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THE WHITE HOUSE
WASHINGTON

P.S. I

1983

misc.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

December 8, 1983

PRESIDENTIAL ACTIVITY:

National Decade of Disabled Persons- President Reagan signed a proclamation designating 1983-1992 as the National Decade of Disabled Persons. The President encouraged, "In partnership between the public and private sector, among national, state and local organizations and between the disabled and the abled we can win the battle for dignity, equality and increased economic opportunity for all Americans."

Energy Assistance Briefing - The Office of Private Sector Initiatives sponsored a briefing to highlight privately-funded energy assistance programs. Vice President George Bush and Secretary Margaret M. Heckler addressed guests representing 74 local utility distributors and commended utilities for their individual efforts to help low and fixed income citizens pay winter heating bills. Typically, under this type of program, utilities offer their customers an opportunity to add an amount of their choice to their monthly utility bills as contributions to an energy assistance fund. In most instances, local community based service organizations work with the utilities to identify those in need. Because both the utility and the non-profit organization absorb administration costs for the program, all contributions are passed in full to low income consumers.

White House Food, Clothing, Toy Drive - In cooperation with General Services Administration and United Way of America, the annual Food, Clothing, and Toy Drive will be held during the week of December 12 through the 16. Collection boxes will be placed throughout the complex and United Way will distribute donations.

PARTNERSHIPS IN EDUCATION:

-- Congress Heights:

Third graders toured the White House and were special guests at the Christmas Tree Topping festivities. One lucky student joined Mrs. Bush during the ride to the top of the tree in the cherry picker.

Fourth grade students were on hand to greet King Birendra Bir Bihram Shah Dev and Queen Aishwarya Rajya Laxmi Devi Shaw of Nepal at the arrival ceremony yesterday. Guest Services in the OEOB cafeteria treated the students to complimentary cups of hot chocolate.

The entire Congress Heights faculty met this week in the briefing room to discuss curriculum planning and the coordination of White House staff volunteers into the schools education program. Currently, Mr. William Dalton, Principal of Congress Heights and faculty members are adjusting academic plans to include White House staff who offered to be guest speakers or tutors. Further details outlining White House participation will follow at a later date.

"Darth Vader" visited a Congress Heights assembly last week. David Prowse, the British actor who portrayed the Star Wars villian, met with students to discuss traffic safety. Mr. Prowse led a successful traffic safety education program in Britain resulting in a dramatic decrease in street crossing accidents among school children.

Response to the President's memorandum encouraging executive departments and agencies to adopt a school is enthusiastic:

- The Smithsonian Institution - already initiated the Career Awareness Program. Three partnerships among the National Museum of Natural History and Ballou Senior High School, the National Museum of American History and the Lemuel Penn Career Center and the Hirshhorn Museum and Sculpture Garden and the Duke Ellington School for the Arts have formed. The Career Awareness Program is designed to encourage and aid students to take advantage of the wealth of information and experience available through the Smithsonian. The museums involved arrange school assemblies and behind-the-scenes "career" tours. In addition, the Smithsonian is currently examining the possibility of a series of curatorial seminars for one or more "adopted" schools in the Washington Metropolitan area.

- The Central Intelligence Agency - supports partnerships in education at community, four year colleges and universities through the Cooperative Education Program. The Agency also provides summer



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

internships in its Graduate Studies Program for students in graduate schools. When requested, CIA staff conduct unclassified briefings for both graduate and undergraduates, and faculty members. In addition, CIA staff visit colleges and local high schools when invited to career days and job fairs to discuss employment opportunities with interested students.

- The Department of Defense - The Secretary of Defense issued a policy statement to the Military Departments, Joint Chiefs of Staff, Assistant Secretaries of Defense and Defense Agencies to encourage participation in voluntary education partnerships. DOD installations in San Diego and Chicago already have initiated local education partnership programs. Additional programs are planned for San Francisco and Philadelphia. Here in Washington, the Department of Defense will adopt the John Tyler Elementary School.
- The Federal Trade Commission - James G. Miller, III, Chairman of the Federal Trade Commission established a "Partnerships in Education" program in his office, to be headed by Charles J. Ware, Special Assistant to the Chairman. Mr. Ware will work directly with the Office of Public Relations, the Executive Director's office, the bureaus and regional offices to coordinate the FTC's role in President Reagan's program.

CABINET ACTIVITY:

Department of Commerce - When the next winter storm warning is broadcast into your living room, information about the storm and its intensity may have come from one of your neighbors. Across the nation, 50,000 volunteers assist the National Weather Service to track severe storms. Frequently, the spotters are the first to verify severe weather enabling the National Weather Service to issue earlier warnings to threatened communities.

