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Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13485
Folder ID Number: 13485-005

Folder Title:
Video Messages, 4/28/89 [2]

Stack:	Row:	Section:	Shelf:	Position:
G	26	15	7	1

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/28/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TODAY

SUBJECT: 5 VIDEO TAPINGS

	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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input checked="" type="checkbox"/>	<input 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"/>	<u>Lopez</u>	<input checked="" 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 provide your comment/recommendations directly to Chriss Winston's office with an info copy to my office by 4:00 TODAY Friday, April 28. Thank you.

RESPONSE: *No comment on Goldwaters - EJR.*

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

Tron
April 28, 1989
Draft one
Title: AFD

1989 APR 28 11 31

PROPOSED VIDEO MESSAGE
ARMED FORCES DAY

Today, as a nation, we pause to acknowledge and salute the men and women of the United States Armed Forces. While we designate only one day a year to take stock of your service -- you know, and I know -- it's what you do every day that helps our nation remain safe and secure.

For you, the men and women who protect our nation, have answered the call of service. It's a call that demands great sacrifice. I know some say it's just a job. But when a soldier spends long hours on a cold night's sentry duty at the D.M.Z. in Korea or at Checkpoint Charlie in Berlin, that's more than just a job. When a sailor must put to sea for six months or more at a time, and come home to find that the child who could barely crawl, can walk and say a few words, he is not just filling a job he's answering the call of service. And, when the mechanic who inspects the plane's engine or ship's power plant one last time and makes double and triple sure that every screw, every hose, every weld is as it should be -- that mechanic is dedicating himself or herself not simply to a job but to a concept of service to country that is the highest in the world.

So, when the record of our time is finally written, I hope it will be the story a triumph of peace and freedom throughout the globe -- the story of the sunrise in the day of mankind's age old aspirations. And on that day, who were the heroes,

generations to come will ask? And the answer will be you. As your commander-in-chief, and as your friend, together we will work to spin the thread of human dreams into a sturdy fabric of peace.

Thank you, God bless you, and God bless the United States of America.

#

Tron
April 26, 1989
Draft two
Title: Goldwater

PROPOSED VIDEO MESSAGE
BARRY GOLDWATER DINNER

What a great privilege it is to join you tonight, as we celebrate the life of an outstanding American, one of the Party's most important Republicans, and a good friend, Barry Goldwater.

As many of you know, I was a Goldwater delegate at the Republican National Convention in '64, and proudly remember casting my vote for our nominee. It was an exciting time back then -- sure we lost the election, but we created a conservative revolution that still leads the way today.

Barry, it's a real pleasure to add my congratulations on your silver anniversary year. And, thank you for your love of country, your vision, and even your candor. Barry, we miss you in Washington. The Senate is a bit quieter now -- but your accomplishments still echo throughout that chamber. And, Barry, thanks for what you've given to your party. You inspired a whole generation to action, and enkindled a political movement that burns brightly today.

God bless you Barry, and happy 80th birthday.

#

1000 APR 28 11 9

Tron
April 27, 1989
Draft one
Title: Prayer

PROPOSED VIDEO MESSAGE
NATIONAL DAY OF PRAYER

Good afternoon. It's a pleasure to join you as we mark an important occasion, this year's National Day of Prayer. I know that many of my friends are in this room today -- celebrating a very significant tradition. The right of free, open, and unrestricted prayer -- the very idea that attracted our forebears to the New World.

Those who braved the long ocean journey from Europe to first settle in America were men and women of varied, but equally devout, religious beliefs. Many had been persecuted for those beliefs at home, and they sought a new land where they might be able to worship freely. Years later, our forefathers would clearly remember this and begin our Bill of Rights with the guarantee that "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof."

And, that's why we gather -- from the nation's ornate capitol, to town halls across our country -- to commemorate and reaffirm our national heritage of free and open prayer.

Thank you, God bless you, and God bless the United States of America.

#

Tron
April 27, 1989
Draft two
Title: Volunteer

1989 APR 28 11 9

PROPOSED VIDEO MESSAGE
:30-SECOND VOLUNTEER PSA

When you hear the word "volunteer," what do you think?
Neighbor helping neighbor? Or maybe it's the satisfaction and
inner pride you feel when you help someone else.

Volunteering means many things to many people -- but I know
one thing -- it's a great example of the American spirit.
People who volunteer don't do it for recognition or reward. They
help others because they care. That's why I call them "UNSUNG
AMERICANS", and they are people we can be proud of.

#

Tron
April 27, 1989
Draft two
Title: Hall

REC'D APR 28 11 51

PROPOSED VIDEO MESSAGE
BASEBALL HALL OF FAME

Welcome to the Baseball Hall of Fame where you'll wander through the glory of baseball's past, and meet the legends of the game.

When I visited Cooperstown, I was reminded of a story Dwight Eisenhower once told of when he was a boy growing up in Kansas. As the fable goes, Ike and a friend went fishing one warm summer afternoon. Since the fish were a little quiet that day, the youngsters talked about what they wanted to be when they grew up. Eisenhower said that he hoped to be a major league ballplayer like his idol, Honus Wagner. His young friend wanted to be president of the United States. Years later, Ike observed, "neither one of us got our wish".

