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THE WHITE HOUSE

Office of the Press Secretary
(Dallas, Texas)

For Immediate Release

November 1, 1991

REMARKS BY THE PRESIDENT
AT BUSH-QUAYLE FUNDRAISER

Reunion Ballroom
Hyatt Regency Hotel
Dallas, Texas

8:46 P.M. CST

THE PRESIDENT: Thank you, Ray Hunt, and thank all of you. Barbara and I are thrilled and delighted to be with you. And, Ray, thank you for your leadership on this dinner -- you and Perry Bass, and Elvis, and my dear friends, Bill and Rita Clements, the great Governor of this state. (Applause.) Phil Gramm and Tom Loeffler and all the chairmen and cochairmen, thank you for this fantastic welcome back home.

And I might say, if I don't get in trouble with the FEC -- that's the Federal Election Commission -- thank you for a wonderful send-off. I am grateful to each and every one of you. And Phil put it pretty well -- I do feel a lot of love in this room, a lot of friendship. And I don't care if you're starting out in Midland or Odessa, as Bar and I did in 1948, or whether you come up through the precincts in Houston, Texas, or run with the support of friends statewide with a spectacular lack of success for the Senate in 1964 and '70 -- you couldn't make it without friends. You couldn't make it without people who care. And we have been blessed in our life by the friendships from the people of this state, and we will never, ever forget how we got this opportunity to serve our country.

And it's the greatest time in history to be President of the United States, and I'm grateful to each and every one of you. (Applause.)

And I'm very proud of our statewide political team. I mentioned Bill Clements. I must say I wish you were in Austin right now -- I shouldn't wish that on anybody, but -- (laughter) -- we miss him badly. And I miss his counsel as Governor, and his leadership.

But I salute our State Chairman Fred Meyer, who is doing a superb job. And he's working hard to see that we get a fair shake in redistricting, I might add. (Applause.) And then, of course, our statewide officer holders, my dear and old friend, Kay Bailey Hutchison, and Rick Perry, who did the Lord's work by getting selected to Commissioner of Agriculture. (Laughter.)

Reverend Benton, thank you. And to this magnificent music -- I don't know how to begin to say thank you to the Texas Boys Choir, to the Vocal Majority, University of North Texas Band -- you are magnificent, and thank you all for this very special treat. (Applause.)

And I debated what to talk about -- really, we're here to talk about America's bright hopes for the future -- a future that really is built on special values that we've always held dear. These values are special to Texas -- a commitment to economic growth, a steadfast respect for the individual, a proud determination to carry faith in democracy to the rest of the world.

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Phil Gramm knows what I'm talking about. So do thousands of other Texans -- millions of Americans. We have an extraordinary opportunity before us. Together we can cement the gains that Phil talked about, that Ray talked about. We can build on those gains. And let me tell you why. I think we can build on them not only in foreign affairs, but I think we can build on them domestically, and the reason is I really believe that the values we all share are right for the United States. The program that I have is right for the United States. And we've got a slight problem: we've got too darn many liberal Democrats controlling every House of the United States Congress, every committee, every subcommittee, and they can't think of one new idea. All they can try to do is block my domestic agenda.

And that's what I want to talk to you tonight about -- we need your help in making some of these changes. (Applause.)

Frankly, we believe that government should ease the burdens on the people. And we believe that for a fundamental reason. We believe that because we have an abiding faith in the communities, in the neighborhoods, in the people themselves. And we understand that when we talk about issues, what we're really talking about are human values; we're talking about people. For example, too often we talk of the economy as if it were something dry and technical, rather than what it really is: the lifeblood of the American Dream.

Years ago I learned that economics focuses mostly on people, not on numbers. And I do remember those early days in Odessa, 1948, and then Midland right after that. Then your word was your bond. You shook hands with a guy on an oil deal, Perry, and it kept, it took. That's all you needed. You didn't need 25,000 lawyers drawing up escrow agreements. You had the values out there. (Applause.)

The neighborhood meant something. The strength of family was strong and meant something. And as Ray touched on it and this music, said faith was terribly, terribly important. You chose your schools, taught people without being afraid of it -- to say The Pledge of Allegiance or to express their patriotism.

Now, it doesn't take long for anyone to understand that the great strength of our country is in the neighborhoods and in the cities and in the towns and, yes, in the family and in our churches and synagogues. It is not shielded and isolated in subcommittees on Capitol Hill. Not by a long shot. It is in the neighborhoods and the families of West Texas and Dallas and Houston and South Texas and the Panhandle and Waco and wherever. It's a strength that comes from a simple source -- freedom. Let the liberal Democrats then pursue these programs that enlarge government, that dictate to every single community by mandated benefits how you're going to run your schools if you want that federal money -- that's your money. If you want that federal money you have to live by code A, B, C, or D. And you have to have 25 regulators coming into be sure that you live by the mandate set by a subcommittee chairman that's been in office 30 years. That's not good enough for America, and I want to change this Congress. (Applause.)

The problem is in the Congress of the United States on the liberal Democrats that control it. And I have been a javelin catcher too long up there. I have been kind and I have been gentle and I have tried to work with these guys that control the Congress -- the liberals on one side -- and I'm tired of it. And I can't wait to be a candidate, when I decide to be one -- (laughter) -- and take this to the American people. (Applause.) They are tired of it; they are sick and tired of it. (Applause.)

I'll tell you something: They say no domestic agenda. They've got a domestic agenda, and that's blocking my domestic agenda. Those old guys who control those subcommittees haven't had a

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new idea in the 30 years they've been there. (Laughter.) And it's time to change it. And I mean it.

Why do you think the American people are so excited about term limitations? They've wised up. They understand it. And I'm going to fight for that, too, all next year. (Applause.) It only seems fair. I've got to limit my term, why shouldn't they limit their term? (Laughter.) Fair play.

Let's talk about a growth package. I've been pressing the Congress for a real growth package. It started in my first State of the Union, second State of the Union, third State of the Union. Let me just give you my views on what, if we had more decent-thinking people in the Congress like Phil Gramm, what we could do to help the economy.

There are some people hurting in this country and they're hurting bad. And their families can't make ends meet. And some people are getting put out of work. And they need a growth package that's going to create jobs. And I've called for the things that I believe would help, and they've been opposed day in and day out by the liberals that control the United States Congress.

One of them, let them call it a tax break for the rich. I will bear, as I said last night in Houston, all the political burden that they can heap upon me for calling a capital gains cut a tax for the rich. It is a jobs creator. It is an entrepreneurship bill. We can get more jobs and more businesses going by a capital gains differential than any other single thing. So call it what you want to, but give it a try. The American people want it. It shows up in the polls, and they ought to have it. And they don't have it because the Democrats want to make political hay instead of putting this country back to work through new jobs created by small business. (Applause.)

We've got to increase our savings base in this country, and that's why I've pushed for incentives like IRAs. Particularly those that can stimulate the housing business. And that's all caught up in an old thinking of the leadership of the United States Congress. I've called for the creation of a permanent R&D tax credit -- research and development -- so we can retain the cutting edge that we have in technology. And it's absolutely essential. Not a short-run boost to the economy, but something long-run that is going to guarantee our competitiveness around the world. And that means jobs.

I want to see more investment in science and technology to keep us ahead of the curve in world competition. I want to see us do more in cutting needless government red tape that frustrates innovation and efficiency. And instead of that, the Congress comes out with more and more regulations. And thank God we've got a good Vice President up there that's trying to cut through them and lift the regulatory burden on the small businessmen of this country. (Applause.)

Jobs -- we need jobs. I'll tell you a job intensive improvement bill, and that's the transportation bill. My State of the Union message, I said to the Congress, I need two pieces of legislation -- we've got plenty that we need. We need to do more on education. We need to do more on these economic incentives. But give me a crime bill and give me a transportation bill in 100 days. It is now 242 days, and I haven't had either one of them on my desk.

check → A transportation bill would put a lot of Americans to work and put them to work fast. And we need it; our infrastructure needs it. And yet, we've got people that are haggling up there, moving the previous question, seconding the motion -- going about all this parliamentary gobbledy-gook when the American people want action. And you give me a Senate controlled by people like Phil

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Gramm and you'll get plenty of quick action, and it will be sensible and it will keep the taxpayers' interest in mind. (Applause.)

I've told you why this economy hasn't gotten the kind of shot in the arm we need. In short, one party has controlled both Houses of the Congress far too long. We did control the Senate when President Reagan came in, and you can take the offense. He took his case to the people. He said, here's what I want to do -- A, B, and C. And at least in the Senate you could begin to move the process. You could get your ideas tried.

Today I pointed out these things, and they aren't even willing to try them. The only way I have gotten some good legislation passed is to veto bad legislation and make clear to this Congress I am not going to pass any more of your bad legislation. Now, if you want to compromise, fine. But I am not going to accept it the way you send it down because the people elected me to go forward with these ideas, and you ought to give our ideas a chance. And I'm not going to change, I don't care what title they have on it. (Applause.)

You've heard the question, why does the President seem to have successes in foreign affairs, difficulty in domestic affairs? The answer is a cinch. (Laughter.) It's very, very clear. If I had had to get Ted Kennedy's approval to move General Schwarzkopf to the Persian Gulf, Saddam Hussein would be in Saudi Arabia and Schwarzkopf would have been in Florida still. That's the difference. (Applause.) And that's a fact. And the American people know it's a fact.

It's not a political statement; that is a fact.

(Laughter.) You just look at the record on those things. (Laughter.) Suppose I had to call up the subcommittee chairman of the Armed Forces Subcommittee on Latin America and say, hey, do you think we ought to take a drug dealer out and save the lives of Americans and get Noriega out and give democracy a chance in Panama? They'd still be moving the previous question, asking some parliamentary order -- Mr. President, can I speak now?

We do it because you have the power -- the national security responsibility and the presidency. And that's clear and the American people know it's clear.

The other night I was in Madrid -- maybe still on Madrid time. I feel a little groggy here. But the other night I was in Madrid. I think we've done something great. We've got a great Texas Secretary of State in Jim Baker who is working his heart out for peace -- (applause.) And we've done something that the most cynical believed we could never do. Because of the new profound strength of the United States and prestige, frankly, of the United States around the world, as a result of Desert Storm, we were able to bring warring factions together -- as Phil said, people who have been at war for thousands of years to at least talk. To come together under the same roof in Madrid and to begin to at least talk about peace.

I don't know what's going to happen in that. I don't know how successful we're going to be. But it was success to just bring those parties together. And it was hard work. And you had to stand up against the skeptics and you take -- challenge old shibboleths and you had to go forward and try the most complicated diplomacy. And whether it succeeds or not, it's worth the candle -- it's worth the effort.

And I'm over there, I'm dead tired, I flip on CNN, which was in my bedroom there in the Embassy in Madrid. And I hear the Assistant Democrat leader of the House demonstrating his interest in the domestic agenda, criticizing the President of the United States for being in Madrid and trying to bring about peace between these warring factions. I'm sorry, I don't care what this little man

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thinks. I'm going to keep on leading and try to do my best for the United States of America -- (applause) -- and peace for his kids and for my kids. (Applause.)

Let him carp. Let him criticize. It's not going to get to me one bit, because I'm going to take my case to the American people -- I think, if I decide to become a candidate for President of the United States. (Laughter.)

The Democratic leaders in the Senate -- they won't permit a straight up and down vote on capital gains. More of them are beginning to talk about it. I have key economic appointments to the Federal Reserve Board -- been sitting there -- one of them, Bob Clark, a Texan for comptroller. That nomination has been up there for nine months. We have two directors of the Fed, Federal Reserve Board -- the Fed. We've got some problems there. We need the best minds we can have there. And yet, they're blocking these two nominations.

My suggestion to them is do the people's business. If you don't want the people I have up there, send them back. Say you won't approve it. But don't let everybody sit in limbo. And the Senate ought to reform itself and stop putting holds on nominees. Consider them. Advise, consent, but don't just sit there doing nothing when we need good people on the Fed. (Applause.)

I think the American people know that I've tried to reach out. I've tried the kinder and gentler approach, and I'm going to keep on because I want to see some good -- might not sound like it tonight -- (laughter) -- but I'm going to keep on because I really believe that you can get something done. And we have. We've gotten some good -- a good legislation through in a compromised way. And sometimes when I beat back their bad legislation we come together and get reasonable legislation done.

But let me give you an example on what's going on on that one. There are some Americans that have had their benefits run out for unemployment. They're hurting. Their families are hurting. I don't care whether you're Republican or liberal or conservative or Democrat -- whatever you are. When somebody in America is hurting like that you've got to try to do something about it. You've got to care. You've got to feel a sense of compassion for those that are hurting in this country -- and there are plenty, unfortunately.

So I'd like to see an extended benefits check go out to these people. And I've told the Congress what I want. What I want is a bill that will extend these benefits -- do it on a temporary basis. We're not going to mandate some whole new program there. Take care of those that are hurting now and get the economy moving so they won't be hurting in the future. Take care of them and get those benefit checks out, but do it without burdening everybody that's working in this country. All those that are not working that are paying taxes.

Do it within the budget agreement with the caps on spending is the only control that the taxpayers have over the reckless spending of the Democrats that control the Congress. Do it in a way to protect the taxpayer and still demonstrate the compassion that we feel for these people. And they'd rather, as I said last night -- I used an unfortunate analogy. I said they were trying to stick it up my ear. (Laughter.) Let me try to rephrase that for you. (Laughter.) No, what they're doing -- what they're doing is trying to make political capital while these people are hurting out there.

I hate to tell you, but I read in the paper this morning that the Majority Leader of the United States Senate, who, yesterday, compared me to Herbert Hoover, wants to get his people to vote one more time so I'll have to veto one more time so he can then go to, in

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a demagogic fashion to the American people one more time to say that I'm against those people that are out of work. And, fortunately, it appears that the other Democratic leaders are much more interested in helping the people that need help and coming together with me to get a deal that will extend these unemployment benefits in the way I've told you I want it done.

And I don't care what the Majority Leader of the Senate thinks about my performance or what he thinks about that he can embarrass me into doing. If he sends me down a bill that's going to bust this budget agreement, I'm going to veto it and send it right back, and get some legislation that is good for these people and good for the taxpayer. (Applause.)

I've been three years in this job now, and I've never criticized the Majority Leader before. But he is not going to dish it out and then be unable to take it. I refuse to catch his javelins anymore. I'm going to throw them right back because I've got the truth on my side. (Applause.)

And let me just say on other bills -- I am going to bust -- veto. I'm not going to worry about it. Any bill that busts this budget agreement, that increases the outrageous deficit that we are laying on your kids and my grandchildren -- we've gone too far. And we have in place constraints on spending. Every day, you find some new dire emergency, they call it, to bail out some special program. And I'm going to hold the line because that is the only protection that all the American people have against reckless spending that is dry-mortgaging the future of our grandchildren and our children. (Applause.)

Let me say that I am pleased when we do get cooperative work with the Congress. I don't want to say we never do. We can get a crime bill. We can get one that says to every guy that's patrolling the drug areas in Dallas, every policeman: We're with you. We're going to help you. We're going to get you exclusionary rule reform, or habeas corpus reform. And we're going to have a death penalty for those that kill police officers, and it's going to be prompt and fair. The problem is, we've got a good bill out of the Senate, and now we've got these same subcommittee old thinkers in the House trying to block it.

I believe we can get a decent crime bill. I believe we can get a decent transportation bill. Unfortunately, today the extremes blocked a bipartisan energy bill. Bennett Johnson, a Democrat; Malcolm Wallop, a Republican, have a decent bill, and it was blocked by some parliamentary procedure up there, because they're worrying about the caribou in Alaska when I'm worrying about jobs for the American people. I'll go with the people; let them go with the caribou. (Applause.)

Bipartisanship -- we've got something going in education. We've got a great Secretary of Education. He's got a great deputy in David Kearns. We're working with the Democrats. We're going around those subcommittee chairmen. We're working with Democratic governors and Republican governors on this program America 2000. It's good. It revolutionizes education, moves our people up. Gives families a choice of where they want their kids to go to school.

And if we can somehow manage to keep that program out of those subcommittees I'm talking about, we can really offer our children a brighter future, and I want to be a part of that. I want to see that succeed. And I believe we can do it.

The liberal Democrats -- they've got one formula: Spend a little more money. Do you know what the figures are in education? We spent \$190 billion on education, total, around '80 or '81, and it's now up to \$400 billion. And their answer is, hey, you cut out

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\$2 billion here, or you didn't add this or that. That's not the point. You've got to revolutionize these schools. You've got to think anew, as Lincoln said. You've got to start over. And that's exactly what we're trying to do.

I have one other thing about the Congress I'd like to bring up here to see if I can generate any support. I have an old-fashioned feeling that Congress ought not to exempt itself from the laws it makes others comply with. (Applause.) I don't know whether that makes any sense or not.

The Equal Pay Act of 1963, Title VII of the Civil Rights Act. I don't know whether you were glued to your TV when the Clarence Thomas hearings were on. We heard a lot about sexual harassment. But did you know -- did you know the liberals that control this Congress have seen to it that Congress exempted itself from the sexual harassment laws at the same time they were piously lecturing the rest of the country?

I think the American people want Congress to comply with the same laws that you and I have to live with. (Applause.)

And the last point -- and this is the last one -- I really do believe that there is an interaction between foreign policy and domestic policy. Somebody mentioned -- either Phil or Ray mentioned the Free Trade Agreement with Canada. Yes, I go down to Mexico, and yes, I deal with their marvelous new President, Carlos Salinas. And yes, we're working, spending a fair amount of time trying to get that done. But that's not foreign policy per se. That's a better border for Texas. That's a better environment along our border. That's more jobs for Americans. And I'm going to keep right on working with President Salinas until we can get this historic Free Trade Agreement through. And the same with Canada. (Applause.)

