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# FOIA MARKER

**␣ This is not a textual record. This is used as an administrative marker by the George Bush Presidential Library Staff.**

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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:** 13502  
**Folder ID Number:** 13502-006

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**Folder Title:**  
The National Association of Secondary School Principal's Magazine 9/14/89

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

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PRESIDENTIAL MAGAZINE ARTICLE: THE NATIONAL ASSOCIATION  
OF SECONDARY SCHOOL  
PRINCIPALS' MAGAZINE

As we enter the next decade, we have much for which to be thankful. America is at peace and we are enjoying the longest peacetime economic expansion in our history. But too many Americans -- Dropouts, drug users, unwed pregnant teens, AIDS victims, the homeless, hungry, unemployed or lonely -- exist in want and isolation. Each one of these desperate people is free-falling through society, as their communities, disintegrate around them.

We must take action, because it is morally right, and because America's continued strength and global competitiveness demand it. While government's role is critically important, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships to give them hope for the future.

Here is where you come in. As secondary school principals, you have enormous influence over the hearts and minds of America's greatest resource, our young people. Whether our future as a nation is bright or dim depends entirely upon the kind of men and women our young people become.

Much has been said over the years about the seemingly boundless energy, enthusiasm and idealism of young people. Your challenge is to harness this and channel it in a productive direction. You can teach the young that the way to find what

they are seeking in life, namely meaning and adventure, is through serving others. You can teach them that from now on in America any definition of a successful life must include serving others.

Now that the school year has begun, your school can begin to make a lasting contribution to those in need in your community. Not far from your school, there is an illiterate man or woman who would like to learn to read. Not far from your school there is a homeless family that needs food, clothing and shelter. Not far from your school there is a pregnant teen who has left school and needs a friend, someone who cares. And these are all needs that can be met by the young people in your schools. Challenge them to make a difference in someone else's life.

In closing, let me recall the words of the poet Emerson, "The greatest gift is a portion of thyself". As I have said before, all young people have gifts to give and America needs these gifts now. Perhaps the greatest gift you can give to the young people whose lives you touch this year is the conviction that a successful life is a life of service to others.

Best wishes for a productive and rewarding school year.

THE WHITE HOUSE

WASHINGTON

OCTOBER 13, 1989

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *CW*  
FROM:               MARY KATE GRANT *cm for MKG*  
SUBJECT:            PROPOSED ARTICLE FOR LEADER MAGAZINE

Attached for your approval is an article to be published in The National Association of Secondary School Principals' magazine. This is at the request of the Office of National Service.

PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS' MAGAZINE

As we enter the next century, we have much for which to be thankful. America is at peace and we are enjoying the longest peacetime economic expansion in our history. But too many Americans -- Dropouts, drug users, unwed pregnant teens, AIDS victims, the homeless, hungry, unemployed or lonely -- exist in want and isolation. Each one of these desperate people is free falling through society, as their communities, disintegrate around them.

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*is this supposed to come out, too*

meaning and adventure, is through serving others. You can teach them that from now on in America any definition of a successful life must include serving others.

Now that the school year has begun, your school can begin to make a lasting contribution to those in need in your community. Not far from your school, there is an illiterate man or woman who would like to learn to read. Not far from your school there is a homeless family that needs food, clothing and shelter. Not far from your school there is a pregnant teen who has left school and needs a friend, someone who cares. And these are all needs that can be met by the young people in your schools. Challenge them to make a difference in someone else's life.

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Best wishes for a productive and rewarding school year.

Sincerely,

George Bush

## The Greatest Gift

By George Bush

As we enter the next decade, we have much for which to be thankful. America is at peace and we are enjoying the longest peacetime economic expansion in our history. But too many Americans -- ~~Dropouts~~, drug users, unwed pregnant teens, AIDS victims, the homeless, hungry, unemployed or lonely -- exist in want and isolation. Each one of these desperate people is free-falling through society, as their communities ~~disintegrate~~ around them.

