJECT RELEASE OF THE PRESIDENT'S ANNOUNCEMENT OF DISASTER STATUS

You asked for a quick recounting of how we handled the dissemination of the President's statements announcing disaster aid for North and South Carolina.

The go-ahead for the announcement reached the Press Office at approximately 6:00. We divided the responsibilities in the following manner :

- The Press office contacted the national wires and handled release of the information to White House Press corps.
- We compiled a list of media outlets in North and South Carolina and contacted each personally to read the statement.

There is a wire headquarter in Raleigh, N.C. but we found that most of the papers, radio and television news departments were not paying attention to them on a Friday evening.

In all, we reached 16 newspapers and 11 radio and television station personally.

(total time: about 1 hour 15 minutes. Personnel: Myself and 3 volunteers.)

Dear The Heavens:

WJ

3 April 1984

The Olympics will be here quickly & in case you haven't completed the Closing Ceremonies, please consider the song LET THERE BE PEACE ON EARTH written by Jill Jackson & Ay Thiller. What a great way to show the world we want Peace. It could be even more impressive if you used a group such as the INTERNATIONAL CHILDREN'S CHOIR in costumes of the countries. Also, when Walt Disney opened IMAGI WORLD he featured many children's choirs, an impressive one was all in Oriental costume.

Thank you for listening

Charlotte Maynard

27 March 1984

DR. JAMES J. KOCH
949 East Armour Road
Oconomowoc, WI 53066

From the desk of

DR. JAMES J. KOCH

Mr. Michael K. Deaver
Assistant to the President
Deputy Chief of Staff
The White House
Washington, D.C. 20500

sent 4/6/84

Dear Mr. Deaver:

A very special to ask of you Mr. Deaver. Could I impose upon you to one day have our President autograph this photo to Jim, if this is possible. I would very much like to display the photo of the finest president this country will have: Ronald Reagan. I come to you for you are a 'doer' in this administration. Sure hope you are Chief of Staff shortly or Department Head where our president can more fully utilize your talents.

I received this photo from John Block through the Young Americans for Freedom and sent my check back to them, but I come to you when I need something done for you are the best in my eyes.

My sincere best wishes Mr. Deaver.

Jim Koch



CLOS DU VAL WINE CO., LTD.

BERNARD M. PORTET
VICE PRESIDENT

5330 SILVERADO TRAIL
NAPA, CALIFORNIA 94558
707-252-6711

Can you please get
3 Autographal
(can be autopen)

pix of RB
for

Can't
to call graphs

sent
4/6/84

Olivier
Nathalie
Paula

2/ send to

Mrs. Bernard Portet
at address on card

Enclose my card pls.

THE WHITE HOUSE
WASHINGTON

Date: 3/23/84

TO: *Bill Litthmann*

FROM: **FREDERICK J. RYAN, JR.**
Director
Presidential Appointments and
Scheduling

- ☐ Information
- ☐ Action
- ☐ Let's Discuss

RECEIVED
MAR 23 1984

SCHEDULING

10
OK



Hampton Roads Maritime Association

INCORPORATED

228-236 E. PLUME STREET

P. O. BOX 3528

NORFOLK, VIRGINIA 23514-3528
(804) 622-2639



President's E Award for
Export Service

January 31, 1984

Honorable Ronald W. Reagan
President of the United States of America
The White House
1600 Pennsylvania Avenue
Washington, D. C. 20500

REGRET

Date

2/28/84

FJR

My dear Mr. President:

The Hampton Roads Maritime Association, representing a broad base of businesses both directly and indirectly involved in waterborne commerce through the nation's greatest natural and first harbor, Hampton Roads, Virginia, respectfully requests you to address our 64th Annual Banquet on a date suitable with your schedule, preferably a week night during April or May 1984.

This annual event is the highlight of our entire port community with approximately 1,000 community leaders present.

Those attending are the top ranking executives and business leaders of steamship companies, railroads, terminal operators, stevedores, coal suppliers and forwarders, shipyards, freight forwarders, banks, insurance carriers, trucking lines, naval architects, attorneys and, of course, the commands of the Armed Services in Hampton Roads.

The local Hampton Roads maritime industry enjoys a very rewarding spirit of cooperation and support with our Senators John Warner and Paul Tribble as well as the continued support of the Virginia delegation in the House.

The ports will continue to play a vital role in our economic recovery and the expansion of job opportunities throughout the nation. Your comments to our Association would be significant regarding the Administration's posture on our Merchant Marine, Foreign Trade, Waterborne Commerce and the funding to "clean up the Chesapeake Bay."

