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Record Group/Collection: George H.W. Bush Presidential Records
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Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13507
Folder ID Number: 13507-012

Folder Title:
End Hunger Campaign 10/25/89 [OA 3536]

Stack:	Row:	Section:	Shelf:	Position:
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THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

October 25, 1989

REMARKS BY THE PRESIDENT
TO
PRIME TIME TO END HUNGER CAMPAIGN

The Rose Garden

2:14 P.M. EDT

THE PRESIDENT: Polly, thank you very much. What we want to do is get out and hear you, so it works out just perfectly. And I'm just so pleased you're here. Good afternoon and welcome to the White House. Polly referred to it, but we've got these stars from some of the most popular shows on television; thirtysomething, Roseanne, Head of the Class, Mr. Belvedere and Knotts Landing. And you represent a combined market share that any politician would envy. (Laughter.)

And there are plenty of top people from the networks here; Warren Littlefield, NBC; Philip Beuth, ABC; Peter Tortoricci, CBS; George Bush, USA. (Laughter.)

The serious fact is that, through your shows, all of you reach millions. And there is a lot of power in that. Think about the commercials that stick in our minds. The shows we watch every week and we'll never forget. And the way what happens on the screen can sometimes change our lives.

One story. You may have heard it about the hit show, Happy Days. The star of that show -- the Fonz -- was certainly not a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image. He took out a library card.

There were quite a few Fonz watchers out there and the first few weeks after that show, there was a 500 percent increase in the number of young people taking out library cards across the country. And that is just one small manifestation of the power of TV.

It's time -- prime time -- to end hunger and drug abuse and homelessness, as Polly was talking about. And that's why this new effort has such enormous potential. For the first time ever, NBC and CBS and ABC have joined forces. And you couldn't have chosen a worthier project than a campaign promoting community service.

This past summer when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America; from the largest corporations right down to the neighborhood softball team.

Let me say today that network television is one institution that is really taking this challenge to heart. The days when TV and the movies glorified violence and drugs and crime are fading. And in place of these negative images, we're seeing a more positive message of caring, of compassion and of hope.

Prime Time to End Hunger is just the kind of media initiative that I'm talking about. Whether it's hunger or one of the many other challenges that faces us today, you're reaching out to

MORE

help other people in need. And the first three weeks of December you're going to tackle some of our nation's most serious problems; hunger, homelessness, illiteracy, drug abuse. And we all know television can do more than entertain. It can educate. And your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every single night. And all of you are part of this force that's shaping -- helping shape -- a new generation. From the comfort of our homes and the company of our families, your shows are going to make us think and think hard about people who are hungry, homeless, those without hope -- and how we can help them.

That's a service to every community across America, a service of the highest kind. And I know you've heard me say many times before that from now on in America any definition of a successful life must include serving others.

Well, these shows can be catalysts to greater community involvement, shows that convince each person who is watching -- everyone -- that they've got what it takes to reach out and to help someone in need. I know this is one time we all hope that life will imitate art.

Today, I want to thank you and everyone associated with your programs and the Prime Time to End Hunger Network. You've got a message that we've got to get out to all Americans. And I wish you the best, and I hope that every TV set in America is tuned in to your shows those first three weeks in December.

Thank you for your outstanding commitment and God bless you all. Thank you very, very much. (Applause.)

END

2:18 P.M. EDT

**PRIME TIME TO END HUNGER CAMPAIGN / THE ROSE GARDEN
OCTOBER 25, 1989 / 2:05 P.M.**

**[THANK YOU, POLLY.] GOOD AFTERNOON AND WELCOME TO
THE WHITE HOUSE. AS POLLY SAID, WE'VE GOT STARS FROM
SOME OF THE MOST POPULAR SHOWS ON TELEVISION HERE
TODAY: THIRTYSOMETHING, ROSEANNE, HEAD OF THE CLASS,
MR. BELVEDERE AND KNOT'S LANDING. /// YOU REPRESENT A
COMBINED MARKET SHARE ANY PRESIDENT WOULD ENVY.**

- 2 -

**AND THERE ARE PLENTY OF CHIEF EXECUTIVES HERE, TOO.
WARREN LITTLEFIELD, NBC. PHILIP BEUTH [BOOTH], ABC.
PETER TORTORICCI [TOR-TOR-REECH-EE], CBS. //// I'M
GEORGE BUSH, USA. ////**

**THE SERIOUS FACT IS THAT -- THROUGH YOUR SHOWS --
ALL OF YOU REACH MILLIONS OF AMERICANS. THERE'S
TREMENDOUS POWER IN THAT. THINK ABOUT THE COMMERCIALS
THAT STICK IN OUR MINDS.**

THE SHOWS WE WATCH EVERY WEEK AND WILL NEVER FORGET -- AND THE WAY WHAT HAPPENS ON THE SCREEN CAN SOMETIMES CHANGE OUR LIVES.