Like so many ballplayers, fame and fortune on the diamond proved elusive goals for me, but the Hall of Fame in Cooperstown, is here for all baseball fans to cherish. I had the pleasure of visiting in 1987; and as a result of a recent building program, the Hall of Fame is bigger, and better than ever before. It's truly baseball's showcase, where memories and dreams converge in the ultimate experience for any baseball fan.

I hope you enjoy today's visit through this special place. And, to our young baseball fans I'd like to say, remember that if you work hard enough you too might someday end up here. And, if

-2-

that doesn't work out, well, there's always the presidency to fall back on. Thank you, God bless you all, and God bless this game.

#

PROPOSED VIDEO MESSAGE
ARMED FORCES DAY.

TODAY, AS A NATION, WE PAUSE TO ACKNOWLEDGE AND
SALUTE THE MEN AND WOMEN OF THE UNITED STATES ARMED
FORCES. WHILE WE DESIGNATE ONLY ONE DAY A YEAR TO PAY
TRIBUTE TO YOUR SERVICE -- YOU KNOW, AND I KNOW -- IT'S
WHAT YOU DO EVERY DAY THAT HELPS OUR NATION REMAIN SAFE
AND SECURE.

FOR YOU, THE MEN AND WOMEN WHO PROTECT OUR NATION, HAVE ANSWERED THE CALL OF SERVICE. IT'S A CALL THAT DEMANDS GREAT SACRIFICE. I KNOW SOME SAY IT'S JUST A JOB. BUT WHEN A SOLDIER SPENDS LONG HOURS ON A COLD NIGHT'S SENTRY DUTY AT THE D.M.Z. IN KOREA OR AT CHECKPOINT CHARLIE IN BERLIN, THAT'S MORE THAN JUST A JOB. WHEN A SAILOR MUST PUT TO SEA FOR SIX MONTHS OR MORE AT A TIME, AND COME HOME TO FIND THAT THE CHILD WHO COULD BARELY CRAWL, CAN WALK AND SAY A FEW WORDS, HE IS NOT JUST FILLING A JOB HE'S ANSWERING THE CALL OF SERVICE. AND, WHEN THE MECHANIC WHO INSPECTS THE PLANE'S ENGINE OR SHIP'S POWER PLANT ONE LAST TIME AND MAKES DOUBLE AND TRIPLE SURE THAT EVERY BOLT, EVERY HOSE, EVERY WELD IS AS IT SHOULD BE -- THAT MECHANIC IS DEDICATING HIMSELF OR HERSELF NOT SIMPLY TO A JOB BUT TO A CONCEPT OF SERVICE TO COUNTRY THAT IS THE NOBLEST IN THE WORLD.

AS YOUR COMMANDER-IN-CHIEF, AND AS ONE WHO SHARES IN YOUR DEDICATION TO THIS COUNTRY, TOGETHER WE WILL WORK TO SPIN THE THREAD OF HUMAN DREAMS INTO A STURDY FABRIC OF PEACE. THANK YOU, GOD BLESS YOU, AND GOD BLESS THE UNITED STATES OF AMERICA.

PROPOSED VIDEO MESSAGE
NATIONAL DAY OF PRAYER

GOOD AFTERNOON. IT'S A PLEASURE TO JOIN YOU AS WE MARK AN IMPORTANT OCCASION, THIS YEAR'S NATIONAL DAY OF PRAYER. I KNOW THAT MANY OF MY FRIENDS ARE IN THIS ROOM TODAY -- CELEBRATING A VERY SIGNIFICANT TRADITION. THE RIGHT OF FREE, OPEN, AND UNRESTRICTED PRAYER -- THE VERY IDEA THAT ATTRACTED OUR FOREBEARS TO THE NEW WORLD.

THOSE WHO CAME TO THIS COUNTRY WERE MEN AND WOMEN OF VARIED, BUT EQUALLY DEVOUT, RELIGIOUS BELIEFS. MANY HAD BEEN PERSECUTED FOR THOSE BELIEFS AT HOME, AND THEY SOUGHT A NEW LAND WHERE THEY MIGHT BE ABLE TO WORSHIP FREELY. YEARS LATER, OUR FOREFATHERS WOULD CLEARLY REMEMBER THIS AND BEGIN OUR BILL OF RIGHTS WITH THE GUARANTEE THAT "CONGRESS SHALL MAKE NO LAW RESPECTING AN ESTABLISHMENT OF RELIGION, OR PROHIBITING THE FREE EXERCISE THEREOF."

AND, THAT'S WHY WE GATHER -- FROM THE NATION'S ORNATE CAPITOL, TO TOWN HALLS ACROSS OUR COUNTRY -- TO COMMEMORATE AND REAFFIRM OUR NATIONAL HERITAGE OF FREE AND OPEN PRAYER.

THANK YOU, GOD BLESS YOU, AND GOD BLESS THE UNITED
STATES OF AMERICA.

#

PROPOSED VIDEO MESSAGE
BASEBALL HALL OF FAME

WELCOME TO THE BASEBALL HALL OF FAME WHERE YOU'LL
WANDER THROUGH THE GLORY OF BASEBALL'S PAST, AND MEET
THE LEGENDS OF THE GAME.