Honorable Ronald W. Reagan
January 31, 1984
Page two

Hampton Roads is, of course, the birthplace of America and is home to 1.17 million residents. Hampton Roads was recently merged into a single statistical area, making Hampton Roads the 34th largest market in the United States.

We look forward to hearing favorably from you.

Sincerely yours,



J. G. PRICE
President

JGP/dwp

March 5, 1984

Dear Senator Warner:

I have been asked, on behalf of the President, to acknowledge your letter of February 8 which has been forwarded to my office by Mr. M.B. Oglesby.

Although the President appreciates your interest in endorsing the invitation from the Hampton Roads Maritime Association to address their 64th Annual Banquet during the month of April or May, unfortunately the heavy demands upon his official calendar will preclude him from being available.

In sending his regrets, the President has asked that I convey his warm good wishes to you and extends his congratulations to members of the Hampton Roads Maritime Association on the occasion of their 64th anniversary.

Sincerely,

FREDERICK J. RYAN, JR.
Special Assistant to the
President, Director of
Appointments and Scheduling

The Honorable John Warner
United States Senate
Washington, D.C. 20510

FJR:jl

May? help! Joanna

NATIONAL SECURITY COUNCIL

March 20, 1984

RECEIVED

MAR 20 1984

SCHEDULING
OFFICE

Joanna:

Reference our telephone conversation this morning. Attached please find the letter to the President from J. G. Price, President, Hampton Roads Maritime Association, in Norfolk, VA.

If you have sent a reply to Mr. Price, we would like to have a copy of the reply.

Thank you very much.

Jeanne/4682.
Room 487

P.S. If you call me, I will come and pick up a copy of the reply.

3/21 Telephoned to advise we will forward copy of our response to J.G. Price upon receipt from J.C. Price date. Jn.

file

SOUTH EASTERN REGIONAL
TOURISM ORGANISATION LTD.

Merchant's Quay
Waterford
Ireland
Telephone (051) 75823
Telex 80713



SOUTHEAST TOURISM

Mr Michael K. Deaver
Assistant to the President
Deputy of Chief of Staff
The White House
Washington D.C.
U.S.A.

28th. March 1984

Dear Mr Deaver

Thank you for your kind and most appreciative letter of the 15th. March 1984.
I am very pleased that the arrangements worked out to your satisfaction.
You can be assured that the people of Ballyporeen are looking forward with
excitement and enthusiasm to the visit of President Reagan next June.
Nothing shall be left undone to make the visit truly memorable.

With renewed thanks for your letter and it was a pleasure to be of
assistance.

Yours sincerely

Bill Walsh

WILLIAM M. WALSH
REGIONAL TOURISM MANAGER

F. James Leonard · 4627 North 16th Street
Arlington, Virginia 22207 · (243-2421)


March 9, 1984

Mr. Michael K. Deaver
Deputy Chief of Staff
and Assistant to the President
1/WW White House
1600 Pennsylvania Avenue N.W.
Washington D.C. 20500

Dear Mr. Deaver;

I have followed the controversy surrounding the school prayer debate with some concern. At one point, several members of Congress charged the President with inconsistency for supporting school prayer and yet not attending church himself. Mr. Speakes pointed out that the Chief Executive did not wish to disrupt other worshippers with the phalanx of security personnel which must attend his public appearances.

I have a solution to the problem and the resultant political fallout.

The White House needs a Chaplain.

After all, the Senate and House each have a chaplain. The Chaplain to White House would be responsible for offering worship services of an inter variety on a regular basis. He would provide prayers and invocations as by senior staff for various kinds of official gatherings. He would be a private counseling to White House staff on an as-needed basis. He would as speechwriter/consultant when the President is addressing religious

I would like to serve as Chaplain to the White House. I am a Methodist minister, an effective writer and public speaker, and an counselor. I am also an admirer of President Reagan.

Please call or write if you wish to discuss this matter further.

Sinc
F

The Coca-Cola Company

ATLANTA, GEORGIA

ROBERTO C. GOIZUETA
CHAIRMAN OF THE BOARD
AND
CHIEF EXECUTIVE OFFICER

April 4, 1984

file
ADDRESS REPLY TO
P. O. DRAWER 1734
ATLANTA, GA. 30301
404 676-2121

Mr. Michael K. Deaver
Assistant to the President
and Deputy Chief of Staff
The White House
Washington, D. C. 20500

Dear Mike:

I was very glad to see you at The White House last Sunday evening during the reception which the President and Mrs. Reagan had for those of us attending The Trilateral Commission meeting.

