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[Earth Day Videos] 4/17/90 [OA 8311]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>20</b>	<b>5</b>	<b>2</b>

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Tron  
April 12, 1990  
Draft four  
Title: USIA

PROPOSED VIDEO MESSAGE  
USIA "EARTH DAY" VIDEO MESSAGE

*Handy  
Seeger  
USIX*

It's wonderful to join the United States Information Service as we celebrate Earth Day, 1990.

At this moment in history, the barriers between people and nations are diminishing as never before. At long last, the prospect of the "Free World" encompassing the whole world is at hand. But as the boundaries that divide us begin to blur, common problems like the environment come into sharper focus.

Twenty years ago, America celebrated the first Earth Day, a spontaneous celebration of our love of nature. It was also a cry of alarm at the deteriorating condition of our environment. But most of all, it was a powerful example of democracy at work -- a day dedicated to changing the way a whole country does business.

It was in the wake of this first Earth Day that the Environmental Protection Agency was created, soon to become a cabinet level Department of the Environment. This first Earth Day also brought the creation of the Council on Environmental Quality, the original Clean Air, and Clean Water Acts, and other landmark legislation to protect the wilderness and regulate toxic substances. As my Administration celebrates its second Earth Day, we've accomplished a great deal in the past year: we've proposed the first amendments to the Clean Air Act in over a

*Draft from  
U.S.I.A.*

*EPA  
Public Affairs  
382-1361*

*Draft from  
U.S.I.A.*

*Heath  
8560  
Scheduling*

*EMM  
JBR*

*1st time*

BDSK

Budget  
2/11/94  
2/12/130

decade to greatly reduce acid rain, urban smog and air pollution  
in a cost effective manner; we've proposed over two billion  
dollars in new spending to protect the environment and over one  
billion dollars to research global change; we've begun a new  
reforestation program that will plant <sup>billions</sup> millions of trees and  
developed an initiative that will expand federal parkland,  
wildlife refuges, forests and other public lands.

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X

And while there's a lot government can do for the  
environment, we all have a contribution to make. That's the true  
spirit of Earth Day. Across our fifty states, individuals, local  
businesses, and community groups are all actively working on  
everything from neighborhood beautification, to recycling, to  
wildlife conservation. So get involved. Celebrate this Earth  
Day by planting a tree or cleaning up your neighborhood. Make a  
personal commitment to protect, conserve, and replenish this home  
to all of us -- the planet Earth.

Thank you, have a great day, and God bless you all.

# # #

Tron  
April 10, 1990  
Draft two  
Title: VOLUNTEER

PROPOSED :30 PUBLIC SERVICE ANNOUNCEMENT  
NATIONAL VOLUNTEER WEEK PSA

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American.

*Memo from Peter Meyer*  
April 22nd through 28th is National Volunteer Week. So, lend a hand. Volunteer. Remember, from now on in America any definition of a successful life must include serving others.

So volunteer -- become one of the Thousand Points of Light I like to talk about so much. Join the volunteers in your community working to build a better America.

# # #

Tron  
April 10, 1990  
Draft two  
Title: CINCO

PROPOSED VIDEO MESSAGE  
OBSERVANCE OF CINCO DE MAYO

*Broadcast  
in U.S.*

Felicitates (( FE-LEE-~~CEE~~-TA-TES )), and happy Cinco de Mayo! It's a great pleasure to join the people of Mexico and all Mexican-Americans in celebrating this historic day.

*Since Sanchez  
memo*

Today, we honor the remarkable 1862 Mexican victory at Puebla, Mexico. As history has recorded, a small determined Mexican army defeated an invading French force in a fierce battle. And while we salute the individual bravery of these Mexicans we also remember their larger struggle -- that of independence and freedom. The spirit of that struggle lives today in so many other countries in the world -- Poland, Panama, Czechoslovakia, Nicaragua, Hungary -- which have also won hard fought liberty and democracy.

*Since Sanchez  
memo*

But the 5th of May is also a time to celebrate the ties that bind Mexico and the United States. While our two countries share a common border we also have deep historical, cultural, and family bonds. The friendship between the United States and Mexico is based on shared values and will only grow stronger in the years to come.

Thank you, have a wonderful day, and happy Cinco de Mayo.