When I meet with Mr. Gorbachev, as I did Monday night, okay, you say, that's foreign policy. I think it is in the interest of every child and every school in Dallas that this marvelous, majestic move towards privatization and market economy succeed. And it is in the interest of every kid in this country that this revolution that's taken place in the Soviet Union be successful. And it is only the United States of America that's strong enough, knowledgeable enough, believes enough to see it happen.

Ask Bob Mosbacher. What a job he has done taking technology over there and business expertise to the Soviet Union. And so let them carp, criticize all they want. Let them make their political brownie points. I am glad that our chance for peace has been enhanced and our chance for trade will be enhanced much more if we are successful in working with these new leaders in the Soviet Union and in the republics. (Applause.)

I'm very proud of our country, and I am not negative about our country. Frustrated at times with the Congress? Yes. Willing to take my case to the American people? Absolutely. Willing to reach out my hand, as I have over and over again to the Democrats that control Congress? Yes, I'm going to keep right on trying. Because I want some things done, and the only way I can get them done under the status quo is to reach out.

But let me tell you this: Next year, I am going to go to the American people as clearly as I can. I'm going to put my record on the line -- shortcomings, and, hopefully, the people will think maybe the progress has outweighed the shortcomings, and say, here's where I'm coming from. Here's the kind of help I need and that a man like Phil Gramm needs in the United States Congress.

We believe in these same values today in 1991 that I believed in, in Odessa that I mentioned in 1948: Neighborhood, family, freedom of individuals to make the choice on where their kids go and how we lead our lives, the importance of faith in our lives.

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I'm not embarrassed to stand up and salute the flag. I'm proud of it. And America is proud of it again, because of the way our kids behaved in Desert Storm.

And I want to take this message: Foreign policy, domestic policy successes we've had, and then those initiatives that need to be performed on. And there's plenty of them. But we're going to need your help, and you've given us a wonderful sendoff by this dinner here tonight. But we're going to need your help at the polls; we're going to need your help to see that our great Texas officers have more support in the elections that lie ahead. And we're going to need your support in working to help me change -- change the character of this Congress so that your values and the values of Congress will be hand-in-hand and will be compatible.

I can tell you I never thought I'd look forward to another campaign. I thought I was getting a little too tired for that. And I'm ready. I'm ready because I believe there's so much at stake in this country, and I believe I'm blessed with a wonderful wife who absolutely has enraptured this country because they see in her something strong and decent. (Applause.) And you've given us your support -- you've given us your support. And I'm going to do what my mother told me to do: Do your best, try your hardest, be a decent guy in the process, but work your heart out for what you believe in. You've helped me do that.

Thank you all, and may God bless the United States of America. (Applause.)

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9:20 P.M CST

Week Ending Friday, April 28, 1989

Remarks at the Memorial Service for
Crewmembers of the U.S.S. *Iowa* in
Norfolk, Virginia

April 24, 1989

We join today in mourning for the 47 who perished and in thanks for the 11 who survived. They all were, in the words of a poet, the men behind the guns. They came from Hidalgo, Texas; Cleveland, Ohio; Tampa, Florida; Costa Mesa, California. They came to the Navy as strangers, served the Navy as shipmates and friends, and left the Navy as brothers in eternity. In the finest Navy tradition, they served proudly on a great battleship, U.S.S. *Iowa*.

This dreadnought, built long before these sailors were born, braved the wartime waters of the Atlantic to take President Roosevelt to meet Winston Churchill at Casablanca and anchored in Tokyo Harbor on the day that World War II ended. The *Iowa* earned 11 battle stars in two wars. October of '44, off the coast of the Philippines—I can still remember it—for those of us serving in carriers and Halsey's Third Fleet, having *Iowa* nearby really built our confidence. And I was proud to be a part of the recommissioning ceremony in 1984. And now fate has written a sorrowful chapter in this history of this great ship.

Let me say to the crew of *Iowa*: I understand your great grief. I promise you today we will find out why, the circumstances of the tragedy. But in a larger sense, there will never be answers to the questions that haunt us. We will not—cannot, as long as we live—know why God has called them home. But one thing we can be sure: This world is a more peaceful place because of the U.S.S. *Iowa*. The *Iowa* was recommissioned and her crew trained to preserve the peace. So, never forget that your friends died for the cause of peace and freedom.

To the Navy community, remember that you have the admiration of America for sharing the burden of grief as a family, especially the Navy wives, who suffer most

the hardships of separation. You've always been strong for the sake of love. You must be heroically strong now. But you will find that love endures. It endures in the lingering memory of time together, in the embrace of a friend, in the bright questioning eyes of a child. And as for the children of the lost, throughout your lives you must never forget, your father was America's pride. Your mothers and grandmothers, aunts and uncles are entrusted with the memory of this day. In the years to come, they must pass along to you the legacy of the men behind the guns. And to all who mourn a son, a brother, a husband, a father, a friend, I can only offer you the gratitude of a nation; for your loved one served his country with distinction and honor. I hope that the sympathy and appreciation of all the American people provide some comfort. The true comfort comes from prayer and faith.

And your men are under a different command now, one that knows no rank, only love, knows no danger, only peace. May God bless them all.

Note: The President spoke at 9:23 a.m. in Hangar LP-2 at Norfolk Naval Air Station.

Remarks at the Associated Press
Business Luncheon at the Annual
Conference of the American
Newspaper Publishers Association in
Chicago, Illinois

April 24, 1989

Thank you all for that warm welcome. And my friend, Bill Keating—friend from Congress days—thank you for that most generous introduction. I also want to thank your able—I don't know whether I should say leaders or deputies of the Associated Press—Lou Boccardi, sitting over here, and Jim Tomlinson—and thank them and you

for including me in this AP luncheon, given at the time of the Newspaper Publishers Association meeting. And I also want to say how pleased I am to be with you once again.

I've just come from Norfolk, a very moving ceremony paying tribute to the 47 young men that died in the turret aboard *Iowa*—and it was indeed moving. And it made me once again realize how precious human life is and how sometimes you can't control things the way you'd like. And that leads me to just say a word about Terry Anderson, because in a meeting just now, in the greeting by Lou and Bill Keating, they brought up with me, once again, with this sense of urgency that all in the Associated Press feel about Terry Anderson—the question of the hostages [in Lebanon]. And I just want to say, without being able to give you any good news, that we are concerned; we will follow every intelligence lead; we will go the extra mile to do what we can. And I vowed when I came into the Presidency not to talk about the burden of the Presidency, the loneliness of the job or the great toughness that nobody understands. I learned that from my immediate predecessor; 8 years and I never once heard a call for sympathy or a call for understanding along those lines. But I will say that when you do take that oath of office you do feel perhaps a disproportionate concern for a fallen sailor or an individual held hostage against his or her will anywhere in the world. And so, we will continue to keep this question of these hostages on the front burner.

I know the news business is a serious and sometimes extraordinarily dangerous business. Mark Twain liked to recall that Napoleon once shot at a magazine editor. He missed him, but he killed a publisher. [Laughter] Twain says: It seems his aim was bad, but his intentions were good. [Laughter]

You all know Jefferson's tribute to the importance of the press: "Were it left for me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter."

And now, despite the fact that there are days when I think that all we really need is a sports page—[laughter]—both of us, gov-

ernment and the news media, need one another; we owe each other a measure of respect, honesty, and integrity equal to the work we're engaged in.

It's been a little over 3 months since I took the oath of office, and I am pleased with the progress that we've made in a short time. And I'll say more about that shortly, but before I do, I'd just like to share with you some impressions of the past 3 months.

People often ask me, understandably: What's it like—how the Presidency compares to the expectations you bring to it. I can sum up the thing that's made the deepest impression on me so far, in one word, and it's history, a sense of history all around you. And you can't live in the White House and you can't sit at the desk in the Oval Office, or upstairs in the office that I have now right next to the Lincoln Bedroom, without constantly experiencing the history of the place without thinking of the Presidents we all know, but perhaps in a different light.

And I think of Washington, working to define the Presidency, to mix power and restraint in a way that created a Chief Executive consistent with democratic government. This Sunday I'm going to go up to New York to join in the ceremonies marking the 200th anniversary of Washington's swearing-in. Each of those 200 years is lasting testimony to the solid foundation laid by Washington.

And I find myself thinking a lot of Teddy Roosevelt: his limitless energy; his mental, moral, and physical toughness. I want the record to show it's not just that he was an elitist, like me. [Laughter] I think of his dedication to serve his nation, a dedication instilled in earliest childhood, this sense of service, and then, I guess most of all, his love of nature, passion for reform and preservation.

I think of Harry Truman, a man who spoke his mind, a practical problemsolver, a fighter who never gave up. And I learned that one the hard way, because I'm old enough to have bet 10 bucks on Tom Dewey back in 1948.

And there's Ike, Dwight Eisenhower, hero to a generation, a man who, once he became President, didn't appear to seek the

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news media, need one another a measure of real integrity equal to the ad in.

Over 3 months since I took office, and I am pleased that we've made in a way I'll say more about that. I do, I'd just like to share impressions of the past 3

months, understandably: the Presidency commissions you bring to it. I think that's made the deep impression so far, in one word, the use of history all around the White House. I've been in the desk in the Oval Office, the office that I have in the Lincoln Bedroom, experiencing the history of thinking of the Presidency perhaps in a different

Washington, working to mix power and influence, to create a Chief Executive in a democratic government going to go up to the ceremonies marking the 200 years of Washington's founding, the last foundation laid by

thinking a lot of Teddy Roosevelt; his energy; his mental toughness. I want the man just that he was an American. I think of his nation, a dedication to freedom, this sense of responsibility, most of all, his desire for reform and pres-

man, a man who is a problem solver, a man who has grown up. And I learned a lot, because I'm old, 60 bucks on Tom

right Eisenhower, a man who, once he appears, to seek the

spotlight. He understood the value of quiet, steady leadership and led this nation through a decade of growth and progress and prosperity.

And of course, I do think of the man that I served for 8 years, Ronald Reagan—his commitment. People wondered what was it. Why was he successful? It was his commitment to a handful of principles, a commitment to his beliefs, plus his great faith in the American people and then this unshakable optimism that he brought to the job. The opportunities open to us today, to my administration today, were made possible by the peace and prosperity that Ronald Reagan left as his legacy.

We used to hear a lot about the Presidency being too big for one man. Indeed, a very distinguished Washington lawyer wrote just at the end of the Carter Presidency, just as President Reagan was coming in—there was talk, because of the frustration abounding, that what we might need is a parliamentary system. That talk stopped when Ronald Reagan became President. Different men, different methods, different circumstances—proof, as I see it, that the Presidency is ample enough to accommodate the strengths and styles of our nation's rich political history.

In the past 3 months, these thoughts have framed my own approach in dealing with the pressing problems that confront us—some of them decades in the making—and in working to put the United States on a steady course for the decade ahead and the new century beyond it. I do not feel compelled or pressed because of a column here or a column there to reach out for something dramatic.

The first step in every initiative that I've undertaken is to square our action with enduring American principles. Whatever the problem, we can count on public support so long as our policy and principles share a common root. And these principles are: freedom—for individuals, for nations—self-determination and democracy; fairness—equal standards, equal opportunity—a chance for each of us to achieve and make our way on our own merits; strength—in international affairs, strength our allies can count on and our adversaries must respect—and at home, strength and a sense of self-confidence in carrying forward our na-

tion's work; excellence—the underlying goal in the collective efforts that we undertake, and accountability for the work we do; and in the workings of government, a firm sense of the responsibilities and powers of government and the private sector that lies beyond its limits.

My starting point has been a respect for American institutions—for Congress, for the dedicated civil servants in the executive branch, for State and local governments, for the concept of public service—and a firm belief in the constitutional powers of the Presidency. Each has its role; each can be enlisted in the work at hand. The emphasis is on cooperation, not confrontation, as the surest route to progress.

I've read more than a few news stories before and after the election—you can remember them—said that the new President and the Congress could not possibly work together after a bitter campaign that made cooperation impossible. I didn't believe that then, and I think we're proving it wrong now. When I took office, I told the Congress that the American people hadn't sent us to Washington to bicker. They sent us to govern, to work together to solve the urgent problems that confront us, and to shape the long-term strategies to ensure peace and prosperity in the future. I think the work we've done these past 3 months demonstrates the value of tough, principled negotiations between this administration and the Congress.

The bipartisan budget agreement that we worked out 10 days ago is a key example. That agreement—ahead of schedule, on target with Gramm-Rudman, and with my "no new taxes" pledge intact—is a strong first step towards dealing with the deficit problem and keeping our economy—76 straight months of expanding, uninterrupted growth—on track. Difficult decisions lie ahead. I'm well aware of that. But the important first step, an important agreement, has been reached.

And of course, there's the accord we reached on Central America. The people of Nicaragua—like their neighbors in the region, like people everywhere—deserve to live in peace, with freedom. The United States is now speaking with one voice and standing behind a plan that will put the

Sandinistas to the test. And this unity has encouraged leaders like President Oscar Arias of Costa Rica to support—strongly support—the U.S. policy. And the support of the leaders in that area, in Central America, those democratic leaders surrounding Nicaragua, is vital if we're to succeed.

And in 3 short months, we've made a good start coming to grips with issues demanding urgent attention and decisive action, and we've taken that action.

Action to stabilize the troubled savings and loan system—the reform plan that I sent to Congress will restore stability and put the savings and loan system back on its feet, in sound fiscal order. My plan guarantees that depositors will be fully protected—they are today, and they will be in the future. The S&L system must be reformed so that the questionable practice and outright illegalities that caused the crisis will not happen again. And those S&L officials found guilty of criminal actions will be punished for the losses that they have caused. Last week the Senate passed my plan by 91 to 8, and I urge the House to act promptly and pass this S&L reform bill with its central provisions intact.

Action to strengthen ethics in government—the ethics reforms that I've sent to Capitol Hill this month will uphold honesty and integrity in government service, and they will apply an evenhanded ethics standard across all branches of government.

Action in the war on drugs, where we're advancing on all fronts—education, treatment, interdiction, and tougher law enforcement—the antidrug effort, even in these tight budget times, will receive almost \$1 billion in additional funding in 1990, a 21-percent increase in the outlays over what we'll spend in 1989. We've imposed a temporary ban on the import of certain semiautomatic rifles, weapons all too often used in drug-related killings. And we're tackling the drug epidemic in the District of Columbia, a test case for a full range of innovative antidrug measures.

Of course, dealing with problems that demand immediate attention is only part of the picture. We need to look to the long-term as well, to focus now on the kind of future we want to see for ourselves and our nation. And investing in that future is high on our national agenda.

First and foremost, that does mean improving education. Investing in the rising generation is long-range planning at its best. Our future in this technological age depends upon the qualities and capabilities of the American worker, and not just the most talented among us but each individual member of the work force. The seven-point program on education reform that I sent to Congress early this month will help us reward excellence, reach out to students most in need, increase choice, and introduce a healthy element of competition and accountability that will promote quality in our schools.

I have no intention of shifting the emphasis to Washington, away from the localities, away from the States, away from the diversity that is one of the hallmarks of our educational system. But I do want to use the White House as a bully pulpit to encourage excellence in every way and to encourage the private sector in every way. And I would say to you publishers here: I salute those of you who have already taken up the cause of education—be it literacy or dropout rates or whatever it is—you can do the Lord's work in no better way. The seven-point program is going to help us reward excellence, and you can do an awful lot as well.

Preparing for the kinder, gentler future I've spoken of means helping Americans cope with the changing nature of society, helping fundamental institutions like the family remain strong and prosper. We have big differences. We talk now about child care. I want the family to remain strong, and that's the guiding aim of my child-care initiatives: a tax credit proposal designed to expand the options of low-income families, keeping the ultimate choice of who will care for the children in their hands. One of my greatest concerns as President of the United States is the diminution, the denigration in some ways of the family structure. We in government must see that everything we do is aimed at strengthening, not weakening, the families.

Preparing for the future has got to mean protecting our environment. Teddy Roosevelt put it best when he said: "I do not recognize the right to rob, by wasteful use, the generations that come after us." Roose-

velt spoke those words. And now, a little over a century from the 21st century, the environment is a global imperative. And it's a very important step. We must enact legislative action to export of hazardous waste, safe handling of hazardous waste cannot be guaranteed. Growing concern in the U.S. will work to end the discharge of carbon dioxide into the atmosphere by the year 2000. And in the event of a nuclear spill, we've taken a role that is strictly in the sight of the climate. Ways to prevent nuclear accidents to react more quickly in the event of an accident occur.

And finally, to strengthen the Third World countries, we've received broad-based support from both the industrialized countries. We've got a policy, and now we're working to bring World debt to a sustainable basis. I want to negotiate with Mexico and other countries.

We've examined our U.S. strategy in Central America. We have moved nearly all of the defense and foreign aid to a complete. And we've made decisions. Others, we're forthcoming.

We're mapping a remarkable change more visible at any time in our history. We will lead, we will listen to our friends and work with Congress. I've got to renew many of them, the relationship with the Jim Baker has not been Shevardnadze.

