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Drug Partnership Video 3/8/90[OA 6854]

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(Smith/Blessey)
11 A.M.
March 8, 1990
VIDEO II

PRESIDENTIAL REMARKS: PARTNERSHIP VIDEO
FOR 1990 USE

Thank you for the chance to talk about a scourge that afflicts America. But that with your help, must stop -- and is. I refer to the scourge of drug use. A scourge that imperils our future -- and our kids.

All of us know how drugs warp lives. They make American Nightmare of the American Dream. That's why we've unveiled a comprehensive drug strategy of education, treatment, interdiction, and enforcement. A policy which seeks to inspire those who want to help America get clean -- and stay clean. //

According to the Gordon Black Poll, 10 per cent of all families are already involved in volunteer anti-drug programs. But what's really startling is that an incredible 60 per cent of Americans would volunteer 5 hours each week to stop the sale and use of drugs. And the same percentage would donate from \$20 to \$100 to their community to stem drug use.

Why haven't they done so? It's simple: They haven't been asked. // Last year, Jim Burke, the former chairman of Johnson and Johnson, decided to do something about that. So he formed the Media Partnership for a Drug-Free America. Its mission? To "unsell drugs" through the untold Americans who know that the definition of a successful life must include serving others.

This Partnership aims to raise one million dollars a day in advertising time and space. // Every day. // For the next three years. To discourage drug use. // That's an amazing goal. But it's a great example what we can achieve when people are asked to help.

Today, I pledge my support to the Media Partnership. And request your support -- to enlist the Americans who're willing to donate more than 500 million hours per week. And \$5 billion, nationally. They want to serve. They want to give. But they have to be asked before they can do either.

A promise: I will use the bully pulpit to ask them to do both. And for your children's sake -- for America's sake -- I ask you to do the same. A writer once called America "a willingness of the heart." Together, let's use that heart to defeat Public Enemy Number One.

God bless you, thank you for what you're doing, and God bless this beloved land -- the United States of America.

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(Smith/Blessey)
5 P.M.
March 9, 1990
VIDEO

PRESIDENTIAL REMARKS: AAAA VIDEO
TUESDAY, MARCH 14, 1990

*Partnership
draft*
I want to thank you for inviting me to address the American Association of Advertising Agencies. And to say -- for Barbara and myself -- how I wish we could attend your annual convention.

*draft
from
Partnership*
While our schedules won't permit it, we thought this would be the best alternative. So I'm delighted to take the chance to thank John O'Toole, Jim Burke, and the entire advertising industry for all you are doing to end the curse of drugs. //

*King Address
5/89*
I have said this scourge must stop. And it will. And it already is beginning to stop, through selfless volunteers like you. Last year a study showed that the number of current drug users has dropped by a third since 1985. And ad agency heads across America are determined to make that good news even better.

Even now, you are doing what legislation can't. Changing attitudes. Showing Americans that drugs aren't hip -- they're self-destructive. // And through the National Drug Control Strategy we've unveiled, we intend to join you: Through education, treatment, interdiction, and enforcement, we're going to defeat Public Enemy Number One. //

*draft
from
Partnership*
Recently, I had the chance to speak with the members of the Media Partnership for a Drug-Free America. And I marveled at

your involvement. Think of it: One million dollars a day in advertising time and space. Every day -- for the next three years -- to discourage drug use. That's an amazing goal -- one billion dollars.

But you know what? There's not the slightest doubt: You'll achieve that goal. And if I know Jim Burke, he'll be chasing you all the way. So let me join him in saluting what you've done.
// Thank you for what lies ahead. // And recall that to enlist in a cause larger than ourselves -- well, that's the American way.

During World War II, the ad industry helped bond drives support America's fighting men win a struggle against tyranny. Today, we're in another war -- against another kind of tyranny. And once more, I'm asking you to meet the test.
Winston Churchill said, "Without victory there is no survival." Together, let's achieve final victory over the tyranny of drug use. So that our Nation will not only survive but prosper -- and thus enrich the world.

*Bond/Le Hs
p. 7/14*

Thank you very much. God bless you, and what you're doing. And God bless our beloved land -- the United States of America.

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And we have a national strategy, and I commend Bill Bennett [Director of National Drug Control Policy], who has coordinated this strategy, fathered a lot of it himself. And the entire Cabinet—thank you for your cooperation. We must be in the forefront in helping solve this problem.