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THE WHITE HOUSE  
WASHINGTON

October 17, 1989

TO: CHRISS WINSTON

FROM: MARY KATE GRANT *mkg*

RE: LEADER MAGAZINE

Kristen Gear asked me for a few suggestions for a title for the attached piece, so here they are:

"Challenge our young people to make a difference"

"All young people have gifts to give"

"A successful life is a life of service"

"The greatest gift you can give"

Once you choose a title, however, I don't have a contact at the magazine (or even a phone number for them) because I have no background info on this one. For some reason it went to the President under my name with the initials signed by someone else -- after I had not written it or had anything to do with it. Needless to say, I am upset that this happened. The Office of National Service has all the paperwork on it.

Use as title

THE WHITE HOUSE

WASHINGTON

OCTOBER 13, 1989

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON (W)  
FROM:               MARY KATE GRANT *cm for MKG*  
SUBJECT:            PROPOSED ARTICLE FOR LEADER MAGAZINE

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Magazine Article

PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS' MAGAZINE

As we enter the next ~~century~~ <sup>decade</sup>, we have much for which to be thankful. America is at peace and we are enjoying the longest peacetime economic expansion in our history. But too many Americans -- Dropouts, drug users, unwed pregnant teens, AIDS victims, the homeless, hungry, unemployed or lonely -- exist in want and isolation. Each one of these desperate people is free falling through society, as their communities, disintegrate around them.

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Much has been said over the years about the seemingly boundless energy, enthusiasm and idealism of young people. Your challenge is to harness this [energy, enthusiasm and idealism] and channel it in a productive direction. You can teach the young that the way to find what they are seeking in life, namely

meaning and adventure, is through serving others. You can teach them that from now on in America any definition of a successful life must include serving others.

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~~Sincerely,~~

~~George Bush~~

THE WHITE HOUSE  
WASHINGTON

September 28, 1989

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT FOR  
COMMUNICATIONS

FROM: AMY L. SCHWARTZ *MS*  
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Message: NASSP Magazine

I have reviewed the message for Counsel's office. Although I have no legal objections to it, I have two policy-based comments.

✓ First, the last two sentences of the first paragraph seem much too melodramatic. I strongly recommend replacing the phrase "are enduring a waking nightmare of want and isolation" with something calmer, like: "exist in want and isolation." I would also delete the references in the last sentence of the paragraph to "free falling through society" and to the disintegration of communities. In fact, the paragraph would be improved by omitting the sentence altogether.

✓ Second, the message could be stronger if it included a request to principals to act as leaders in improving education in their own schools. A school's effectiveness is largely the result of the principal's role. This is an important message to put across. (You can consult the Office of Planning, Budget and Evaluation at the Department of Education if more information on this would be useful.)

Feel free to contact me if you have any questions.

cc: James W. Cicconi, Jr.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/27/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON, THURS. SEPT 28  
 PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS' MAGAZINE - LEADER  
 SUBJECT: \_\_\_\_\_

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input 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 type="checkbox"/>	<input checked="" 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"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<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 comments/edits directly to Chriss Winston, Room 122, x2930, with a copy to my office by NOON, THURS. SEPT. 28.

Thank you.

**RESPONSE:**

*See Comments  
9/28/89.*

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



UNITED STATES DEPARTMENT OF EDUCATION

OFFICE OF THE SECRETARY

September 28, 1989

MEMORANDUM

TO: Denise Schwarz  
Office of Cabinet Affairs

FROM: Chino Chapa *act for C.C.*  
Acting Chief of Staff

RE: Presidential Message - Leader

As requested, the following are our suggested changes:

Page 1: ✓ Second paragraph, first line should read: "We must take action, because it is morally right and because America's continued. . ."

Third paragraph, first line: Replace "Here is where you come in." with "What about your responsibilities and role?"

Page 2: ✓ Second paragraph, sixth line which begins: ". . .from your school. . ." -- Replace "drop-out who" with "teen who has left school and"

PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY  
SCHOOL PRINCIPALS' MAGAZINE - LEADER

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THE WHITE HOUSE  
WASHINGTON

September 28, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Message: The National Association  
of Secondary School Principals' Magazine -  
Leader

We have no suggested changes from a policy standpoint and approve of the draft presidential message in its present form.

cc: James W. Cicconi

## WHITE HOUSE STAFFING MEMORANDUM

**DATE:** 9/27/89      **ACTION/CONCURRENCE/COMMENT DUE BY:** NOON, THURS. SEPT 28  
**PRESIDENTIAL MESSAGE:** THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS' MAGAZINE - LEADER  
**SUBJECT:** \_\_\_\_\_

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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**REMARKS:**

Please provide comments/edits directly to Chriss Winston, Room 122, x2930, with a copy to my office by NOON, THURS. SEPT. 28.