WHEN I VISITED COOPERSTOWN, I WAS REMINDED OF A
STORY DWIGHT EISENHOWER ONCE TOLD, OF WHEN HE WAS A BOY
GROWING UP IN KANSAS. AS THE STORY GOES, IKE AND A
FRIEND WENT FISHING ONE WARM SUMMER AFTERNOON. SINCE
THE FISH WERE A LITTLE QUIET THAT DAY, THE YOUNGSTERS
TALKED ABOUT WHAT THEY WANTED TO BE WHEN THEY GREW UP.
EISENHOWER SAID THAT HE HOPED TO BE A MAJOR LEAGUE
BALLPLAYER LIKE HIS IDOL, HONUS WAGNER. HIS YOUNG
FRIEND WANTED TO BE PRESIDENT OF THE UNITED STATES.
YEARS LATER, IKE OBSERVED, "NEITHER ONE OF US GOT OUR
WISH".

LIKE SO MANY BALLPLAYERS, FAME AND FORTUNE ON THE DIAMOND PROVED ELUSIVE GOALS FOR ME, BUT THE HALL OF FAME IN COOPERSTOWN, IS HERE FOR ALL BASEBALL FANS TO CHERISH. I HAD THE PLEASURE OF VISITING IN 1987; AND AS A RESULT OF A RECENT BUILDING PROGRAM, THE HALL OF FAME IS BIGGER, AND BETTER THAN EVER BEFORE. IT'S TRULY BASEBALL'S SHOWCASE, WHERE MEMORIES AND DREAMS CONVERGE IN THE ULTIMATE EXPERIENCE FOR ANY BASEBALL FAN.

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#

PROPOSED VIDEO MESSAGE
PSA -- 1989 COLLEGE WORLD SERIES

1947 -- KALAMAZOO, MICHIGAN . . .

AS A MEMBER OF YALE'S BASEBALL TEAM I REMEMBER
PLAYING IN THE FINALS OF THE FIRST COLLEGE WORLD
SERIES.

TODAY, THE COLLEGE WORLD SERIES IS AN AMERICAN
INSTITUTION. IT'S COLLEGE BASEBALL AT ITS BEST, AND
IT'S A THRILL YOU WON'T SOON FORGET.

#

VIDEO MESSAGE
BARRY GOLDWATER DINNER

WHAT A GREAT PRIVILEGE IT IS TO JOIN YOU TONIGHT,
AS WE CELEBRATE THE LIFE OF AN OUTSTANDING AMERICAN,
ONE OF OUR PARTY'S MOST IMPORTANT REPUBLICANS, AND A
GOOD FRIEND, BARRY GOLDWATER.

AS MANY OF YOU KNOW, I WAS A GOLDWATER DELEGATE AT
THE REPUBLICAN NATIONAL CONVENTION IN '64, AND PROUDLY
REMEMBER CASTING MY VOTE FOR GOLDWATER. IT WAS AN
EXCITING TIME BACK THEN -- SURE WE LOST THE ELECTION,
BUT WE CREATED A CONSERVATIVE REVOLUTION THAT STILL
LEADS THE WAY TODAY.

BARRY, IT'S A REAL PLEASURE TO ADD MY
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PRESIDENTIAL NOMINATION. AND, THANK YOU FOR YOUR LOVE
OF COUNTRY, YOUR VISION, AND EVEN YOUR CANDOR. BARRY,
WE MISS YOU IN WASHINGTON. THE SENATE IS A BIT QUIETER
NOW -- BUT YOUR ACCOMPLISHMENTS STILL ECHO THROUGHOUT
THAT CHAMBER. AND, BARRY, THANKS FOR WHAT YOU'VE GIVEN
TO OUR PARTY. YOU INSPIRED A WHOLE GENERATION TO
ACTION, AND KINDLED A POLITICAL MOVEMENT THAT CONTINUES
TO THIS DAY.

GOD BLESS YOU BARRY, AND HAPPY 80TH BIRTHDAY.

#

**VIDEO MESSAGE
:30-SECOND VOLUNTEER PSA**

**WHEN YOU HEAR THE WORD "VOLUNTEER," YOU MIGHT
THINK OF NEIGHBOR HELPING NEIGHBOR OR THE SATISFACTION
AND INNER PRIDE YOU FEEL WHEN YOU HELP SOMEONE ELSE.**

**FROM NOW ON IN AMERICA, THE DEFINITION OF A
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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN N/C - ppr	<input checked="" type="checkbox"/>	<input type="checkbox"/>
✓ SCOWCROFT no changes	<input type="checkbox"/>	<input type="checkbox"/>	PORTER - hasn't looked at them	<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"/>
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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please provide your comment/recommendations directly to Chriss Winston's office with an info copy to my office by 4:00 TODAY Friday, April 28. Thank you.

RESPONSE:

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

Tron
April 28, 1989
Draft one
Title: AFD

1000 APR 28 11 00

PROPOSED VIDEO MESSAGE
ARMED FORCES DAY

Today, as a nation, we pause to acknowledge and salute the men and women of the United States Armed Forces. While we designate only one day a year to ~~take stock of your service~~ ^{pay tribute - Pink} -- you know, and I know -- it's what you do every day that helps our nation remain safe and secure.

