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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

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**OA/ID Number:** 13478  
**Folder ID Number:** 13478-013

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**Folder Title:**  
United Negro College Fund, 3/9/89 [2]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>1</b>	<b>5</b>

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/7/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/7/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: UNITED NEGRO COLLEGE FUND

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, by 2:00 PM TODAY, March 7, 1989, with an info copy to my office. Thanks.

RESPONSE: \_\_\_\_\_

*pls see comments*

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

1989 MAR - 9 PM 9:10

(Smith)  
March 6, 1989  
9:00 pm

PRESIDENTIAL REMARKS: United Negro College Fund  
New York, NY  
Thursday, March 9, 1989

Congressman Hawkins, Mr. Rawl, Mr. Simon, ladies and gentlemen, my fellow citizens.

Thank you for that introduction, and for the warmth of your reception. Paul Simon once wrote a song titled, simply, "Old Friends." Tonight, flanked by old friends and, in a real sense, family, I am grateful for your company.

Our paths first crossed many years ago, when I was an organizer for the United Negro College Fund during my student days at Yale. It was there that I first saw the Fund invest in higher education, and in America. Then, as now, it insisted that excellence become a way of life, and higher learning a bequest.

As an undergraduate, I came to grasp what Churchill meant when he said, "Personally, I am always ready to learn, though I do not always enjoy being taught." Well, for nearly half-a-century, this Fund has taught, so that America could learn ~~x~~ the gentler impulses of mankind.

You have helped society's disadvantaged cast off despair and poverty. And through such friends as Bill Trent and Frederick D. Patterson -- and, yes, how we miss him -- you have endorsed liberty, opportunity, and the dignity of work.

Holen  
X5178

But most of all, you have shown how conscience and education can fulfill the promise of America: to right wrong, love freedom, and demand equality for all.

For that, I congratulate you -- and yet, I challenge you, too.

Black and white, together -- we want an America of affirmative action, and affirmative lives. But America will not be a good place for any of us to live in until it is a good place for all of us to live in. Yes, let us reach beyond government, as you have, to shape our Nation's character. But let us not ignore government -- for it can nurture the decency which makes human progress possible.

Most Americans, I'm convinced, believe that government can be an instrument of healing. And they believe that, at times, government must step in where others fear to tread.

My friends, I share those beliefs: As President, I will act on their behalf.

For America, it seems to me, means pride -- individually and racially. And opportunity for those who need jobs and who dream of owning homes. (America means, in the words of Dr. King, that "injustice anywhere is a threat to justice everywhere.") And hope: the hope that tomorrow will be brighter than today.

Think of America as a congregation. Now, think of its members as kindness, courage, service, enterprise. What agenda can best inspire them, and secure the promise of America? You know the answer, for I've pledged to be the Education President. And I'll let you in on a secret: I mean exactly what I say.

*for equal opportunity*

*(Raul x5044)*

*Holen x5178*

*Raul 5044*

*Holen 5178*

*Choppy*

*Holen x5178*

*agenda of this speech is broader than*

Education knows no barriers, accepts no limits. Education is a ladder; it embodies self-respect, not dependency. Education can give minorities a greater voice -- and make sure that voice is heard.

Since 1944, when Dr. Patterson founded the UNCF, your voice has resounded from colleges like Tuskegee, Morehouse, Spellman, and Fisk. And its lyrics have ennobled such Americans as Leontyne Price, Andrew Young, Frank Yerby, and Azie Taylor Morton.

Well, I'm pleased to tell you: Under our Administration, your voice will ring yet louder.

As you know, in September 1981, President Reagan signed Executive Order 12320, committing the Federal government to increase its support of Historically Black Colleges and Universities.

Our goal was to identify, and eliminate, unfair barriers to your participation in Federally-sponsored programs. Our means was to involve the private sector, and to motivate the 27 Federal agencies which provide nearly all the Federal funding.

Did it work? Did it ever.

In Fiscal Year 1982, HBCUs received \$545 million in Federal assistance. <sup>In Fiscal Year 1987,</sup> ~~last year,~~ that sum totaled \$684 million, Scientific

~~research~~ <sup>leaped by 38 per cent, and by FY 87 research and development, which includes funds for non scientific institutional development</sup> ~~development~~ comprised nearly half of all funding. Our White House

Science and Technology Committee fostered science, mathematics, and engineering programs and curricula. And our larger HBCU work attacked the Four Horsemen of the American Night -- illiteracy and inequality, indigence and fear.

NOTE: The Education Dept. has not compiled FY 1988 data yet.

Holten 5178

Holten 5178

NOTE: The "research & development" category includes TITLES III grants for institutional development generally defined. This is NOT scientific research.

Great beginnings, yes. Now, let us build upon them. We have done much. But there remains ~~-- will always be --~~ so much more left to do.

Hoken  
5178

That is why, six weeks ago, I met with 26 Presidents of HBCUs to probe where we are going, and how. We discussed faculty development and merit scholarships, community college grants and institutional planning. In each case, we explored Federal government support of public/private partnerships, task forces, conferences, technical assistance, and the use of Federal research and development funds.

From that meeting, and others like it, came steps which I am proud to announce tonight, <sup>Steps</sup> and which will help do, nationally, what you have done, historically: Enrich education, so that education can enrich our lives.

I refer to a new Executive Order which I will sign next week, replacing Executive Order 12320, and which will be effective immediately.

Specifically:

o This Order will create a President's Board of Advisors on Historically Black Colleges and Universities [to reside] within the Department of Education.

Our board will be composed of representatives of HBCUs, other institutions of higher learning, [of] business, finance, private foundations, and [of] secondary education. It will review the annual report of Federal aid to HBCUs. And it will <sup>work toward</sup> increase <sup>ing</sup> technical assistance and business and foundation support.

Hoken  
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Raul  
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o ~~Secondly,~~ (more than ever) this Executive Order will link HBCUs to the private sector. How? Through your presence on the Board of Advisors. And through placing HBCUs on the agenda of the newly created Office of National Service, which will lead my Administration's community and national-service programs.