U.S. Postal Service - President Reagan proclaimed December 4 through December 10, as "Carrier Alert Week." The U.S. Postal Service and the National Association of Letter Carriers work with local social service agencies across the nation to assist the elderly, homebound and disabled citizens on their routes. Citizens who wish to participate in the Carrier Alert Program place a sticker inside their mailbox and complete a form designating a person to call in case of emergency. Letter carriers contact the local social service agency which in turn alerts the person noted, if mail remains uncollected for more than two days.

Department of Health and Human Services - The Kentucky State Volunteer Coordinator reports that 14,579 volunteers provided over \$3,000,000 worth of services to Kentucky Head Start Programs. Over 8,000 head start parents provided 433,394 hours of services and over 6000 non-head start parents volunteered 129,681 hours of help.

Department of Housing and Urban Development - The Anheuser-Busch Companies, Inc. conducted free management/decision making training courses for 15 members of the St. Louis Housing Authority executive staff. The seminars were designed to improve over operations and focused upon management techniques, communication and performance appraisals.

Department of Education - reports that Mr. Harold McGraw, Jr. of McGraw Hill has chartered a "Business Council for Effective Literacy," a private, non-profit operating foundation designed to encourage long term involvement of the business community to combat adult functional literacy. To start the council, Mr. McGraw donated \$1 million of his personal funds and will provide an additional \$250,000 to the Coalition for Literacy for the National Awareness Campaign.

INTERNATIONAL ACTIVITY:

Grenada Briefing - In cooperation with the Agency for International Development, Department of Commerce and Craig Fuller, the Office of Private Sector Initiatives invited private business representatives to attend a briefing to discuss voluntary and in-kind contributions the private sector can make to aid in the economic development of Grenada and provide jobs for citizens.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

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The Agency for International Development - The International Environment and Development Service (IEDS) taps the expertise of U.S. industry to help Third World countries solve their industrial pollution problems. Sixteen top U.S. corporations have volunteered their specialists to analyze site-specific industrial pollution problems in developing countries. The Agency for International Development covers travel and per diem expenses, and the corporations loan technical experts to travel to Third World countries at the request of the host countries and AID missions.

The Agency for International Development - reports that The American University of Beirut hospital has twice been converted into an emergency center, treating over 5,000 casualties as a result of fighting in Lebanon. After the bombing of the American Embassy in Beirut, the medical staff, administration and students worked with the Agency for International Development volunteering thousands of hours of their time, often working round the clock, to provide care and comfort to the wounded and their families. Despite the losses in revenues over the past few years, approximately 75% of the operating costs of the University and its hospital are met by private contributions and tuition and fees.

United States Information Agency (USIA) - Director Charles Wick has formed 12 private sector committees of Americans from many fields to advise and provide in-kind donations to help the Agency's mission overseas. Responding to a request made by the American Ambassador to Burundi, The International Sports Committee donated \$10,000 worth of New York Knicks tee shirts and basketballs, and Converse athletic shoes. Sports Illustrated provided a primer describing the rules of the game. The International Sports Committee is chaired by David A. "Sonny" Werblin, President and CEO of Madison Square Garden Attractions.

Voice of America - To increase the Voice of America listening audience, USIA Marketing Committee Chairman Leonard Matthews, and two other marketing experts developed a marketing strategy and advertising campaign to be launched overseas this week. Mr. Matthews is President of the American Association of Advertising Agencies. As part of the initiative, McCann, a world wide advertising firm, offered to assist USIA to develop a follow-up questionnaire to gather additional research data for the Voice of America. The value of this in-kind donation is in the five-figure range.

West Germany - In West Berlin, a woman decided to show the city's two million elderly that they are needed by the community. She began the Granny Emergency Service. This project matches elderly men and women volunteers to help take care of sick children of working parents or to assist in other family emergencies when no relative is close by. Her group is financed strictly by private donations and parents who pay a small registration fee each month.

PRIVATE SECTOR:

Prometheus Project, Monroe County, New York - Congressman Barber Conable notes that more than 350 doctors in the Monroe County Medical Society volunteered to provide free medical care to county residents who have lost their jobs and health insurance. Wegmans Pharmacies also agreed to fill patient's prescriptions free of charge. Joining in the community effort, whenever possible, Monroe County hospitals will provide free medical care. The Prometheus Project is designed to help those citizens who require urgent, non-emergency medical care, for medical problems which would remain untreated during unemployment.

Salt Lake City, Utah - One volunteer, Sue Behle individually mobilized area physicians, community groups, and the local ARC to ensure that disabled citizens moving from group homes into the community would not be without affordable emergency medical care. Sue contacted local community organizations requesting \$1,000 donations to match \$5,000 contributed by the local ARC for emergency care coverage. In addition, Sue recruited local physicians to treat disabled clients for 50% of the usual fee. ARC and the disabled patient, when possible, will make up the remainder of the cost.