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velt spoke those words almost 80 years ago. And now, a little more than a decade away from the 21st century, safeguarding our environment is a national and international imperative. And we've taken the first important steps. We've urged Congress to enact legislation enabling us to ban the export of hazardous wastes to nations where safe handling of those dangerous substances cannot be guaranteed. And in response to growing concern about global warming, the U.S. will work in concert with other nations to end the discharge of CFC's [chlorofluorocarbons] into the atmosphere by the year 2000. And in the case of this Alaskan oil spill, we've taken steps to ensure a Federal role that is strong: a Federal role in oversight of the cleanup effort and to explore ways to prevent such spills in the future or to react more promptly if they should occur.

And finally, we've launched an initiative to strengthen the international strategy on Third World debt, which has already received broad international support from both the industrialized and the developing countries. We've set our course with this policy, and now I want to see this Third World debt a success on a case-by-case basis. I want to see us successful as we negotiate with Mexico, with Venezuela, and with other countries as well.

We've examined and I've made decisions on U.S. strategy for Afghanistan, Poland, Central America, and other problems and opportunities needing prompt attention. We have moved there. Within a few weeks, nearly all of the far-reaching and systematic defense and foreign policy reviews will be complete. And I've already made some decisions. Others, including arms control, will be forthcoming soon.

We're mapping strategies for a period of remarkable change in international affairs, change more wide-ranging and rapid than at any time in the postwar period. While we will lead, we also intend to consult and listen to our friends abroad and to consult and work with—listen to the United States Congress. I've met with the leaders of 34 nations, renewing my acquaintance with many of them, establishing a working relationship with the others. Secretary of State Jim Baker has met once with Foreign Minister Shevardnadze of the Soviet Union. He

will meet again next month in Moscow to continue that dialog. And as with the bipartisan agreement on Nicaragua, I will work closely on all international matters with the Congress. We have had several meetings already with the leaders of Congress to discuss, in a nonstructured way, consultation—not only the process of consultation but we've begun it on individual areas around the globe.

Last Monday in Michigan I announced a new policy towards Poland in recognition of the positive changes taking place there. We'll be watching events in Poland closely—the fate of *Solidarność*, the follow-through on the free elections promised by the Polish Government. Freedom is proving a powerful force in world affairs, a force for peace and stability. The United States must seize opportunities to strengthen and support developments that advance the cause of freedom, and we will do exactly that.

I think we've made a good start these first 3 months, and there's more to come. The completion of our defense and foreign policy reviews in late May, draft legislation for a new Clean Air Act, a new strategy to curb the increased use of lethal weapons by drug dealers and other criminals, and new initiatives to combat the problem of homelessness—all are on the near horizon.

You know, some of my toughest critics are not in your line of work. Quite often, they're the kids, the children who write to me at the White House. I want to share with you a letter from a young 7th grader from Torrance, California. He wrote asking me to take action on pollution, toxic waste, smog, littering—and a very detailed list, if you will, of environmental concerns. And he says in his letter: "I'm not saying you're doing a bad job, but could you put a little more effort into it?" [Laughter] That letter was written on January 20, 1989—Inauguration Day. [Laughter] And I have no way—maybe I ought to check on it as we go to California—I don't know whether I've satisfied that guy or not. But I can say, I got his message. And as I said before, I'm a practical man; I like what's real. I'm not much for the airy and the abstract. And I like what works.

And there's a running debate now on what it takes to move a nation forward.

Apr. 24 / Administration of George Bush, 1989

Some will tell you it's ideology that matters. Some say it's a question of competence. And others say that issues are the issue. But the fact is, what it takes to move a nation can't be captured in one word. It's a matter of principles and performance, ideology and action on the issues. And this administration understands that the American people expect all of this and something more: They expect results.

And so, while I'm pleased with what's been done and what we've accomplished in these 3 months, there is a long road ahead of us. And I am optimistic that our reforms will produce lasting results, that the long-range planning we do today will pay off in the future, that our consultations with Congress will result in progress in domestic and international affairs as well. But most of all, this nation is ready to move forward to meet the central challenges that we face: keeping America free, prosperous, and at peace, tomorrow and into the century ahead.

Thank you very, very much.

Note: The President spoke at 12:17 p.m. in the Grand Ballroom at the Hyatt Regency Hotel. In his opening remarks, he referred to William J. Keating, chief executive officer of the Detroit Newspaper Agency; Louis D. Boccardi, president and general manager of Associated Press; and James F. Tomlinson, vice president and assistant to the president of Associated Press.

**Remarks at the Dedication Ceremony
for the Centennial Grove in
Bismarck, North Dakota
April 24, 1989**

I'm so pleased to be here. Thank you, Tom Kleppe. When Secretary—and I say "Secretary" because North Dakotans know that Tom served so well as Secretary of the Interior—former Congressman, but called me about this marvelous project of yours, he's right, I accepted in a hurry. And I'm very grateful to Governor Sinner and all involved in the preparations for this wonderful visit.

I want to pay my respects not only to Governor and Mrs. Sinner, [former] Governor Link, Senator Conrad, Congressman Dorgan, and other distinguished leaders of the North Dakota legislature. Thank you for inviting me. It has been a very emotional day for me. I understand that lost on the Iowa was the grandson of a Bismarck family, and if that family didn't attend today's services, I can attest firsthand how moving it was and what a wonderful job our Navy did in holding the loved ones close to them, giving them comfort that I know all Americans would want given to these families. It was a very moving day. And the flags I see at half-mast here are appropriate tribute to those young men who lost their lives.

I'm also proud to see that POW and MIA flag flying, Governor, right here at this magnificent State capitol because we must never forget the POW's and the MIA's.

When I accepted your invitation to come here, I had no idea that part of the program was to put me to work. "A sapling," they said. "All you'll have to do is to plant a sapling." No one told me that the sapling is about 12 feet tall over there. But I think we can figure it out. This hardy elm is a descendant of a tree planted on the White House lawn by John Quincy Adams. And now, its seedlings will be a part of North Dakota forever.

And just a few years before this State was carved out of the Dakota territory, a young man from New York City set aside a prominent career in politics to become a North Dakota rancher. Having lost his wife and mother in one single day, he came to these parts almost insane with grief. No tenderfoot, he worked the range in the harshest weather, always leading and never following. And he wore a sheriff's badge, and he roamed the Badlands to singlehandedly bring the worst characters to justice. And in short, Teddy Roosevelt became a man in North Dakota. And he became something else, a guardian of nature. When he went back East and back to politics, Teddy Roosevelt took with him an understanding that the seemingly endless resources of the West were threatened by the unfettered exploitation of man. As President, Teddy Roosevelt wrote these words to school children on

Arbor Day, 1907: "Children would face a land try without trees is a

So, let us honor the day of North Dakota the Nation's first tree dedicating this Centennial with this White House 2000, your State's trees, almost half as State as there are A May each tree add a good life in North North America. This one of 600 ambitious North Dakotans are filling the spirit the light: the spirit projects to help sending of local and community memorial for the Nation in the war.

This year you're a settled here before the State by honoring the and daughters of the strong. And let us a word and deed, the great cultures here else—the Native Dakota. These Americans when buffalo range can learn then from knowledge that they once violated is forever.

Around the world ognition that environment no borders. In in office we've begun and in concert with to this fundamental all nations must get [chlorofluorocarbons warming. And as to these problems—and ening—North Dakota work planting trees dioxide for fresh oxygen to celebrate this making getting ready for the

As you've shown, accept as inevitable our rivers, our wet When North Dakota centennial, these 20

• The order reaffirms existing delegations of authority to issue conflict-of-interest

waivers for certain Presidential appointees.

Remarks to the American Society of Newspaper Editors April 12, 1989

The President. Thank you all very much. John, thank you—please. Well, I'm delighted to be here and look forward to taking a few questions. I've been getting such a ribbing about my highly stylized prose; I thought it only appropriate for me to share a few recent headlines with you. [Laughter] I'm sure nobody here would write things like this, but—"Dentist Receives Plaque"—that was one—[laughter]—"Actor Sent to Jail for Not Finishing Sentence"—[laughter]—and "The Rest of the Year May Not Follow January." I'm tempted to gloat. If that's the standard, I'm not doing too bad. [Laughter]

Adlai Stevenson said: "An editor is a person who separates the wheat from the chaff and prints the chaff." [Laughter] So, I know I'm probably responsible for providing my fair share of chaff, but after all, I am the guy that said during the campaign, "A kitchen in every pot"—[laughter]—and also that "America's freedom"—I was reminded by some of these back here—"America's freedom is the example by which the world expires." [Laughter]

So, let no one miss the message: As editors you uphold a certain ethical standard in your newsrooms, and you've got to do that because a newspaper is only as good as its word. And I think this is no less true of government. High ethical standards are central to this administration, and we're going to enforce them strictly, comprehensively, fairly, and to the letter and spirit of the law.

And we've got to work together to reform a public code of conduct that at times appears to be in disarray. And it's not logical or fair—a code—it's both too harsh and too lenient. And it elevates detail over substance, precept over principle.

And so, today I want to talk to you about some proposals of our administration, be-

cause such a system as now constituted ultimately breeds cynicism and contempt for the law. To truly reform it, we must remember that standards of trust and honesty are not dictated from regulations written in Washington, DC. Ethics in public service derive from the natural integrity of the American people. They are to be found in the everyday conduct of working men and women, in the postman checking up on the elderly resident at home or in the cashier who runs after the customer that's been overcharged. The millions of Americans who meet their obligations honestly and teach their kids to do it the same way see nothing extraordinary about asking the same of their government. The American people are troubled when they hear of officials in every branch of government, at whatever level of government, who show a brazen contempt for the letter or spirit of the law. And the American people do not understand why certain behavior is considered criminal when committed by an executive branch official—are perfectly legal when committed by someone in another branch of government. Is not a crime a crime? Should there not be an underlying standard of integrity for all?

And as President-elect, I heard about talented men and women who, though perfectly honest, declined to come to serve in government out of fear—fear of the sheer complexity of Federal ethics laws, fear that a simple, honest mistake could lead to a public nightmare. And these concerns led me to issue an Executive order [No. 12668] creating the President's Commission on Federal Ethics Law Reform. And I asked its members to recommend steps to foster full confidence in the integrity of all Federal public officials and employees.

And on March 9, as you may remember, this Commission filed its report and its rec-

ommendations. It was chaired by Judge Wilkey, co-chaired by former Attorney General Griffin Bell. In fact, the legislation now resulting from their recommendations and other ideas that I have—the legislation is being sent to the Congress today. And just this morning, I issued an Executive order [No. 12674] announcing ethical principles for the conduct of executive branch employees.

Both actions seek a common end: to raise ethical standards, to avoid conflicts of interest, and to ensure that the law is respected in fact and in appearance.

There are those, of course, who say that public ethics and values cannot be legislated—and I'm inclined to agree. You're never going to legislate away impropriety or through legislation guarantee that everybody lives beyond the, you know, perception of criticism—but these values and ethics can be encouraged, respected, and adhered to in government. Public service must reflect the best values of America. And let me add that most public servants, in my view, do that. And I have served in the Congress, and I have served in the executive branch as well.

Jefferson said: "The whole art of government consists in being honest." And yet too often, simple honesty is not enough. Government rules have worked at cross-purposes. Our regulations have been complicated and unequally applied. Our laws have been contradictory and unclear. And we've spent more time trying to understand Federal ethics laws than we have trying to live by them.

My ethics program seeks to remedy these defects. How? By setting four objectives: first, to establish clear ethical principles; second, to ensure uniform standards among all three branches of government; third, to insist that these standards be fair and reasonable; and fourth, to ensure that these standards attract, not drive out, talented men and women to government.

My ethics program first insists that ethical standards must be exacting enough to ensure that officials act with the utmost integrity, for the public's confidence is not ours to inherit. We must earn that confidence, and it must be constantly renewed. With this in mind, I have placed a ban on

outside income for noncareer Presidential appointees in the executive branch, including all employees in the immediate White House Office. I am proposing expanded financial disclosure for all three branches of government. And I have instructed my staff to perform a comprehensive review of Federal campaign finance laws.

Regarding the last, I have already reached one determination. Congress should extend for all Members the prohibition against the conversion of political contributions for personal or office use. Political donations should not become a sort of individual retirement account for Members of the United States Congress. And I call on Congress to close this loophole, and to close it this year.

Modern democratic government works best when organized by strong political parties. And yet we've allowed our parties to become weakened and overshadowed by special interests. And we can best restore the role of the parties by limiting political action committees. PAC's weaken the parties, restrain competition, and deaden the political debate. And I believe we should eliminate contributions to candidates by political action committees, and I'll be consulting with the Congress about that. And I also oppose Federal funding of congressional campaigns. My legislative proposal also strengthens the rules against abusing the revolving door for private gain at the expense of public trust. These rules must not make Government service a bar to productive work in the private sector, but they must prohibit the appearance of profiting from Government service, and this must include the legislative branch as well.

I'm proposing a 25-percent pay raise for Federal judges, while restricting their acceptance of honoraria. I also believe that honoraria for Members of Congress should be banned. And I believe Congress should have a pay increase. And I will not make a formal proposal on Congress until after I consult with the leaders of Congress on the issue of congressional pay. There is no point, absolutely no point, in putting Congress through another traumatic bashing like the one just completed. And I will include in those consultations the question of

a pay increase for certain positions, including some of those out there at the Health. And I will strive to create for these jobs a path to this country.

My ethics program's principle is that ethical standards are consistent across the government. And in every branch of government, none warrants preference over the same standard that applies at HUD should also apply to committee staff on Capitol Hill. Ethics is either ethical or it isn't. Washington is to be the same. And therefore, we must extend the statute to cover the proposing that the Federal prohibits employees from enhancing their own financial interests. The statute intended to cover legislative branch employees. The independent ethics of the executive branch is to be confirmed by both Houses. The existing 1-year pay-off period for the senior employees also applies to judicial branches.

And then there's the ethics program. It must be reasonable and grounded in common sense. Ethics, for example, are not any meaningful conflict. I want the Office of Ethics to have the authority to authorize waivers from the interest statute. But at the same time, urging tougher penalties for violations of criminal laws occur. We're as a three branches to ensure that must be completed by the end of the year. And I'm also holding annual briefings on ethics for appointees.

My program's fourth principle is to attract and keep the best talent by keeping Federal

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a pay increase for certain executive branch positions, including specialized jobs like those out there at the National Institute of Health. And I will strongly support pay increases for these jobs which are so important to this country.

My ethics program's second goal recognizes that ethical consistency demands equitable standards across all three branches of government. And under our Constitution, every branch of government is equal and none warrants preferential treatment. The same standard that applies to a staff person at HUD should also apply to housing subcommittee staff on Capitol Hill. And a practice is either ethical or it is not. And if Washington is to be a level playing field, then every player should be treated the same. And therefore, I am proposing that we must extend the independent counsel statute to cover the Congress. I am also proposing that the Federal statute that prohibits employees from taking actions that enhance their own financial interest be extended to cover legislative and judicial branch employees. There should also be an independent ethics office for Congress, to be headed by a clearly nonpartisan official, confirmed by both Houses. And I ask that the existing 1-year postemployment cooling-off period for the senior executive branch employees also apply to the legislative and judicial branches.

And then there's the third objective of this ethics program. It insists that standards be reasonable and reflect good old-fashioned common sense. Some financial interests, for example, are too minor to create any meaningful conflict of interest at all. So, I want the Office of Government Ethics to have the authority to issue regulations authorizing waivers from these conflict of interest statute. But at the same time, we're urging tougher penalties when intentional violations of criminal conflict of interest laws occur. We're asking officials from all three branches to simplify the forms that must be completed by prospective appointees. And I'm also requiring mandatory annual briefings on ethics for Presidential appointees.

My program's fourth objective is to attract and keep the best people in government by keeping Federal ethics laws fair

and balanced.

An ethics law is not a weapon—a blunt instrument with which to pound a public servant. It's not a gag with which to silence the outspoken. It's a tool to ensure a government as honest as the American people. We must not allow overly restrictive requirements to be abused or to keep talented people from entering public service. And that is why we have carefully crafted new postemployment restrictions. And that's why we want to allow persons who are required to divest assets to defer their tax liability.

My ethics program shows exactly where we are going and why. We seek to attract and keep the best and brightest in government. And by helping others, by building a better America—honorably, ethically—we seek to show how public service is not the sum of our perks or possessions but a measure of how we conduct ourselves and what we achieve.

Come to think of it, this is a good code for all occupations, from high school to the highest callings in journalism and government. I am delighted to have the opportunity to present to you the principles of this ethics package and obviously—I don't want to see this powerful crowd escape without a pitch—I'd like to have your editorial support for the objectives that I've outlined here today.

Thank you all very much, and I'd be glad to take your questions.

Political Opportunities for Minorities

Q. Mr. President, my daughter thanks you for the autograph you gave us last week, and I'm asking this question on her behalf. She is a 12-year-old 6th grader—and I'm a little nervous here—12-year-old 6th grader at Shepherd Elementary School. And she asked me after I left the White House, "Daddy, will I ever be President? Will I have a chance to be President like Mr. Bush?" She's black and also female. Do you envision, sir, a time when this country might be prepared to elect a black and/or female as President?

The President. Yes, I do. I'd say to her: If I can make it, she can make it. But nevertheless—[laughter]—no, but seriously, Ben

[Benjamin Johnson, Jr., managing editor of the Columbia-Missourian], of course we're in changing times here; and the great thing is that she might, by her question, aspire to be President. And I hope that I can keep alive, for at least the time I'm in the White House, the concept—the honor of public service, the obligation to put something back into the system, and also the fact that if you get into the arena you get a very different perspective than when you're sitting outside.

I'll always love what Sam Rayburn said. And this is a little off your question for your daughter. But as he was listening to some debate with a bunch of staffers, I think it was, up on the Hill, he said, "Well, the problem is they never ran for sheriff." And it makes a difference. So, I hope that the question means she is interested, and I hope that the progress this country has made and will make in the future will guarantee that a black teenager today, female, might well be President of the United States.