For you, the men and women who protect our nation, have answered the call of service. It's a call that demands great sacrifice. I know some say it's just a job. But when a soldier spends long hours on a cold night's sentry duty at the D.M.Z. in Korea or at Checkpoint Charlie in Berlin, that's more than just a job. When a sailor must put to sea for six months or more at a time, and come home to find that the child who could barely crawl, can walk and say a few words, he is not just filling a job he's answering the call of service. And, when the mechanic who inspects the plane's engine or ship's power plant one last time and makes double and triple sure that every ~~screw~~ ^{bolt - Bates}, every hose, every weld is as it should be -- that mechanic is dedicating himself or herself not simply to a job but to a concept of service to country that is the ~~highest~~ ^{noblest - Pink} in the world.

So, when the record of our time is finally written, I hope it will be the story ~~a~~ ^{of the - Pink} triumph of peace and freedom throughout the globe -- the story of the sunrise ~~in the day of mankind's age~~ ^{of a new day -- the realization} ~~of mankind's~~ ^{of mankind's} ~~age-old aspirations.~~ ^{age-old aspirations.} And on that day, who were the heroes,

generations to come will ask? And the answer will be you. As
your commander-in-chief, and ~~as your friend~~, together we will
work to spin the thread of human dreams into a sturdy fabric of
peace.

*as one who shares in your dedication
Pink - to this
Country*

Thank you, God bless you, and God bless the United States of
America.

#

Tron
April 26, 1989
Draft two
Title: Goldwater

PROPOSED VIDEO MESSAGE
BARRY GOLDWATER DINNER

What a great privilege it is to join you tonight, as we celebrate the life of an outstanding American, one of the Party's most important Republicans, and a good friend, Barry Goldwater.

As many of you know, I was a Goldwater delegate at the Republican National Convention in '64, and proudly remember casting my vote for our nominee. It was an exciting time back then -- sure we lost the election, but we created a conservative revolution that still leads the way today.

Barry, it's a real pleasure to add my congratulations on your silver anniversary, ^{? D²} ^{(of what?) Pink} year. And, thank you for your love of country, your vision, and even your candor. Barry, we miss you in Washington. The Senate is a bit quieter now -- but your accomplishments still echo throughout that chamber. And, Barry, thanks for what you've given to ^{aw D²} your party. You inspired a whole generation to action, and ~~en~~kindled a political movement that burns brightly today.

God bless you Barry, and happy 80th birthday.

#

Tron
April 27, 1989
Draft one
Title: Prayer

1989 APR 28 10 9

PROPOSED VIDEO MESSAGE
NATIONAL DAY OF PRAYER

Good afternoon. It's a pleasure to join you as we mark an important occasion, this year's National Day of Prayer. I know that many of my friends are in this room today -- celebrating a very significant tradition. The right of free, open, and unrestricted prayer -- the very idea that attracted our forebears to the New World.

~~Those who braved the long ocean journey from Europe to first settle in America~~ *Those who came to this country - Pink* were men and women of varied, but equally devout, religious beliefs. Many had been persecuted for those beliefs at home, and they sought a new land where they might be able to worship freely. Years later, our forefathers would clearly remember this and begin our Bill of Rights with the guarantee that "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof."

And, that's why we gather -- from the nation's ornate capitol, to town halls across our country -- to commemorate and reaffirm our national heritage of free and open prayer.

Thank you, God bless you, and God bless the United States of America.

#

Tron
April 27, 1989
Draft two
Title: Volunteer

1989 APR 28 AM 9:1

PROPOSED VIDEO MESSAGE
:30-SECOND VOLUNTEER PSA

When you hear the word "volunteer," ~~what do you think?~~ ^{you might think of? D2}

Neighbor helping neighbor ^{D2} Or ~~maybe it's~~ the satisfaction and inner pride you feel when you help someone else.

^P From now on in America, the definition of a successful life must include service. ~~Volunteering means many things to many people -- but I know~~ ^{to others.}
~~one thing -- it's a great example of the American spirit.~~ ^{RAK}

People who volunteer don't do it for recognition or reward. They help others because they care. That's why I call them "UNSUNG AMERICANS", and ^{We're truly proud of them. D2} ~~they are people we can be proud of.~~

#

Tron
April 27, 1989
Draft two
Title: Hall

1989 APR 28 10 54

PROPOSED VIDEO MESSAGE
BASEBALL HALL OF FAME

Welcome to the Baseball Hall of Fame where you'll wander through the glory of baseball's past, and meet the legends of the game.

When I visited Cooperstown, I was reminded of a story Dwight Eisenhower once told of when he was a boy growing up in Kansas. As the ^{story - pink}~~fable~~ goes, Ike and a friend went fishing one warm summer afternoon. Since the fish were a little quiet that day, the youngsters talked about what they wanted to be when they grew up. Eisenhower said that he hoped to be a major league ballplayer like his idol, Honus Wagner. His young friend wanted to be president of the United States. Years later, Ike observed, "neither one of us got our wish".

Like so many ballplayers, fame and fortune on the diamond proved elusive goals for me, but the Hall of Fame in Cooperstown, is here for all baseball fans to cherish. I had the pleasure of visiting in 1987; and as a result of a recent building program, the Hall of Fame is bigger, and better than ever before. It's truly baseball's showcase, where memories and dreams converge in the ultimate experience for any baseball fan.