Transamerica Occidental Life Insurance Company, Los Angeles, California - For the next two years, the headquarters auditorium of the Transamerica Occidental Life Insurance Company will serve as a place of worship for St. Joseph's Catholic Church. St. Joseph's, a neighborhood landmark, used in the filming of several movies, was recently damaged by fire. Less than a week after the tragedy, Transamerica Occidental volunteered its premises for use by worshippers. In addition, Transamerica Occidental will pay the costs of operational and security costs incurred for Sunday building openings.

Grafton, Wisconsin - Grafton Recycling Incorporated celebrates 10 years the village's voluntary recycling program. Estimates place taxpayers' savings at \$100,000 in land fill and garbage pick-up expenses. Four thousand volunteers from area civic groups and youth organizations work to make this effort a success. The proceeds are donated to the public library, senior citizens and to village parks.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

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The National Service Committee of Charleston Elks Lodge #242 Congressman Thomas Hartnett notes the special help members of the Charleston Elks Lodge #242 have given to the city's U.S. Naval and Veterans Administration Hospitals. The Elks visit the facilities regularly, distribute gifts, snacks, and play games with patients confined to their beds. Chairman Frank DiFiglio has contributed over 300 hours to this effort. One of his volunteers, Jules Spar has given over 2,000 hours of his time.

Weeping Water, Nebraska - Congressman Hal Daub notes a community project undertaken by the residents of Weeping Water, Nebraska. After the natural gas heater for the city pool was damaged, volunteers designed and built a solar collector to heat the pool. The City Council agreed to provide \$5,073 for the project which was completed for about \$3,600. Money left over was used to purchase Christmas decorations for the town.

National Interfraternity Conference, Inc. - submitted a final report outlining initiatives undertaken by over 57 national and international men's general college fraternities for the 1982-83 academic year. The combined membership of the group totals 250,000 undergraduate members and more than three million alumni. During the year, 30 fraternities have undertaken one or more projects on a national scale with all chapters participating and raised \$2,009,000 for philanthropies. All 57 fraternities encourage local chapters to undertake individual philanthropic projects which raised an additional \$4,688,000. In total, over \$6 million was raised and 851,598 volunteer hours were donated.

Red Oak Chamber of Commerce and Radio Station KOAK in Red Oak, Iowa have initiated a Christmas package drive for servicemen stationed in Lebanon. Residents through out Montgomery County and station listeners are encouraged to donate packages containing non-perishable food items, magazines, and local sports pages for eventual shipment to the Marines in Lebanon. Elementary school children are decorating bed sheets as giant Christmas cards to show community support for servicemen.

The National Food Brokers Association donated food samples from their convention in New Orleans to The Food Bank, a non-profit organization which provides emergency food assistance to families suffering from poor nutrition, crime, or child abuse. The Food Bank is a United Way Agency.

THE WHITE HOUSE

WASHINGTON

October 28, 1983

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MEMORANDUM FOR THE ADVISORY COUNCIL

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

SUBJECT: BRIEF SUMMARY OF MAJOR AWARDS FOR VOLUNTARISM

Members have been asking about the various awards and recognition programs for volunteers. The following illustrates a sampling of these programs:

The President's Volunteer Action Award - established in 1981, this award is designed to honor outstanding volunteers and volunteer groups as well as focus public attention on the contributions of the nation's 96 million volunteers. The President presents the awards at a White House ceremony in ten categories: arts and humanities, education, the environment, health, human services, international volunteering, jobs, material resources, public safety and the workplace. Co-sponsoring the program for the third year is VOLUNTEER: The National Center for Citizen Involvement, a private nonprofit volunteer support organization and ACTION, the federal agency for volunteering. Funding for the program is provided by corporate and foundation sponsors.

The Jefferson Award - sponsored by the American Institute for Public Service, was founded in 1973, to honor the highest ideals and achievements in the field of public service in the U.S. The Jefferson Award, is given annually in 5 categories: greatest public service by an elected or appointed official, greatest public service by a private citizen, greatest public service benefiting the disadvantaged, greatest public service by an individual under 35 years of age, and outstanding public service benefiting local communities. Past winners include Henry Kissinger, Michael Mansfield, Hubert Humphrey, David Stockman, Marva Collins, Paul Mellon and Rev. Theodore Hesburgh. National institutions and organizations are encouraged to submit nominations, and award winners are determined by the Board of Selectors.

The Harriman Award - first given in 1974, the Harriman is the highest award for volunteer service made by the American Red Cross and is presented to a volunteer who has demonstrated one or more of the following characteristics: imagination and extraordinary effort in developing creative solutions to problems, organization and direction of an activity of exceptional importance, or performance of an extraordinary act of credit to the American Red Cross. Nominations are made through local units and are screened by a committee of chairman of the 3 regional advisory councils. The award is then presented at the national convention.