We should work together; ~~under~~ this Executive Order, we will. For example, after listening to your Presidents, I proposed that Congress fund \$60 million over four years in endowment matching grants for HBCUs. We have put our money on the table.

Now, I challenge the private sector: The time has come for yours. *(Holen 5/18)*

Our Executive Order will ~~facilitate this approach, and spur~~ *seek to stimulate increased private sector support for HBCU's including increased financial support for endowments and increased non-Federal involvement in technical assistance and funding.* *technical assistance.*

o This Executive Order will also <sup>work to</sup> bring more of your students into Federal internship programs. Our effort will be headed by the Director of the Office of Personnel Management. And I've asked that Office to also approach Congress about increasing its number of HBCU interns. With both the executive branch and the Congress joining hands to increase opportunities, we can give minority students a special experience today that will enrich their lives tomorrow.

o Fourthly, our Board of Advisors will find ways to support the long-term faculty <sup>(endowment) *recruitment?*</sup> plans of each HBCU. For *(Holen 5/18)* the pursuit of excellence--student, faculty, and administrative--is central to America.

My friends, if excellence breeds achievement, that excellence should be rewarded--in grade school, in high school, and at our colleges and universities.

Accordingly, I want Congress to create a \$500~~x~~million program to reward America's "merit schools"--the schools which improve the most. I want it to found special Presidential awards for the best teachers in every State. And I want the expanded use of magnet schools -- <sup>to give</sup> giving parents and students the freedom of choice.

Moreover, I propose a new program to encourage "alternative certification" <sup>to</sup> ~~we~~ allowing talented Americans from every field to teach in America's classrooms. Consider that today, in many areas, a John Updike, an Alex Haley, couldn't qualify to teach high-school creative writing. When rules are so inflexible that creativity, talent, and imagination aren't welcome in our schools, it's time to change the rules.

And through a new program of National Science Scholars, I seek to give America's youth a special incentive to excel in science and mathematics. The National Science Foundation predicts a shortage of 400,000 scientists by the year 2000. Through excellence in education, we must ~~x~~ and will ~~x~~ reverse that trend.

And, yet, <sup>all of this is</sup> it's not enough. It never is. As Americans, we are never satisfied. We know that when a dream comes true, it gives rise to even bigger and better dreams. Perhaps the former Dean of Howard University, John Mercer Langston, put it best. He wrote, simply, "Want makes us all work."

Let us work, then, to make America a better place to live, dream, invest, and build. And let us begin by ending drug abuse.

My friends, drug abuse is America's Twentieth-Century version of human slavery. It chains the spirit, and imperils the

Haley  
5/78

ability to learn. To combat drugs, we must mobilize our resources -- fiscal, moral, economic -- and wage unconditional war. And we must fight on every front: education, treatment, interdiction, enforcement.

Last month, I asked Congress for an increase of \$1 billion in budget outlays to escalate our war. This is a war we must and will win. The future of our nation and the lives of our children depend on it.

Earlier, I mentioned the promise of America: hope, pride, opportunity, justice. A drug-free America fulfills that promise. So, too, do Enterprise Zones.

Enterprise Zones are a pioneering initiative to establish a number of Federally-designated zones -- or areas -- in highly distressed communities. By providing tax breaks and relief from regulation, they foster a climate where new businesses can be created, and existing businesses expanded. These businesses create new jobs, especially for disadvantaged workers.

Already, <sup>31</sup> States have developed Enterprise Zone programs. It's time we put them to work at the Federal level. Local communities will benefit. But, more importantly, those who need a helping hand--the unemployed, the dispossessed--will gain new hope and opportunity: Not across town, but in their own back yards.

Enterprise Zones can serve the most vulnerable among us. (And we will assist these other things, as well: ) ?

As part of our new child-care initiative, targeted at low-income families, we have asked for \$250 million more for

Hale  
3120

Project Head Start. This Federal program must, and will, serve increasing numbers of four-year-olds.

For parents with children under <sup>age</sup> four, we've proposed a new <sup>refundable</sup> tax credit to make child care more affordable. And we want to make the existing child care credits <sup>(s)</sup> refundable to families who don't pay taxes. Our proposal puts money in the hands of low-income parents, limits Federal intervention, and increases options -- a church can help; or grandparents; or professional nursery. In short, we say: Let the parents decide.

To us, child care means options. Well, ~~so does the privilege~~ -- the inalienable right -- of every American to live where he chooses, when he chooses, for as long as he chooses, and ~~can afford to do so~~. It's as simple as it sounds -- a simple matter of what's right, and what's wrong. Under this Administration, you have my pledge: We will <sup>vigorously</sup> ~~enforce the letter and the spirit of the~~ Federal Fair Housing Act.

Finally, four days ago, the Office of Minority Business Enterprise, renamed the Minority Business Development Agency, marked its 20th birthday. We will <sup>increasingly</sup> ~~expand its involvement~~ in the free enterprise system. And we'll promote other programs which spur housing, investment, jobs, and training. The Jobs Training Partnership Act, for instance. ~~The Minority Youth Training Initiative~~. The SBA.

Yes, hope, pride, opportunity, justice. I thought of those qualities when I received a letter, recently, from a mother in New Orleans. She is 48 years old, and widowed. She has four sons,

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(what is this?)

the inalienable right of

increasingly

MBDA

and her family is in debt. But they are proud and unafraid, because education is their ally.

The mother is pursuing a Masters Degree in Social Work; last year, her eldest son graduated from the University of Chicago. And the three other kids are college students -- including, she wrote, "the baby of the family: a 6-foot-6, 240-pound freshman at Grambling State University."

"I implore you," the mother asked, "to think about ... people such as myself and my sons." And then she added: "P.S. We're black but optimistic that we can be a part of the American Dream."