I hope you enjoy today's visit through this special place. And, to our young baseball fans I'd like to say, remember that if you work hard enough you too might someday end up here. And, if

that doesn't work out, well, there's always the presidency to fall back on. Thank you, God bless you all, and God bless this game.


#

THE WHITE HOUSE

WASHINGTON

April 28, 1989

MEMORANDUM TO CHRISS WINSTON

FROM: JIM PINKERTON 

SUBJECT: Five Video Tapings

Armed Forces Day

Pg. 1, para. 1, line 2 [Pages are numbered by counting the pages in the whole document.] "...only one day a year to take stock of your service...." Armed Forces Day is not really for "taking stock," which sounds somewhat judgemental. We would suggest some phrase which emphasizes the fact that this day is meant as a tribute, e.g., "paying tribute" or "honor."

1,2,5 "...that [person] is dedicating himself or herself not simply to a job but to a concept of service to country that is the highest in the world." The phrase "highest" is an odd modifier of "concept of service." "Loftiest" or "noblest" or "most honorable" seem better.

1,3,1 "...it will be the story a triumph of peace..."
Replace "...a..." with "...of the...."

"...the sunrise in the day of mankind's age old aspirations" does not hang together as a metaphor. For one thing, "age-old" seems to contradict the idea of "sunrise," which denotes a beginning.

Either we ought to say: "...the story of the sunrise of a new day -- the realization of mankind's age-old aspirations;" or, as long as we are invoking the idea of a sunrise of peace and freedom throughout the world, work in the President's "New Breeze" line here.

2,1,2 "As your commander-in-chief, and as your friend..." sounds a little anti-climactic and a bit over-earnest. It is also sub-Presidential.

(more)

2-2-2

The friendliness of George Bush the person will come through naturally, but we should never diminish the office of the Presidency. We would suggest either "...and as your President..." or "...and as one who shares in your dedication to this country...."

Barry Goldwater

3,3,1 We wonder about "...your silver anniversary year." Silver anniversary of what?

National Day of Prayer

4,2,1 "Those who braved the long ocean journey from Europe...." We must be careful not to invite offense among those whose heritage is non-European -- many of whom, for example, black evangelicals, or Asian Christians, who had their own long ocean journey, will be participating.

The Puritans are part of America's heritage, to be sure, but let's not court controversy. We suggest omitting "Those who...from Europe..." and saying instead "Those who came to this country..."

Volunteer PSA

5,2,1 We suggest using the President's trademark line: "From now on in America, the definition of a successful life must include service to others." If necessary, "Volunteering means many things to many people..." can be cut.

Baseball Hall of Fame

6,2,2 "...a story Dwight Eisenhower once told.... As the fable goes...." If Eisenhower told the story, then we probably shouldn't refer to it as a "fable," which suggests that it is apocryphal. We suggest using "As the story goes...."

We think the joke about having the Presidency to fall back on is very good.

#

cc: Roger Porter
Bill Roper
John Gardner

WHITE HOUSE STAFFING MEMORANDUM

DATE: 4/28/89 ACTION/CONCURRENCE/COMMENT DUE BY: 4:00 TODAY

SUBJECT: 5 VIDEO TAPINGS

	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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input checked="" type="checkbox"/>	<input 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"/>	<u>Lopez</u>	<input checked="" 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 provide your comment/recommendations directly to Chriss Winston's office with an info copy to my office by 4:00 TODAY Friday, April 28. Thank you.

RESPONSE:

The five video tape messages that have been prepared for the President have been reviewed. The White House Military Office concurs with the messages.

ANTONIO LOPEZ

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

Tron
April 28, 1989
Draft one
Title: AFD

1989 APR 28 11 53

PROPOSED VIDEO MESSAGE
ARMED FORCES DAY

Today, as a nation, we pause to acknowledge and salute the men and women of the United States Armed Forces. While we designate only one day a year to take stock of your service -- you know, and I know -- it's what you do every day that helps our nation remain safe and secure.

For you, the men and women who protect our nation, have answered the call of service. It's a call that demands great sacrifice. I know some say it's just a job. But when a soldier spends long hours on a cold night's sentry duty at the D.M.Z. in Korea or at Checkpoint Charlie in Berlin, that's more than just a job. When a sailor must put to sea for six months or more at a time, and come home to find that the child who could barely crawl, can walk and say a few words, he is not just filling a job he's answering the call of service. And, when the mechanic who inspects the plane's engine or ship's power plant one last time and makes double and triple sure that every screw, every hose, every weld is as it should be -- that mechanic is dedicating himself or herself not simply to a job but to a concept of service to country that is the highest in the world.

So, when the record of our time is finally written, I hope it will be the story a triumph of peace and freedom throughout the globe -- the story of the sunrise in the day of mankind's age old aspirations. And on that day, who were the heroes,

generations to come will ask? And the answer will be you. As your commander-in-chief, and as your friend, together we will work to spin the thread of human dreams into a sturdy fabric of peace.

Thank you, God bless you, and God bless the United States of America.

#

Tron
April 26, 1989
Draft two
Title: Goldwater

PROPOSED VIDEO MESSAGE
BARRY GOLDWATER DINNER

What a great privilege it is to join you tonight, as we celebrate the life of an outstanding American, one of the Party's most important Republicans, and a good friend, Barry Goldwater.