Secretary of Defense-Designate Tower

Q. How do you square that excellent program you've just outlined to us, sir, with the Tower nomination and your support right to the end?

The President. I see no contradiction whatsoever. As you know, I don't want to relive the Tower question, but I believe that judgments should be made on reality, not on perception. I didn't like what happened, and I don't think that it is any conflict at all with any of the four points I made here today. So, I'd simply—and nothing convinced me from the hearings of that, because I don't think that there was anything that was pointed out to definitively—that conflicts with what we've talked about here. So, I just would respectfully disagree with the conclusion that the United States Senate reached. And I'm going to work with them. We're going forward now. And they promptly confirmed Dick Cheney. But I just don't see any there at all.

Fairness Doctrine

Q. Mr. President, this week the House committee reported out a bill which most of the people in this room think would se-

verely limit and hamper the first amendment. It would pass into law the so-called fairness doctrine. The head-counters say that it will probably go through both chambers quite comfortably. Will you stand with your predecessor in vetoing that bill should it come to you?

The President. Well, I don't want to indicate a veto would be necessary, but I will stand with the previous position that I was a part of in the last administration.

Press Coverage of Presidency

Q. Mr. President, since you've taken office, you've greatly increased the access to the Presidency on the part of the press, and you've taken such initiatives as hosting small dinners in your private residence with reporters and editors. This has sparked some debate, and if I can frame it, if you'll permit me to frame it in the spirit of our morning session with Morton Downey and Geraldo Rivera [television talk-show hosts] and others: Is he trying to woo us, and may he succeed in seducing us? Mr. President, if you would explain your philosophy to press coverage of the Presidency and the relationship with your administration? I realize that some of the debate is probably our ability to complain, no matter what kind of access we get. But I'd like to hear your views of your relationship to the media.

The President. Well, in the first place, when Barbara and I invite a reporter and her spouse or a reporter and his spouse to the White House for an upstairs dinner, we're doing that not to seduce the press—[laughter]—treating them as human beings. And one of the reasons—you've asked my press policy—one of the reasons I don't take questions over the sound of the helicopter blades out there is: I want to treat the press with the dignity to which it is entitled. And if you have to get your question answered by screaming at me when I don't want to answer it, you don't look very good. And I don't think it's very good for the White House.

And so, what I've tried to do is have enough availability. In fact, I'm going to cross this one up as a press conference for the record. One more notch so I can go to those doubters—[laughter]—and say, look,

we want to be accessible out—you know, we'll do at Christmas. I try to do at our house Joan and Gene, or whatever the Christmas party—it all categorized anybody thinks I'm trying to portend that you have something so different than so, availability—don't ask stuff you don't like you would whatever ever occupation they misinterpreted, fine come.

And so, I understand a few years ago when organizations said, "going to be used. A backgrounders or of about 30 seconds, and trooping back in. [I] ed that if they would believe me that what we feel is appropriate. I'll sure—I think I'm unpersuaded by the Downey—[laughter] other guy was that

Speaker of the House

Q. Mr. President this ethics program branch, I'd like to see another situation in

The President. Congressman B. Tinsley, editor of the Fort Worth Star-Go ahead.

Q. That is the 1 mittee investigation Wright. The Washington this morning that mittee would be Department for Federal law violation belief by some indication of John Tower Secretary of Defense an attempt by the taliate against Secretary comment on that

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we want to be accessible. But I would separate out—you know, I don't know what we'll do at Christmas. So, what Barbara and I try to do at our house is say, hey, you and Joan and Gene, or whoever it is, come on to the Christmas party—and not have to have it all categorized and so afraid that somebody thinks I'm trying to seduce some reporter that you have to be treated as something so different than anybody else. And so, availability—don't get mad when they ask stuff you don't like, and treat people as you would whatever walk of life or whatever occupation they come from. And if it's misinterpreted, fine. You don't have to come.

And so, I understand. I remember back a few years ago when one of the great news organizations said, "Okay, we're no longer going to be used. We're not going to any backgrounders or off the record." It lasted about 30 seconds, and those reporters came trooping back in. [Laughter] But I respected that if they want to do it; but please believe me that when we do it this way, it's what we feel is appropriate. And if it's not, I'll sure—I think we'll take a hit, but I'm unpersuaded by the gentle logic of Morton Downey—[laughter]—and whoever that other guy was that was here.

Speaker of the House Wright

Q. Mr. President, since you've announced this ethics program for the executive branch, I'd like to ask your comments about another situation involving ethics.

The President. Oops. Nice try, Jack [Jackson B. Tinsley, editor and vice president of the Fort Worth Star-Telegram]. [Laughter] Go ahead.

Q. That is the long running Ethics Committee investigation of House Speaker Jim Wright. The Washington Times reported this morning that the findings of this committee would be turned over to the Justice Department for investigation of possible Federal law violations. And also, there is a belief by some in Texas that since the rejection of John Tower as your first nominee for Secretary of Defense, that there might be an attempt by the Republican Party to retaliate against Speaker Wright. Would you comment on that, please?

The President. Well, let me comment on

the last part first, and I know of no such retaliatory action. I think it would be impossible to do anyway. And it would be wrong, and certainly I would condemn anyone in our administration that had any hand in anything of that nature. Secondly, there is nothing in this ethics package—when I call for an even playing field—Congress, executive branch, and judicial branch do have the same standards that should in any way, directly or indirectly, be interpreted as intervening in the matter now before the House Ethics Committee. And surely, Jack—and I know there's this interest, particularly in your area and in my State. And I think it's wider than that now in the matters that are going forward there. But the last thing I want to do is involve myself in any way.

And please believe me, there is no—on my view, I answered the first question as frankly as I could about the John Tower matter. But in terms of getting even or something of that nature by unfairly intervening into a process that is now being handled by the Ethics Committee in the House, I simply wouldn't condone that at all, and I would condemn it. So, I want to separate out what's happening there from this package, and certainly, in response to your question, from any politics of retaliation because of my view that the Tower matter was not handled the way I would like to have seen it handled.

Oliver North

Q. At this point in time, would you call Ollie North a real American hero?

The President. Anybody that gets a Purple Heart and sheds his blood fighting for his country deserves to be called an American hero. And it was in that context that I made those claims, and in that context that I will repeat them. And the last thing I want to do is intervene in that matter that is now before the courts. But that's how I feel about those who risk their lives to save this country.

Texans in Government

Q. In view of the fact that there's a program on the table to put a space establishment in Houston and the supercollider is

going to be built in Jack's backyard, or has been selected to be built in Jack's backyard, and two or three of the top administrative officials are from Texas, is there a real backlash developing because of that? We saw the Georgia Mafia. We saw the California Mafia talked about by the press. Is this going to happen? And is it going to hurt your program?

The President. No. [Laughter] No, we've made appointments that are excellent in my view, men and women of standing. And the fact that some of them come from my home State—hey, what's wrong with that? And the supercollider decision was made by President Reagan. It's a good decision. I want to support it. The space center was made by—I guess when President Johnson was in office, or maybe under President Kennedy—I'm not sure. And it should have strong support. But I don't see any risk of backlash at all, provided you get people that measure up. And that's what I'm trying to do.

Q. Mr. President, I apologize. I've neglected the far left, which some would say is out of character for me. [Laughter]

The President. Note that he said that, not I. [Laughter] Go ahead.

Alaskan Oil Spill

Q. Mr. President, I live and work in a State with a 2,500-mile coastline, a coastline that includes an oil terminal as well as the village of Kennebunkport. I'm wondering why it took so long for the Government to move on the Alaskan oil spill. Why didn't the Government—the Federal Government—move more boldly, more quickly to clean up the spill?

The President. I think the Federal Government moved much more quickly and more boldly than it gets credit for. I consider the United States Coast Guard a part of the United States Government. And the Coast Guard moved very rapidly. What we did not want to do—and I'm convinced now, even in retrospect, that this decision is correct—was to relieve the Exxon Corporation of its liability by federalizing. And when I promptly sent our able EPA Administrator [William K. Reilly] and our head of the Coast Guard, Admiral Yost, and Sam Skinner, the Secretary of Transportation, up

there, they came back with the unanimous recommendation that federalizing wasn't appropriate. The Federal assets—we have moved forward now on the cleanup. The first was containment, and now it's mainly in the cleanup phase, although there still are some containment problems.

Subsequently—and maybe I should accept some criticism on whether I should have done this a week before we did, or something of that nature; I'm giving you the reasons—but I think that the Federal Government is properly involved, but we should not have done what some are urging upon us: federalize that whole cleanup. And you know, it's a tough one. I do know the corner of the Maine coast you're talking about and something about the pristine nature of Prince William Sound. And I do have a great concern about the environment. I want to do better. I want to do better and set higher standards in the environment. But I also happen to believe that the national security needs of this country are served by having a production offshore and by producing oil from the North Slope. And it is awful hard to guarantee against a contingency in a 10-mile-wide channel after thousands and thousands and thousands are—put it millions of barrels have gone through there safely, and now, apparently, what human error seems to have caused this aberration. It's hard to have a contingency plan against that.

And the other day, they asked me about that and said—well, you know, because there were some saying, "Well, you ought to shut down the oil coming out of Prince William Sound, coming out of the Port of Valdez." And I said, "Well, to guarantee against what happened, should shut down all the production off of Louisiana and Texas." I'm not sure I understand the difference. And I think we have got to do everything we can to learn from this. We've got to do everything we can to have a plan that is based not on a third of this bill but on the totality of this bill in terms of recovery. But I simply do not want this disaster to—this isn't all your question, but projecting a little—to weaken the national security interest by making us further and further dependent on foreign oil. We're about up to

50 percent now, an enough standard. So let's do better in payment. If there's a agency or another faster, I will be the 1 But we've got to k tive.

And I am very pl Government is as ir now. I also would li teers involved. And 1 pitch for strong sup liability laws. Some, groups, are kept fr not on this one but because of the fe claims. So, this is a learn that much fro But I think maybe blame. But I thin action, and I hope it

Iran Arms and Com

Q. Mr. President, over, will you tell you were the so-c sent to Honduras affair and, if you w ing of what you did

Remarks at the April 12, 1989

The President. M ice community an and friends, what is. Let me say, it's Yogi Berra might company—[laught ter] I want to tha warmth of your re kindness. And let some who are resp sively successful course, to the Int Fire Chiefs and F tional Society of the National Fir the National Vol

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50 percent now, and that is not a good enough standard. So, let's learn from this; let's do better in protecting the environment. If there's a lesson here that one agency or another might have moved faster, I will be the first to learn from that. But we've got to keep a certain perspective.

And I am very pleased that the Federal Government is as involved as it should be now. I also would like to see more volunteers involved. And therein, I would make a pitch for strong support for revision of our liability laws. Some, I am told, in volunteer groups, are kept from helping out—maybe not on this one but in many other areas—because of the fear—outrageous liability claims. So, this is a good—we can maybe learn that much from this disaster up there. But I think maybe we should take some blame. But I think we've had prudent action, and I hope it's been timely.

Iran Arms and Contra Aid Controversy

Q. Mr. President, when the North trial is over, will you tell the American people if you were the so-called discreet emissary sent to Honduras during the Iran-contra affair and, if you were, give a full accounting of what you did there?

The President. I think I've given a full accounting. I would refer you, sir, to what—incidentally, in today's paper—to what was said by Ambassador Negroponte [U.S. Ambassador to Mexico] and also Tony Motley [former Assistant Secretary of State for Inter-American Affairs], who sat in on that meeting. And having said that, every attorney that advises the President has advised me not to do something that inadvertently would cause a mistrial or would disturb the process that is underway. And so, I don't like reading charges that I happen to feel are untrue, but I have to stand on that. And that just goes with the territory. And I am confident that the process that has gone on, and the process that undoubtedly will go on after this trial is over, will say that anything I have heretofore said is correct. But I do not want to be pushed into doing something for self-aggrandizement that would be ruled by some judge to have aborted a trial that is underway.

Well, thank you all very much.

Note: The President spoke at 1:35 p.m. in the Grand Ballroom at the J.W. Marriott Hotel. He was introduced by John Seigenthaler, president of the American Society of Newspaper Editors.

Remarks at the Congressional Fire Services Institute Dinner April 12, 1989

The President. Members of the fire service community and ladies and gentlemen and friends, what a wonderful evening this is. Let me say, it's a great privilege to be, as Yogi Berra might say, in such extinguished company—[laughter]—all fired up. [Laughter] I want to thank you, though, for that warmth of your reception here and for your kindness. And let me just first congratulate some who are responsible for this first, massively successful event. I'm referring, of course, to the International Associations of Fire Chiefs and Fire Fighters, the International Society of Fire Service Instructors, the National Fire Protection Association, the National Volunteer Fire Council, and

the Volunteer Firemen's Insurance Services.

And I want to also salute the individual representatives of the fire service community and then the members of the Congressional Fire Service Caucus, now the third-largest, I believe, technically. But if I know Congressman Curt Weldon, you're going to be number one. Let me salute the members of Congress that are gathered here, and particularly singling out not only the firefighter's best friend, Congressman Curt Weldon—he talked about a sleeping giant awakened; you try sleeping—[laughter]—with Curt Weldon on your case, giving you a hot foot—but Congressman Doug Wal-

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

October 17, 1991

REMARKS BY THE PRESIDENT
IN TELECONFERENCE WITH THE
ASSOCIATED PRESS MANAGING EDITORS ASSOCIATION CONVENTION

Old Executive Office Building

12:15 P.M. EDT

THE PRESIDENT: Thank you, Ralph. Thank you very much. Thank you for the plug for the Texas Rangers. It's nice being introduced in Detroit by a fellow Texan. It's also nice to see Lou Boccardi again. He's on the corner of my screen -- about half of Lou is there. But let me just say I am very sorry I couldn't join you for today's lunch, especially since it's miserable, rainy and cold here, and I'm sure it's nice and sunny out there.

Let me open with an apology. I know that many of you depend on Washington to provide grist for news stories. And I know that we just haven't held up our end of the deal. In recent weeks, things around here have been just plain dull.

Actually, I appreciate this opportunity to speak with you. I'd like to get a couple of gripes off my chest. First, can you get the delivery people to stop throwing our paper in the shrubs? And I know you love it when people ask about that.

Second -- and I know you're tired of hearing this one -- but couldn't you focus on the good news for once? You know, there's a great Anne Murray song -- I'm a country music fan -- Anne Murray of Canada, a song called "A Little Good News." And let me recite for you one verse. One nice verse:

"I came home this evening. I bet that the news will be the same. Somebody takes a hostage, somebody steals a plane. How I want to hear the anchorman talk about a county fair, how we cleaned the air, how everybody learned to care."

Well, I think that's a great idea, not exactly what your work is about, and I understand that. But I've just about had it with all the bad news about lawyers, and bankruptcies, and strikes, and business seizures, and stock splits, and profit-sharing, and wars, and bitter personal feuds. Just once, just once, I'd like to see you limit the sports pages to scores and standings.

Today I want to talk about a subject that many of your papers discuss regularly: our administration's domestic policy. And I've talked with audiences around the nation about our initiatives on crime, on education, on energy, transportation and many other matters. But today let me focus on an issue of great concern in Detroit and, as a matter of fact, throughout our nation -- economic growth. And let me start with some good news. I cite this recognizing that a lot of people are still hurting. But the trends, the economic trends, look good.

Industrial production, for example, has risen for five straight months. Housing starts have risen 26 percent since January. The unemployment rate in September fell to 6.7 percent, down three-tenths of a percent in three months, and the lowest rate in nearly

MORE

would create a unified market consisting of the United States, Canada, just across the river from you, and Mexico.

We've pursued the Enterprise for the Americas Initiative, which promises to encourage economic growth throughout our hemisphere and build ties of mutual interest. We've promoted tort reform -- and this is an important one, and I sure would like to ask your support -- we have promoted tort reform to cut down on needless litigation and the costs that that imposes on every single industry. And we've fought against regulations that produce red tape without improving the quality of American life. We've still got a ways to go there, I will admit.

We've worked to build a more intelligent, flexible workforce through our America 2000 Education Strategy. It's a little longer-range, but very, very important. And, finally, we've worked to maintain the fiscal discipline established by last year's controversial budget agreement.

When people say that we have no domestic agenda, they simply have not seen the facts. We have a good forward-looking agenda. Congressional leaders just won't act on it. This is one of the great problems of a divided government, where you have the President of one party and both Houses controlled by another.

I know that you will spend two sessions discussing economic issues tomorrow. And I'd also like to encourage you to think about ways of improving the coverage of economic issues. They're not the sexiest, they're not the most vital, they aren't the most interesting, but they are the most vital.

Urge your reporters to take a hard, fair, informed look at these policies and then at the congressional alternatives. Ask them to study the history of capital gains cuts. Ask them to discuss banking reform proposals with leading bankers in your town. Ask them to dig deeper and deeper for the facts and to treat sweeping generalizations and slogans, whether they come from me or somebody else, with proper skepticism. Well, since you're editors, I suppose you could tell them, not ask them.

A free press truly can serve as a guide to good public policy, but only if reporters and editors take seriously their duty to inform the public in a comprehensive, balanced manner. I am very sorry that I couldn't join you today in Detroit. But I am glad that we have been able to get together by this video hookup, and I wish you all the best in your meetings over the next three days.

May God bless our great country. And now I'll be glad to take a couple of questions.