My friends, I want an America where this dedicated mother does not have to choose between "black" and "optimistic." The words are not mutually exclusive -- not a contradiction in terms. And I want our policies to serve and encourage this family, and millions like it everywhere. Because they reflect the promise of America...and we must help make <sup>that promise</sup> it a reality.

The promise of America says that by assuring equality, we can enhance greater opportunity. It says that our destiny is not divisible, and that we are children of the same humane and loving God.

The promise of America demands that we aid our communities and assist our neighbors. It rests less on promises and politicians than on the primacy of the heart.

The promise of America knows neither race, creed, sex, or color. It is collective and individual, and as boundless as our history. The promise of America says that government is but a

Holmes  
5178

custodian of America's future -- but that you -- the people -- you are her architects.

Dr. Benjamin E. Mays once observed, "It must be borne in mind that the tragedy of life does not lie in not reaching your goal. The tragedy lies in having no goal to reach."

My fellow citizens, to open wide the door of opportunity and equality to all Americans -- this is our goal, and the true promise of America. Let us achieve it, together, as Americans and as friends.

Thank you for inviting me, God bless you all, and God bless the United States of America.

# # #

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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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RESPONSE:

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

1989 MAR - 9 9:15

(Smith)  
March 6, 1989  
9:00 pm

PRESIDENTIAL REMARKS: United Negro College Fund  
New York, NY  
Thursday, March 9, 1989

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[Insert]

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My fellow citizens, to open wide the door of opportunity and equality to all Americans -- this is our goal, and the true promise of America. Let us achieve it, together, as Americans and as friends.

Thank you for inviting me, God bless you all, and God bless the United States of America.

# # #

March 7, 1989

MEMORANDUM FOR JIM CICCONI

FROM; DENISE SCHWARZ  
OFFICE OF CABINET AFFAIRS

SUBJECT; PRESIDENTIAL REMARKS; UNITED NEGRO COLLEGE FUND  
LOG# 014059SS

We have reviewed the attached and have incorporated the suggested changes.

*See small changes/questions pg 2, 3, 7, 8*

Attachment

cc: Chriss Winston

THE WHITE HOUSE  
WASHINGTON

CABINET AFFAIRS STAFFING MEMORANDUM

Date: \_\_\_\_\_ Number: \_\_\_\_\_ Due By: 1:00  
Subject: \_\_\_\_\_

ALL CABINET MEMBERS	Action	FYI		Action	FYI
Vice President	<input type="checkbox"/>	<input type="checkbox"/>	CEA	<input type="checkbox"/>	<input type="checkbox"/>
State	<input type="checkbox"/>	<input type="checkbox"/>	CEQ	<input type="checkbox"/>	<input type="checkbox"/>
✓ Treasury <i>small changes</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	OSTP	<input type="checkbox"/>	<input type="checkbox"/>
Defense	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
ok Justice	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Interior	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Agriculture	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Commerce	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Labor	<input type="checkbox"/>	<input type="checkbox"/>	Scowcroft	<input type="checkbox"/>	<input type="checkbox"/>
ok HHS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Porter	<input type="checkbox"/>	<input type="checkbox"/>
HUD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Breeden	<input type="checkbox"/>	<input type="checkbox"/>
Transportation	<input type="checkbox"/>	<input type="checkbox"/>	Cicconi (For WH Staffing)	<input type="checkbox"/>	<input type="checkbox"/>
Energy	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
ok Education	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Veterans	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
OMB	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
USTR	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
Chief of Staff	<input type="checkbox"/>	<input type="checkbox"/>	Executive Secretary for:		
UN	<input type="checkbox"/>	<input type="checkbox"/>	DPC	<input type="checkbox"/>	<input type="checkbox"/>
CIA	<input type="checkbox"/>	<input type="checkbox"/>	EPC	<input type="checkbox"/>	<input type="checkbox"/>
National Drug Policy	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
EPA	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GSA	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
NASA	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
OPM	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
SBA	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

RETURN TO:

David Q. Bates  
Cabinet Secretary  
456-2174  
(1st Floor, West Wing)

Associate Director  
Office of Cabinet Affairs  
456-2800  
(Room 235, OE0B)

THE WHITE HOUSE  
WASHINGTON

March 6, 1989

MEMORANDUM FOR

FROM: DENISE SCHWARZ  
CABINET AFFAIRS  
THE WHITE HOUSE

SUBJECT: PRESIDENTIAL REMARKS; UNITED NEGRO COLLEGE FUND

Please review the attached and phone your comments to Denise Schwarz by 1:00 P.M. today, Tuesday, March 7, 1989 at 456-2174.

SORRY FOR THE SHORT TURN AROUND.

Attachment

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/7/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/7/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: UNITED NEGRO COLLEGE FUND

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, by 2:00 PM TODAY, March 7, 1989, with an info copy to my office. Thanks.

RESPONSE:

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

1989 MAR - 9 11

(Smith)  
March 6, 1989  
9:00 pm

PRESIDENTIAL REMARKS: United Negro College Fund  
New York, NY  
Thursday, March 9, 1989

Congressman Hawkins, Mr. Rawl, Mr. Simon, ladies and gentlemen, my fellow citizens.

Thank you for that introduction, and for the warmth of your reception. Paul Simon once wrote a song titled, simply, "Old Friends." Tonight, flanked by old friends and, in a real sense, family, I am grateful for your company.

Our paths first crossed many years ago, when I was an organizer for the United Negro College Fund during my student days at Yale. It was there that I first saw the Fund invest in higher education, and in America. Then, as now, it insisted that excellence become a way of life, and higher learning a bequest.

As an undergraduate, I came to grasp what Churchill meant when he said, "Personally, I am always ready to learn, though I do not always enjoy being taught." Well, for nearly half-a-century, this Fund has taught, so that America could learn, the gentler impulses of mankind.

You have helped society's disadvantaged cast off despair and poverty. And through such friends as Bill Trent and Frederick D. Patterson -- and, yes, how we miss him -- you have endorsed liberty, opportunity, and the dignity of work.

