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

OA/ID Number: 13478
Folder ID Number: 13478-002

Folder Title:
Golden Mike Awards, 3/6/89

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	1	5

MASTER 2

Document No. 013391SS

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/3/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/3/89 5:00 PM

PROPOSED PRESIDENTIAL MESSAGE: GOLDEN MIKE AWARDS

SUBJECT:

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

No comments
Delete " you have the fourth "P3."



REMARKS:

Please forward any comments/recommendations directly to Chriss Winston, Rm. 122, x2930, by 5:00 PM TODAY, Friday, March 3, 1989, with an info copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

to bond
Go to Demarest & McClure comments

James W. Cicconi
Assistant to the President
and Deputy to the Chief of Staff
Ext. 2702

((Grant))
March 2, 1989
9 a.m.

PROPOSED PRESIDENTIAL VIDEO MESSAGE
GOLDEN MIKE AWARDS

It's a pleasure for me to participate in this year's Golden Mike Awards dinner. The Broadcast Pioneers have made a great selection in choosing WSBT as this year's winner. This award is based on the contributions made to the community and to the nation, and I congratulate WSBT.

Pink
~~What is important to remember~~ ^A as Broadcast Pioneers is your ability to reach into the hearts and minds of Americans. you have a unique opportunity to help others ... to tell young people about the importance of public service, to awaken interest in education and the environment, to encourage people to reach out through our communities to help the homeless. You have the power to do so much good.

Pink
~~As Broadcast Pioneers, you~~ have one of our strongest weapons against those who seek to destroy our country by poisoning our children with illegal drugs ... those who terrify our neighborhoods by committing crimes in our streets ... those who are tearing down our nation's morals and our traditional family values. ~~You have the truth.~~ Through your work in the communities of this country, you can keep hope alive.

Parker
You get the message out. ~~Every American~~ ^{everywhere} should know the opportunity exists for them to make a better life for themselves and their children -- because ~~every American~~ ^{everywhere} should know that the

Gray

gang strong (Pink)
American Dream is ~~still~~ alive. So many will hear your words, and
so many can be helped.

These awards tonight show that progress is already being
made -- yet we have so much further to go. Once again,
congratulations. Keep up the good work, and keep up the good
fight.

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
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RESPONSE:

no comments


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 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

((Grant))
March 2, 1989
9 a.m.

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THE WHITE HOUSE

WASHINGTON

March 3, 1989

Memorandum to Chriss Winston

From:

Jim Pinkerton 

Re:

Comments on Conestoga, Wilmington, and Golden Mike drafts

I liked all three of these drafts, and my comments are more in the nature of cosmetic surgery, as opposed to amputations!

Conestoga

Page 1, para 2, line 3 I like the "can't happen here" reference; so much so that I don't think we should just let it drop. I would pick it up again at the end, e.g. around the 3rd graf on page 7: "We've learned a hard lesson -- unless we join together and fight, it can happen here. But if we do work as a team and as a community, it won't." I make no great claims for literary quality, but I think that it couldn't hurt to set up drug abuse as the '80s equivalent of fascism; the "can't happen here" deriving as it does from the Upton Sinclair play.

1,3,4-5 The sentence doesn't quite make a point. I'd say "Your community is too proud, your traditions too deeply rooted, for an invader to threaten your safety and well-being without a fight."

1,4,1 The repetition of the "you're not alone" line in this and the next graf is confusing. I'd save the usage for the good news: that the President is here to help you. So I'd rewrite the first line of this as follows: "When the drug epidemic comes here, to the Conestoga Valley, that's proof that..."

2,1,3 We ought to work the President into this graf: "And you have partners in the war on drugs in Washington: right there on Pennsylvania Avenue. As I said in my Inaugural Address, I am committed to ending the scourge of drugs."

5,3,3-4 I think the second sentence could be tightened. Suggest: "She got up from in front of the TV to tell her parents something important."

7,2,2 I think this graf needs an add-on, as noted above.

2-2-2

However, I think "we're" is presumptuous. The President just got there. Change it to "you're."

One last thought on this speech. The spread of the drug plague into Amish country has attracted a great deal of media attention, given the sense that this was about the last place one would expect to see drugs. So it might be a good idea for the President to wax somewhat lyrical about America once was and what America could be if we can end the drug scourge. Forgive my license, but such a GB Vision graf could read like this:

"I have a vision that the day soon I'll be able to come back to Lancaster and see this beautiful town restored to what it once was. A place of mothers and fathers and children and grandparents and bicycles and baseball and spelling bees. Where crack was something you pumped over to avoid bad luck. With your hard work and commitment, that day will come sooner."

Wilmington

This is a good tough speech. I like the significant alteration in tone between the two stops.

1,4,3 I'm not sure people will get the K'port reference.