As I mentioned to you, we will be getting Mr. Pibb over to you shortly. I found out that no bottler around the Washington, D. C. area bottles this product. As you may know, so called "pepper-type" soft drinks are more popular in the Southwest and points further to the Pacific.

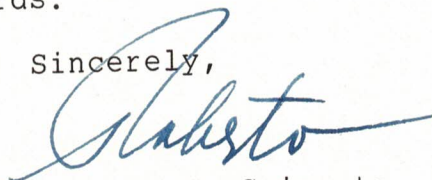
You asked my opinion about the new Michael Jackson's Pepsi commercial. The current issue of Advertising Age just crossed my desk this morning and for what it may be worth, I am attaching a copy of another man's opinion about these commercials. By the way, Harold Burson would agree with the point of view expressed in the attached article about these commercials.

I must confess, I was not thrilled to see that Pepsi was the only soft drink being served at The White House reception last Sunday evening. If there is anything I can do to help remedy the situation, please let me know.

Again, it was nice seeing you on Sunday evening. I hope things continue to go well with you and the President, who is doing a truly outstanding job.

Warmest personal regards.

Sincerely,



Roberto C. Goizueta

RCG:es
Attachment

Pepsi misses with Michael Jackson

Michael Jackson might be good for the glove business, but he won't be good for the Pepsi-Cola business.

Besides a metallic-and-lace glove, which everyone knows he wears on his right hand, the Jackson phenomena has moved carload lots of red jackets with zippers on the back, black polished-cotton suits and wrap-around sunglasses. But it won't move much Pepsi.

I could give you all the marketing reasons why the soft drink's connection with Michael Jackson will fail (and I will later), but the most important reason is that the kids know he doesn't really drink the stuff.

According to my daughters, young Jackson is a Jehovah's Witness, and he doesn't smoke or drink (including soft drinks) and hardly even eats. Heather's best friend, Marianne Fasel, thinks the Michael Jackson commercials are "a waste of money," and Steve Platcow, daughter Cindi's boyfriend, sees the new Pepsi tv pitch appealing to "a limited range" of consumers, mostly the teenybopper set.

I agree with my daughters' friends. Michael Jackson, despite the glitter and excitement he generates, will not be able to transfer his enormous appeal to Pepsi-Cola. Worse yet, when the Jackson tv spots have flashdanced themselves off the airwaves, Pepsi will be left with another dead-end campaign.

It's the first time in the history of marketing that a mass appeal product has purposely forsaken the largest part of its customer base to go after just a piece of it—and a highly volatile piece at that.

But that approach is consistent with Pepsi's erratic advertising approach. The brand has clearly lost sight of its identity. As Grey Advertising's Dick Kiernan put it, "As exciting film the ads are great. But I would think there is a good chance for totally confusing the Pepsi customer. Pepsi keeps standing for different things. A

year ago, Pepsi was warm and nice and kids playing with puppy dogs. Then they had the 'challenge'—hard, tough comparative ads. Now they're swinging with Jackson and humor."

If I were a Pepsi executive, I'd really start to worry when the head guy on the Coca-Cola account starts saying nice things about the Pepsi advertising. "It's an interesting approach," deadpanned McCann-Erickson's John Bergin.

"What we're asking is whether this is a whole new direction not just for soft drinks but for products."

What gall! Not only is John trying to convince the Pepsi people that they are doing cutting-edge stuff, but he's also attempting to smooth-talk BBDO, the Pepsi ad agency, into going down the wrong path with a whole host of their other products.

It's a good thing I

came along to put a stop to such chicanery.

One more thing. Everybody knows that teen agers are supposed to rebel against the cherished traditions of their elders (Heather and Cindi have upheld their part of the bargain very successfully), but a lesser-known fact is that grownups are also expected to reject the favorite music groups, styles and even products of their teen age offspring.

Maybe I can't find it in my heart to reject out of hand the Police, Culture Club and Duran Duran, but I certainly can turn a deaf ear to Def Leppard, Van Halen and Quiet Riot.

So Pepsi has found a way to turn off almost its entire audience. The target teenyboppers won't be taken in by Michael Jackson because they know he really doesn't drink Pepsi-Cola, and the older folks won't go for Jackson's endorsement because they are committed to disliking everything their kids like.

That will go down in the annals of marketing history as the Pepsi Parley.