But most of all, you have shown how conscience and education can fulfill the promise of America: to right wrong, love freedom, and demand equality for all.

For that, I congratulate you -- and yet, I challenge you, too.

Black and white, together -- we want an America of affirmative action, and affirmative lives. But America will not be a good place for any of us to live in until it is a good place for all of us to live in. Yes, let us reach beyond government, as you have, to shape our Nation's character. But let us not ignore government -- for it can nurture the decency which makes human progress possible.

Most Americans, I'm convinced, believe that government can be an instrument of healing. And they believe that, at times, government must step in where others fear to tread.

My friends, I share those beliefs: As President, I will act <sup>(Rope)</sup> on their behalf.

For America, it seems to me, means pride -- individually <sup>(culturally)</sup> and racially. And opportunity for those who need jobs and who dream of owning homes. America means, in the words of Dr. King, that "injustice anywhere is a threat to justice everywhere." And hope: the hope that tomorrow will be brighter than today.

Think of America as a congregation. Now, think of its members as kindness, courage, service, enterprise. What agenda can best inspire them, and secure the promise of America? You know the answer, for I've pledged to be the Education President. And I'll let you in on a secret: I mean exactly what I say.

Program  
?  
(Justice)

Education knows no barriers, accepts no limits. Education is a ladder; it embodies self-respect, not dependency. Education can give minorities a greater voice -- and make sure that voice is heard.

Since 1944, when Dr. Patterson founded the UNCF, your voice has resounded from colleges like Tuskegee, Morehouse, Spellman, and Fisk. And its lyrics have ennobled such Americans as Leontyne Price, Andrew Young, Frank Yerby, and Azie Taylor Morton.

Well, I'm pleased to tell you: Under our Administration, your voice will ring yet louder.

As you know, in September 1981, President Reagan signed Executive Order 12320, committing the Federal government to increase its support of Historically Black Colleges and Universities.

Our goal was to identify, and eliminate, unfair barriers to your participation in Federally-sponsored programs. Our means was to involve the private sector, and to motivate the 27 Federal agencies which provide nearly all the Federal funding.

Did it work? Did it ever.

In Fiscal Year 1982, HBCUs received \$545 million in Federal assistance; last year, that sum totaled \$684 million. Scientific research leaped by 38 per cent, and by FY '87 research and development comprised nearly half of all funding. Our White House Science and Technology Committee fostered science, mathematics, and engineering programs and curricula. And our larger HBCU work attacked the Four Horsemen of the American Night -- illiteracy and inequality, indigence and fear.

*Education  
 history  
 these percentages  
 may be due  
 to FY '81*

Great beginnings, yes. Now, let us build upon them. We have done much. But there remains -- will always be -- so much more left to do.

That is why, six weeks ago, I met with 26 Presidents of HBCUs to probe where we are going, and how. We discussed faculty development and merit scholarships, community college grants and institutional planning. In each case, we explored Federal government support of public/private partnerships, task forces, conferences, technical assistance, and the use of Federal research and development funds.

From that meeting, and others like it, came <sup>6 new initiatives</sup> ~~steps~~ <sup>a number of</sup> which I am ~~proud to announce tonight, and which will help do, nationally,~~ what you have done, historically: Enrich education, so that education can enrich our lives.

I refer ~~to a new Executive Order~~ which I will <sup>soon</sup> sign next week, replacing ~~Executive Order 12320~~, and which will be effective immediately.

Specifically:

o This Order will create a President's Board of Advisors on Historically Black Colleges and Universities to reside within the Department of Education.

Our board will be composed of representatives of HBCUs, other institutions of higher learning, of business, finance, private foundations, and of secondary education. It will review the annual report of Federal aid to HBCUs. And it will increase technical assistance and business and foundation support.

o Secondly, more than ever, this Executive Order will link HBCUs to the private sector. How? Through your presence on the Board of Advisors. And through placing HBCUs on the agenda of the newly created Office of National Service, which will lead my Administration's community and national-service programs.]

~~We should work together; under this Executive Order, we will. For example, after listening to your Presidents, I proposed that Congress fund \$60 million over four years in endowment matching grants for HBCUs. We have put our money on the table. Now, I challenge the private sector: The time has come for yours.~~

~~Our Executive Order will facilitate this approach, and spur non-Federal involvement in technical assistance and funding.]~~

o This Executive Order will also bring more of your students into Federal internship programs. Our effort will be headed by the Director of the Office of Personnel Management. And I've asked that Office to also approach Congress about increasing its number of HBCU interns. With both the executive branch and the Congress joining hands to increase opportunities, we can give minority students a special experience today that will enrich their lives tomorrow.]

o Fourthly, our Board of Advisors will find ways to support the long-term faculty endowment plans of each HBCU. For the pursuit of excellence--student, faculty, and administrative--is central to America.]

My friends, if excellence breeds achievement, that excellence should be rewarded--in grade school, in high school, and at our colleges and universities.

Accordingly, I want Congress to create a \$500-million program to reward America's "merit schools"--the schools which improve the most. I want it to found special Presidential awards for the best teachers in every State. And I want the expanded use of magnet schools -- giving parents and students the freedom of choice.

Moreover, I propose a new program to encourage "alternative certification" -- allowing talented Americans from every field to teach in America's classrooms. Consider that today, in many areas, a John Updike, an Alex Haley, couldn't qualify to teach high-school creative writing. When rules are so inflexible that creativity, talent, and imagination aren't welcome in our schools, it's time to change the rules.

And through a new program of National Science Scholars, I seek to give America's youth a special incentive to excel in science and mathematics. The National Science Foundation predicts a shortage of 400,000 scientists by the year 2000. Through excellence in education, we must, and will, reverse that trend.

And, yet, it's not enough. It never is. As Americans, we are never satisfied. We know that when a dream comes true, it gives rise to even bigger and better dreams. Perhaps the former Dean of Howard University, John Mercer Langston, put it best. He wrote, simply, "Want makes us all work."