LET ME SHARE ONE STORY -- YOU MAY HAVE HEARD IT -- ABOUT THE HIT SHOW "HAPPY DAYS." THE STAR OF THAT SHOW -- THE FONZ -- WAS CERTAINLY NOT A FELLOW WHO LED THE LIFE OF THE MIND.

BUT IN ONE EPISODE, IN ORDER TO IMPRESS A POTENTIAL GIRLFRIEND, THE FONZ HIT ON A WAY TO CULTIVATE A MORE INTELLECTUAL IMAGE: HE TOOK OUT A LIBRARY CARD.

WELL, THERE WERE QUITE A FEW FONZ WATCHERS OUT THERE. IN THE FIRST FEW WEEKS AFTER THAT SHOW, THERE WAS A 500% INCREASE IN THE NUMBER OF YOUNG PEOPLE TAKING OUT LIBRARY CARDS ACROSS THE COUNTRY. THAT'S THE POWER OF TV.

IT'S TIME -- PRIME TIME -- TO END HUNGER, DRUG ABUSE AND HOMELESSNESS, AND THAT'S WHY THIS NEW EFFORT IS SO FULL OF POTENTIAL. FOR THE FIRST TIME EVER, NBC, CBS AND ABC HAVE JOINED FORCES -- AND YOU COULDN'T HAVE CHOSEN A WORTHIER PROJECT THAN A CAMPAIGN PROMOTING COMMUNITY SERVICE.

THIS PAST SUMMER, WHEN I ANNOUNCED MY POINTS OF LIGHT COMMUNITY SERVICE INITIATIVE, I SAID THAT MY AIM WAS TO MAKE COMMUNITY SERVICE CENTRAL TO THE LIFE AND WORK OF EVERY INDIVIDUAL AND EVERY INSTITUTION IN AMERICA -- FROM THE LARGEST CORPORATIONS RIGHT DOWN TO THE NEIGHBORHOOD SOFTBALL TEAM.

LET ME SAY TODAY THAT NETWORK TELEVISION IS ONE INSTITUTION THAT IS TAKING THIS CHALLENGE TO HEART.

THE DAYS WHEN TV AND THE MOVIES GLORIFIED VIOLENCE, DRUGS, AND CRIME ARE FADING. IN PLACE OF THESE NEGATIVE IMAGES, WE ARE SEEING A MORE POSITIVE MESSAGE OF CARING. OF COMPASSION. OF HOPE.

"PRIME TIME TO END HUNGER" IS JUST THE KIND OF MEDIA INITIATIVE I'M TALKING ABOUT. WHETHER IT'S HUNGER, OR ONE OF THE MANY OTHER CHALLENGES THAT FACE US TODAY -- YOU'RE REACHING OUT TO HELP OTHER PEOPLE IN NEED.

IN THE FIRST THREE WEEKS OF DECEMBER, YOU'RE GOING TO TACKLE SOME OF OUR NATION'S MOST SERIOUS PROBLEMS -- HUNGER, HOMELESSNESS, ILLITERACY, DRUG ABUSE. WE ALL KNOW TELEVISION CAN DO MORE THAN ENTERTAIN. IT CAN EDUCATE. YOUR PROGRAMS CAN HELP SHAPE THE WAY EACH OF US THINKS ABOUT THE LEAST FORTUNATE AMONG US.

TELEVISION PROVIDES A WINDOW INTO THE HOMES OF MILLIONS OF AMERICANS EVERY NIGHT -- AND ALL OF YOU ARE PART OF THIS FORCE THAT'S SHAPING A NEW GENERATION.

FROM THE COMFORT OF OUR HOMES -- IN THE COMPANY OF OUR FAMILIES -- YOUR SHOWS ARE GOING TO MAKE US THINK -- AND THINK HARD -- ABOUT PEOPLE WHO ARE HUNGRY, HOMELESS, AND WITHOUT HOPE -- AND HOW WE CAN HELP THEM.

THAT'S A SERVICE TO EVERY COMMUNITY ACROSS AMERICA -- A SERVICE OF THE HIGHEST KIND. I KNOW YOU'VE HEARD ME SAY MANY TIMES BEFORE THAT -- FROM NOW ON IN AMERICA -- ANY DEFINITION OF A SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS.

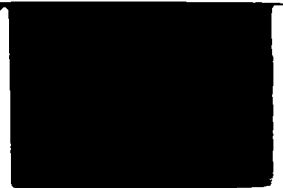
WELL, YOUR SHOWS CAN BE CATALYSTS TO GREATER COMMUNITY INVOLVEMENT -- SHOWS THAT CONVINCED EACH PERSON WHO IS WATCHING -- EVERY ONE -- THAT THEY'VE GOT WHAT IT TAKES TO REACH OUT TO HELP SOMEONE IN NEED. I KNOW THIS IS ONE TIME WE ALL HOPE THAT LIFE WILL IMITATE ART.

