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# FOIA MARKER

**This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.**

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**Record Group/Collection:** George H.W. Bush Presidential Records  
**Collection/Office of Origin:** Speechwriting, White House Office of  
**Series:** Speech File Backup Files  
**Subseries:** Chron File, 1989-1993

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**OA/ID Number:** 13777  
**Folder ID Number:** 13777-003

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**Folder Title:**  
PSA for 1991 PGA Championship 10/21/91 [OA 8330]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>26</b>	<b>21</b>	<b>7</b>	<b>2</b>

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PUBLIC SERVICE ANNOUNCEMENT FOR THE 1991 PGA CHAMPIONSHIP  
(One 30-Second/One 60-Second)

VIDEO SESSION DATE:

October 21, 1991

VIDEO DEADLINE:

October 25, 1991

FOR BROADCAST:

Yes

CONTACT:

Ruffin Beckwith, (904) 285-3700

DELIVERY:

Mr. Ruffin Beckwith  
PGA Tour Productions  
112 TPC Boulevard  
Ponte Vedra Beach, Florida 32082

FORMAT:

BRIEFING PAPER INFORMATION:

**VIDEO MESSAGE FOR THE PGA TOUR:** Professional golf annually generates more dollars for charity than all other sports combined. In 1990, the PGA Tour provided \$25 million for charities nationwide -- a number it expects to exceed this year. The PGA is requesting a Presidential video for its season-ending tournament featuring the 30 top players of the year.

NOTE:

Two spots -- 30 second & 60 second

**PGA TOUR FAX**  
**112 TPC BOULEVARD**  
**PONTE VEDRA BEACH, FL 32082**  
**904/285-3700**  
**FAX #: 904/273-3205**

**FACSIMILE TRANSMISSION COVER SHEET**

**DATE:** OCTOBER 11, 1991

**TO:** BARRY TRON

**FROM:** RUFFIN BECKWITH

**CUSTOMER FAX NUMBER:** 202/456-2878

**NUMBER OF PAGES (INCLUDING COVER SHEET):** FOUR

**COMMENTS:** \_\_\_\_\_

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**IF YOU HAVE ANY PROBLEM RECEIVING THIS TRANSMISSION, PLEASE CALL  
KAREN DURDEN, EXT. 315.**




# PGA TOUR PRODUCTIONS

VIA FAX #: 202/456-2878

October 11, 1991

## MEMORANDUM

TO: Barry Tron  
FROM: Ruffin Beckwith   
RE: PSA Scripts

Attached are scripts for one :30 and one :60 PGA TOUR Public Service Announcement that we would like to propose for the October 21 videotape session with President Bush.

These are first drafts and we will be making refinements, but wanted to get them to you as quickly as possible to let you see our direction, and also to request your input. We look forward to hearing from you at your convenience.

We have some questions about the 21st, such as time of day, how much time do we have, what are the security procedures, do we provide our own camera and sound people or are they your people, etc. We can go over these things on the phone.

Thanks for your help, Barry. Speak with you shortly.

ERB:kld

Attachments

**PGA TOUR Charity Public Service Announcement****:30****President Bush:**

Anything's possible when people volunteer to make a difference. One organization's been proving it for over 50 years. I'm talking about the PGA TOUR and its tournament and players who, together with some 55,000 volunteers, raise over \$24 million each year for thousands of local charities. That's 55,000 people helping handicapped children to walk. Helping the needy find comfort. Helping the illiterate to read. Fifty-five thousand points of light proving that, yes, when you volunteer to make a difference, anything's possible.