Let us work, then, to make America a better place to live, dream, invest, and build. And let us begin by ending drug abuse.

My friends, drug abuse is America's Twentieth-Century version of human slavery. It chains the spirit, and imperils the

ability to learn. To combat drugs, we must mobilize our resources -- fiscal, moral, economic -- and wage unconditional war. And we must fight on every front: education, treatment, interdiction, enforcement.

Last month, I asked Congress for an increase of \$1 billion in budget outlays to escalate our war. This is a war we must and will win. The future of our nation and the lives of our children depend on it.

Earlier, I mentioned the promise of America: hope, pride, opportunity, justice. A drug-free America fulfills that promise. So, too, do Enterprise Zones.

Enterprise Zones are a pioneering initiative to establish a number of Federally-designated zones -- or areas -- in ~~highly~~ <sup>economically</sup> distressed communities. By providing tax breaks and relief from regulation, they foster a climate where new businesses can be created, and existing businesses expanded. These businesses <sup>in these designated areas,</sup> ~~will~~ create new jobs especially for disadvantaged workers.

Already, 31 States have developed Enterprise Zone programs. It's time we put them to work at the Federal level. Local communities will benefit. But, more importantly, those who need a helping hand--the unemployed, the dispossessed--will gain new hope and opportunity: Not across town, but in their own back yards.

Enterprise Zones can serve the most vulnerable among us. And <sup>insert A (Curt)</sup> ~~we will assist these other things, as well:~~

As part of our new child-care initiative, targeted at low-income families, we have asked for \$250 million more for

*(Roper)*  
~~Project~~ <sup>the</sup> Head Start. <sup>Program.</sup> This Federal program must, and will, serve increasing numbers of four-year-olds.

For <sup>a working</sup> parents with children under four, we've proposed a new tax credit to make child care more affordable. And we want to make the existing child care credits refundable to families who don't pay taxes. Our proposal puts money in the hands of low-income parents, limits Federal intervention, and increases options -- a church can help; or grandparents; or professional nursery. In short, we say: Let the parents decide.

To us, child care means options. Well, so does the privilege -- the inalienable right -- of every American to live where he chooses, when he chooses, for as long as he chooses, and can afford to do so. It's as simple as it sounds -- a simple matter of what's right, and what's wrong. Under this Administration, you have my pledge: We will enforce the letter and the spirit of the Federal Fair Housing Act.

Finally, four days ago, the Office of Minority Business Enterprise, renamed the Minority Business Development Agency, marked its 20th birthday. We will expand its involvement in the free enterprise system. And we'll promote other programs which spur housing, investment, jobs, and training. The Jobs Training Partnership Act, for instance. The Minority Youth Training Initiative. The SBA.

Yes, hope, pride, opportunity, justice. I thought of those qualities when I received a letter, recently, from a mother in New Orleans. She is 48 years old, and widowed. She has four sons,

and her family is in debt. But they are proud and unafraid, because education is their ally.

The mother is pursuing a Masters Degree in Social Work; last year, her eldest son graduated from the University of Chicago. And the three other kids are college students -- including, she wrote, "the baby of the family: a 6-foot-6, 240-pound freshman at Grambling State University."

"I implore you," the mother asked, "to think about ... people such as myself and my sons." And then she added: "P.S. We're black but optimistic that we can be a part of the American Dream."

My friends, I want an America where this dedicated mother does not have to choose between "black" and "optimistic." The words are not mutually exclusive -- not a contradiction in terms. And I want our policies to serve and encourage this family, and millions like it everywhere. Because they reflect the promise of America...and we must help make it a reality.

The promise of America says that by assuring equality, we can enhance greater opportunity. It says that our destiny is not divisible, and that we are children of the same humane and loving God.

The promise of America demands that we aid our communities and assist our neighbors. It rests less on promises and politicians than on the primacy of the heart.

The promise of America knows neither race, creed, sex, or color. It is collective and individual, and as boundless as our history. The promise of America says that government is but a

custodian of America's future -- but that you -- the people -- you are her architects.

Dr. Benjamin E. Mays once observed, "It must be borne in mind that the tragedy of life does not lie in not reaching your goal. The tragedy lies in having no goal to reach."

My fellow citizens, to open wide the door of opportunity and equality to all Americans -- this is our goal, and the true promise of America. Let us achieve it, together, as Americans and as friends.

Thank you for inviting me, God bless you all, and God bless the United States of America.

# # #

THE WHITE HOUSE

WASHINGTON

March 7, 1989

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR COMMUNICATIONS

FROM: MICHAEL J. ASTRUE *MJA*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: United Negro College Fund

Counsel's office has reviewed the above-referenced remarks, and we have the following suggestions and comments:

In the next-to-last-line on page 4, we would substitute "work toward increasing" for "increase." In the first line of the third paragraph of page 5, we would add "work to" after "also." In the second full paragraph on page 8, we would ask that you not equate "privilege" with "inalienable right," and would suggest deletion of "privilege." Later in the same sentence, the phrase "and can afford to do so" lacks proper parallelism and lacks a clear meaning. It could be construed as advocating a constitutional right to government-provided affordable housing and, accordingly, we would strongly urge its deletion.

Except as noted above, we have no legal objection to these proposed remarks being delivered by the President.

cc: James W. Cicconi

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/7/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/7/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: UNITED NEGRO COLLEGE FUND

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input 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"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, by 2:00 PM TODAY, March 7, 1989, with an info copy to my office. Thanks.

*Chriss - some nice rhetoric*

RESPONSE:

*but has a tendency toward disorganization - too many seemingly unrelated issues delete - affirmative action sentence*

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

*let's talk*

1989 MAR -0 PM 9:10

(Smith)  
March 6, 1989  
9:00 pm

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New York, NY  
Thursday, March 9, 1989

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From that meeting, and others like it, came steps which I am proud to announce tonight, and which will help do, nationally, what you have done, historically: Enrich education, so that education can enrich our lives.