As many of you know, I was a Goldwater delegate at the Republican National Convention in '64, and proudly remember casting my vote for our nominee. It was an exciting time back then -- sure we lost the election, but we created a conservative revolution that still leads the way today.

Barry, it's a real pleasure to add my congratulations on your silver anniversary year. And, thank you for your love of country, your vision, and even your candor. Barry, we miss you in Washington. The Senate is a bit quieter now -- but your accomplishments still echo throughout that chamber. And, Barry, thanks for what you've given to your party. You inspired a whole generation to action, and enkindled a political movement that burns brightly today.

God bless you Barry, and happy 80th birthday.

#

1989 APR 28 11 9

Tron
April 27, 1989
Draft one
Title: Prayer

PROPOSED VIDEO MESSAGE
NATIONAL DAY OF PRAYER

Good afternoon. It's a pleasure to join you as we mark an important occasion, this year's National Day of Prayer. I know that many of my friends are in this room today -- celebrating a very significant tradition. The right of free, open, and unrestricted prayer -- the very idea that attracted our forebears to the New World.

Those who braved the long ocean journey from Europe to first settle in America were men and women of varied, but equally devout, religious beliefs. Many had been persecuted for those beliefs at home, and they sought a new land where they might be able to worship freely. Years later, our forefathers would clearly remember this and begin our Bill of Rights with the guarantee that "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof."

And, that's why we gather -- from the nation's ornate capitol, to town halls across our country -- to commemorate and reaffirm our national heritage of free and open prayer.

Thank you, God bless you, and God bless the United States of America.

#

Tron
April 27, 1989
Draft two
Title: Volunteer

1989 APR 28 AM 9:4

PROPOSED VIDEO MESSAGE
:30-SECOND VOLUNTEER PSA

When you hear the word "volunteer," what do you think? Neighbor helping neighbor? Or maybe it's the satisfaction and inner pride you feel when you help someone else.

Volunteering means many things to many people -- but I know one thing -- it's a great example of the American spirit. People who volunteer don't do it for recognition or reward. They help others because they care. That's why I call them "UNSUNG AMERICANS", and they are people we can be proud of.

#

Tron
April 27, 1989
Draft two
Title: Hall

1989 APR 28 AM 9

PROPOSED VIDEO MESSAGE
BASEBALL HALL OF FAME

Welcome to the Baseball Hall of Fame where you'll wander through the glory of baseball's past, and meet the legends of the game.

When I visited Cooperstown, I was reminded of a story Dwight Eisenhower once told of when he was a boy growing up in Kansas. As the fable goes, Ike and a friend went fishing one warm summer afternoon. Since the fish were a little quiet that day, the youngsters talked about what they wanted to be when they grew up. Eisenhower said that he hoped to be a major league ballplayer like his idol, Honus Wagner. His young friend wanted to be president of the United States. Years later, Ike observed, "neither one of us got our wish".

Like so many ballplayers, fame and fortune on the diamond proved elusive goals for me, but the Hall of Fame in Cooperstown, is here for all baseball fans to cherish. I had the pleasure of visiting in 1987; and as a result of a recent building program, the Hall of Fame is bigger, and better than ever before. It's truly baseball's showcase, where memories and dreams converge in the ultimate experience for any baseball fan.

I hope you enjoy today's visit through this special place. And, to our young baseball fans I'd like to say, remember that if you work hard enough you too might someday end up here. And, if

that doesn't work out, well, there's always the presidency to fall back on. Thank you, God bless you all, and God bless this game.

#

THE WHITE HOUSE
WASHINGTON



April 28, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: PATRICIA MACK BRYAN *PMB*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: 5 - Video Tapings: 1 - Armed Forces Day,
2 - Proposed Video Message Barry Goldwater
Dinner, 3 - National Day of Prayer, 4 - Proposed
Video Message 30 second Volunteer PSA, 5 -
Baseball Hall of Fame

Pursuant to James W. Cicconi's staffing memorandum of April 28, 1989, Counsel's Office has reviewed the text of the above-referenced tapings. Counsel's Office has no legal objection to the proposed texts.

cc: James W. Cicconi

THE WHITE HOUSE
WASHINGTON

April 28, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: PATRICIA MACK BRYAN *PMB*
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cc: James W. Cicconi

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SUBJECT: 5 VIDEO TAPINGS

	ACTION FYI			ACTION FYI	
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HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please provide your comment/recommendations directly to Chriss Winston's office with an info copy to my office by 4:00 TODAY Friday, April 28. Thank you.

OK gm

RESPONSE:

*Comments by phone
JW*

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

1989 APR 28 11 51

Tron
April 28, 1989
Draft one
Title: AFD

PROPOSED VIDEO MESSAGE
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April 26, 1989
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Tron
April 27, 1989
Draft one
Title: Prayer

1989 APR 28 11 9

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#

Tron
April 27, 1989
Draft two
Title: Volunteer

1989 APR 28 11 9

PROPOSED VIDEO MESSAGE
:30-SECOND VOLUNTEER PSA

When you hear the word "volunteer," what do you think?
Neighbor helping neighbor? Or maybe it's the satisfaction and
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People who volunteer don't do it for recognition or reward. They
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AMERICANS", and they are people we can be proud of.