(71)

**PGA TOUR Charity Public Service Announcement**

160

**President Bush:**

Anything's possible when people volunteer to make a difference. I truly believe that. And one organization's been proving that for over 50 years. I'm talking about the PGA TOUR, its tournament and its players. The PGA TOUR's network of volunteers -- its own thousand points of light -- have helped raise almost \$200 million dollars for charity, from the first \$10,000 in 1938 to the \$24 million that will be raised this year alone. (72)

Right now there are over 55,000 volunteers helping the PGA TOUR and its local charities across the country. Helping handicapped children to walk. Helping the illiterate to read. Helping the homeless find shelter. Fifty-five thousand people helping those less fortunate than themselves. Fifty-five thousand points of light proving that, yes, when you volunteer to make a difference, anything's possible. (13)

ID # 264991

WHITE HOUSE  
CORRESPONDENCE TRACKING WORKSHEET

IV091  
LRSM

- O - OUTGOING
- H - INTERNAL
- I - INCOMING

Date Correspondence Received (YY/MM/DD) 91.08.14

Name of Correspondent: Mrs. Deane R. Boman

MI Mail Report User Codes: (A) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_

Subject: Invitation for President to be guest at the PGA Tour 991 Championship

ROUTE TO:		ACTION		DISPOSITION	
Office/Agency	(Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response	Completion Date YY/MM/DD
<u>JCSUPE</u>		<u>DD</u>	<u>91 08 14</u>	<u>KS DJ</u>	<u>91 08 20</u>
<u>PHDEH</u>		<u>KDJ</u>	<u>91 08 23</u>	<u>C</u>	<u>91 08 26</u>
<u>CM TRON</u>		<u>A</u>	<u>91 10 18</u>		<u>1 1</u>

- ACTION CODES:**
- A - Appropriate Action
  - C - Comment/Recommendation
  - D - Draft Response
  - F - Furnish Fact Sheet to be used as Enclosure
  - I - Info Copy Only/No Action Necessary
  - R - Direct Reply w/Copy
  - S - For Signature
  - X - Interim Reply
- DISPOSITION CODES:**
- A - Answered
  - B - Non-Special Referral
  - C - Completed
  - S - Suspended
- FOR OUTGOING CORRESPONDENCE:**
- Type of Response = Initials of Signer
  - Code = "A"
  - Completion Date = Date of Outgoing

Comments: \_\_\_\_\_

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

August 20, 1991

Dear Ms. Beman:

The President very much appreciated your letter of August 14 in which you so kindly invite him to be your guest at the PGA Tour 1991 championship.

Although the President would enjoy participating in this event, his itinerary for the October timeframe has already been completed. Regrettably, due to the many demands on his time, he must often miss special opportunities as is the case this time.

The President appreciates the interest that prompted you to write and sends his very best wishes for a successful event.

Sincerely,

KATHERINE L. SUPER  
Deputy Assistant to the President  
for Appointments and Scheduling

Ms. Deane R. Beman  
PGA Tour Charities, Inc.  
Tournament Players Club at Sawgrass  
Ponte Vedra, Florida 32082

KLS:jb  
cc: w/copy of incoming to Message Unit



# OFFICIAL BALLOT

## 1991 PLAYER TEAM COMPETITION

The PGA TOUR's Player Team Competition is one of your most exciting benefits as a PGA TOUR Partner.

To enter, just follow the detailed instructions below—selecting the foursome you believe will have the highest *combined winnings* for the PGA TOUR's 1991 season. Then follow your team in each week's PGA TOUR event.

We'll keep you up-to-date on your team's standing—including details on how you stack up against fellow PGA TOUR Partners across the country—with our exclusive Partners-only edition of *PGA TOUR NEWS*.

Remember, you could win a trip for two to the 1992 TOUR Championship, a spot in a Pro-Am tournament or other great prizes. Complete rules are printed on the reverse.

Please return your ballot as soon as possible so we can begin tracking your team's standing. Your Official Ballot Reply must be postmarked no later than June 1, 1991 and received by July 1, 1991. Good luck!

### ELIGIBLE PLAYERS

Listed below in alphabetical order within each column are the eligible PGA TOUR players. Column A contains the top 30 money winners from 1990, Column B the next 30 highest money winners, etc. Eligibility is based on their standing in the 1990 official PGA TOUR money list and other eligibility criteria.

The eligible players list does not include 1991 PGA TOUR, Senior PGA TOUR or Ben Hogan qualifying school graduates or current members of the Senior PGA TOUR or Ben Hogan Tour unless they are otherwise exempt for the PGA TOUR.