Q Mr. President, many of the people in this room feel that the American people didn't receive an entirely complete or timely report on the Persian Gulf war because of the requirement for press pools in virtually every situation, not just situations where independent reporting was physically impossible. One particularly sensitive issue was prior review of stories and pictures. Right now, a group of editors is talking with Pentagon people about those feelings. Without prejudging what they come up with, I wondered if you think it's possible to restore the kind of aggressive and independent reporting that characterized American newspaper reporting of World War II and Korea and Vietnam, rather than this somewhat pool-driven, briefing-driven coverage of the Persian Gulf war?

THE PRESIDENT: Yes, I think there can be room for improvement. I thought some of you all's people were going to meet with Dick Cheney on this. It is my understanding that the final decision on whether to go public with disputed material really rested at the hands of the outlets.

supported Judge Thomas overwhelmingly. Women activists, feminist groups might not have, but women overwhelming supported Judge Thomas as did men, as did the entire country with minority Americans, Afro-Americans supporting him even more than the national average. When you've separated out the Afro-Americans, support was even stronger there.

So I don't start from the defensive posture on having nominated this good man to the court. And I also believe that he will be an independent justice. And I believe that he going to surprise some who think they know exactly where he stands on every single social issue.

Now, in terms of discrimination, sexual harassment in the workplace, I have a civil rights bill before the Congress now -- you haven't heard much about it because they just keep beating me over the head to pass their civil rights bill -- I'm talking about the Democratic leaders. Ours is the only one, I believe, that addresses further the question of sexual harassment in the workplace. And we have a good policy on this as it is in the Executive Branch, And I think everybody should take it very, very seriously. And maybe even though a lot of it was deeply offensive to American families across this country with its graphic detail, maybe something good will come out of it. And by that, I mean a sensitizing of the populous to the problem, the legitimate problem of sexual harassment.

Having said that, I wish that the country had been spared some of the detail that I think should have been assigned to the Congress. Anita Hill, as you remember, she didn't want to bring out this graphic detail. And had that graphic detail not been out there, I think the hearing could have been properly done. Her charges could have been properly heard in some executive session. And I don't think the people would have been denied anything that they had a right to know about. I think sometimes when you get to subjects that are that sensitive, it is well to delegate to your elected officials.

So I was troubled -- I was thinking of my little grandchildren hearing some of the graphic sex allegations. And yet, setting that aside for a minute, I do think there was something sensitizing about the question of sexual harassment. The problem is, there was also something sensitizing about the process itself, where a good man, on the eve of confirmation, had a last-minute charge raised about him, a charge stemming back from ten years before. And this troubled the American people, and I think that's one of the reasons support for Judge Thomas -- about to be Mr. Justice Thomas -- increased as the hearings went on.

So let's hope -- you know, I think you also mentioned -- I didn't write the notes down properly here -- I think you also mentioned what Justice Thomas said -- maybe you didn't -- but I've been doing a series of interviews here -- what he said about healing and getting on with it I think makes a good deal of sense.

I will be coming out -- in answer to part of your question here -- next week with some suggestions -- not in anger, not for partisan political gain, certainly not assailing the Congress in which I once served, but hopefully making constructive suggestions as to how we can avoid in the future, that which the American people -- I think rather unanimously think -- has been a kind of a messy situation.

It's been very interesting here. Everyone -- including me -- have been glued to our television sets. We saw some ugliness. We saw some good things. We saw some people that wanted to bring this man down for reasons having nothing to do with sexual harassment. But we also saw the prevailing wisdom of the American people.

June thru September

copy

October 11, 1991

MEMORANDUM FOR CHRISTINA MARTIN

FROM: CAROL AARHUS
JEANNIE BUNTON
MICHELE NIX
BOB SIMON

SUBJECT: REFERENCES TO SPECIFIC DOMESTIC AGENDA

Per your request, we have compiled the following outline -- month-to-month, issue-by-issue, and speech-by-speech. The number of utterances refer to the total number of instances the President mentioned each issue.

JUNE, 1991

Crime:

June 1 -- West Point Commencement; 1 utterance
June 4 -- Thornburgh Resignation; 1 utterance
June 12 -- Domestic Policy Address/South Lawn; 3 utterances
June 14 -- Cal Tech Commencement; 2 utterances
June 15 -- Presidential Dinner; 2 utterances
June 17 -- Kasten Fundraiser; 2 utterances
Law Enforcement Address; 10 utterances
June 22 -- Radio Address; 5 utterances
June 25 -- Law Enforcement Luncheon; 10 utterances

TOTAL: 36

Growth/Capital Gains/Incentives:

June 1 -- West Point Commencement; 1 utterance
June 3 -- NFIB; 2 utterances
June 15 -- Presidential Dinner; 1 utterance
June 17 -- Kasten Fundraiser; 3 utterances
June 22 -- Radio Address; 1 utterance

TOTAL: 8

- continued -

Transportation:

June 12 -- Domestic Policy Address/South Lawn; 2 utterances
June 14 -- Cal Tech Commencement; 1 utterance
June 15 -- President's Dinner; 2 utterances
June 17 -- Kasten Fundraiser; 1 utterance
June 21 -- AASHTO; 16 utterances
June 22 -- Radio Address; 7 utterances

TOTAL: 29

Energy:

June 22 -- Radio Address; 1 utterance

TOTAL: 1

Education:

June 1 -- West Point Commencement; 1 utterance
June 3 -- National Education Goals Panel; 5 utterances
Educational Leaders; 13 utterances
June 6 -- Southern Baptist Convention; 4 utterances
June 7 -- Drug-Free Schools; 11 utterances
June 11 -- PBS; 20 utterances
Delaware High School; 12 utterances
June 12 -- Domestic Policy Address/South Lawn; 1 utterance
June 13 -- Immunization Event/Rose Garden; 1 utterance
June 14 -- Cal Tech Commencement; 2 utterances
June 15 -- President's Dinner; 2 utterances
June 17 -- Grand Junction, Colorado; 16 utterances
Kasten Fundraiser; 2 utterances
June 19 -- Presidential Scholars; 8 utterances
June 22 -- Radio Address; 2 utterances

TOTAL: 100

JULY, 1991

Crime:

July 1 -- Thomas Nomination Announcement; 3 utterances
July 18 -- News Conf. with Mitsotakis; 1 utterance

TOTAL: 4

Growth/Capital Gains/incentives:

July 1 -- Thomas Nomination Announcement; 1 utterance
July 8 -- Remarks/Affordable Housing; 2 utterances
July 10 -- Greenspan Renomination Announcement; 2 utterances
July 18 -- Press Conference with Mitsotakis; 1 utterance
July 19 -- Remarks at the Greek-American COC; 4 utterances
July 24 -- NES; 1 utterance
July 25 -- Remarks signing Literacy Act; 1 utterance
July 29 -- Upcoming Moscow Summit; 12 utterances
July 31 -- Remarks/Soviet-U.S. Businessmen; 26 utterances

TOTAL: 50

Transportation:

NONE

Energy:

July 24 -- NES; 16 utterances

TOTAL: 16

Education:

July 8 -- New American Schools; 8 utterances
July 10 -- WHCLIS; 7 utterances
July 25 -- Remarks Signing Literacy Act; 6 utterances
July 29 -- Upcoming Moscow Summit; 1 utterance
July 30 -- Moscow Institute Remarks; 1 utterance

TOTAL: 23

AUGUST, 1991

Crime:

August 6 -- All-American Cities; 1 utterance
8th Annual Night Out; 27 utterances
August 14 -- Nat'l Fraternal Order of Police; 74 utterances
August 18 -- NGA Teleconference; 1 utterance
August 22 -- Exchange With Reporters; 1 utterance

TOTAL: 104

- continued -

Growth/Capital Gains/Incentives:

August 1 -- Remarks to the Supreme Soviet; 10 utterances
August 2 -- President's News Conference; 27 utterances
August 6 -- All-American Cities; 2 utterances
August 18 -- NGA Teleconference; 3 utterances

TOTAL: 42

Transportation:

August 18 -- NGA Teleconference; 10 utterances
August 22 -- Exchange With Reporters; 1 utterance

TOTAL: 11

Energy:

August 18 -- NGA Teleconference; 27 utterances
August 22 -- Exchange With Reporters; 1 utterance

TOTAL: 28

Education:

August 2 -- President's News Conference; 5 utterances
August 18 -- NGA Teleconference; 53 utterances
August 22 -- Exchange With Reporters; 1 utterance

TOTAL: 59

SEPTEMBER, 1991

Crime:

September 12 -- Philly Drug Speech; 1 utterance
 Thornburgh Fundraiser; 5 utterances
September 16 -- Medal of Sci. and Tech.; 6 utterances
September 17 -- Teleconf. w/Schoolchildren; 10 utterances
September 19 -- Packwood Fundraiser; 2 utterances
 Seymour Fundraiser; 3 utterances
September 20 -- Hispanic COC; 9 utterances
September 24 -- NJ GOP; 3 utterances
September 30 -- Disney POL Speech; 1 utterance
 Beacon Council; 4 utterances
 Buddy Roemer Fundraiser; 1 utterance

TOTAL: 45

- continued -

Growth/Capital Gains/incentives:

September 6 -- NATAT; 3 utterances
September 12 -- President's News Conference; 1 utterance
September 16 -- SERI; 1 utterance
September 20 -- Hispanic COC; 7 utterances
September 24 -- NJ GOP; 11 utterances
September 30 -- Beacon Council; 7 utterances
Buddy Roemer Fundraiser; 3 utterances

TOTAL: 33

Transportation:

September 6 -- NATAT; 6 utterances
September 12 -- Thornburgh Fundraiser; 1 utterance
September 18 -- GOP Salt Lake; 2 utterance
September 19 -- Packwood Fundraiser; 4 utterances
Green Line/I-105 Project; 12 utterances
September 30 -- Beacon Council; 1 utterance
Buddy Roemer Fundraiser; 1 utterance

TOTAL: 27

Energy:

September 12 -- Thornburgh fundraiser; 2 utterances
September 16 -- SERI; 28 utterances
Medal of Sci. and Tech.; 2 utterances
September 18 -- Grand Canyon; 1 utterance
September 19 -- Packwood Fundraiser; 1 utterance
Seymour Fundraiser; 1 utterance
September 30 -- Beacon Council; 1 utterance

TOTAL: 36

Education:

September 2 -- Labor Day Message; 1 utterance
September 3 -- Lewiston, Maine; 22 utterances
September 4 -- Exchange with Reporters; 2 utterances
Peace Corps Dir. Resig.; 2 utterances
America 2000 Conference Call; 1 utterance
September 6 -- NATAT; 10 utterances
September 11 -- Stan Scott Tribute; 3 utterances
September 18 -- SLC Airport Arrival; 2 utterances
Salt Lake City GOP; 12 utterances
September 19 -- Packwood Fundraiser; 18 utterances
Seymour Fundraiser; 11 utterances
September 24 -- NJ GOP; 8 utterances

September 25 -- Minority Business Week; 1 utterance
Blue Ribbon Schools; 9 utterances
September 30 -- Beacon Council; 3 utterances
Buddy Roemer Fundraiser; 6 utterances

TOTAL: 111

Thus concludes our research on this matter. Please call if you have any questions, or need further explanation.

Firsts in America

This selection is based on our editorial judgment. Other sources may list different firsts.

Admiral in U.S. Navy: David Glasgow Farragut, 1866.

Air-mail route, first transcontinental: Between New York City and San Francisco, 1920.

Assembly, representative: House of Burgesses, founded in Virginia, 1619.

Bank established: Bank of North America, Philadelphia, 1781.

Birth in America to English parents: Virginia Dare, born Roanoke Island, N.C., 1587.

Botanic garden: Established by John Bartram in Philadelphia, 1728 and is still in existence in its original location.

Cartoon, colored: "The Yellow Kid," by Richard Outcault, in *New York World*, 1895.

College: Harvard, founded 1636.

College to confer degrees on women: Oberlin (Ohio) College, 1841.

College to establish coeducation: Oberlin (Ohio) College, 1833.

Electrocution of a criminal: William Kemmler in Auburn Prison, Auburn, N.Y., Aug. 6, 1890.

Five and Ten Cents Store: Founded by Frank Woolworth, Utica, N.Y., 1879 (moved to Lancaster, Pa., same year).

Fraternity: Phi Beta Kappa; founded Dec. 5, 1776, at College of William and Mary.

Law to be declared unconstitutional by U.S. Supreme Court: Judiciary Act of 1789. Case: *Marbury v. Madison*, 1803.

Library, circulating: Philadelphia, 1731.

Newspaper, illustrated daily: *New York Daily Graphic*, 1873.

Newspaper published daily: *Pennsylvania Packet and General Advertiser*, Philadelphia, Sept., 1784.

Newspaper published over a continuous period: *The Boston News-Letter*, April, 1704.

Newsreel: Pathé Frères of Paris, in 1910, circulated a weekly issue of their *Pathé Journal*.

Oil well, commercial: Titusville, Pa., 1859.

Panel quiz show on radio: *Information Please*, May 17, 1938.

Postage stamps issued: 1847.

Public School: Boston Latin School, Boston, 1635.

Railroad, transcontinental: Central Pacific and Union Pacific railroads, joined at Promontory, Utah, May 10, 1869.

Savings bank: The Provident Institute for Savings, Boston, 1816.

Science museum: Founded by Charleston (S.C.) Library Society, 1773.

Skyscraper: Home Insurance Co., Chicago, 1885 (10 floors, 2 added later).

Slaves brought into America: At Jamestown, Va., 1619, from a Dutch ship.

Sorority: Kappa Alpha Theta, at De Pauw University, 1870.

State to abolish capital punishment: Michigan, 1847.

State to enter Union after original 13: Vermont, 1791.

Steam-heated building: Eastern Hotel, Boston, 1845.

Steam railroad (carried passengers and freight): Baltimore & Ohio, 1830.

Strike on record by union: Journeymen Printers, New York City, 1776.

Subway: Opened in Boston, 1897.

"Tabloid" picture newspaper: *The Illustrated Daily News* (now *The Daily News*), New York City, 1919.

Vaudeville theater: Gaiety Museum, Boston, 1883.

Woman astronaut to ride in space: Dr. Sally K. Ride, 1983.

Woman astronaut to walk in space: Dr. Kathryn D. Sullivan, 1984.

Woman cabinet member: Frances Perkins, Secretary of Labor, 1933.

Woman candidate for President: Victoria Claflin Woodhull, nominated by National Woman's Suffrage Assn. on ticket of Nation Radical Reformers, 1872.

Woman candidate for Vice-President: Geraldine A. Ferraro, nominated by a major party on ticket of the Democratic Party, 1984.

Woman doctor of medicine: Elizabeth Blackwell, M.D. from Geneva Medical College of Western New York, 1849.

Woman elected governor of a state: Mrs. Nellie Tayloe Ross, Wyoming, 1925.

Woman elected to U.S. Senate: Mrs. Hattie Caraway, Arkansas; elected Nov., 1932.

Woman graduate of law school: Mrs. Ada H. Kepley, Union College of Law, Chicago, 1870.

Woman member of U.S. House of Representatives: Jeannette Rankin; elected Nov., 1916.

Woman member of U.S. Senate: Mrs. Rebecca Latimer Felton of Georgia; appointed Oct. 3, 1922.

Woman member of U.S. Supreme Court: Mrs. Sandra Day O'Connor; appointed July 1981.

Woman suffrage granted: Wyoming Territory, 1869.

Written constitution: *Fundamental Orders of Connecticut*, 1639.

U.S. SOCIETIES & ASSOCIATIONS

Source: *Information Please* questionnaires to organizations. Names are listed alphabetically according to key word in title; figure in parentheses is year of founding; other figure is membership. An asterisk (*) before a name indicates that up-to-date information has not been provided.

The following is a partial list selected for general readership interest. A comprehensive listing of approximately 20,000 national and international organizations can be found in the "Encyclopedia of Associations," 20th Ed., 1986, Vol. I, Parts 1-3 (Katherine Gruber, Editor; Iris Cloyd, Research Editor), published by Gale Research Company, Book Tower, Detroit, Mich. 48226, available in most public libraries.

Abortion Federation, National (1977): 1436 U St. N.W., Suite 103, Washington, D.C., 20009. 285. Phone: (202) 546-9060.

Abortion Rights Action League, National (1969): 1101 14th St. N.W., Washington, D.C. 20005. 250,000. Phone: (202) 371-0779.

Accountants, American Institute of Certified Public (1887): 1211 Avenue of the Americas, New York, N.Y. 10036. 284,000. Phone: (212) 575-6200.

Accountants, National Association of (1919): 10 Paragon Dr., Montvale, N.J., 07645-1760. 85,000. Phone: (201) 573-9000.

ACME, Inc.—The association of management consulting firms (1929): 230 Park Ave., New York, N.Y. 10169. 60 firms. Phone: (212) 697-9693.

Acoustical Society of America (1929): 500 Sunnyside Blvd., Woodbury, N.Y. 11797. 6,200. Phone: (516) 349-7800.

Actors' Equity Association (1913): 165 W. 46th St., New York, N.Y. 10036. Phone: (212) 869-8530.

Actuaries, Society of (1949): 475 N. Martingale Rd., Suite 800, Schaumburg, Ill. 60173-2226. 10,800. Phone: (312) 706-3500.

Adirondack Mountain Club (1922): RD 3, Box 3055, Luzerne Rd., Lake George, N.Y. 12845. 16,000. Phone: (518) 668-4447.

Aeronautic Association, National (1905): 1763 R St. N.W., Washington, D.C. 20009. 250,000. Phone: (202) 265-8720.