#

Tron
April 27, 1989
Draft two
Title: Hall

1989 APR 28 AM 5

PROPOSED VIDEO MESSAGE
BASEBALL HALL OF FAME

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that doesn't work out, well, there's always the presidency to fall back on. Thank you, God bless you all, and God bless this game.

#

Tron
April 27, 1989
Draft one
Title: College

PROPOSED VIDEO MESSAGE
:20-second PSA -- 1989 COLLEGE WORLD SERIES

I still remember the thrill of playing in the College World Series ~~in 1947 and 48~~ ^{as a pitcher on} when I captained the Yale baseball team.

Today, the College World Series in Omaha is an American institution -- it's college baseball at its best. ~~Urge you to attend these exciting games.~~ It's a thrill you won't soon forget.

#

KCT -

A few more video requests
that seem worth doing.

BT ✓
yes ✓
KCT pension
find out their
drop-dead
deadline - ~~BT~~
KCT

4/13

~ also find out date of actual
event.

KCT

JOE H. BAKER
10814 CEDAR STREET
OMAHA, NEBRASKA 68144
(402) 393-2709

Client 1989 College World Series
Program PSA --- NCAA Division I Baseball Tournament
Length :30 Seconds Date V.T.#

Video

Audio

MCU of President Bush
wearing Yale baseball cap.

CU of President Bush wearing
College World Series cap
and jacket.

SUPER:
COLLEGE WORLD SERIES
JUNE 2 - 10
ROSENBLATT STADIUM

v/o Ladies and Gentlemen, the President
of the United States.

I REMEMBER THE THRILL OF PLAYING IN THE
COLLEGE WORLD SERIES IN 1947 AND 1948 WHEN
I WAS A MEMBER OF THE YALE UNIVERSITY
BASEBALL TEAM.

TODAY THE COLLEGE WORLD SERIES IN OMAHA IS
AN AMERICAN INSTITUTION ---- IT IS COLLEGE
BASEBALL AT ITS BEST. I URGE YOU TO ATTEND
THE EXCITING COLLEGE WORLD SERIES GAMES
IN OMAHA THIS JUNE.

v/o THE COLLEGE WORLD SERIES
JUNE 2nd THROUGH JUNE 10th ...
AT ROSENBLATT STADIUM -----
CELEBRATING 40 YEARS IN OMAHA.

JOE H. BAKER
10814 CEDAR STREET
OMAHA, NEBRASKA 68144

(402) 393-2709

Client 1989 College World Series

Program PSA --- NCAA Division I Baseball Tournament

Length :30 Seconds Date V.T.#

Video

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MCU of President Bush
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SUPER:
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v/o THE COLLEGE WORLD SERIES
JUNE 2nd THROUGH JUNE 10th ...
AT ROSENBLATT STADIUM -----
CELEBRATING 40 YEARS IN OMAHA.

JOE H. BAKER
10814 CEDAR STREET
OMAHA, NEBRASKA 68144

(402) 393-2709

(402) 393-2907

April 24, 1989

Mr. Barry Tron
Room 123
Old Executive Office Bldg.,
White House
Washington, D.C. 20050

Dear Barry:

As we approach the first week of May, I hope that everything is in readiness to tape the raw footage for our College World Series public-service television announcement.

I sent the props (caps and jacket) and revised copy to you about 10-days ago, and I trust that everything is there. As soon as we get the tape from you, we are ready for the post editing session --- dubs for the Omaha TV stations can be made and delivered to the stations here almost overnight.

The College World Series in Omaha last year had a record attendance of 132,698 --- 14,744 per session. Naturally, this series is good for Omaha, but the support shown here for this sports event is good for all collegiate athletic activities.

The OMAHA WORLD HERALD prints a special College World Series supplement just prior to the opening game --- it contains CWS statistics, stories about the eight teams featured in the series and items about the support this series receives. The HERALD has featured stories about our television public-service efforts. I am enclosing stories that were used in 1987 and 1988. When you are taping President Bush for the 1989 announcements, I hope that you could get a White House photographer to snap 2 or 3 candid shots of the taping-session that we could use in connection with our 1989 story.

I will not clutter your busy days with a phone call. However, I would appreciate hearing from you if you have any problems or questions on this project.

Again, thank you for your cooperation and help.

Sincerely,



Joe H. Baker

cc: David Karnes

The College World Series Baseball's Best

Rosenblatt Stadium



FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:
Charles Ammons
(402) 455-6408

OMAHA, May 21 — New York Mets star Mookie Wilson has been named the "television spokesman" for the 1987 College World Series television public service campaign by the College World Series public relations committee.

Mookie played in the 1977 College World Series when he was a member of the South Carolina Gamecocks baseball team. In 1977, he hit .357 as he helped lead South Carolina to the NCAA Atlantic Region Championship and second place in the College World Series.

Now, at age 31, Mookie is the senior member of the World Champion New York Mets. He is one of the most popular sports figures in the New York area.

Mookie says that he still remembers the thrills of playing the College World Series in Omaha in 1977. "I remember the enthusiasm of the crowd and the hospitality of everyone in Omaha," Mookie said during the taping session at Shea Stadium.