# # #

April 10, 1990  
Draft two  
Title: PRIDE

PROPOSED VIDEO MESSAGE  
PRIDE WORLD DRUG CONFERENCE

*Letter from PRIDE 11/24/90*  
*PRIDE draft*  
I'm delighted to join the PRIDE World Drug Conference and to be a part of this inspiring group of people dedicated to fighting illegal drug use. It's especially heartening that so many young people and corporate executives are participating in this conference. It's proof that together we can win the "drug war."

*Letter from PRIDE 11/24/90*  
*PRIDE draft*  
Since 1977, PRIDE has been extremely successful by educating and motivating parents to join in the fight and it's working. Hundreds of American communities have been mobilized. More than 3 million American students have participated in the PRIDE Questionnaire. Millions of parents have been informed, motivated and energized. The results speak for themselves. Casual drug use by younger Americans is declining. *Drug Speech*

*Letter from Mrs. Endara*  
But PRIDE's work isn't limited to the United States. PRIDE has expanded its programs to Australia, Belize, Canada, the Cayman Islands, Costa Rica, Greece, Egypt, and Honduras. And the new First Lady of Panama, Mrs. Endara, has asked that the PRIDE closed under the previous regime be reopened immediately. What could better illustrate the worldwide accomplishments of this voluntary organization and how vital it is to our youth?

Barbara joins me in sending our warmest wishes for a successful conference. Thank you, keep up the good work and God bless you all.

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Tron  
April 10, 1990  
Draft two  
Title: ASCO

PROPOSED VIDEO MESSAGE  
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

*ANCO draft*  
It's a pleasure to welcome the 8,000 members of the American Society of Clinical Oncology to the Nation's Capitol. While the cherry blossoms have long since faded, Washington is still a beautiful city to meet for a convention.

This year, almost a million Americans will develop cancer. And with an annual death rate of nearly half a million, this disease takes a heavy toll. ?

Each of you -- doctors and researchers -- play an important role in identifying the underlying causes of cancer, developing innovative treatments, and establishing better techniques for cancer prevention and early detection. This broad effort in cancer research and patient care is certain to improve the health of all Americans.

This Nation can be proud of our world leadership in biomedical research in general and cancer research specifically. A-S-C-O has clearly played an important role in this vital effort and we all look forward to your continued leadership on this front.

But there's more to your work than designing a treatment program or analyzing a cat scan. It takes a special kind of person to work in your field. It's your compassion and

determination that often give patients and their families the strength to fight on. For the courage and hope you give, not only do you have the heartfelt thanks of your patients, but of this Presidnet as well.

Barbara joins me, and the entire Bush family in saluting your efforts and wishing you God speed as you race toward a solution for this disease.

*ASCO draft* Thank you, have a great ~~convention~~ *meeting* and may God bless you all.

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Tron  
April 10, 1990  
Draft two  
Title: AARP

PROPOSED VIDEO MESSAGE  
AMERICAN ASSOCIATION OF RETIRED PERSONS MESSAGE

Good morning. It's wonderful to join the American  
Association of Retired Persons Biennial Convention in Orlando.

A-A-R-P is a remarkable association. I'm not referring to  
the size of your membership but your commitment to public service  
and your efforts to improve the quality of life for all older  
Americans. As an older American myself, let me lead the applause  
for your tremendous efforts.

A few <sup>couple of</sup> years ago, when I spoke to the Nation about a  
"thousand points of light" I was describing what countless A-A-R-  
P volunteers are doing every day in communities across America.

From legal advice to medical programs to child care, you and your  
programs have made a difference. And with your new program <sup>campaign</sup> --

Older Americans Make the Difference -- you'll further increase A-  
A-R-P's outstanding record on community service. But that's how  
it should be. Older Americans have so much to offer. Wisdom.  
Experience. Compassion. And for selflessly sharing these  
qualities with others you have the heartfelt thanks and  
appreciation of everyone -- including this grateful President.

In closing, let me salute the great work of your President,  
Mrs. Louise Crooks of Indiana. And let me congratulate

Letter from  
AARP  
2/7/90

Russ Release

AARP draft

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Tennessee's own Bob Maxwell as he assumes the important  
responsibility of leading A-A-R-P.

Barbara joins me in wishing you a successful convention.  
Thank you, keep up the important work, and may God bless you all.

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*DDP  
draft*