Aeronautics and Astronautics, American Institute of (1932): 370 L'Enfant Promenade S.W., Washington, D.C. 20024. 42,000. Phone: (202) 646-7400.

Aerospace Industries Association of America (1919): 1250 Eye St. N.W., Washington, D.C. 20005. 50 companies. Phone: (202) 371-8400.

Aerospace Medical Association (1929): 320 S. Henry St., Alexandria, Va. 22314-3524. 4,500. Phone: (703) 739-2240.

African-American Institute, The (1953): 833 United Nations Plaza, New York, N.Y. 10017. Phone: (212) 949-5666.

Afro-American Life and History, Association for the Study of (1915): 1407 14th St. N.W., Washington, D.C. 20005. 2,000. Phone: (202) 667-2822.

AFS Intercultural Programs (1947): 313 E. 43rd St., New York, N.Y. 10017. 100,000. Phone: (212) 949-4242 or (800) AFS-INFO.

Alaska Association, American (1970): Univ. of Nebraska Medical Center, 42nd and Dewey Ave., Omaha, Neb. 68105. 500. Phone: (402) 559-4416.

Agricultural Engineers, American Society of (1907): 2950 Niles Rd., St. Joseph, Mich. 49085. 12,000. Phone: (616) 429-0300.

Agricultural History Society (1919): 1301 New York Ave. N.W., Washington, D.C. 20005. 1,400. Phone: (202) 786-3307.

Agronomy, American Society of (1907): 677 S. Segoe Rd., Madison, Wis. 53711-1086. 13,000. Phone: (608) 273-8080.

Air & Waste Management Association (formerly APCA) (1907): P.O. Box 2861, Pittsburgh, Pa. 15230. 10,000. Phone: (412) 232-3444.

Aircraft Association, Experimental (1953): Wittman Field, Oshkosh, Wis. 54903-3086. 125,000. Phone: (414) 426-4800.

Aircraft Owners and Pilots Association (1939): 421 Aviation Way, Frederick, Md. 21701. 290,000. Phone: (301) 695-2000.

Air Force Association (1946): 1501 Lee Highway, Arlington, Va., 22209. 231,000. Phone: (703) 247-5800.

Air Line Pilots Association (1931): 1625 Massachusetts Ave. N.W., Washington, D.C. 20036 and 535 Herndon Pkwy., Herndon, Va. 22070. 41,000. Phone: (703) 689-2270.

Air Transport Association of America (1936): 1709 New York Ave. N.W., Washington, D.C. 20006. 21 airlines. Phone: (202) 626-4000.

AI-Anon Family Group Headquarters, Inc. (1951): P.O. Box 862, Midtown Station, New York, N.Y. 10018-0862. 29,301 groups worldwide. Phone: (800) 356-9996.

Alcoholics Anonymous (1935): P.O. Box 459, Grand Central Station, New York, N.Y. 10163. 1,800,000. Address communications to General Service Office. Phone: (212) 686-1100.

Alcoholism, National Council on (1944): 12 W. 21st St., New York, N.Y. 10010. 190 affiliates. Phone: (212) 206-6770.

Alcohol Problems, American Council on (1895): 3426 Bridgeland Dr., Bridgeton, Mo. 63044. 3,500. Phone: (314) 739-5944.

Alexander Graham Bell Association for the Deaf (1890): 3417 Volta Place N.W., Washington, D.C. 20007. 6,000. Phone: (202) 337-5220.

Allergy and Immunology, American Academy of (1943): 611 E. Wells St., Milwaukee, Wis. 53202. 4,045. Phone: (414) 272-6071.

Alzheimer's Disease and Related Disorders Association, Inc. (1980): 70 E. Lake St., Chicago, Ill. 60601-5997. 200 Chapters and Affiliates, over 1,500 Family Support Groups. Toll-free information: 1-800-621-0379; in Illinois: 1 (800) 572-6037.

American Federation of Labor and Congress of Industrial Organizations (AFL-CIO) (1955): 815 16th St. N.W., Washington, D.C. 20006. 14,100,000. Phone: (202) 637-5010.

American Film and Video Association (formerly Educational Film Library Assn.) (1943): 920 Barnsdale Rd., Suite 152, La Grange Park, Ill. 60525. 1,400. Phone: (312) 482-4000.

American Friends Service Committee (1917): 1501 Cherry St., Philadelphia, Pa. 19102. Phone:

The two primary facets of Colorado's manufacturing industry are advanced technology and defense.

The mining industry, which includes oil and gas, coal, and metal mining, is still important to Colorado's economy, though it employs only 1.5 percent of the state's workforce. Gold production is growing in importance, and Denver is now home to companies that control half of the nation's gold production. The farm industry, which is primarily concentrated in livestock, is also an important element of the state's economy. The primary crops in Colorado are corn, hay, and wheat.

CONNECTICUT

Capital: Hartford
Governor: William A. O'Neill, D (to Jan. 1991)
Lieut. Governor: Joseph J. Paulino, D (to Jan. 1991)
Secy. of State: Julia H. Tashjian, D (to Jan. 1991)
Comptroller: J. Edward Caldwell, D (to Jan. 1991)
Treasurer: Francisco L. Borges, D (to Jan. 1991)
Atty. General: Clarine Nardi Riddle, D (to Jan. 1991)
Entered Union & (rank): Jan. 9, 1788 (5)
Present constitution adopted: Dec. 30, 1965
Motto: *Qui transitit sustinet* (He who transplanted still sustains)

State flower: Mountain laurel (1907)
State tree: White Oak (1947)
State animal: Sperm whale (1975)
State bird: American robin (1943)
State hero: Nathan Hale (1985)
State insect: Praying mantis (1977)
State mineral: Garnet (1977)
State song: "Yankee Doodle" (1978)
State ship: USS Nautilus (SSN571) (1983)
Official designation: *Constitution State* (1959)
Nickname: Nutmeg State
Origin of name: From an Indian word (Quinnehtukut) meaning "beside the long tidal river"
1980 population (1980 census) & (rank): 3,107,576 (25)
1987 est. population (July 1) & (rank): 3,211,000 (28)
1980 land area & (rank): 4,872 sq. mi. (12,618 km) (48)
Geographic center: In Hartford Co., at East Berlin
Number of counties: 8
Largest cities (1980 census): Bridgeport, 142,546; Hartford, 136,392; New Haven, 126,109; Waterbury, 103,266; Stamford, 102,453; Norwalk, 77,767
State forests: 30 (138,682 ac.)
State parks: 91 (29,856 ac.)
1987 percent pop. below age 15: 19
1987 percent pop. age 65 and over: 13
1987 violent crimes per 100,000 pop.: 419.0
1984 (fiscal year) immigrants: 7,069

The Dutch navigator, Adriaen Block, was the first European of record to explore the area, sailing up the Connecticut River in 1614. In 1633, Dutch colonists built a fort and trading post near present-day Hartford, but soon lost control to English Puritans migrating south from the Massachusetts Bay Colony.

English settlements, established in the 1630s at Windsor, Wethersfield, and Hartford, united in 1639 to form the Connecticut Colony and adopted the *Fundamental Orders*, considered the world's first written constitution.

The colony's royal charter of 1662 was exceptionally liberal. When Gov. Edmund Andros tried to seize it in 1687, it was hidden in the Hartford Oak, commemorated in Charter Oak Place.

Connecticut played a prominent role in the Revolutionary War, serving as the Continental Army's major supplier. Sometimes called the "Arsenal of the Nation," the state became one of the most industrialized in the nation.

Today, Connecticut factories produce weapons, sewing machines, jet engines, helicopters, motors, hardware and tools, cutlery, clocks, locks, ball bearings, silverware, and submarines. Hartford, which has the oldest U.S. newspaper still being published—the *Courant*, established 1764—is the insurance capital of the nation.

Poultry, fruit, and dairy products account for the largest portion of farm income, and Connecticut shade-grown tobacco is acknowledged to be the nation's most valuable crop, per acre.

Connecticut is a popular resort area with its 250-mile Long Island Sound shoreline and many inland lakes. Among the major points of interest are Yale University's Gallery of Fine Arts and Peabody Museum. Other famous museums include the P.T. Barnum, Winchester Gun, and American Clock and Watch. The town of Mystic features a recreated 19th-century New England seaport and the Mystic Marineland Aquarium.

DELAWARE

Capital: Dover
Governor: Michael N. Castle, R (to Jan. 1993)
Lieut. Governor: Dale E. Wolf, R (to Jan. 1993)
Secy. of State: Michael Harkins, R (Pleasure of Governor)
State Treasurer: Janet C. Rzewnicki, R (to Jan. 1991)
Atty. General: Charles M. Oberly III, D (to Jan. 1991)
Entered Union & (rank): Dec. 7, 1787 (1)
Present constitution adopted: 1987
Motto: Liberty and independence
State colors: Colonial blue and buff
State flower: Peach blossom
State tree: American holly
State bird: Blue Hen chicken
State insect: Ladybug
State song: "Our Delaware"
Nicknames: Diamond State; First State; Small Wonder
Origin of name: From Delaware River and Bay; named in turn for Sir Thomas West, Lord De La Warr
1980 population (1980 census) & (rank): 594,317 (47)
1987 est. population (July 1) & (rank): 644,000 (47)
1980 land area & (rank): 1,932 sq. mi. (5,005 sq km) (49)
Geographic center: In Kent Co., 11 mi. S of Dover
Number of counties: 3
Largest cities (1980 census): Wilmington, 70,195; Newark, 25,247; Dover, 23,512; Elsmere, 6,493; Milford, 5,356; Seaford, 5,256; New Castle, 4,709; Lewes, 2,197
State forests: 3 (6,149 ac.)
State parks: 10
1987 percent pop. below age 15: 21
1987 percent pop. age 65 and over: 12
1987 violent crimes per 100,000 pop.: 430.7
1984 (fiscal year) immigrants: 592

Henry Hudson, sailing under the Dutch flag, is credited with Delaware's discovery in 1609. The following year, Capt. Samuel Argall of Virginia named Delaware for his colony's governor, Thomas West, Baron De La Warr. An attempted Dutch settlement failed in 1631. Swedish colonization began at Fort Christina (now Wilmington) in 1638, but New Sweden fell to Dutch forces led by New Netherlands' Gov. Peter Stuyvesant in 1655.

England took over the area in 1664 and it was transferred to William Penn as the southern Three Counties in 1682. Semiautonomous after 1704, Delaware fought as a separate state in the American Revolution and became the first state to ratify the constitution in 1787.

During the Civil War, although a slave state, Delaware did not secede from the Union.

In 1802, Eleuthère Irénée du Pont established a gunpowder mill near Wilmington that laid the foundation for Delaware's huge chemical industry. Delaware's manufactured products now also include vulcanized fiber, textiles, paper, medical supplies, metal products, machinery, machine tools, and automobiles.

Delaware also grows a great variety of fruits and vegetables and is a U.S. pioneer in the food-canning industry. Corn, soybeans, potatoes, and hay are important crops. Delaware's broiler chicken farms supply the big Eastern markets, fishing and dairy products are other important industries.

Points of interest include the Fort Christina Monument, Hagley Museum, Holy Trinity Church (erected in 1698, the oldest Protestant church in the United States still in use), and Winterthur Museum, in and near Wilmington; central New Castle, an almost unchanged late 18th-century capital; and the Delaware Museum of Natural History.

Popular recreation areas include Cape Henlopen, Delaware Seashore, Trapp Pond State Park, and Rehoboth Beach.

DISTRICT OF COLUMBIA

See listing at end of 50 Largest Cities of the United States.

FLORIDA

Capital: Tallahassee
Governor: Bob Martinez, R (to Jan. 1991)
Lieut. Governor: Bobby Brantley, R (to Jan. 1991)
Secy. of State: George Firestone, D (to Jan. 1991)
Comptroller: Gerald Lewis, D (to Jan. 1991)
Commissioner of Agriculture: Doyle Connor, D (to Jan. 1991)
Atty. General: Bob Butterworth, D (to Jan. 1991)
Organized as territory: March 30, 1822
Entered Union & (rank): March 3, 1845 (27)
Present constitution adopted: 1969
Motto: In God we trust (1868)
State flower: Orange blossom (1909)
State bird: Mockingbird (1927)
State song: "Suwannee River" (1935)
Nickname: Sunshine State (1970)
Origin of name: From the Spanish, meaning "feast of flowers" (Easter)
1980 population (1980 census) & (rank): 9,746,342 (7)
1987 est. population (July 1) & (rank): 12,023,000 (4)
1980 land area & (rank): 54,153 sq. mi. (140,256 sq km) (26)
Geographic center: In Hernando Co., 12 mi. NNW of Brooksville
Number of counties: 67
Largest cities (1984 est.): Jacksonville, 571,421; Miami, 383,027; Tampa, 275,512; St. Petersburg, 242,115; Fort Lauderdale, 152,053; Hialeah, 157,137
State forests: 3 (306,881 ac.)
State parks: 105 (215,820 ac.)
1987 percent pop. below age 15: 18
1987 percent pop. age 65 and over: 18
1987 violent crimes per 100,000 pop.: 1,024.4
1984 (fiscal year) immigrants: 32,364

In 1513, Ponce De Leon, seeking the mythical "Fountain of Youth," discovered and named Florida, claiming it for Spain. Later, Florida would be held at different times by Spain and England until Spain finally sold it to the United States in 1819. (Incidentally, France established a colony named Fort Caroline in 1564 in the state that was to become Florida.)

Florida's early 19th-century history as a U.S. territory was marked by wars with the Seminole Indians that did not end until 1842, although a treaty was actually never signed.

One of the nation's fastest-growing states, Florida's population has gone from 2.8 million in 1950 to more than 11.3 million in 1985.

Florida's economy rests on a solid base of tourism (in 1988 the state entertained more than 36.8 million visitors from all over the world), manufacturing, and agriculture.

In recent years, oranges and grapefruit lead Florida's crop list, followed by vegetables, potatoes, melons, strawberries, sugar cane, dairy products, cattle and calves, and forest products.

Major tourist attractions are Miami Beach, Palm Beach, St. Augustine (founded in 1565, thus the oldest permanent city in the U.S.), Daytona Beach, and Fort Lauderdale on the East Coast. West Coast resorts include Sarasota, Tampa, Key West and St. Petersburg. Disney World, located on a 27,000-acre site near Orlando, is a popular attraction.

Also drawing many visitors are the NASA Kennedy Space Center's Spaceport USA, located in the town of Kennedy Space Center, Everglades National Park, and the Epcot Center.

GEORGIA

Capital: Atlanta
Governor: Joe Frank Harris, D (to Jan. 1991)
Lieut. Governor: Zell Miller, D (to Jan. 1991)
Secy. of State: Max Cleland, D (to Jan. 1991)
Insurance Commissioner: Warren Evans, D (to Jan. 1991)
Atty. General: Michael J. Bowers, D (to Jan. 1991)
Entered Union & (rank): Jan. 2, 1788 (4)
Present constitution adopted: 1977
Motto: Wisdom, justice, and moderation
State flower: Cherokee rose (1916)
State tree: Live oak (1937)
State bird: Brown thrasher (1935)
State song: "Georgia on my Mind" (1922)
Nicknames: Peach State, Empire State of the South
Origin of name: In honor of George II of England
1980 population (1980 census) & (rank): 5,463,105 (13)
1987 est. population (July 1) & (rank): 6,222,000 (11)
1980 land area & (rank): 58,910 sq. mi. (152,577 sq km) (21)
Geographic center: In Twiggs Co., 18 mi. SE of Macon
Number of counties: 159
Largest cities (1980 census): Atlanta, 425,022; Columbus, 169,441; Savannah, 141,634; Macon, 116,860; Albany, 74,550; Augusta, 47,532; Athens, 42,549; Warner Robins, 39,893
State forests: 25,258,000 ac. (67% of total state area)
State parks: 53 (42,600 ac.)
1987 percent pop. below age 15: 23
1987 percent pop. age 65 and over: 10
1985 violent crimes per 100,000 pop.: 576.5
1984 (fiscal year) immigrants: 4,690

Hernando de Soto, the Spanish explorer, first traveled parts of Georgia in 1540. British claims later conflicted with those of Spain. After obtaining a royal charter, Gen. James Oglethorpe established

NEWSPAPER STATS

- The total number of newspapers, including morning, evening, and Sunday editions, is: 1,611
- A total of 113 million adults or 62.4% of total adult population read a daily paper on average
- A total of 93 cities have 2 or more newspapers; 41 U.S. cities have 2 or more separately owned competing newspapers, including 20 cities with newspapers published under joint operating arrangements

Tony

31 OCT 9

49:58

US DAILY NEWSPAPER STARTS & SUSPENSIONS

1980 — 1989

<u>YEAR</u>	<u>NEW DAILY STARTS</u>	<u>SUSPENSIONS</u>			
		<u>Outright</u>	<u>Mergers</u>	<u>To Weekly</u>	<u>Total</u>
1980	17	5	11	8	14
1981	11	8	3	9	20
1982	7	10	11	6	27
1983	3	7	8	4	19
1984	6	7	9	6	22
1985	7	9	8	4	21
1986	9	10	6	4	20
1987	5	2	10	3	15
1988	12	2	9	2	13
1989	<u>5</u>	<u>1</u>	<u>10</u>	<u>18</u>	<u>29</u>
Totals	82	61	85	64	200
1990	9	5	8	5	18

*Preliminary Figures

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To Michele Nix	From J. Lorfano
Co. White House	Co. ANPA
Dept.	Phone (703) 648-1118
Fax (202) 456-6218	Fax #