4,3,1 Fight don't "rest." How 'bout "My friends, we are all a part of this fight."

4,4,6 I think the "crush" reference is inapt, considering the fact that part of the production/refining process for drugs involves crushing pulverization. I'd change it to just "stop."

6,6,1 When citing a niche, it's dangerous to change one word, lest you throw people off the trail. I'd change "hue" back to "shade." and I'd change "abuse" to "trade." Most Americans, including this one, think that there is a difference between a drug kingpin and a preteen crack addict.

7,1,1 "demands" isn't the right word. Try "Every American should have the right to be free..."

7,2,3 I don't think you can drop in a reference to Eddie Byrne anymore with confidence that people will remember who he was.

Golden Mike

✓ 1,2,1 Drop first five words. They add nothing. Should read: "As Broadcast Pioneers, your ability to reach into the hearts [delete "and minds shades of Vietnam] gives you a unique..."

✓ 1,3,1 Should begin "Broadcast Pioneers have..."

✓ 1,3,6 I think we need to restate the concept of the weapon.
Ask the rhetorical "What is that weapon? The truth."

✓ 2,1,1 I wouldn't repeat the "alive" image twice. Keep the
JJ quote, but change the second usage to "American Dream going
strong."

3/3

#

Chriss -
I've looked at this &
concur with JPs comments.
Bill Roper

3 MAR 1989

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THE WHITE HOUSE

WASHINGTON

March 3, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM:

ROGER B. PORTER *RBP*

SUBJECT:

Proposed Presidential Message: Golden
Mike Awards

The draft remarks for the Golden Mike Awards are appropriate for the dinner. I have one recommended suggestion. In the third paragraph of page one I suggest we strike the sentence, "You have the truth."

If you have any questions please let me know.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUMDATE: 3/3/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/3/89 5:00 PM

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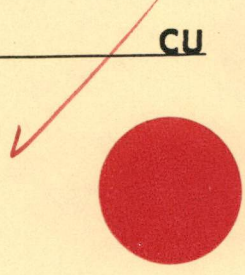
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WHITE HOUSE CORRESPONDENCE TRACKING WORKSHEET



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

Date Correspondence Received (YY/MM/DD) 89103103

Name of Correspondent: Jim Ciccone

MI Mail Report User Codes: (A) _____ (B) _____ (C) _____

Subject: Presidential Message: Golden Mike Awards

ROUTE TO:	ACTION	DISPOSITION		
Office/Agency (Staff Name)	Action Code	Tracking Date YY/MM/DD	Type of Response Code	Completion Date YY/MM/DD
<u>Ciccone</u>	ORIGINATOR	<u>89103103</u>	---	<u>89103103</u>
<u>Ciccone</u>	Referral Note: <u>R</u>	<u>89103103</u>	---	<u>89103103</u>
_____	Referral Note: _____		---	
_____	Referral Note: _____		---	
_____	Referral Note: _____		---	
_____	Referral Note: _____		---	

- ACTION CODES:**

 - A - Appropriate Action
 - C - Comment/Recommendation
 - D - Draft Response
 - F - Furnish Fact Sheet to be used as Enclosure

DISPOSITION CODES:

 - A - Answered
 - B - Non-Special Referral
 - C - Completed
 - S - Suspended
- FOR OUTGOING CORRESPONDENCE:**

 - Type of Response = Initials of Signer
 - Code = "A"
 - Completion Date = Date of Outgoing

Comments: _____

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

RECORDS MANAGEMENT ONLY

CLASSIFICATION SECTION

No. of Additional Correspondents: _____ Media: _____ Individual Codes: _____

Prime Subject Code: _____ Secondary Subject Codes: _____

PRESIDENTIAL REPLY

Code	Date	Comment	Form
C	_____	Time: _____	P- _____
DSP	_____	Time: _____	Media: _____

SIGNATURE CODES:

- CPn - Presidential Correspondence**
 - n - 0 - Unknown
 - n - 1 - George Herbert Walker Bush
 - n - 2 - George Bush
 - n - 3 - George
- CLn - First Lady's Correspondence**
 - n - 1 - Barbara Bush
 - n - 2 - Barbara
 - n - 3 - Bar
 - n - 4 - Mrs. Barbara Bush
- CBn - Presidential & First Lady's Correspondence**
 - n - 1 - Barbara & George Bush
 - n - 2 - Barbara & George

MEDIA CODES:

- B - Box/package
- C - Copy
- D - Official document
- G - Message
- H - Handcarried
- L - Letter
- M - Mailgram
- O - Memo
- P - Photo
- R - Report
- S - Sealed
- T - Telegram
- V - Telephone
- X - Miscellaneous
- Y - Study

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See p. 1 C ~~gto~~ subject /verb accord
 See D. W.
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James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
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89 MAR 3 P 3: 08



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