Please refer to your Official 1991 PGA TOUR Media Guide for each player's position on the 1990 money list and other eligibility criteria.

COLUMN A	COLUMN B	COLUMN C	COLUMN D
1. PAUL AZINGER <input type="checkbox"/>	1. TOMMY ARMOUR III <input type="checkbox"/>	1. BILLY ANDRADE <input type="checkbox"/>	1. JOHN ADAMS <input type="checkbox"/>
2. IAN BAKER-FINCH <input type="checkbox"/>	2. BILL BRITTON <input type="checkbox"/>	2. DAVE BARR <input type="checkbox"/>	2. FULTON ALLEM <input type="checkbox"/>
3. CHIP BECK <input type="checkbox"/>	3. MARK BROOKS <input type="checkbox"/>	3. PHIL BLACKMAR <input type="checkbox"/>	3. ANDY BEAN <input type="checkbox"/>
4. MARK CALCAVECCHIA <input type="checkbox"/>	4. BILLY RAY BROWN <input type="checkbox"/>	4. BRAD BRYANT <input type="checkbox"/>	4. JAY DON BLAKE <input type="checkbox"/>
5. JOHN COOK <input type="checkbox"/>	5. BEN CRENSHAW <input type="checkbox"/>	5. RUSS COCHRAN <input type="checkbox"/>	5. CURT BYRUM <input type="checkbox"/>
6. FRED COUPLES <input type="checkbox"/>	6. MIKE DONALD <input type="checkbox"/>	6. JAY DELSING <input type="checkbox"/>	6. TOM BYRUM <input type="checkbox"/>
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8. JIM GALLAGHER, JR. <input type="checkbox"/>	8. DAN FORSMAN <input type="checkbox"/>	8. BRAD FAXON <input type="checkbox"/>	8. BRIAN CLAAAR <input type="checkbox"/>
9. ROBERT GAMEZ <input type="checkbox"/>	9. DAVID FROST <input type="checkbox"/>	9. FRED FUNK <input type="checkbox"/>	9. KEITH CLEARWATER <input type="checkbox"/>
10. WAYNE GRADY <input type="checkbox"/>	10. KEN GREEN <input type="checkbox"/>	10. JAY HAAS <input type="checkbox"/>	10. ED DOUGHERTY <input type="checkbox"/>
11. JOHN HUSTON <input type="checkbox"/>	11. MORRIS HATALSKY <input type="checkbox"/>	11. JIM HALLET <input type="checkbox"/>	11. BOB EASTWOOD <input type="checkbox"/>
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13. PETER JACOBSEN <input type="checkbox"/>	13. SCOTT HOCH <input type="checkbox"/>	13. KENNY KNOX <input type="checkbox"/>	13. BRAD FABEL <input type="checkbox"/>
14. TOM KITE <input type="checkbox"/>	14. STEVE JONES <input type="checkbox"/>	14. MARK LYE <input type="checkbox"/>	14. RICK FEHR <input type="checkbox"/>
15. WAYNE LEVI <input type="checkbox"/>	15. BRUCE LIETZKE <input type="checkbox"/>	15. ANDREW MAGEE <input type="checkbox"/>	15. BUDDY GARDNER <input type="checkbox"/>
16. DAVIS LOVE III <input type="checkbox"/>	16. JOHN MAHAFFEY <input type="checkbox"/>	16. PETER PERSONS <input type="checkbox"/>	16. BOB GILDER <input type="checkbox"/>
17. BILLY MAYFAIR <input type="checkbox"/>	17. ROCCO MEDIATE <input type="checkbox"/>	17. DON POOLEY <input type="checkbox"/>	17. BILL GLASSON <input type="checkbox"/>
18. LARRY MIZE <input type="checkbox"/>	18. STEVE PATE <input type="checkbox"/>	18. BILL SANDER <input type="checkbox"/>	18. DAVID GRAHAM <input type="checkbox"/>
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24. NICK PRICE <input type="checkbox"/>	24. GENE SAUERS <input type="checkbox"/>	24. BOBBY WADKINS <input type="checkbox"/>	24. ROGER MALTBIE <input type="checkbox"/>

Name: \_\_\_\_\_

Address: \_\_\_\_\_

(Street) \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

(Street) \_\_\_\_\_

(City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip) \_\_\_\_\_

Please list below the friends, family members and other avid golfers and fans you believe would be interested in joining as a PGA TOUR Partner and entering our Player Team Competition. Time is short, so please return your Official Ballot Reply today!