The Alexis de Tocqueville Society Award - created by the United Way of America, this award recognizes persons who have rendered outstanding service as volunteers in their own community or nationally. The de Tocqueville Society exists to foster and promote voluntary community service and a recognition of the value and importance of such service to the nation. The recipient is chosen by the Board of Governors of the United Way and is given the award at the annual Volunteer Leaders Conference. One of the first recipients of this award was Bob Hope.

Special Olympics Award - Presented annually, the Awards honor the most outstanding contributions to Special Olympics in 7 categories: broadcaster, writer, athlete, organization, volunteer, coach and family. Nominations are accepted by anyone within the Special Olympics organization and the final decision is reached by a panel of judges newly convened each year.

The Niles Award - established in 1959 in honor of the the late Col. Elliott A. Niles, is presented to a man and a woman judged to have performed the most outstanding personal volunteer service in behalf of the program of the B'nai B'rith Commission on Community Volunteer Services in all of B'nai B'rith in the U.S. and Canada. Participants are selected by their districts, with the final decision made by the National Awards Committee.

The National Hope Chest-Volunteer Award - given to an outstanding volunteer when warranted by the National Multiple Sclerosis Society. Nominations are accepted by each chapter and the selection is made by the Board of Directors. The first hope chest was awarded in 1961 to Shirley Temple Black. Awards may also be given on special ceremonial occasions such as White House visits. Presidents Kennedy, Johnson and Nixon have each received hope chest awards.

The President's Award for Distinguished Service - presented by Literacy Volunteers of America, recognizes an individual who demonstrates intellectual and emotional leadership in IVA as well as a keen sensitivity to the problems of illiteracy. Nominations are accepted from the various local organizations. A committee of 4 reviews the nominations and decides whether an award is merited. Established in 1978, this year's award recipient is Mrs. Barbara Bush for her commitment to literacy.

The Presidential Recognition Award for Community Service - initiated in 1982 by the Federal Regional Officials of Region 2 of the Department of Housing and Urban Development, has as its objective to identify and encourage the efforts of public and private sector individuals, agencies, businesses and groups who provide outstanding service to their communities through participation in worthwhile volunteer activities and public/private partnerships. Nominations are submitted from a broad spectrum of the community and selections are made by a panel of judges. Last year over 400 nominations were received and 126 winners were selected.

THE WHITE HOUSE
WASHINGTON

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October 21, 1983

MEMORANDUM FOR MICHAEL K. DEEVER

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

SUBJECT: PSI LIGHTS

Attached is the latest issue of PSI LIGHTS. Please note our "PSI LIGHT OF THE WEEK," on page 1, outlining the White House adoption of the Congress Heights Elementary School in Washington, D.C., as part of the President's National Partnerships in Education Program.

If you have any questions about this project, or would like more information, please call me (x6676).



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

October 21, 1983

PRESIDENTIAL ACTIVITY:

Partnerships in Education - Last week President Reagan announced the formation of the national Partnerships in Education Program. Vice President Bush also attended the ceremony.

In recognition of the responsibility we all share to ensure that our children receive the education they deserve, President Reagan encouraged volunteers from businesses, government agencies and other local organizations to adopt local schools. Some of the ways in which volunteers may help the schools include tutoring students, establishing scholarship funds, organizing and coaching athletic programs, donating equipment and furniture or by providing classroom instruction.

Leading by example, President Reagan announced that the White House has adopted the Congress Heights Elementary School in Washington, D.C. Last Friday, sixty fifth and sixth graders from the school were invited for a private tour of the White House. Following the tour, the students assembled on the South Lawn to watch Marine One take-off for Camp David. As they left the residence to board the helicopter, the President and Mrs. Reagan greeted each of the students.

On Wednesday, the D.C. Superintendent of Schools and the principal of Congress Heights met with PSI staff to determine ways in which White House staff can best assist the students and faculty. The Office of Private Sector Initiatives will be responsible for the coordination of White House staff volunteer activity.

Hugh O'Brian Youth Foundation - The Hugh O'Brian Youth Foundation presented President Reagan with the Albert Schweitzer Award. This award is the highest honor bestowed by the foundation and is given to individuals who have distinguished themselves as educators and motivators of youth through their personal example of leadership. Hugh O'Brian and Robert O. Anderson, Chairman of the Board of ARCO made the presentation.

World Food Day - President Reagan signed a proclamation in observance of World Food Day. During the ceremony, the President emphasized the commitment of private sector assistance this nation has made to developing countries and regions requiring our help over the past 25 years.