US DAILY NEWSPAPER STARTS & SUSPENSIONS

1960-1969

<u>YEAR</u>	<u>NEW DAILY STARTS</u>	<u>SUSPENSIONS</u>		
		<u>Outright</u>	<u>Mergers</u>	<u>To Weekly</u>
1960	20	7	8	6
1961	18	3	4	6
1962	17	9	2	9
1963	21	11	1	8
1964	15	7	1	6
1965	14	9	4	3
1966	21	2	6	5
1967	9	6	4	4
1968	12	2	4	2
1969	26	11	5	4
<u>Totals</u>	<u>173</u>	<u>67</u>	<u>39</u>	<u>53</u>

1970-1979

1970	17	12	3	7
1971	14	5	4	4
1972	14	10	4	6
1973	25	6	4	2
1974	15	5	4	2
1975	9	5	6	4
1976	13	1	0	3
1977	7	5	3	3
✓ 1978	26	7	3	5
1979	14	9	6	4
<u>Totals</u>	<u>154</u>	<u>65</u>	<u>37</u>	<u>40</u>

Daily Newspapers by Circulation Groups

NUMBER OF DAILY NEWSPAPERS

DAILIES OVER 50,000

Growth (U.S.)
1946-1990

Year	Total	Circulation				Number	Percentage
		Under 50,000	50,001-100,000	100,001-250,000	Over 250,000		
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1985	1,676	1,418	141	82	35	258	15.4
1986	1,657	1,408	135	77	37	249	15.0
1987	1,645	1,394	137	75	39	251	15.3
1988	1,642	1,377	143	79	43	265	16.1
1989	1,626	1,362	139	81	44	264	16.2
1990 ¹	1,611	1,329	137	96	49	282	17.5

¹Preliminary data

Source: Editor & Publisher

Daily Newspaper Reading Audience

Average Adult¹
Weekday
and Sunday/Weekend
Readers²
1970-1990

WEEKDAY READERS

SUNDAY/WEEKEND READERS

Year	Percent of Total Adult Population	Adult Readers (thousands)	Male (thousands)	Female (thousands)	Percent of Total Adult Population	Adult Readers (thousands)
1970	78	98,183	46,659	51,524	72	91,642
1973	73	98,803	47,127	50,876	68	90,088
1977	69	103,543	49,968	53,575	68	102,690
1980	67	106,043	52,559	53,484	67	106,740
1982	67	108,366	52,399	55,967	67	107,706
1983	66	109,363	52,933	56,430	66	108,352
1984	65	109,190	52,459	56,731	65	109,661
1985	64	108,812	53,718	55,094	65	110,255
1986	63	107,753	52,597	55,156	64	109,775
1989	63.6	113,337	56,018	57,319	67	119,349
1990	62.4	113,090	55,798	57,292	67	121,622

September 26, 1991

NEW DAILIES STARTED IN 1991NewspaperDate Established

Jacksonville (AR) News

February 1

Geneva (IL) Kane County Chronicle

March 1

Post-It™ brand fax transmittal memo 7671		# of pages >
To Michele Nix	From J. Lorfano	
Co. White House	Co. ANPA	
Dept.	Phone (703) 648-1118	
F (202) 456-6218	Fax #	

October 1, 1991

SUSPENSIONS, MERGERS, ETC. OF DAILIES IN 1991

	<u>SUSPENDED</u>	<u>MERGED</u>	<u>TO WEEKLY</u>
Costa Mesa (CA) Orange Coast Pilot (7/2)			X
Manchester (CT) Herald (6/28)	X		
Baton Rouge (LA) State-Times (10/2)	X		
Shreveport (LA) Journal (3/31)	X		
Portland (ME) Express (Eve.) merged with the Portland Press Herald (Morn.) (2/1)		X	
Union City (NJ) Hudson Dispatch (4/5)	X		
New York City Tribune (1/4)	X		
New York The National (6/13)	X		
Asheville (NC) Times (Eve.) merged with the Asheville Citizen (Morn.) (7/1)		X	
Durham (NC) Sun (Eve.) merged with the Durham Herald (Morn.) (1/1)		X	
Thomasville (NC) Times (Morn.) (7/1)			X
Lawton (OK) Evening Constitution (6/30)	X		
Charleston (SC) Post (Eve.) merged with the Charleston News & Courier (Morn.) (10/1)		X	
Arlington (VA) Northern Virginia Sun (7/1)			X
Newport News (VA) Times-Herald (Eve.) merged with Newport News Daily Press (Morn.) (9/1)		X	

AD AGE MAY 6, 91

Coen: Little ad growth

Industry forecaster sees recovery at yearend

By Robert J. Coen

U.S. advertising expenditures are expected to rise between 3% and 4% in 1991, down from the previous forecast of 4.6%.

The revision is a result of reduced ad growth showing up in the final figures for 1990 and the continued economic slump.

Expenditures should exceed \$132 billion this year but aren't likely to reach the \$136 billion forecast last December.

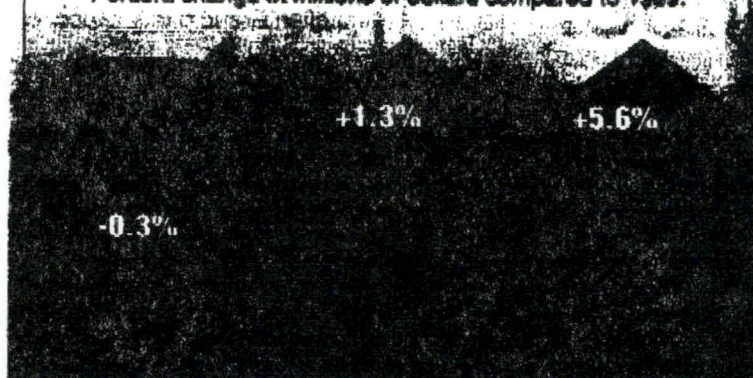
The final ad expenditures for 1990 showed 3.8% growth instead of the 4.9% gain estimated earlier. When final fourth-quarter results from all media were released, it was apparent ad budgets were sharply trimmed in the closing months of the year as a result of the Mideast situation and the beginning of the recession.

Budgets grew less than the 4.1% overall rate of inflation.

As for 1991, extremely gloomy reports from most local media during the opening months indicate local ad growth for the full

How ad volume fared in 1990

Percent change in millions of dollars compared to 1989.



HOLLY SEGUINE

year will probably be just barely up from 1990. The outlook for national ad budget growth is better.

The slowdown and disruptions of the early months will delay the previously expected stronger recovery. Ad spending levels in many media may lag behind year-ago levels until past the

middle of 1991.

The bottom will eventually be reached; by Christmas, things should be getting much better. By the closing quarter, we expect national advertising activity to be well above 1990 levels.

The McCann-Erickson General Index of national advertising
(Continued on Page 16)

1989 - 1990
Ad Expenditure
chart page 2

(Continued from Page 1)

ing spending during the first quarter of 1991 was 147, significantly below the year-ago level, and below the average level for all of last year.

The index level is expected to gradually move up and, by the fourth quarter, should be dramatically higher than the 141 index for the fourth quarter of 1990.

Most of the gloom hanging over the advertising industry will be gone by yearend, and optimistic forecasts for 1992 will be abundant.

Economic recovery, some pent-up consumer demand, the political elections and the Olympics should finally fuel a noticeable re-expansion in advertising that could continue for most of the rest of the decade.

As for 1990, it's now evident many retailers virtually canceled their regular holiday-season selling efforts. That came on top of severely depressed local ad spending during the first three quarters, caused by poor regional economies and the heavy debt of many large retailers.

With a rise of just 1.7% compared with 1989, local ad volume did even worse than most people thought possible last year.

Newspapers, the largest local medium, experienced their worst year since 1961. The ad woes brought about by the retail slump were made worse by declines in many classified help-wanted and real estate ads.

Other local media did only slightly better.

The worsening economy and the uncertainties in the Midwest also had a negative impact on national advertising in the closing months of '90. Fourth-quarter commitments to the three major TV networks made in earlier upfront buying softened.

Other national media also experienced reductions in traditional levels of spending, as many marketers cut back on their usual level of holiday promotional efforts and as the lag between the economic slowdown and ad ap-

ropriations finally caught up with many budgets.

National advertising rose 5.5% in 1990, slightly outpacing the 5.1% gain for the gross national product.

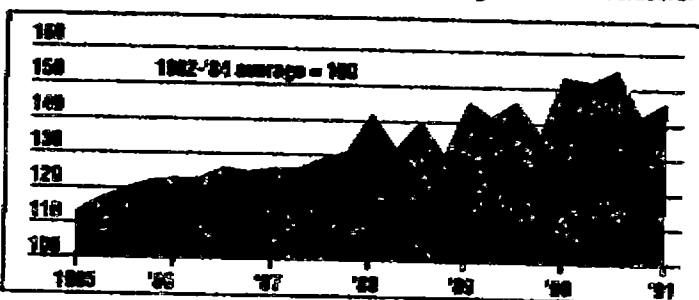
Among the noticeable pullbacks in traditional holiday budgets, ads for toys, perfumes, expensive watches and cameras were far below previous levels.

The interruption of improved trends in national advertising is temporary, however. The only question is when the improving trends will clearly reappear, and the greatest likelihood appears to be in the fourth quarter. □

Mr. Coen is senior VP-director of forecasting, McCann-Erickson Worldwide, New York.

National advertising index

The McCann-Erickson national advertising indexes are key barometers of the month-to-month changes in national advertising spending. These indexes are seasonally adjusted measures of the monthly advertising revenues for the major national media. The general index is a composite of the national TV networks (including cable and syndication), spot TV, magazines and newspaper expenditures by national advertisers.



	1990				
Month	General Index	Network TV	Spot TV	Magazines	Newspapers
January	155	157	158	155	142
February	155	151	162	160	141
March	153	155	150	160	140
April	152	144	162	162	141
May	151	145	163	165	140
June	149	137	162	157	142
July	157	159	166	152	140
August	157	151	168	165	139
September	155	153	162	162	139
October	144	129	163	152	140
November	140	124	153	155	138
December	140	128	141	162	138
Average	151	144	159	158	140
Change over 1989	5.6%	6.6%	5.9%	1.3%	4.4%

	1991 (preliminary)				
Month	General Index	Network TV	Spot TV	Magazines	Newspapers
January	148	156	141	146	138
February	146	139	150	154	137
March	148	148	147	154	137
Average	147	148	148	151	137
Change over 1990	(4.5%)	(4.2%)	(8.8%)	(4.4%)	(2.8%)

Source: McCann-Erickson

U.S. advertising volume

The McCann-Erickson U.S. advertising volume reports represent all expenditures by U.S. advertisers—national, local, private individuals, etc. The expenditures, by medium, include all commissions as well as the art, mechanical and production expense that are part of the advertisers' budgets for each medium.

Medium	1989 Billions of dollars	% of total	1990 Billions of dollars	% of total	% chg
NEWSPAPERS					
National	3,704	3.0	3,987	3.0	4.4
Local	28,654	23.1	28,414	22.1	(0.9)
Total	32,358	26.1	32,401	25.1	(0.3)
MAGAZINES					
Weeklies	2,613	2.2	2,864	2.2	1.0
Women's	1,710	1.4	1,713	1.3	0.2
Monthlies	2,193	1.8	2,226	1.8	1.5
Total	6,516	5.4	6,803	5.3	1.3
FARM PUBLICATIONS					
	212	0.2	215	0.2	2.0
TELEVISION					
Network	8,110	7.4	8,383	7.3	3.0
Cable (nat'l)	1,197	1.0	1,383	1.1	15.4
Syndication	1,288	1.0	1,589	1.2	23.4
Spot (nat'l)	7,354	5.9	7,708	6.1	5.9
Spot (local)	7,912	6.1	7,856	6.1	3.2
Cable (non-network)	330	0.3	326	0.3	20.0
Total	26,891	21.7	28,405	22.1	5.8
RADIO					
Network	476	0.4	462	0.4	1.3
Spot (nat'l)	1,547	1.3	1,635	1.3	5.7
Spot (local)	6,300	5.1	6,609	5.1	4.8
Total	8,323	6.8	8,726	6.8	4.8
YELLOW PAGES					
National	1,011	0.8	1,132	0.9	12.0
Local	7,319	5.9	7,794	6.0	6.5
Total	8,330	6.7	8,926	6.9	7.2
DIRECT MAIL					
	21,945	17.7	23,370	18.2	6.5
BUSINESS PAPERS					
	2,763	2.2	2,875	2.2	4.0
OUTDOOR					
National	653	0.5	640	0.5	(2.0)
Local	458	0.4	444	0.3	(3.0)
Total	1,111	0.9	1,084	0.8	(2.4)
MISCELLANEOUS					
National	10,998	8.9	11,606	9.0	5.5
Local	4,273	3.4	4,347	3.4	1.7
Total	15,271	12.3	15,953	12.4	4.4
GRAND TOTAL					
National total	68,890	55.7	72,790	56.6	5.5
Local total	51,940	44.3	55,860	43.4	1.7
GRAND TOTAL	122,830	100.0	128,648	100.0	3.8

Source: Prepared for Advertising Age by Robert J. Coen, McCann-Erickson

ESTIMATED ANNUAL U.S. ADVERTISING EXPENDITURES 1980-1989
(in millions of dollars)

	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>
Newspapers									
Total	14,794	16,528	17,694	20,582	23,522	25,170	26,990	29,412	31,197
National	1,963	2,259	2,452	2,734	3,081	3,352	3,376	3,494	3,586
Local	12,831	14,269	15,242	17,848	20,441	21,818	23,614	25,918	27,611
Magazines									
Total	3,149	3,533	3,710	4,233	4,932	5,155	5,317	5,607	6,072
Weeklies	1,410	1,598	1,659	1,917	2,224	2,297	2,327	2,445	2,646
Women's	782	853	904	1,056	1,209	1,294	1,376	1,417	1,504
Monthlies	949	1,082	1,147	1,260	1,499	1,564	1,614	1,745	1,922
Farm Publications	130	146	148	163	181	186	192	196	196
Television									
Total	11,469	12,846	14,636	16,759	19,848	21,022	22,881	23,904	25,686
Three Networks	5,130	5,540	6,144	6,955	8,318	8,060	8,342	8,500	9,172
Cable Networks	45	100	181	282	458	594	676	760	942
Syndication (nat'l)	50	75	150	300	420	520	600	762	901
Spot (nat'l)	3,269	3,746	4,364	4,827	5,488	6,004	6,570	6,846	7,147
Spot (local)	2,967	3,368	3,765	4,345	5,084	5,714	6,514	6,833	7,270
Cable(non-network)	8	17	32	50	80	130	179	203	254
Radio									
Total	3,702	4,230	4,670	5,210	5,817	6,490	6,949	7,206	7,798
Network	183	230	255	296	320	365	423	413	425
Spot (nat'l)	779	879	923	1,038	1,197	1,335	1,348	1,330	1,418
Spot (local)	2,740	3,121	3,492	3,876	4,300	4,790	5,178	5,463	5,955
Yellow Pages									
Total	2,900	3,300	3,800	4,400	4,900	5,800	6,500	7,300	7,781
National	330	380	433	489	580	695	759	830	944
Local	2,570	2,920	3,367	3,911	4,320	5,105	5,741	6,470	6,837
Direct Mail	7,596	8,944	10,319	11,795	13,800	15,500	17,145	19,111	21,115
Business Publications	1,674	1,841	1,876	1,990	2,270	2,375	2,382	2,458	2,610
Outdoor									
Total	578	650	721	794	872	945	985	1,025	1,064
National	364	419	465	512	562	610	600	615	628
Local	214	231	256	282	310	335	385	410	436
Miscellaneous									
Total	7,558	8,412	9,006	9,924	11,678	12,107	12,799	13,431	14,531
National	5,153	5,798	6,365	6,911	8,083	8,604	9,120	9,783	10,454
Local	2,405	2,614	2,641	3,013	3,595	3,503	3,679	3,728	4,077
Total									
National	29,815	33,890	37,785	42,525	49,690	53,355	56,850	60,625	65,610
Local	23,735	26,540	28,795	33,325	38,130	41,395	45,290	49,025	52,440
GRAND TOTAL	53,550	60,430	66,580	75,850	87,820	94,750	102,140	109,650	118,050

Source: Prepared for Advertising Age by Robert J. Coen, McCann-Erickson, Inc.



1ST STORY of Level 1 printed in FULL format.

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American Demographics

September, 1991

SECTION: Pg. 22

LENGTH: 400 words

HEADLINE: SOME TARGETS REQUIRE A LITTLE MORE ACCURACY THAN OTHERS.

BODY:

Hard-to-reach audiences require exacting aim. And no medium gives you as much control and precision as print.

Some marketing targets are as elusive as they are attractive. For example: working women, young adults and the affluent. But even when budgets are tight, it's still possible to reach each of these groups effectively and efficiently. In print.

A Study of Media Involvement conducted by Audits & Surveys, Inc. for Magazine Publishers of America found that in 16 of 19 areas of interest, print was the prime source of information and ideas for all three of these important audiences. Of these 16 areas, at least two-thirds of all professionals, managerials and owners, 70% of working women and 61% of young adults rely most heavily on print as their information source. And when it comes to career and money matters, the reliance on print is over 70%.

Numerous studies have proven that print is also the most effective way of reaching affluent audiences. The latest Simmons research found that almost 60% of heavy newspaper readers are professionals and managers, and over 60% of adults with household incomes of \$ 60,000 or more are heavy newspaper readers. In fact, a great many highly successful and influential readers can't be consistently reached in any other way.