PGA TOUR  
Sawgrass  
Ponte Vedra Beach, Florida 32082  
904-285-3700

#2604 991

Ruffin Beckwith

:30 TV →  
~~XXXXXX~~

August 14, 1991

904/273-3208

904/273-3205 fax

President George Bush  
The White House  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20500

Dear Mr. President:

The PGA TOUR is built on a tradition of giving. In 1990 the TOUR and its events generated \$25 million for charities nationwide, a number we will exceed this year, thanks in no small part to the spirit of volunteerism that sustains all of our tournaments.

Certainly there are many stories each year in the cities we visit that reflect the principles of your 1000 Points of Light program, and in that context I am writing to invite you to participate in our season-ending tournament that culminates our Team Charity Competition, and to request your ongoing support of a new charity-based membership program.

The 1991 TOUR Championship will be played in Pinehurst, North Carolina the week of October 28, and we would like you to be our guest in the pro-am on Wednesday, October 30. The TOUR Championship is a prestigious event featuring only the 30 top players of the year, and will this year be contested on the legendary Pinehurst #2 course. Obviously, we can schedule your participation at whatever time of day is appropriate.

Secondly, we hope that you will consider becoming a member of our PGA TOUR Partners program, a new membership organization of golf fans that we have designed to fund our Team Charity Competition, which produces some \$2 million each year for the charities of our various tournaments. We have enclosed both the recruitment package and the first membership package in anticipation of your participation. Please have someone on your staff confirm your membership at their convenience.

If you do become a PGA TOUR Partner, we would ask the possibility of receiving a video endorsement or charity-oriented message that we might use in a Public Service Announcement. We could arrange this around the Pinehurst visit or at any other convenient time, and certainly we would provide scripts and other materials well in advance.

Letter to President George Bush  
August 14, 1991  
Page 2

I know we have asked a lot, Mr. President, but that is only because we believe the spirit of the PGA TOUR is so consistent with the focus your administration has placed on selflessness and humanism. Professional golf annually generates more dollars for charity than all other sports combined; we hope we can count on your support to continue that tradition.

My personal thanks for your consideration of these requests. The PGA TOUR staff is ready to work with your designees on all the details, and we sincerely hope you'll be able to join with us in our ongoing endeavors.

Sincerely,



Deane R. Beman

DRB:kld

Enclosures

Mr. President:  
I would also like to speak  
with you regarding adaptation of  
the 1000 Points of Light program to our  
Tournament Volunteers, whereby we honor one  
each week for their charitable services.  
Hope to see you in Rockhurst M.C.  
Pellae



PGA TOUR PARTNERS  
OFFICE OF THE COMMISSIONER

President George Bush  
2111 Wilson Blvd. #900  
Arlington, VA 22201

REMEMBER: YOUR BALLOT  
DEADLINE IS JUNE 1, 1991  
-- SO DON'T DELAY!

May 30, 1991

Dear President Bush:

Welcome to PGA TOUR Partners!

Enclosed are your Partners credentials -- auto decal and personalized bag tag -- along with your Inaugural Set of PGA TOUR player trading cards.

Now, it's time to get to work on selecting your winning foursome for this season!

Choose your team with the help of your Official 1991 PGA TOUR Media Guide and Player Team Competition Ballot (also enclosed), then return your ballot to the PGA TOUR right away.

And, enjoy your Media Guide all year long. It's a great item -- the same tool the sports media use to keep up with tournament stats and players -- and it's our special gift to you as a Charter Year Member of PGA TOUR Partners.

The sooner we receive your ballot, the sooner we can send out your first issue of PGA TOUR NEWS, with updates on how your team stacks up against the competition around the country.