Thank you.

**RESPONSE:**

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

PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY  
SCHOOL PRINCIPALS' MAGAZINE - LEADER

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Best wishes for a productive and rewarding school year.

THE WHITE HOUSE  
WASHINGTON

Date:

9/28/89

TO: Chiss Winston

FROM: CLARK KENT ERVIN  
Office of National Service  
x6266

- Action
- Your Comment
- Let's Talk
- FYI

Attached are the comments on  
the Presidential message to appear in  
leader.



# WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/27/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON, THURS. SEPT 28

PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS' MAGAZINE - LEADER

SUBJECT: \_\_\_\_\_

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RESPONSE:

OK

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Ext. 2702

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Best wishes for a productive and rewarding school year.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 9/27/89 ACTION/CONCURRENCE/COMMENT DUE BY: NOON, THURS. SEPT 28  
 PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS' MAGAZINE - LEADER  
 SUBJECT: \_\_\_\_\_

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<del>DARMAN</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
BREEDEN	<input type="checkbox"/>	<input type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PETERSMEYER</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</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 comments/edits directly to Chriss Winston, Room 122, x2930, with a copy to my office by NOON, THURS. SEPT. 28.

Thank you.

RESPONSE: *No comment*

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

PRESIDENTIAL MESSAGE: THE NATIONAL ASSOCIATION OF SECONDARY  
SCHOOL PRINCIPALS' MAGAZINE - LEADER

As we enter the next century, we have much for which to be thankful. America is at peace and we are enjoying the longest peacetime economic expansion in our history. But too many Americans - dropouts, drug users, unwed pregnant teens, AIDS victims, the homeless, hungry, unemployed or lonely - are enduring a waking nightmare of want and isolation. Each one of these desperate people is free falling through society, as their communities, disintegrate around them.

We must take action, not only because it is morally right, but because America's continued strength and global competitiveness demand it. While government's role is critically important, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships to give them hope for the future.

Here is where you come in. As secondary school principals, you have enormous influence over the hearts and minds of America's greatest resource, our young people. Whether our future as a nation is bright or dim depends entirely upon the kind of men and women our young people become.

Much has been said over the years about the seemingly boundless energy, enthusiasm and idealism of young people. Your challenge is to harness this energy, enthusiasm and idealism and channel it in a productive direction. You can teach the young that the way to find what they are seeking in life, namely meaning and adventure, is through serving others. You can teach them that from now on in America any definition of a successful life must include serving others.

Now that the school year has begun, your school can begin to make a lasting contribution to those in need in your community. Not far from your school, there is an illiterate man or woman who would like to learn to read. Not far from your school there is a homeless family that needs food, clothing and shelter. Not far from your school there is a pregnant drop-out who needs a friend, someone who cares. And these are all needs that can be met by the young people in your schools. Challenge them to make a difference in someone else's life.

In closing, let me recall the words of the poet Emerson, "The greatest gift is a portion of thyself." As I have said before, all young people, have gifts to give and America needs those gifts now. Perhaps the greatest gift you can give to the young people whose lives you touch this year is the conviction that a successful life is a life of service to others.

Best wishes for a productive and rewarding school year.

PRESIDENTIAL MAGAZINE ARTICLE: THE NATIONAL ASSOCIATION  
OF SECONDARY SCHOOL  
PRINCIPALS' MAGAZINE

As we enter the next decade, we have much for which to be thankful. America is at peace and we are enjoying the longest peacetime economic expansion in our history. But too many Americans -- Dropouts, drug users, unwed pregnant teens, AIDS victims, the homeless, hungry, unemployed or lonely -- exist in want and isolation. Each one of these desperate people is free-falling through society, as their communities, disintegrate around them.

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VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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DARMAN <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	STUDDERT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON <i>N/C</i>	<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"/>

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RESPONSE:

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

Nat'l Service

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<sup>and</sup> We must take action, ~~not only~~ because it is morally right, ~~but~~ because America's continued strength and global competitiveness demand it. While government's role is critically important, government alone can never meet this challenge. For what millions of Americans need most is not another government program, but a set of meaningful relationships to give them hope for the future.

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