Parting Shot

By Rance Crain

THE WHITE HOUSE
WASHINGTON

April 5, 1984

File
TD 4/6

MEMORANDUM FOR BILL SITTMAN

FROM: J. DOUGLAS HOLLADAY, OPL 
SUBJECT: CBN TV Special: The Toughest Job in the World;
A Day in the Life of the President

I understand that you are handling this project. We wanted you to know of our willingness to assist in any way that you deem appropriate.

The attached materials might be useful.

THE WHITE HOUSE

WASHINGTON

April 3, 1984

MEMORANDUM TO DOUG HOLLADAY

FROM: CAROLYN SUNDSETH

SUBJECT: Pat Boone/Steve Lomas - THE TOUGHEST JOB
IN THE WORLD

Attached is material from Steve Lomas. Pat Boone has seen Mike Deaver about this. I understand it is in the hands of Bill Sittmann. Because Pat knows me, he suggested Steve Lomas call me. I am at a loss to know what to do.

Sounds like a great idea. Do you want a schedule proposal? Do you want to send one to Margaret Tutweiler for the Campaign? Should we write a memo to Baker from Faith forwarding the material? Or turn it over to Frank. They call every day or so and I have done nothing to
→ date.

STEVE LOMAS PRODUCTIONS, INCORPORATED

March 09, 1984

Mrs. Carolyn Sundseth
The White House
Washington D.C. 20500

Re. Pat Boone/Steve Lomas Prods. to produce CBN TV SPECIAL.

Dear Mrs. Sundseth:

Thank you for your quick telephone response to my call, Friday. I enjoyed our conversation and was delighted by your enthusiasm.

I have enclosed two copies of our proposal for a one hour special entitled, "THE TOUGHEST JOB IN THE WORLD; A Day In The Life Of The President".

Thanks, again, for your interest and I certainly appreciate your efforts to help further this project!

Sincerely,



Steve Lomas

Encl.

"THE TOUGHEST JOB IN THE WORLD"
A Day in the Life of the President

DESCRIPTION AND PROPOSAL

PAT BOONE PRODUCTIONS
9255 Sunset Boulevard
Suite 519
Los Angeles, CA 90069

STEVE LOMAS PRODUCTIONS, INC.
461 Foothill Boulevard
La Canada, California 91011
818/790-2749

Pat Boone Productions
Steve Lomas Productions, Inc. (818) 790-2749

THE TOUGHEST JOB IN THE WORLD
A Day In The Life Of The President

GENERAL DESCRIPTION

The office of President of the United States is the most demanding job in the world. During his four years as President he is our Head of State, chief diplomat, Head of Government, Commander-In-Chief of the Armed Forces and leader of his political party. He meets other world leaders, presents awards, makes political appointments, holds press conferences, gives state dinners, proposes budgets, holds top secrets and makes decisions that affect people all over the world.

We believe that President Reagan is a strong president. "Toughest Job" will capture the vitality of Ronald Reagan's presidency in a way that will leave the viewer with a new appreciation for the man and the office. We will follow him and his staff through a "typical" day of briefings, communications, phone calls, presentations, press conferences, staff meetings, dinner, exercise and personal relationships with friends and family. Ideally, we would follow Mr. Reagan through everything that happens in his life short of matters concerning national security. But, even in such a case we would hope to follow him right up to the closed door meeting and have the doors close in our face.

PRODUCTION PLAN

"Toughest Job" will be produced by Pat Boone Productions in association with Steve Lomas Productions, Inc. Our three-camera crew will be with the President, his staff and family for approximately one week. We expect to shoot for five days; three of them specifically with the President and two for background and other interviews. Pat Boone will be our on-camera host for this enlightening behind-the-scenes visit with the President. Interviewees will include Nancy Reagan, the Reagan family, their pastor and key members of the President's staff.

Our goal is to present Mr. Reagan and the responsibilities of his office in the most supportive and edifying way possible. We think that a documentary such as "The Toughest Job In The World" will allow many people to see Mr. Reagan's personal commitment to his office and his country.

DISTRIBUTION PLAN

Our current plan is to distribute this program via CBN and possibly the Disney Channel. Lorimar has also expressed interest in the international distribution of "Toughest Job". We also believe there will be a big educational market for this program in the nation's schools. With a good marketing effort, there's no reason why this film couldn't be in the school system in plenty of time for November, 1984. This is where an association with Disney could be helpful, because WDEMCO, Walt Disney Educational Marketing Company, is one of the most respected distributors of educational material in the country.