Good luck in the competition. And please keep your eye out for information and offers you will be receiving on Partners-only golf products and travel packages.

Sincerely,

Gregory Minjack  
Director  
Membership Relations

P.S. Instructions on how to enter the Player Team Competition are on your ballot. Detailed rules are printed on the reverse side. You may also use the reverse side of your ballot to list friends you think might be interested in joining PGA TOUR Partners and entering our Player Team Competition.



# OFFICIAL BALLOT

## 1991 PLAYER TEAM COMPETITION

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To enter, just follow the detailed instructions below—selecting the foursome you believe will have the highest *combined winnings* for the PGA TOUR's 1991 season. Then follow your team in each week's PGA TOUR event.

We'll keep you up-to-date on your team's standing—including details on how you stack up against fellow PGA TOUR Partners across the country—with our exclusive Partners-only edition of *PGA TOUR NEWS*.

Remember, you could win a trip for two to the 1992 TOUR Championship, a spot in a Pro-Am tournament or other great prizes. Complete rules are printed on the reverse.

Please return your ballot as soon as possible so we can begin tracking your team's standing. Your Official Ballot Reply must be postmarked no later than June 1, 1991 and received by July 1, 1991. Good luck!

### ELIGIBLE PLAYERS

Listed below in alphabetical order within each column are the eligible PGA TOUR players. Column A contains the top 30 money winners from 1990, Column B the next 30 highest money winners, etc. Eligibility is based on their standing in the 1990 official PGA TOUR money list and other eligibility criteria.

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24. NICK PRICE	□	24. GENE SAUERS	□	24. BOBBY WADKINS	□	24. ROGER MALTBIE	□
25. LOREN ROBERTS	□	25. TONY SILLS	□	25. TOM WATSON	□	25. BLAINE MCCALLISTER	□
26. TIM SIMPSON	□	26. JOEY SINDELAR	□	26. MARK WIEBE	□	26. MARK MCCUMBER	□
27. PAYNE STEWART	□	27. JEFF SLUMAN	□	27. WILLIE WOOD	□	27. LARRY NELSON	□
28. BRIAN TENNYSON	□	28. CRAIG STADLER	□	28. ROBERT WRENN	□	28. JACK NICKLAUS	□
29. BOB TWAY	□	29. CURTIS STRANGE	□	29. FUZZY ZOELLER	□	29. ANDY NORTH	□
30. LANNY WADKINS	□	30. SCOTT VERPLANK	□	30. RICHARD ZOKOL	□	30. ARNOLD PALMER	□
						31. JERRY PATE	□
						32. CALVIN PEETE	□
						33. DAN POHL	□
						34. GARY PLAYER	□
						35. LARRY RINKER	□
						36. TOM SIECKMANN	□
						37. MIKE SMITH	□
						38. RAY STEWART	□
						39. MIKE SULLIVAN	□
						40. DOUG TEWELL	□
						41. LEONARD THOMPSON	□
						42. LEE TREVINO	□
						43. GREG TWIGGS	□
						44. HOWARD TWITTY	□
						45. STAN UTLEY	□
						46. DENIS WATSON	□
						47. D.A. WEIBRING	□
						48. BOB WOLCOTT	□

### INSTRUCTIONS

1. *Pick your team*—select *one* player from each column, A, B, C & D and enter his name and number in the appropriate Official Ballot Reply below. Example:

Name                      No.  
Bob Tway    29

2. Mark your team selections on the Eligible Players List above, and retain for your own records. Example:

29. BOB TWAY                     

3. *Tie breaker*—in the event of a tie, the PGA TOUR Partner who comes closest to guessing the *total winnings* of his team will win the Player Team Competition. Example:

[ \$ 2,123,970 ]

4. When you've selected your team and completed your tie-breaker entry, tear off your Official Ballot Reply below and return to the PGA TOUR today.