The 30-second announcement for the College World Series will be telecast as a public service by the Omaha television stations and Cox Cable of Omaha. The production costs were paid by a College World Series fan. Mookie's talent fee was \$1.00 — just to make it legal, according to a College World Series spokesman.

The 41st Annual College World Series will be played May 29 through June 7. The College World Series has been played at Omaha's Rosenblatt Stadium for 38 years.

#####

(College World Series letterhead)

(date)

FOR IMMEDIATE RELEASE:

Minnesota Twins pitching star, Frank Viola, has been named the "television spokesman" for the 1988 College World Series television public-service campaign by the College World Series public relations committee.

Frank Viola played in the 1980 College World Series when he was a pitcher for the St. John's Redmen baseball team. He was named to the All-America college baseball team in 1981, his junior year. His record was 26-2, with an ERA of 1.67 in his three-year collegiate career.

He made his major league debut in June of 1982 --- he was the winningest lefthander in the majors in 1984. In 1987 with the Minnesota Twins his record was 17-10 with an ERA of 2.90. He won game One and Seven of the 1987 World Series and was named World Series' Most Valuable Player. He was selected for the American League All Star Team in 1987.

Viola says that he still remembers the excitement of playing in the College World Series in Omaha in 1980. "I remember the total-involvement of the civic clubs and the thousands of baseball fans in the Omaha area --- it was a tremendous thrill for all of us on the teams," Viola said during the video taping session in Minneapolis.

The 30-second announcement for the College World Series will be telecast as a public-service by the Omaha

television stations. Production fees and the talent fee were donated to the College World Series public relations committee.

The 42nd Annual College World Series will be played June 3 through June 11. The College World Series has been played at Omaha's Rosenblatt Stadium for 39 years. The Rosenblatt Stadium has been expanded and remodeled, including new parking area, for the 1988 Series.

#

BARRY

— PLEASE DON'T
FORGET THE SEAL
WHEN YOU SEND THE
TAPE TO ME.

BEST WISHES,



JOE H. BAKER
10814 CEDAR STREET
OMAHA, NEBRASKA 68144

(402) 393-2907

April 13, 1989

Dear Barry:

It was good talking to you this morning. I truly appreciate your cooperation and efforts in behalf of the 1989 College World Series.

You mentioned that the copy should be shortened. I suggest we delete mention of the Yale University baseball team --- the baseball uniform speaks for itself. I have made a suggested copy-edit on the enclosed piece of continuity. I think the spot would be more dramatic if it opened on a black-and-white photograph of President Bush in the Yale baseball uniform --- I have a good print of that photo.

I hope that you can talk President Bush into wearing the CWS cap and jacket --- it would have a tremendous impact on the television viewers in our area. By the way, should President Bush ask, the editing on these announcements --- the dubs are made and the CWS spot announcements are televised here by the Omaha television stations without charge, as a public-service project. A couple of added comments --- the post-editing crew here prefers to work with 1" tape. I am enclosing a copy of a note I received from the Sports Information Director of Yale --- it is typical of the great cooperation that we receive from everyone for the CWS. Lastly, please call me if you have any problems or questions. I would love to be there for the taping of the spot, but that might be almost impossible.

Again, thank you for your support on this project.

Sincerely,



Joe H. Baker

REVISE

Client 1989 College World Series

Program PSA --- NCAA Division I Baseball Tournament

Length :30 Seconds **Date** **V.T.#**

Video **Audio**

PRESIDENTIAL SEAL

v/O Ladies and Gentlemen, the President of the United States.

~~MCU of President Bush wearing Yale baseball cap.~~
B&W PHOTO OF PRES. BUSH IN YALE UNIV. BASEBALL UNIFORM.

I REMEMBER THE THRILL OF PLAYING IN THE COLLEGE WORLD SERIES IN 1947 AND 1948. ~~WHEN I WAS A MEMBER OF THE YALE UNIVERSITY BASEBALL TEAM.~~

CU of President Bush wearing College World Series cap and jacket.

TODAY THE COLLEGE WORLD SERIES IN OMAHA IS AN AMERICAN INSTITUTION ---- IT IS COLLEGE BASEBALL AT ITS BEST. I URGE YOU TO ATTEND THE EXCITING COLLEGE WORLD SERIES GAMES IN OMAHA THIS JUNE.

SUPER:
COLLEGE WORLD SERIES
JUNE 2 - 10
ROSENBLATT STADIUM

v/O THE COLLEGE WORLD SERIES
JUNE 2nd THROUGH JUNE 10th ...
AT ROSENBLATT STADIUM -----
CELEBRATING 40 YEARS IN OMAHA.

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 AT ROSENBLATT STADIUM -----
 CELEBRATING 40 YEARS IN OMAHA.

Elliot Tannenbaum
Sports Information Director
Yale University
P. O. Box 402A Yale Station
New Haven, CT 06520
(203) 432-1456

Joe --

Here is the hat you requested -- size 7 5/8, the only size we had left. Hope it's not too big.

I've also enclosed the photo I mentioned, along with another photo of Bush with Babe Ruth in June '48, about two months before Ruth's death. It was a pre-game ceremony at which Ruth presented the original manuscript of his autobiography to the Yale library. As captain, Bush accepted the book.

Hope the promo comes off as planned. Have a great Series.

Sincerely,



Elliot