So, tonight I challenge the country and unveil this new national strategy—the first time we really have had such a strategy. And I just wanted to thank everybody here who has been helping, working with Bill, in coming up with this strategy. Thank you all very much.

Note: The President spoke at 2:17 p.m. in the Cabinet Room at the White House prior to a Cabinet meeting.

**Letter to the Speaker of the House and the President of the Senate
Transmitting the National Drug Control Strategy Report
September 5, 1989**

Dear Mr. Speaker: (Dear Mr. President:)

Consistent with section 1005 of the Anti-Drug Abuse Act of 1988 (21 U.S.C. 1504), I am today pleased to transmit my Administration's 1989 National Drug Control Strategy for congressional consideration and action.

This report is the product of an unprecedented national effort over many months. America's fight against epidemic illegal drug use cannot be won on any single front alone; it must be waged *everywhere*—at every level of Federal, State, and local government and by every citizen in every community across the country. Accordingly, we have conducted a thorough, intensive, and unflinching review of Federal anti-drug efforts to date. And we have solicited advice and recommendations from hundreds of interested and involved anti-drug leaders outside the Federal Government. The result is a comprehensive blueprint for new direction and effort—and for success in the near- and long-term future.

I am especially grateful for the valuable contributions made during this process by Members of the Congress, with whom we

consulted broadly as our strategy was being conceived and formulated these past 6 months. I ask that this spirit of bipartisan cooperation now be extended to the difficult but necessary work that lies ahead: full swift funding and implementation of the many proposals and initiatives contained in this report. On behalf of those Americans most directly suffering from the scourge of drugs—and all the many more who must be further protected from it—I ask for your help and support.

Sincerely,

George Bush

Note: Identical letters were sent to Thomas S. Foley, Speaker of the House of Representatives, and Dan Quayle, President of the Senate.

**Address to the Nation on the National Drug Control Strategy
September 5, 1989**

Good evening. This is the first time since taking the oath of office that I felt an issue was so important, so threatening, that it warranted talking directly with you, the American people. All of us agree that the gravest domestic threat facing our nation today is drugs. Drugs have strained our faith in our system of justice. Our courts, our prisons, our legal system are stretched to the breaking point. The social costs of drugs are mounting. In short, drugs are sapping our strength as a nation. Turn on the evening news or pick up the morning paper and you'll see what some Americans know just by stepping out their front door: Our most serious problem today is cocaine and, in particular, crack.

Who's responsible? Let me tell you straight out: everyone who uses drugs, everyone who sells drugs, and everyone who looks the other way.

Tonight, I'll tell you how many Americans are using illegal drugs. I will present to you our national strategy to deal with every aspect of this threat. And I will ask you to get involved in what promises to be a very difficult fight.

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This is crack cocaine seized a few days ago by Drug Enforcement agents in a park just across the street from the White House. It could easily have been heroin or PCP. It's as innocent looking as candy, but it's turning our cities into battle zones, and it's murdering our children. Let there be no mistake: This stuff is poison. Some used to call drugs harmless recreation. They're not. Drugs are a real and terribly dangerous threat to our neighborhoods, our friends, and our families.

No one among us is out of harm's way. When 4-year-olds play in playgrounds strewn with discarded hypodermic needles and crack vials, it breaks my heart. When cocaine, one of the most deadly and addictive illegal drugs, is available to school kids—school kids—it's an outrage. And when hundreds of thousands of babies are born each year to mothers who use drugs—premature babies born desperately sick—then even the most defenseless among us are at risk.

These are the tragedies behind the statistics, but the numbers also have quite a story to tell. Let me share with you the results of the recently completed Household Survey of the National Institute on Drug Abuse. It compares recent drug use to 3 years ago. It tells us some good news and some very bad news. First, the good.

As you can see in the chart, in 1985 the Government estimated that 23 million Americans were using drugs on a "current" basis; that is, at least once in the preceding month. Last year that number fell by more than a third. That means almost 9 million fewer Americans are casual drug users. Good news.

Because we changed our national attitude toward drugs, casual drug use has declined. We have many to thank: our brave law enforcement officers, religious leaders, teachers, community activists, and leaders of business and labor. We should also thank the media for their exhaustive news and editorial coverage and for their air time and space for antidrug messages. And finally, I want to thank President and Mrs. Reagan for their leadership. All of these good people told the truth: that drug use is wrong and dangerous.

