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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

July 6, 1989

The President today will award the Presidential Medal of Freedom, the highest civilian award of our Government to the following individuals: Lucille Ball, C. Douglas Dillon, James H. Doolittle, George Kennan, and Margaret Chase Smith.

The citation for Lucille Ball reads as follows:

A gifted comedienne known and loved by generations of audiences around the world, Lucille Ball left a lasting impression on American entertainment. For over fifty years, she warmed the hearts of millions with her humor, both in films and later on television, where no program was better named than "I Love Lucy." As president of her own production company, she set an example with her commitment to programming of quality for family enjoyment. Lucy's work continues to bring joy and laughter into American homes, and a grateful Nation remembers her with love and appreciation.

The citation for C. Douglas Dillon reads as follows:

In a lifetime of responsible positions, C. Douglas Dillon has dedicated himself to bettering America and the world. By fostering European economic and military unity, he furthered the cause of democracy; through his leadership on economic issues, he helped make possible the material advance of a generation; and through his dedication to the Alliance for Progress, he made real for millions America's determination to promote social development. For service to three Presidents and for commitment to his fellowman, America honors him.

The citation for James H. Doolittle reads as follows:

Aviation pioneer and military hero, James H. Doolittle is a symbol of vision and courage. His numerous contributions to aeronautical science, often at great personal hazard, extend from the earliest achievements in long-distance flying to the age of rockets. In the uniform of his country, General Doolittle's heroic leadership inspired the American people during the darkest hours of the Second World War. In public service, he continued to foster American advances in aeronautics, the cause to which he has devoted his life. For extraordinary service to his country, the American people salute one of their foremost heroes.

-more-

The citation for George Kennan reads as follows:

Career diplomat, historian, and educator, George Kennan has helped shape American foreign policy since 1933. His many years in government service, and a lifetime of scholarly writings, revealed a deep insight into East-West relations, a recognition of the challenges of totalitarian expansion, as well as a man of extraordinary sensitivity. For his success in advancing our national security, and for his many contributions to the study of international affairs, George Kennan's fellow Americans proudly honor him.

The citation for Margaret Chase Smith reads as follows:

As a United States Representative for eight years and as a three-term Senator, Margaret Chase Smith served the people of Maine and the Nation with distinction. She influenced greatly the development of our post-war foreign and domestic policies, and her abilities and independent spirit made her one of the most admired women in America. A firm believer in a strong national defense, her efforts to improve the status of women in the Navy earned her the affectionate title "Mother of the Waves." For many years of outstanding public service, America proudly honors her.

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THE WHITE HOUSE
CORRESPONDENCE TRACKING WORKSHEET

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F41

INCOMING

DATE RECEIVED: MAY 11, 1989

NAME OF CORRESPONDENT: MR. LAWRENCE K. GROSSMAN

SUBJECT: MAKES SUGGESTIONS ON HOW THE ADMINISTRATION
CAN FORMULATE AN OVERALL COMMUNICATIONS
STRATEGY

ROUTE TO: OFFICE/AGENCY (STAFF NAME)	ACTION		DISPOSITION	
	ACT CODE	DATE YY/MM/DD	TYPE RESP	C COMPLETED D YY/MM/DD
JOHN SUNUNU	ORG	89/05/09	JS A	89/5/12J
<i>EMDEMA</i> REFERRAL NOTE: _____	<i>CI</i>	<i>I 89/5/22</i>	<i>C</i>	<i>I 1 1 2J</i>
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COMMENTS: _____

ADDITIONAL CORRESPONDENTS: MEDIA: L INDIVIDUAL CODES: _____

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ACTION CODES:          *DISPOSITION          *OUTGOING          *
*                      *                      *CORRESPONDENCE:  *
*A-APPROPRIATE ACTION *A-ANSWERED          *TYPE RESP=INITIALS *
*C-COMMENT/RECOM      *B-NON-SPEC-REFERRAL *          OF SIGNER   *
*D-DRAFT RESPONSE     *C-COMPLETED        *          CODE = A   *
*F-FURNISH FACT SHEET *S-SUSPENDED         *COMPLETED = DATE OF *
*I-INFO COPY/NO ACT NEC*                      *          OUTGOING  *
*R-DIRECT REPLY W/COPY *                      *                      *
*S-FOR-SIGNATURE      *                      *                      *
*X-INTERIM REPLY      *                      *                      *
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(ROOM 75, OEOB) EXT-2590
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LETTER AT ALL TIMES AND SEND COMPLETED RECORD TO RECORDS
MANAGEMENT.

THE WHITE HOUSE

May 17, 1989

Dear Larry,

Thanks for the insight on the President's media profile.

I hope you don't mind if I share your comments with other folks around here as well.

Good to hear from you. See you soon, I hope.

Regards,

Stop in some time

John

John H. Sununu
Chief of Staff

THE WHITE HOUSE
WASHINGTON

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cc: Dave Demarest w/ incoming
Marlin Fitzwater w/ incoming

Lawrence K. Grossman

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May 9, 1989

Gov. John Sununu
Chief of Staff
The White House
Washington, DC

Dear John,

Two brief unsolicited observations from an outside observer:

- 1) This current spate of "think pieces" on President Bush's lack of communications direction is of no real present-day consequence. It is incestuous press indulgence. Now that I am no longer running NBC News, my patience for all that "inside media dopest" stuff is even less today than it ever was, if that is possible.
- 2) Nevertheless, in the long run, it would be enormously beneficial to make the press aware that you have a positive and straightforward, long-term Presidential communications strategy so that the Administration is viewed as keeping the communications initiative and the high ground.

The press needs a simple framework to operate from. One suggestion: That you announce the President's plan to articulate his leadership priorities and major policy direction by means of a series of six or so well-planned and well-spaced national reports to the people each year - each address focusing on a keystone foreign and domestic leadership theme of his Administration.

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Gov. John Sununu
May 9, 1989

Between those major national talks, President Bush will continue to concentrate on running the country rather than worrying about developing daily or weekly press themes. He will, of course, also continue his schedule of frequent and informal press conferences and interviews. President Bush's visits outside the Beltway are not scheduled for television's sound bites, but are designed first and foremost to keep in touch with what is happening around the country.

I hope this may be of some help.

Best regards,

Larry Grossman