I refer to a new Executive Order which I will sign next week, replacing Executive Order 12320, and which will be effective immediately.

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Let us work, then, to make America a better place to live, dream, invest, and build. And let us begin by ending drug abuse.

My friends, drug abuse is America's Twentieth-Century version of human slavery. It chains the spirit, and imperils the

ability to learn. To combat drugs, we must mobilize our resources -- fiscal, moral, economic -- and wage unconditional war. And we must fight on every front: education, treatment, interdiction, enforcement.

Last month, I asked Congress for an increase of \$1 billion in budget outlays to escalate our war. This is a war we must and will win. The future of our nation and the lives of our children depend on it.

Earlier, I mentioned the promise of America: hope, pride, opportunity, justice. A drug-free America fulfills that promise. So, too, do Enterprise Zones.

Enterprise Zones are a pioneering initiative to establish a number of Federally-designated zones -- or areas -- in highly distressed communities. By providing tax breaks and relief from regulation, they foster a climate where new businesses can be created, and existing businesses expanded. These businesses create new jobs, especially for disadvantaged workers.

Already, 31 States have developed Enterprise Zone programs. It's time we put them to work at the Federal level. Local communities will benefit. But, more importantly, those who need a helping hand--the unemployed, the dispossessed--will gain new hope and opportunity: Not across town, but in their own back yards.

Enterprise Zones can serve the most vulnerable among us. And we will assist these other things, as well:

As part of our new child-care initiative, targeted at low-income families, we have asked for \$250 million more for

Project Head Start. This Federal program must, and will, serve increasing numbers of four-year-olds.

For parents with children under four, we've proposed a new tax credit to make child care more affordable. And we want to make the existing child care credits refundable to families who don't pay taxes. Our proposal puts money in the hands of low-income parents, limits Federal intervention, and increases options -- a church can help; or grandparents; or professional nursery. In short, we say: Let the parents decide.

To us, child care means options. Well, so does the privilege -- the inalienable right -- of every American to live where he chooses, when he chooses, for as long as he chooses, and can afford to do so. It's as simple as it sounds -- a simple matter of what's right, and what's wrong. Under this Administration, you have my pledge: We will enforce the letter and the spirit of the Federal Fair Housing Act.

Finally, four days ago, the Office of Minority Business Enterprise, renamed the Minority Business Development Agency, marked its 20th birthday. We will expand its involvement in the free enterprise system. And we'll promote other programs which spur housing, investment, jobs, and training. The Jobs Training Partnership Act, for instance. The Minority Youth Training Initiative. The SBA.

Yes, hope, pride, opportunity, justice. I thought of those qualities when I received a letter, recently, from a mother in New Orleans. She is 48 years old, and widowed. She has four sons,

and her family is in debt. But they are proud and unafraid, because education is their ally.

The mother is pursuing a Masters Degree in Social Work; last year, her eldest son graduated from the University of Chicago. And the three other kids are college students -- including, she wrote, "the baby of the family: a 6-foot-6, 240-pound freshman at Grambling State University."

"I implore you," the mother asked, "to think about ... people such as myself and my sons." And then she added: "P.S. We're black but optimistic that we can be a part of the American Dream."

My friends, I want an America where this dedicated mother does not have to choose between "black" and "optimistic." The words are not mutually exclusive -- not a contradiction in terms. And I want our policies to serve and encourage this family, and millions like it everywhere. Because they reflect the promise of America...and we must help make it a reality.

The promise of America says that by assuring equality, we can enhance greater opportunity. It says that our destiny is not divisible, and that we are children of the same humane and loving God.

The promise of America demands that we aid our communities and assist our neighbors. It rests less on promises and politicians than on the primacy of the heart.

The promise of America knows neither race, creed, sex, or color. It is collective and individual, and as boundless as our history. The promise of America says that government is but a

custodian of America's future -- but that you -- the people -- you are her architects.

Dr. Benjamin E. Mays once observed, "It must be borne in mind that the tragedy of life does not lie in not reaching your goal. The tragedy lies in having no goal to reach."

My fellow citizens, to open wide the door of opportunity and equality to all Americans -- this is our goal, and the true promise of America. Let us achieve it, together, as Americans and as friends.

Thank you for inviting me, God bless you all, and God bless the United States of America.

# # #

3) Tues.

Newman - No comments  
on United Negro Fund  
Via phone to KG.

3/7 No comment

on ON

Breeder

# WHITE HOUSE STAFFING MEMORANDUM

07 MAR 1989

DATE: 3/7/89 ACTION/CONCURRENCE/COMMENT DUE BY: 3/7/89 2:00 PM

SUBJECT: PRESIDENTIAL REMARKS: UNITED NEGRO COLLEGE FUND

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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"/>



REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, by 2:00 PM TODAY, March 7, 1989, with an info copy to my office. Thanks.

*Some*

RESPONSE:

James W. Cicconi  
Assistant to the President  
and Deputy to the Chief of Staff  
Ext. 3702

*What about See Sullivan?*

1989 MAR - 6 PM 9:11

(Smith)  
March 6, 1989  
9:00 pm

PRESIDENTIAL REMARKS: United Negro College Fund  
New York, NY  
Thursday, March 9, 1989

Congressman Hawkins, Mr. Rawl, Mr. Simon, ladies and gentlemen, my fellow citizens.

Thank you for that introduction, and for the warmth of your reception. Paul Simon once wrote a song titled, simply, "Old Friends." Tonight, flanked by old friends and, in a real sense, family, I am grateful for your company.

Our paths first crossed many years ago, when I was an organizer for the United Negro College Fund during my student days at Yale. It was there that I first saw the Fund invest in higher education, and in America. Then, as now, it insisted that excellence become a way of life, and higher learning a bequest.

As an undergraduate, I came to grasp what Churchill meant when he said, "Personally, I am always ready to learn, though I do not always enjoy being taught." Well, for nearly half-a-century, this Fund has taught, so that America could learn, the gentler impulses of mankind.