But perhaps most important is the uniquely receptive mind-set these readers bring to print advertising. As the authors of the Study of Media Involvement put it, "When a person is mentally attuned to the climate of the medium-actively seeking information in fields of interest that enrich his/her daily life-advertising is functioning under optimum conditions of reader alertness, involvement and receptivity."

Readers lavish more time and enthusiasm on print advertising because they find the medium to be far more responsive to their needs and interests than television. For example, 63% of all men and 64% of all women believe print is the medium that best fits their personal needs, while only 29% of men and 28% of women feel that way about television. This explains why readers actively seek out the advertising in print, while television viewers so often zap it.

With readers so predisposed, it doesn't take long for advertising to have an effect. A Time/Seagram study found that as little as four weeks of ad exposure in print can increase the product use by 75% and purchase by almost 300%.

GRAPHIC: Picture 1, no caption; Graphs 2 and 3, ADVERTISING EXPOSURE

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2ND STORY of Level 1 printed in FULL format.

Copyright 1991 American Demographics, Inc.
American Demographics

June, 1991

SECTION: FEATURES; Pg. 50

LENGTH: 1987 words

HEADLINE: The News FROM HERE

BYLINE: Joe Schwartz and Thomas Exter; Joe Schwartz is senior editor and Thomas Exter is research director of American Demographics.

BODY:

SUMMARY Many newspapers suffered when they lost touch with readers. Publishers are coping by adding diversity to their products. But for them, gaining the loyalty of baby boomers is the difference between good news and bad news. We project a 7 percent gain in total U.S. newspaper readership in the 1990s.

During the past decade, daily newspapers were on the decline. Some venerable papers went out of business; many more watched their once-healthy profits erode.

Newspapers once were the nation's medium of choice. Today, they compete with a wide range of media for audience share and advertising dollars. Advertisers can now choose between newspapers, point-of-purchase advertising, electronic media, and direct mail. Audiences can get the news faster by turning on their television and radio; they can get the news in depth by watching all-news cable channels such as CNN. A generation has grown up with this wider range of media options, and they are not in the habit of reading their daily newspaper.

Some analysts say that the current downturn is part of an ongoing cycle for the newspaper industry. Others say that the daily papers' days are numbered. But industry officials agree that newspapers are now caught in a difficult situation. They must find ways to sell a single product to an increasingly diverse, increasingly distracted audience.

The American newspaper audience is diverse, but it is not chaotic. Age, educational attainment, and other demographic factors can predict newspaper use with a high degree of accuracy. Some newspaper executives use reader profiles to adjust editorial content and find customers.

"Years ago, it was radio and TV that did all the research. Today, newspapers have to do their own market research and share it with their advertisers," says Larry Fuller, publisher of the Argus Leader in Sioux Falls, South Dakota. "Over the next ten years, knowing the demographics of your circulation areas will pay off."

LOSING TOUCH

Newspaper readership increases with age and with educational attainment. People aged 18 to 24 are 37 percent less likely than the average adult to be heavy newspaper readers, * according to 1990 data from Mediamark Research in New York City. Adults aged 25 to 34 are 17 percent less likely than average

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1991 American Demographics, Inc., June, 1991

to be heavy readers, but those aged 35 to 44 are 17 percent more likely. The most faithful readers are 45-to-54-year-olds, who are 24 percent more likely, and 55-to-64-year-olds, who are 22 percent more likely than average to be heavy newspaper readers. People aged 65 and older are about as likely as the average person to be heavy newspaper readers.

* We define a "heavy newspaper reader" as someone in the top quintile of newspaper readership. A man who is a heavy reader reads at least 30 papers in four weeks. A female heavy reader reads 25 or more.

While people aged 35 to 54 are most likely to read newspapers heavily, they are not the market with the most potential. Today, the prime target for newspapers is younger baby boomers. In the 1990s, today's 25-to-34-year-olds will move into the age groups where newspaper readership is traditionally the highest. If they can be persuaded to pick up the paper as often as their parents did, the industry's bad times would soon turn into good times.

Baby boomers aged 25 to 44 now account for 44 percent of American adults. They are 42 percent of the people in the top two quintiles of newspaper readers, according to American Demographics calculations.

The frequency of newspaper use is higher among older adults. But the huge size of the baby-boom generation gives it the lion's share of newspaper readers.

Probably the best single indicator of newspaper readership is education. College graduates are 65 percent more likely than the average adult to regularly read a newspaper, and those with post-graduate degrees are 87 percent more likely than the average adult to regularly read a newspaper.

Most heavy television viewers are not good newspaper readers. The top quintile of television viewers are 7 percent less likely than the average adult to be heavy newspaper readers. But moderate television viewers are slightly more likely than average to be in the top quintile of newspaper readers. And people who regularly watch "most or all" of a major network news show are 11 percent more likely than average to be heavy newspaper readers. These are the nation's news addicts, and they get their information from many sources.

ADDING DIVERSITY

To gather up the spare change of baby boomers, publishers are making editorial changes, marketing in new neighborhoods, and trying in general to change their old ways.

The newspaper industry can learn a lot from the current troubles at ABC, NBC, and CBS, according to Louis Heldman, an executive with the Knight-Ridder newspaper group. "There are tremendous parallels between the newspaper industry and network television," he says. "Both have gotten fat on delivering an undifferentiated mass market to advertisers. Now, newspapers are seeing the same sort of audience dispersion that you have seen in network TV."

Between 1980 and 1990, the share of adults aged 25 to 34 who read any daily newspaper dropped from 56 percent to 51 percent. For adults aged 35 to 44, the share fell from 66 percent to 60 percent.

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1991 American Demographics, Inc., June, 1991

Knight-Ridder is experimenting with ways to reclaim the attention of aging baby boomers. A small Florida paper, the Boca Raton News, is their proving ground.

"In our markets throughout Knight-Ridder, about 75 percent of baby boomers will pick up at least a Sunday paper," says Heldman. "Almost everyone that we and our advertisers want to reach is already reading the newspaper occasionally." Their goal is to change more boomers into regular newspaper readers. It may be working: three months after the launch, paid daily and Sunday circulation had increased 19 percent.

The "new" Boca Raton News, launched last October, contains "Essentials," a pull-out tabloid section that is aimed at a different sector of readers each day. On Monday, the News features a business section. On Tuesday, it's health and fitness. A special parenting section runs on Wednesday, an unthemed features section runs on Thursday, a weekend entertainment section runs on Friday, and Saturday contains a home and garden section.

Heldman credits many of the design changes to the readers. "Decisions such as not continuing stories from page to page came directly as a result of quantitative and focus group research," he says. Some of the other "reader-driven" changes include the widespread use of labels, headlines, and larger body type.

Daily themes in the features section are not a new idea in the newspaper industry. But in Boca Raton, the themes and specific articles are designed with 25-to-44-year-olds in mind. The paper's "Money" section has a personal finance/career focus, which appeals to baby boomers. The News's "Outside" page blends articles about weather, the environment, astronomy, wildlife, and travel. Heldman describes it as "a page based on the lifestyles of those reading this particular newspaper. The News serves an area where people spend a great deal of their leisure time outdoors and where they also travel a lot."

The new format of the News has drawn criticism that it is cutting content in favor of fluff. Many of the barbs come from other papers, and editor Wayne Ezell dismisses them. "There is a lot of boring stuff in newspapers; we try to avoid it. We cover issues, not meetings," he says.

For example, local government officials were planning to issue bonds to buy some environmentally sensitive land. The Boca Raton News sent reporters to the press conference, just as the competition did. But it also sent reporters to the land, interviewed government officials, and brought in environmental experts. "We did a story about the land, not the press conference," says Ezell.

"The first step for newspapers will be getting a better understanding of their audiences," adds Heldman. "Newspaper marketing research has tended to trail research in other kinds of industries."

Dual-earner households are a good example. "The rapid movement of women into the work force made dramatic changes in the needs of women and the men they are married to, but newspapers didn't change to reflect those changing lifestyles," Heldman says. "We have seen shifts in the food industry toward goods that are more convenient and faster to prepare. But newspapers, fundamentally, are what they have always been."

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1991 American Demographics, Inc., June, 1991

Some newspapers ignored the post-World War II growth of suburban areas for years, discovering their error too late to prevent serious losses in market share. Now, most surviving metropolitan newspapers are aware that many of their readers live in the suburbs, says Gannett's Neft. But many of these same newspapers still cover their "city beats" extensively while passing over news about growing suburban municipalities.

These mistakes have helped put the newspaper industry into a spiral of decline. Today, fewer newspapers are serving a population that is becoming more and more diverse.

GOOD NEWS AND BAD NEWS

Predictions for the newspaper industry range from high tech to high stress. Some futurists envision electronic newspapers, where readers can select stories or subject areas that they can read from their home computer screens. But the immediate future holds increased competition, a slow-growing population, and a more diverse pool of readers.

Demographic trends suggest several scenarios for the newspaper industry. The worst case would be if each age cohort carries its current readership rate into the next age group. In other words, if young baby boomers do not begin reading newspapers as their parents do, the newspaper industry is in for some grim years.

If young adults carry their readership rates with them as they age, the industry will see declines in readership rates among its bread-and-butter group -- people aged 35 to 54. The number of 45-to-54-year-olds will grow so fast in the 1990s that even a drop to the 60 percent readership level (the level of today's 35-to-44-year-olds) would mean a net gain of 6 million readers in that age group. But this gain would be offset by a drop in the number of readers aged 25 to 34. Overall, the worst case would result in 61 million newspaper readers aged 25 to 54 in 2000, which is only a 1 percent increase from 1990.

The best case would be if baby boomers begin to read newspapers as enthusiastically as 45-to-64-year-olds do today. Under this assumption, the aging of the population would bring an overall 16 percent gain in readers between 1990 and 2000.

Reality will probably fall somewhere in between these two cases. According to projections by the American Demographics research staff, the newspaper industry will have a total readership gain of 7 percent in the next decade. More specifically, there will be a loss of 5.3 million readers in the 25-to-34 age group, a gain of 2.6 million readers aged 35 to 44, and a gain of more than 7.1 million readers aged 45 to 54 between 1990 and 2000.

Older baby boomers increased their readership by 4 percent during the 1980s as they moved into their 30s and 40s. Our projections assume that younger baby boomers will pick up readership at similar rates as they age, and that older baby boomers will increase their readership as they enter their 50s. We also assume that members of the baby-bust generation, now aged 18 to 24, will increase their readership slightly as they enter their late 20s and early 30s.

In the 1990s, the newspapers that exceed our industry-wide projections will have a strong emphasis on understanding and serving their customers.

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Understanding and serving consumer diversity has become the key to the industry's survival.

GRAPHIC: Photo, no caption, JOAN SAGE (PHOTO) ROBERT ACETO (HAND COLORING); Graphs 1 through 3, YOUNG READERS, A smaller generation of young adults will cause newspapers to lose young readers. How many depends on market penetration among young adults. (daily newspaper readers aged 25 to 34, in millions, 1990-2000, with low, medium, and high projections for the year 2000) MIDDLE-AGED READERS, If younger baby boomers begin to read as much as older boomers do, the 1990s could be good for newspapers. (daily newspaper readers aged 35 to 44, in millions, 1990-2000, with low, medium, and high projections for the year 2000), Graph 3, MATURE READERS, Even if baby boomers don't read newspapers as much as their parents did, business will pick up. (daily newspaper readers aged 45 to 54, in millions, 1990-2000, with low, medium, and high projections for the year 2000), Note: The low estimate is based on current readership rates for adults in each age group, the high estimate is based on current readership rates for people in the next-oldest age group, and the medium is based on a weighted average of these two rates. Source: American Demographics' projections based on 1990 data from Mediamark Research Inc.



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SECTION: INSIDE THE INFORMATION INDUSTRY; Pg. 14

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HEADLINE: Newspapers Enter the Age of Information

BYLINE: Dan Fost; Dan Fost is a freelance writer in Tiburon, California.

BODY:

The gruff editor who served up the news his way, take it or leave it, is going the way of the manual typewriter. More and more, readers are choosing to leave it. To keep them, editors are learning to serve their needs.

While household growth has been rapid in the past few decades, daily newspaper circulation has been flat since 1945. News executives, in their fight for survival, are changing everything from ink to editorial coverage in an effort to reach more households.

The romantic view of newspaper readers is naive, says Richard Cheverton, a managing editor at the Orange County Register in California. "It assumes that if we throw news at them, they're going to be passive consumers. Maybe 30 years too late, maybe fatally too late, newspapers are finding that does not work."

One industry analyst notes that 40 years ago, railroad operators sealed their doom by failing to recognize that they competed against other forms of transportation. Similarly, newspapers cannot survive unless they compete in the information industry. Their rivals include television, radio, computers, and any other way people get information.

If this redefinition of newspapers catches on, newsprint won't be the only option for newspaper customers. Among the suggestions in a recent report by the American Society of Newspaper Editors (ASNE) are newspapers delivered by fax machines (these are already available in Minneapolis, St. Paul, and Hartford), newspapers on videotex services, on-line access to a newspaper's library, and a daily catalog page that allows readers to shop by phone from local stores. The goal is for the newspaper to reposition itself as the leading news source in its market.

"America increasingly is becoming a society of specialists, and news interests are becoming more and more fragmented," says Kristin McGrath, president of MORI Research, in the ASNE report. "In order to thrive in our information society, newspapers may increasingly need to address people's specialized needs as well as their general news interests." Such targeting is especially important to the goal of reaching young adults and working women -- two groups where circulation is lagging.

NEWS FOR NEEDS

Market research is also taking a quantum leap forward. Publishing giants like the Southam Newspaper Group, a large Canadian newspaper chain, use geographic

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information systems to plot the demographics of subscribers, then target similar neighborhoods where readership is low.

Other newspapers ask people what they want before they plan new editorial features. The suburban Marin Independent Journal of Marin County, California, runs a daily "Commutewatch." It is "unique to our market," says publisher Peter Horvitz. "Everybody talks about the traffic."

The Miami Herald serves Dade County Hispanics with El Nuevo Herald, a daily Spanish-language supplement that is free to readers who request it. El Nuevo has a news staff of more than 60 people and a daily circulation of more than 100,000. "All our research and focus groups show that Hispanics want to read in their native language," says managing editor Fabiola Santiago.

Newspapers are also delivering ads to geographic zones and the zones are getting smaller every year. "Some are now zoning to 20,000 subscribers," says Martin Casey, vice president of readership and circulation for the American Newspaper Publishers Association.

Business people who buy faxed newspapers are a new market for the Hartford Courant, which strips an ad onto the bottom of its daily faxed edition. Fax newspapers are a business product "because that's where the fax machines are," says Rick Petersen, product manager for the (Minneapolis) Star Tribune's Executive Fax service. But in a few years, Petersen predicts, fax machines will drop in price. Then they will become "the next big home appliance. That could really open fax newspapers up to a huge new market," he says.

The need for new markets is clear. "Less than two decades ago, 95 daily newspapers were delivered for every 100 households," writes Jean Gaddy Wilson, executive director of New Directions for News, a think tank at the University of Missouri. "Today, 65 are circulated for every 100 households."

THE WOMAN IN READ

Women and young people have the greatest potential as new newspaper readers, says McGrath of MORI Research. The number of women who read newspapers four days out of five dropped 26 percent between 1982 and 1987, reports Nancy Woodhull, president of Gannett News Service. But a recent ASNE-produced prototype section for working women proved popular with a focus group, she says, and many newspapers are experimenting with ways to make their coverage more relevant to women.

Youth-oriented news is also spreading. Peter Bhatia, managing editor of the Sacramento Bee, says his paper's one-year-old "Ticket" section has already been imitated. "Ticket" focuses on weekend activities, with movie and nightclub listings laid out in a grid format like television listings, he says.

The Bee's "Sidetracks" pages are written by and for teenagers. "In the long term, we hope they will be newspaper readers," says Bhatia. "We want to do something that makes the paper relevant to them. That's the whole reason for declining readership: lack of relevance."

Newspapers are also changing their attitudes about self-promotion. Previous efforts usually consisted of "a booth at a carnival, balloons for the kiddies, and a golf tournament for the good old boys," says Jay Silverberg, managing

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editor of the Marin Independent Journal. But now, newspaper marketing has hit the big time, with sophisticated advertising campaigns for radio, television, and direct mail. The San Francisco Chronicle sponsors the Chinese New Year's parade, a major event in that city's Asian community. Its afternoon rival, the Examiner, sponsors the popular Bay to Breakers road race.

The push for a market-driven newspaper has begun. "We have to give readers what they want," says Bhatia. "We can do that without giving up investigative reporting, depth reporting, or government reporting. It's a matter of mix, and it's a matter of listening."

Many newspapers are redefining traditional beats. Instead of sending reporters to countless city council meetings, they are assigning them to topical beats such as the environment or health or transportation. They are also letting graphics tell the stories. "A lot of newspapers, including this one, still write too long," Bhatia says. "I'm not advocating that we become USA Today, but the last thing we want to do is bore our readers."

Many newspaper editors have a love-hate relationship with USA Today. They abhor its superficial style and overreliance on celebrities, but they see what sells: shorter stories, fewer jumps, more and better graphics, more women and minorities in the news, a splashy weather page, and high-quality color photographs.

Some newshounds still don't like the change. "I tend to resist pretty strongly the new dependence on graphics and color," San Francisco Examiner managing editor Frank McCulloch says. "If USA Today is the wave of the future, what does that imply for how this society functions? Can this be an informed society if no story is longer than six inches?"

McCulloch says that the only things newspapers should have to do to boost readership is report better, write better, edit better, and play stories better. "I have to believe this," he says. "Otherwise, it invalidates my whole life's work."