United Way - During a nationally televised appearance this month, President Reagan endorsed the United Way fall campaign. The President encouraged citizens to support United Way programs through their donations.

Combined Federal Campaign - President Reagan made a generous personal contribution to the Combined Federal Campaign representing his individual leadership and commitment to the United Way effort.

CABINET ACTIVITY:

The Department of the Interior - Twenty Sierra Club members volunteered several hundred weekend hours to construct hiking and horseback riding trails on Bureau of Land Management property near Yolo County Park in Ukiah California.

The Department of the Interior - The Sons of Confederate War Veterans donated \$7,000 toward the cost of producing a new slide program for Manassas National Battlefield.

Department of Health and Human Services employees in Kansas City and Seattle volunteered to help ensure the success of two local projects. In cooperation with the Greater Kansas City Federal Executive Board, HHS employees sponsored a food drive to provide emergency food to area food pantries. Over 8000 pounds of food items and paper products were collected and distributed to the needy. In Seattle, HHS employees and their families volunteered an evening to take telephone pledges benefitting the city's Public Broadcasting Services television station.

The Department of Housing and Urban Development reports that Bankers Trust Company was hired to serve as both an issuing agent and a paying agent for public housing project notes. By combining these functions, an estimated \$30 million a year will be saved in double interest payments and elimination of the paying agent's 3 day float.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

ADVISORY COUNCIL ACTIVITY:

The President's Advisory Council on Private Sector Initiatives recently established seven committees: Communications/Marketing, Education, Family/Community, Impediments/Incentives, International PSI, Networking, and Work Place. The formation of these committees will enable Advisory Council members to focus upon areas of interest and expertise to further promote voluntarism and private sector initiatives.

PRIVATE SECTOR:

Scranton Community Medical Center - This year, despite 12% unemployment in Northeastern Pennsylvania, 1,200 employees of the Community Medical Center contributed the highest amount in per capita gifts from hospitals to the United Way. The CMC average donation was 600% above the average for hospital employees nationwide.

The Windsor Hills Baptist Church in Oklahoma City reports that one of its parishioners has donated 1000 acres of his own land with the stipulation that the property be used to build a home for disadvantaged children.

"I Care" Center - The Seventh Day Adventist Church in Orangeburg, South Carolina organized the "I Care" Center to collect and distribute donated shoes, clothing, and household goods to the disadvantaged in the community. During the first year of operation, 5,000 people visited the center requesting help and over 20,000 items were contributed. The staff consists entirely of volunteers.

Aetna and the Hartford Employment and Training Administration joined together in a project to employ and educate inner city youth in horticulture and landscaping skills. In cooperation with the Knox Parks Foundation Park Ranger Program, the youth landscaped a lawn at a shelter for battered women, planted and tended city gardens and converted a vacant lot into a small park. Aetna furnished a grant and the flowers to implement the program.

The Internal Revenue Service reports that more than 90% of corporations with assets of \$1 billion or more made charitable contributions. 80% of corporations with assets of \$25 million or more also contributed to charities.

Pass the Buck - The American Council of Life Insurance contributed approximately \$33,000 in financial contributions and in-kind services to the 1983 private sector summer jobs for youth program in Washington, D.C. This money helped to place nearly 100 low income youths in career-oriented positions.

A New York City doctor, Harold Weinstein, opens his office on Sunday mornings to tutor second and third grade students who are slow learners. The doctor recruits area school teachers and older gifted students to instruct the children on a one-to-one basis.

The CYO Teen Club of Holy Trinity Parish in Poughkeepsie, New York held a basketball marathon to raise money for the families of the victims of the Korean Airline tragedy. The CYO team played area school teams, teams of parents, and other community organizations raising almost \$700.00 in 15 hours.

THE WHITE HOUSE

WASHINGTON

October 25, 1983

~~John~~
It would
be helpful
to have the
memo before

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MEMORANDUM TO MICHAEL K. DEEVER

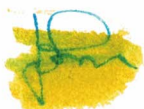
FROM: DONNA L. BLUME 

SUBJECT: 5:00 p.m. Personnel Meeting on October 26th

I spoke to Tad Tharp this evening regarding the availability of the briefing book for the 5:00 p.m. meeting. He said it was impossible for his staff to put the book together the day before the meeting -- we would be fortunate to get it by noon tomorrow.

Tad is going to talk to John Herrington who will be calling you later tonight regarding this subject.

mike,
We cut most of our deals on final candidates wed. A.M. and Tue P.M., so the book is never together on Tuesday night. If you could go one more week with this procedure I'll get with you when you return and change the procedure around to give you proposed names and positions earlier.