You have helped society's disadvantaged cast off despair and poverty. And through such friends as Bill Trent and Frederick D. Patterson -- and, yes, how we miss him -- you have endorsed liberty, opportunity, and the dignity of work.

*We  
sure  
quote  
him  
frequently*

But most of all, you have shown how conscience and education can fulfill the promise of America: to right wrong, love freedom, and demand equality for all.

For that, I congratulate you -- and yet, I challenge you, too.

Black and white, together -- we want an America of affirmative action, and affirmative lives. But America will not be a good place for any of us <sup>to live in</sup> until it is a good place for all of us to live ~~in~~. Yes, let us reach beyond government, as you have, to shape our Nation's character. But let us not ignore government -- for it can nurture the decency which makes human progress possible.

Most Americans, I'm convinced, believe that government can be an instrument of healing. And they believe that, at times, government must step in where others fear to tread.

My friends, I share those beliefs: As President, I will act on their behalf.

For America, it seems to me, means pride -- individually and racially. And opportunity for those who need jobs and who dream of owning homes. America means, in the words of Dr. King, that "injustice anywhere is a threat to justice everywhere." And hope: the hope that tomorrow will be brighter than today.

Think of America as a congregation. Now, think of its members as kindness, courage, service, enterprise. What agenda can best inspire them, and secure the promise of America? You know the answer, for I've pledged to be the Education President. And I'll let you in on a secret: I mean exactly what I say.

Education knows no barriers, accepts no limits. Education is a ladder; it embodies self-respect, not dependency. Education can give minorities a greater voice -- and make sure that voice is heard.

Since 1944, when Dr. Patterson founded the UNCF, your voice has resounded from colleges like Tuskegee, Morehouse, Spellman, and Fisk. And its lyrics have ennobled such Americans as Leontyne Price, Andrew Young, Frank Yerby, and Azie Taylor Morton.

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Inthinkable and outrageous to include him...

Now we should recognize him!!

What about Dr Sullivan, our Sec of HHS - what about a woman

(gov't acronyms!)

Great beginnings, yes. Now, let us build upon them. We have done much. But there remains -- will always be -- so much more left to do.

That is why, six weeks ago, I met with 26 Presidents of HBCUs to probe where we are going, and how. We discussed faculty development and merit scholarships, community college grants and institutional planning. In each case, we explored Federal government support of public/private partnerships, task forces, conferences, technical assistance, and the use of Federal research and development funds.

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- o This Order will create a President's Board of Advisors on Historically Black Colleges and Universities to reside within the Department of Education.

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o Secondly, more than ever, this Executive Order will link HBCUs to the private sector. How? Through your presence on the Board of Advisors. And through placing HBCUs on the agenda of the newly created Office of National Service, which will lead my Administration's community and national-service programs.

We should work together; under this Executive Order, we will. For example, after listening to your Presidents, I proposed that Congress fund \$60 million over four years in endowment matching grants for HBCUs. We have put our money on the table. Now, I challenge the private sector: The time has come for yours. Our Executive Order will facilitate this approach, and spur non-Federal involvement in technical assistance and funding.

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o Fourthly, our Board of Advisors will find ways to support the long-term faculty endowment plans of each HBCU. For the pursuit of excellence--student, faculty, and administrative--is central to America.

My friends, if excellence breeds achievement, that excellence should be rewarded--in grade school, in high school, and at our colleges and universities.

Accordingly, I <sup>have asked</sup> want Congress to create a \$500-million program to reward America's "merit schools"--the schools which improve the most. I want it to found special Presidential awards for the best teachers in every State. And I want the expanded use of magnet schools -- giving parents and students the freedom of choice.

Moreover, I <sup>have</sup> proposed a new program to encourage "alternative certification" -- allowing talented Americans from every field to teach in America's classrooms. Consider that today, in many areas, a John Updike, an Alex Haley, couldn't qualify to teach high-school creative writing. When rules are so inflexible that creativity, talent, and imagination aren't welcome in our schools, it's time to change the rules.

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spiritual

7

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Does this imply we can choose our life length?

and her family is in debt. But they are proud and unafraid, because education is their ally.

The mother is pursuing a Masters Degree in Social Work; last year, her eldest son graduated from the University of Chicago. And the three other kids are college students -- including, she wrote, "the baby of the family: a 6-foot-6, 240-pound freshman at Grambling State University."

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Thank you for inviting me, God bless you all, and God bless the United States of America.

# # #

THE WHITE HOUSE

WASHINGTON

March 7, 1989

Memorandum to Chriss Winston

From: Jim Pinkerton

Re: UNCF Speech

A few comments.

Page 1, graf 4, line 5 It seems to me that we ought to seize every opportunity to increase the resonance of the "kinder, gentler" phrase. So I would add "kinder."

2,2,1 What are we "challenging" the audience to do? I think we should challenge the audience to work with us to enact Enterprise Zones, fight drugs, etc. If we are going to do this, however, we should rethink the speech somewhat.

2,7,1 I don't think the repetition of "think" works well rhetorically. I would start the second sentence with "And its members..."

2,7,4 The rhetorical question ("What agenda?") is fine, but the follow-up sentence is too coy. The President may know the answer, but the answer is not self-evident because he took the pledge to be the E.P. I would simplify this passage into: "I say education is the answer..."

5,5,1-2 The phrase "if excellence breeds achievement" throws the listener. The sentence would read better if it simply said "My friends, excellence should be rewarded..." I would move the "excellence breeds achievement" phrase to the fourth graf of page 6, where talk about dreams, etc.

6,4,5 I don't think this is a very inspiring quote. Not at all.

6,5,1-2 Same point I made in the first comment re: page 1. Why not turn "make America a better place to live..." into "Building a Better America"?

6,6,1-2 Picking up on the "challenge" we issued on p.2; here's where the President, after telling the audience what he's going to do for them, should turn the tables and ask for something in return.