PGA TOUR PARTNERS  
OFFICE OF THE COMMISSIONER

President George Bush  
1600 Pennsylvania Avenue, N.W.  
Washington, DC 20500

REMEMBER: YOUR BALLOT  
DEADLINE IS JUNE 1, 1991  
-- SO DON'T DELAY!

Dear President Bush:

Welcome to PGA TOUR Partners!

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**1-800-123-4567**

---

**The PGA TOUR  
Partners Program.**

**ALL PROFITS GO TO CHARITY.**

For more information, call 1-800-123-4567.

The PGA TOUR Partners Program.

Bunton  
October 15, 1991  
:30 PGA.SPOT Draft One

PRESIDENTIAL VIDEO: PSA FOR THE 1991 PGA CHAMPIONSHIP  
Monday, October 21, 1991

When people volunteer, ~~to make a difference,~~ anything is possible. The PGA Tour has been proving that for over 50 years. The Tour, its Tournament and players, together with 55,000 volunteers, raise over \$24 million dollars each year for thousands of local charities. And the results of their work continue long after the season ends. Helping the disabled to walk, providing comfort to the needy, teaching people to read. 55,000 people, proving when you volunteer to make a difference, anything is possible.

The excellence you're watching today

This is golf at its best. ~~But~~ And there are many champions off the course...

You're watching golf @ its best...

"Champions off the course"

seem  
You're watching the best in golf  
off the course.

you know

and there are many <sup>unseen</sup> champions

Context?

Segue from  
match

Bunton  
October 15, 1991  
:60 PGA.SPOT Draft One

PRESIDENTIAL VIDEO: PSA FOR THE 1991 PGA CHAMPIONSHIP  
Monday, October 21, 1991

When people volunteer to make a difference, anything is possible. The PGA Tour has been proving that for over 50 years. The Tour, its tournament and players, together with its network of 55,000 volunteers, have raised almost \$200 million dollars for charity -- from the first \$10,000 dollars in 1938 to the \$24 million dollars that will be raised this year.

*Just* -- *The time it takes me to play 18 holes --*  
In 85 minutes, ~~my record round of golf,~~ the PGA Tour and its volunteers raise over \$282,000 dollars. And the results of their work continue long after the season ends. Helping the disabled to walk, providing comfort to the needy, teaching people to read. 55,000 people giving us millions of reasons to say thank you. (Proving when you volunteer to make a difference, anything is possible.)

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60 mins  
25 mins  

---

85 mins

85  $\frac{\$282,352.74}{\$24,000,000}$

above par

from the <sup>local</sup> fairway<sup>s</sup> to the <sup>local</sup> ~~the~~ <sup>philantropies</sup> .....

where winning ....

handicap

~~professional golf annually generates more dollars for charity than all other sports combined.~~ 1990 the PGA Tour provided \$25 million for charities nationwide --

[season ending tournament featuring the 30 top players of the year]

when the season ends the works the volunteers and PGA have done will continue throughout the year...

~~1991 Tour Championship played in Pinehurst, N.C.~~

~~Professional golf annually generates more dollars for charity than all other sports combined.~~

make long shots

when ask if I broke 90 they mean minutes not score...

18 holes in an hour and 25 minutes POTUS record

~~golf clears the mind~~

:30

ANYTHING IS POSSIBLE WHEN PEOPLE VOLUNTEER TO MAKE A DIFFERENCE. ONE ORGANIZATION 'S BEEN PROVING IT FOR OVER 50 YEARS. I'M TLAKING ABOUT THE PGA TOUR AND ITS TOURNAMENT AND PLAYERS WHO, TOGETHER WITH SOME 55,000 VOLUNTEERS, RAISE OVER \$24 MILLION EACH YEAR FOR THOUSANDS OF LOCAL CHARITIES. THAT'S 55,000 PEOPLE HELPING HANDICAPPED CHILDREN TO WALK. HELPING THE NEEDY FIND COMFORT. HELPING THE ILLITERATE TO READ. FIFTY-FIVE THOUSAND POINTS OF LIGHT PROVING THAT, YES, WHEN YOU VOLUNTEER TO MAKE A DIFFERENCE, ANYTHING'S POSSIBLE.