THE WHITE HOUSE
WASHINGTON

Good

JW

October 12, 1983

MEMORANDUM FOR MICHAEL K. DEEVER

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

SUBJECT: PSI LIGHTS

Attached is the latest issue of PSI LIGHTS.

We thought you would be interested in the good news recently reported to the Office of Private Sector Initiatives. Of particular note in this issue is the listing of activity reported by the Cabinet agencies.

If you have any questions, comments, or examples of private sector initiatives you feel should be included in our newsletter, please feel free to call me at x6676.

I hope you will share PSI LIGHTS with your staff members.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

The Summer Jobs for Youth '83 program of the New York City Partnership coordinated by Philip Morris resulted in the hiring of 19,798 young people for the private sector. This is a 25% increase over last year.

The National Alliance of Business - highlighted the President's Advisory Council's Job Search Assistance Program for unemployed workers at their recent 15th annual conference.

New Hope Apartments/Charlotte Gardens - in South Bronx, New York, exemplify private sector involvement in community concerns. The National Paint and Coatings Association provided more than 600 gallons of custom paints to repaint a desolate apartment building which has been bought by the occupants and turned into a cooperative. Charlotte Gardens has been developed by LIISC and the Mid-Bronx Desperadoes, a community non-profit housing organization, to house 90 families in individual homes at an affordable price, and will provide the support and infrastructure required to establish and maintain a stable neighborhood.

Westinghouse Electric Corporation has announced a \$15,000 grant to the National Organization on Disability to continue the annual Community Partnership Awards Program. This program is designed to encourage communities to develop goals which will improve the lives of disabled persons and bring them into the mainstream. Thirteen communities received awards last year.

America's Cup - Proceeds collected from the private sector for the Liberty/Freedom syndicate of the America's Cup competition will be donated to the Maritime College Foundation at Ft. Schuyler, Bronx, New York. Contributions are applied to scholarships for cadets, the college's waterfront program and The America's Cup defense. This constitutes the major fundraising aim for the College and over the last few years has been receiving approximately \$700,000 per Cup campaign.

The American Red Cross and the National Broadcasting Corporation, (NBC) honored six people from across the nation for saving the lives of other Americans using cardio-pulmonary resuscitation (CPR). For the past three years, the Red Cross and NBC have joined together in a promotional effort to encourage Americans to take CPR training. On behalf of President Reagan, Jim Coyne presented private sector initiative certificates to each of the honorees during the ceremony.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

Action reports that the Southeast Community College in Lincoln Nebraska recently hosted a graduation ceremony for 12 Cambodian refugee graduates of its industrial cleaning course. Six of the 12 graduates have already secured employment. With the help of FICC and VISTA volunteers, Nebraska established a comprehensive business and community support program to assist refugees. In June, out of 225 unemployed refugees, 37 had obtained employment, 4 earned General Equivalency Diplomas and 10 became volunteers.

PRIVATE SECTOR:

TreePeople - a Los Angeles conservation group and GTE of California have joined together in a project to educate area elementary students about the ecological benefits of trees in urban areas. GTE will donate teaching manuals and provide volunteer on-site instruction for planting the "Los Angeles Urban Forest" for the 1984 Olympic Games.

The Volunteer Chore Services Program in Washington designed a program to provide in-home services to elderly with low incomes who might otherwise have to be placed in an institutionalized setting. This program is supported by the Department of Health and Human Services.

Employer Options for Working Families - The President's Advisory Council for Private Sector Initiatives will sponsor three additional child care seminars in October. C.E.O.'s from Denver, Fort Worth and Des Moines will meet to discuss employer options for quality child care.

The Washington Redskins Super Hogs, Inc. will donate a portion of the proceeds obtained from the sale of "Hogs" souvenirs during the 1983 football season to "Martha's Table." "Martha's Table" is a Washington, D.C. community service organization which serves food to the city's hungry and homeless.

The California Two Percent Club Advisory reports that Carl Karcher Enterprises, Inc. helped the American Red Cross to organize a massive disaster aid project to aid victims of the Coalinga earthquake last May. Restaurants provided over 2,000 breakfasts to victims in the first two days following the quake. Over 30,000 pounds of meat and cheese were also contributed by Oscar Mayer and Kraft Foods for use at food distribution centers.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

B. Dalton Bookseller - The Chairman of B. Dalton Bookseller, Sherman Swenson, recently met with President Reagan to announce an additional \$3 million commitment to the National Literacy Initiative which will enable another 100,000 students to be tutored. B. Dalton has funded more than 100 community-based programs since 1978. As part of the promotional campaign to enlist volunteer tutors, B. Dalton will circulate posters of the President, a student and a tutor for distribution to schools, libraries and the 700 B. Dalton bookstores nationwide.