THE WHITE HOUSE

WASHINGTON

March 7, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: WILLIAM L. ROPER *WR*

SUBJECT: Draft Presidential Remarks: United Negro College Fund

I have reviewed the draft remarks for the UNCF event. The tone and spirit is very appropriate.

Here are a series of comments:

Page 2, paragraph 6, add culturally to the litany about American pride, thusly: "individually, culturally, and racially."

Page 6, paragraph 2, check to make certain that neither Updike nor Haley had teacher certificates.

Page 8, paragraph 1, strike the word "Project" from the sentence about Head Start. It is the Head Start Program.

Page 8, paragraph 3, change the last sentence about Fair Housing to: "We will vigorously enforce the Federal Fair Housing Act."

The most substantive comment I have deals with the pledge in the speech for a new executive order on historically black colleges and universities. The order will not be ready to go by Thursday, so I suggest the following changes to the text:

Page 4, paragraph 3, change "announce" to ~~"herald."~~ *out*

paragraph 4, change to "...which I will shortly sign,...."

paragraph 5, strike the remainder of the page.

*but* Page 5, insert at the top, "My new Executive Order will build on the strengths of the past, and will launch several new activities. It will provide the framework for federal efforts, and will facilitate linkages to the private sector's efforts."

✓ Page 5, strike paragraphs 1, 3, 4, and the last sentence of  
2.

To summarize, this would have him saying that he will shortly sign a new EO; it gives a brief summary statement; it calls for working with the private sector.

I would be happy to discuss these with you.

cc: James W. Cicconi

(Smith)  
March 6, 1989  
9:00 pm

PRESIDENTIAL REMARKS: United Negro College Fund  
New York, NY  
Thursday, March 9, 1989

Congressman Hawkins, Mr. Rawl, Mr. Simon, ladies and gentlemen, my fellow citizens.

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You have helped society's disadvantaged cast off despair and poverty. And through such friends as Bill Trent and Frederick D. Patterson -- and, yes, how we miss him -- you have endorsed liberty, opportunity, and the dignity of work.

But most of all, you have shown how conscience and education can fulfill the promise of America: to right wrong, love freedom, and demand equality for all.

For that, I congratulate you -- and yet, I challenge you, too.

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Last month, I asked Congress for an increase of \$1 billion in budget outlays to escalate our war. This is a war we must and will win. The future of our nation and the lives of our children depend on it.

Earlier, I mentioned the promise of America: hope, pride, opportunity, justice. A drug-free America fulfills that promise. So, too, do Enterprise Zones.

Enterprise Zones are a pioneering initiative to establish a number of Federally-designated zones -- or areas -- in highly distressed communities. By providing tax breaks and relief from regulation, they foster a climate where new businesses can be created, and existing businesses expanded. These businesses create new jobs, especially for disadvantaged workers.

Already, 31 States have developed Enterprise Zone programs. It's time we put them to work at the Federal level. Local communities will benefit. But, more importantly, those who need a helping hand--the unemployed, the dispossessed--will gain new hope and opportunity: Not across town, but in their own back yards.

Enterprise Zones can serve the most vulnerable among us. And we will assist these other things, as well:

As part of our new child-care initiative, targeted at low-income families, we have asked for \$250 million more for

Project Head Start. This Federal program must, and will, serve increasing numbers of four-year-olds.

For parents with children under four, we've proposed a new tax credit to make child care more affordable. And we want to make the existing child care credits refundable to families who don't pay taxes. Our proposal puts money in the hands of low-income parents, limits Federal intervention, and increases options -- a church can help; or grandparents; or professional nursery. In short, we say: Let the parents decide.

To us, child care means options. Well, so does the privilege -- the inalienable right -- of every American to live where he chooses, when he chooses, for as long as he chooses, and can afford to do so. It's as simple as it sounds -- a simple matter of what's right, and what's wrong. Under this Administration, you have my pledge: We will enforce the letter and the spirit of the Federal Fair Housing Act.

Finally, four days ago, the Office of Minority Business Enterprise, renamed the Minority Business Development Agency, marked its 20th birthday. We will expand its involvement in the free enterprise system. And we'll promote other programs which spur housing, investment, jobs, and training. The Jobs Training Partnership Act, for instance. The Minority Youth Training Initiative. The SBA.

Yes, hope, pride, opportunity, justice. I thought of those qualities when I received a letter, recently, from a mother in New Orleans. She is 48 years old, and widowed. She has four sons,

and her family is in debt. But they are proud and unafraid, because education is their ally.

The mother is pursuing a Masters Degree in Social Work; last year, her eldest son graduated from the University of Chicago. And the three other kids are college students -- including, she wrote, "the baby of the family: a 6-foot-6, 240-pound freshman at Grambling State University."

"I implore you," the mother asked, "to think about ... people such as myself and my sons." And then she added: "P.S. We're black but optimistic that we can be a part of the American Dream."

My friends, I want an America where this dedicated mother does not have to choose between "black" and "optimistic." The words are not mutually exclusive -- not a contradiction in terms. And I want our policies to serve and encourage this family, and millions like it everywhere. Because they reflect the promise of America...and we must help make it a reality.

The promise of America says that by assuring equality, we can enhance greater opportunity. It says that our destiny is not divisible, and that we are children of the same humane and loving God.

The promise of America demands that we aid our communities and assist our neighbors. It rests less on promises and politicians than on the primacy of the heart.

The promise of America knows neither race, creed, sex, or color. It is collective and individual, and as boundless as our history. The promise of America says that government is but a

custodian of America's future -- but that you -- the people -- you are her architects.

Dr. Benjamin E. Mays once observed, "It must be borne in mind that the tragedy of life does not lie in not reaching your goal. The tragedy lies in having no goal to reach."

My fellow citizens, to open wide the door of opportunity and equality to all Americans -- this is our goal, and the true promise of America. Let us achieve it, together, as Americans and as friends.

Thank you for inviting me, God bless you all, and God bless the United States of America.

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