But as much comfort as we can draw from these dramatic reductions, there is also bad news, very bad news. Roughly 8

million people have used cocaine in the past year. Almost 1 million of them used it frequently—once a week or more. What this means is that, in spite of the fact that overall cocaine use is down, frequent use has almost doubled in the last few years. And that's why habitual cocaine users, especially crack users, are the most pressing, immediate drug problem.

What, then, is our plan? To begin with, I trust the lesson of experience: No single policy will cut it, no matter how glamorous or magical it may sound. To win the war against addictive drugs like crack will take more than just a Federal strategy: It will take a national strategy, one that reaches into every school, every workplace, involving every family.

Earlier today I sent this document, our first such national strategy, to the Congress. It was developed with the hard work of our nation's first Drug Policy Director, Bill Bennett. In preparing this plan, we talked with State, local, and community leaders, law enforcement officials, and experts in education, drug prevention, and rehabilitation. We talked with parents and kids. We took a long, hard look at all that the Federal Government has done about drugs in the past—what's worked and, let's be honest, what hasn't. Too often, people in government acted as if their part of the problem—whether fighting drug production or drug smuggling or drug demand—was the only problem. But turf battles won't win this war; teamwork will.

Tonight, I'm announcing a strategy that reflects the coordinated, cooperative commitment of all our Federal agencies. In short, this plan is as comprehensive as the problem. With this strategy, we now finally have a plan that coordinates our resources, our programs, and the people who run them. Our weapons in this strategy are the law and criminal justice system, our foreign policy, our treatment systems, and our schools and drug-prevention programs. So, the basic weapons we need are the ones we already have. What's been lacking is a strategy to effectively use them.

Let me address four of the major elements of our strategy. First, we are determined to enforce the law, to make our streets and neighborhoods safe. So, to start,

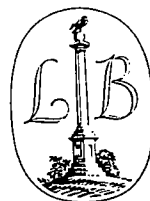
Familiar Quotations

*A collection of passages, phrases and
proverbs traced to their sources in
ancient and modern literature*

FIFTEENTH AND 125TH ANNIVERSARY EDITION
REVISED AND ENLARGED

John Bartlett

*Edited by EMILY MORISON BECK
and the editorial staff of Little, Brown and Company*



LITTLE, BROWN AND COMPANY • BOSTON • TORONTO • LONDON

¹ Victory at all costs, victory in spite of all terror, victory however long and hard the road may be; **for without victory there is no survival.**

Ib.

² We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender.

Speech on Dunkirk, House of Commons [June 4, 1940]

³ If we open a quarrel between the past and the present, we shall find that we have lost the future.

Speech in the House of Commons [June 18, 1940]

⁴ Let us . . . brace ourselves to our duties, and so bear ourselves that if the British Empire and its Commonwealth last for a thousand years, men will still say: "This was their finest hour."

Ib.

⁵ We shall defend every village, every town and every city. The vast mass of London itself, fought street by street, could easily devour an entire hostile army; and we would rather see London laid in ruins and ashes than that it should be tamely and abjectly enslaved.

Radio broadcast [July 14, 1940]

⁶ Never in the field of human conflict was so much owed by so many to so few.

Tribute to the Royal Air Force, House of Commons [August 20, 1940]

⁷ The British Empire and the United States will have to be somewhat mixed up together in some of their affairs for mutual and general advantage. For my own part, looking out upon the future, I do not view the process with any misgivings.

Ib.

⁸ This wicked man Hitler, the repository and embodiment of many forms of soul-destroying hatred, this monstrous product of former wrongs and shame.

Radio broadcast [September 11, 1940]

and sweat in subsequent speeches on October 8, 1940, May 7 and December 2, 1941, and January 27 and November 10, 1942.

⁹ Death and sorrow will be the companions of our journey; hardship our garment; constancy and valor our only shield. We must be united, we must be undaunted, we must be inflexible.

Report on the war, House of Commons [October 8, 1940]

¹⁰ We are waiting for the long-promised invasion. So are the fishes.

Radio broadcast to the French people [October 21, 1940]

¹¹ History with its flickering lamp stumbles along the trail of the past, trying to reconstruct its scenes, to revive its echoes, and kindle with pale gleams the passion of former days. What is the worth of all this? The only guide to a man is his conscience; the only shield to his memory is the rectitude and sincerity of his actions. It is very imprudent to walk through life without this shield, because we are so often mocked by the failure of our hopes and the upsetting of our calculations; but with this shield, however the fates may play, we march always in the ranks of honor.