CABINET ACTIVITY:

The Department of Commerce, National Oceanic and Atmospheric Administration will save the U.S. government \$5,182,561 over a three year period, or \$1,727,520 per year, by transferring its nautical and aeronautical chart distribution service activity to the private sector.

The Department of Transportation reports that Helena, Montana became the first city in the nation to establish a community safety belt incentive program. Local merchants have donated prizes to be awarded in weekly and monthly drawings to drivers and passengers who are randomly observed using seat belts.

The Department of Transportation reports that governors of New York and Connecticut requested Metropool, a private ridesharing organization, to assist in traffic re-routing during the aftermath of the I-95 bridge collapse in Connecticut. Metropool had the most complete information describing traffic flows and routings in the area. This agency, formed several years ago by corporations headquartered in Westchester County, New York and Southern Connecticut, was the only transit agency whose operations covered the affected areas in both states.

The Veterans Administration Voluntary Service of Fargo North Dakota arranges for staff and patients to visit sixth grade students to educate them about the symptoms and consequences of drug and alcohol addiction. In cooperation with VA Laboratory, Pharmacy, Psychology Services departments and the Alcohol Treatment Unit, this program teaches students to recognize symptoms of drug abuse and to encourage students through peer pressure to avoid use of addictive substances.



THE WHITE HOUSE OFFICE
OF PRIVATE SECTOR INITIATIVES

PSI Lights

October 6, 1983

PRESIDENTIAL ACTIVITY:

American Women in Radio and Television - President Reagan attended the American Women in Radio and Television reception held in the Indian Treaty Room on American Business Women's Day. This event was co-hosted by Commissioner Mimi Dawson of the Federal Communications Commission and the Office of Private Sector Initiatives in recognition of the contributions women have made in the communications field.

Volunteer Action Awards Program - In a unique cooperative effort between the private sector and the government, President Reagan announced the third annual Volunteer Action Awards Program to honor outstanding volunteers and volunteer groups. VOLUNTEER: The National Center for Citizen Involvement and ACTION will help to coordinate the nominations. Funding for the program is provided by corporate and foundation sponsors.

National Historically Black Colleges Day - President Reagan proclaimed September 26 to be National Historically Black Colleges Day. These learning institutions have consistently assisted underprivileged students to realize higher education goals. The one hundred and three historically black colleges and universities across the nation bestow forty percent of all degrees earned by black students. They have awarded degrees to eighty-five percent of the country's black lawyers and doctors and fifty percent of its black business executives.

Tune In New York - President Reagan taped a message promoting voluntarism and applauding several outstanding contributions made by individuals for Tune In New York. This organization was founded by Jane Pickens Hoving in response to the President's call for a renewed volunteer effort in America. With just a telephone call, Tune In has placed volunteers in over five thousand non-profit groups in the New York area.

Adult Literacy Initiative - President Reagan announced the Adult Literacy Initiative designed to reduce the number of functionally illiterate adults in the nation. The President advocated a National Awareness Campaign in cooperation with the private sector and the Department of Education to recruit volunteers and to encourage private sector funding of literacy efforts. In addition, the National Adult Literacy Project provides program support to public and private organizations offering literacy training and urges Governors to establish adult literacy councils nationwide.

THE WHITE HOUSE
WASHINGTON

file

September 8, 1983

MEMORANDUM FOR MICHAEL K. DEEVER

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

James K. Coyne

SUBJECT: PSI LIGHTS

The President's Advisory Council on Private Sector Initiatives held its first working meeting in New York August 12. The group organized itself into committees and agreed to focus on the following areas of interest: Education, Family and Communities, The Work Place, Communications, International PSIs, Networking, Impediments and Incentives.

Cardinal Krol, a member of the Advisory Council reported on the broad array of volunteer relief activities sponsored by the Catholic Church through the Philadelphia Diocesan project. One in particular is the relief program in Poland where donated food and supplies are distributed.

B. Dalton Booksellers, Inc. contributed \$3 million to its National Literacy Initiative. President Reagan gave recognition to the effort by inviting the chief executive officer, literacy program volunteers, and students of the program to the Oval Office.

Minuteman Regional Vocational Technical School - The President called Peter Crafts, Director of Food Service and Training, to compliment him on his innovative private sector approach to education. The school has a McDonald's restaurant on the grounds where students are trained in food service as well as serving meals to the student body.

Combined Federal Campaign - In August, President Reagan called upon federal workers to actively participate in a "private sector initiative" by making contributions aiding voluntary organizations through CFC.

Summer Jobs - The White House Office of Private Sector Initiatives and the National Alliance of Business sponsored a day long seminar this week to discuss the Private Sector Summer Jobs Campaign for 1984. About twenty corporations from various parts of the country were represented.

CABINET ACTIVITY

HUD - an Equal Opportunity and Fair Housing Seminar was held in Des Moines by the Iowa Realty Board as a result of their participation in a HUD sponsored public/private partnership symposium. The seminar focused on ways realtors could promote and support fair housing opportunities within Greater Des Moines.

- Seaport - Secretary Pierce joined New York Mayor Ed Koch at ceremonies opening the first phase of the South Street Seaport, an example of a public/private partnership. The revitalization project in lower Manhattan provides an integrated complex of commercial, cultural and waterfront facilities similar to Baltimore's Inner Harbor.

Teach the Children - in San Antonio Texas, raises private sector money to provide poor Hispanic children with school supplies. At the encouragement of the ACTION agency, President Reagan taped a message for a fundraising telethon which raised over \$120,000 in two hours for the program.

Commerce - The International Trade Administration's U.S. and foreign Commercial Service continues to implement its innovative program to supplement professional resources in District Offices and at overseas posts with retired international business executives. Dubbed the "International Export Support Team" (INTEREST), this effort promises to be a model of private sector involvement with the Government's export development programs, as well as a good example of creative application of "voluntarism" to expand staff.

- NOAA is working with Weather Alert Radar Network (WARN), Inc., a private meteorological company, to help improve the availability of weather services. WARN has ambitiously undertaken a project to provide severe weather warnings directly to private and commercial users at reasonable costs. Through close coordination with NOAA and the National Weather Service, WARN should provide this important service in a thoroughly professional manner.

PRIVATE SECTOR

Olympics - The Wall Street Journal reports that corporations' gifts to the Olympic Committee are only the beginning of private aid to the U.S. effort. Hundreds of U.S. athletes, in dozens of sports, are benefitting from a private sponsored drive to lift America's performance in the 1984 Olympics and beyond. Corporations are sponsoring sports federations that assemble the various U.S. Olympic teams as well as spending more in direct support of individual prospects.

Pass the Buck - a Washington, D.C. based private sector summer jobs program recently honored the private sector contributors who keep the program running. One recipient was Mrs. Carolyn Deaver who is on the board of Cafritz Foundation.

Health Fair - Mutual of Omaha companies recently played a major role in a "health fair" which attracted more than 30,000 people from Eastern Nebraska and Western Iowa. Free health screenings were provided at 29 sites over a seven day period.

Robert Wood Johnson Foundation - has named the first four recipients in its \$16.2 million Community program for affordable health care. Groups in Minneapolis/St. Paul, San Diego, Worcester, Massachusetts, and three counties in northwest Pennsylvania are the first to receive \$100,000 grants. The program assists large communities to initiate a variety of approaches to curtailing medical care costs

Helpline - medical eyecare and information were offered free of charge to over 4,100 senior citizens in Michigan, Washington, and West Virginia through the National Eye Care Projects Helpline. Senior citizens volunteered to handle the telephone lines for the program co-sponsored by the American Academy of Ophthalmology and the Ophthalmology societies in three states.

Jobs for Virginia Graduates - modeled after Governor DuPont's program in Delaware, Governor Robb initiated a statewide organization for more than 200 young people, June graduates, for entry level jobs. The graduating seniors are assisted in training, motivation and basic employment skills.

Priority One - a community wide alliance to stop crime in Boston, MA organized by CBS affiliate WNEV-TV. It represents a partnership among government law enforcement officers, business and community leaders and the television station.

Belleville, Illinois - retired boilermaker William Land opened his house to the hungry in his community. His free diner dubbed "The Cozy Kitchen Cafe" provides meals to everyone regardless of their ability to pay. Newspaper and television stories about his cafe have prompted people from as far away as Canada and Alaska to send him letters and donations.

FYI need 8/23/83

THE WHITE HOUSE

WASHINGTON

August 22, 1983

MEMORANDUM TO THE ADVISORY COUNCIL

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

SUBJECT: AUGUST 12, MEETING

I want to thank those of you who were able to attend the recent Advisory Council meeting for your participation. We are moving ahead with a very exciting program.

In response to a number of requests that were made at the meeting, I am enclosing the following:

- LIST OF COUNCIL MEMBERS - Three members are still to be announced. Attached is the current Council mailing list with names and addresses.
- COORDINATION WITH CABINET OFFICES - I have attached a list of individuals who have been designated as private sector initiative contacts in the cabinet agencies to facilitate coordination.
- BIOGRAPHIES - Attached is a brief draft biography on each Council member. These biographies were prepared as drafts at the time of the June meeting. Please review your biography, make the necessary corrections on the copy and return to me. It will be used for release. If you have a black and white reproducible photograph we would appreciate having a copy, too.

I look forward to seeing you again.

THE WHITE HOUSE

WASHINGTON

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THE WHITE HOUSE

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