Tribute to Neville Chamberlain, House of Commons [November 12, 1940]

¹² I do not resent criticism, even when, for the sake of emphasis, it parts for the time with reality.

Speech in the House of Commons [January 22, 1941]

¹³ Here is the answer which I will give to President Roosevelt. . . . Give us the tools, and we will finish the job.

Radio broadcast [February 9, 1941]

¹⁴ This is one of those cases in which the imagination is baffled by the facts.

Remark in the House of Commons following the parachute descent in Scotland of Rudolf Hess [May 13, 1941]

¹⁵ The British nation is unique in this respect. They are the only people who like to be told how bad things are, who like to be told the worst.

Report on the war, House of Commons [June 10, 1941]

¹⁶ A vile race of quislings¹—to use the new word which will carry the scorn of mankind down the centuries.

Speech at St. James's Palace, London [June 12, 1941]

¹ Vidkun Quisling, head of the Nasjonal Samling party in Norway, who cooperated and collaborated with the Nazis when Germany invaded Norway [April 9, 1940]. Quisling was executed [October 23, 1945].

The Media-Advertising Partnership for a Drug-Free America, Inc.
In Cooperation with the Ad Council

February 27, 1990

Ms. Chriss Winston
Deputy Assistant to the President for Communications
122 Old Executive Office Building
Washington, D.C. 20500

Dear Chriss:

This will confirm our request to have the President speak on behalf of the Partnership in two separate 3-4 minute video tapes to be shot simultaneously, i.e., in the same taping session.

The first and most immediate need is for a message to the American Association of Advertising Agencies' membership, which convenes on March 14, 1990. Attending this annual meeting will be 600 advertising agency heads -- those who are crucial to the continued development of our advertising against illegal drugs. A proposed hypothetical flow of remarks is attached.

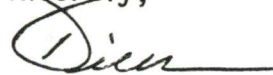
In distributing our tape to each attendee, we would like to have it accompanied by a brief letter from the President, if possible.

The second tape would feature the President, to be used by the Partnership in exhorting everyone to get involved and pledging his continued support to the Partnership's campaign -- for distribution to every target audience and our volunteers.

I recognize the timing sensitivities associated with this request and, as such, would be grateful to whatever you might arrange for our use at the 4A's convention as a priority.

Many thanks, Chriss, for whatever help you can provide on this.

Sincerely,



Richard D. Bonnette
Director
Chief of Staff

212-922-
1560

enc.

cc: James E. Burke
Fred Berger
Thomas A. Hedrick

February 23, 1990

HYPOTHETICAL FLOW OF PRESIDENT BUSH VIDEO TAPE
REMARKS TO AAAA CONVENTION

Thank John O'Toole & Jim Burke for opportunity to share some thoughts.

Volunteerism: critical component of the American Spirit.

Ad Industry by helping to deal with [redacted] through the Partnership is the brightest example of that spirit and has earned appreciation of the President and the Country.

Committed to solving the problem of illegal drugs through prevention, interdiction, enforcement and treatment. Prevention -- demand reduction is the best solution and nobody understands demand psychology better than you.

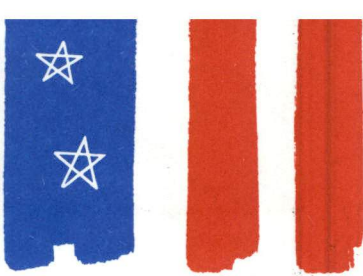
You can do what legislation can never do -- change attitudes. You have demonstrated this with your anti-drug advertising and we see usage going down.

Recently had a chance to speak to media members of the Partnership and am thrilled with the increasing investment they are making in time and space.

Many of you have invested time and resources to creating and producing the messages the media needs. If I know Jim Burke he will be chasing you for continued support. I join him in asking for, and thanking you for that support.

What you and your industry are doing is the biggest public sector education campaign since the bond drives of World War II. Just as the country needed the support of your industry then, we need your support today. We won that war; we are gaining the momentum to win this one





The Media-Advertising Partnership for a Drug-Free America, Inc.
In Cooperation with the Ad Council

3/8/90

Barry -

Here are several logo treatments --
slide and tape for your use in the
President's tape.

We will need 3/4" format for our
posting.

Let's talk on 3/9.

Mary Carter

Jim