TODAY, I WANT TO THANK YOU, AND EVERYONE ASSOCIATED WITH YOUR PROGRAMS AND THE "PRIME TIME TO END HUNGER" NETWORK.

YOU'VE GOT A MESSAGE THAT WE'VE GOT TO GET OUT TO ALL AMERICANS. I WISH YOU THE BEST -- AND I HOPE THAT EVERY TV SET IN AMERICA IS TUNED IN TO YOUR SHOWS THE FIRST THREE WEEKS OF DECEMBER.

THANK YOU FOR YOUR COMMITMENT, AND GOD BLESS YOU.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/23/89 ACTION/CONCURRENCE/COMMENT DUE BY: ----

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN

SUBJECT: OCTOBER 25, 1989 (10/23 - 3:30 pm draft)

	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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" 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:

The attached has been forwarded to the President.

RESPONSE:

From POTUS → per JG 1:45pm
10/24

By Steph R.

89 OCT 24 4 8: 53

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

THE WHITE HOUSE
WASHINGTON

October 23, 1989

1989 OCT 23 PM 4:43

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *cw*

FROM: DAN MCGROARTY *DMG*

SUBJECT: PRIME TIME TO END HUNGER REMARKS

I. SUMMARY

On Wednesday, October 25, at 2:05 p.m. you will address a group of people involved in the Prime Time to End Hunger program. Ted Danson, who was awarded a Presidential End Hunger award last week, will most likely introduce you.

II. DISCUSSION

For the first three weeks in December, Prime Time to End Hunger has arranged for top shows on all three networks to weave the theme of community service into their plots. Following each program, one of the show's stars will appear to deliver a message promoting community service, and a telephone number will appear at the bottom of the screen, where people can call to receive information on how to help in their own communities.

This marks the first time all three networks have joined forces for a social cause.

#

McGroarty/Dooley
October 23, 1989
3:30 pm
[TV]

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: The Cosby Show, thirtysomething, Cheers, Head of the Class, Chicken Soup, Designing Women and Golden Girls, Murder She Wrote. /// You represent a combined market share any president would envy.

[[And there are plenty of Presidents here, too. Branden Tartikoff, NBC. Bob Iger, ^{PRM.} ABC. Kim LeMasters, CBS. //// I'm George Bush, USA.]]

[[And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....]]

~~But before I go any further, I want to issue an apology -- to [Bill Cosby or Cosby Show representative]. Sorry about bumping you out of your time slot the night I held my first prime time press conference. I just thought it would be convenient to~~

make my prime time debut at a time when I knew every TV in America was ~~already sure~~ to be on. ////

The serious fact is that -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly not a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. **That's the power of TV.**

It's time -- prime time -- to end hunger, drug abuse and homelessness, and that's why this new effort is so full of potential. **For the first time ever, NBC, CBS and ABC have joined forces -- and you couldn't have chosen a worthier project than a campaign promoting community service.**

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that network television is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of caring. Of compassion. Of hope.

"Prime Time to End Hunger" is just the kind of media initiative I'm talking about. The first three weeks of December, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television can do more than entertain. It can educate. Your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. From the comfort of our homes - - in the company of our families -- your shows are going to make

us think -- and think hard -- about people who are hungry, homeless, and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be catalysts to greater community involvement -- shows that convince each person who is watching -- every one -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that life will imitate art.

Today, I want to thank you, and everyone associated with your programs and "Prime Time to End Hunger." You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV^{set} in America is tuned in to your shows the first three weeks of December.

for your commitment, and
Thank you. God bless you, and ~~God bless the United States~~
of ~~America.~~

#

THE WHITE HOUSE
WASHINGTON

October 23, 1989

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*

FROM: DAN MCGROARTY *DMG*

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3:30 pm
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THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

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Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly not a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. That's the power of TV.

It's time -- prime time -- to end hunger, drug abuse and homelessness, and that's why this new effort is so full of potential. For the first time ever, NBC, CBS and ABC have joined forces -- and you couldn't have chosen a worthier project than a campaign promoting community service.

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that **network television** is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of caring. Of compassion. Of hope.

"Prime Time to End Hunger" is just the kind of media initiative I'm talking about. The first three weeks of December, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television can do more than **entertain**. It can **educate**. Your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. **From the comfort of our homes - - in the company of our families -- your shows are going to make**

us think -- and think hard -- about people who are hungry, homeless, and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be catalysts to greater community involvement -- shows that convince each person who is watching -- every one -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that life will imitate art.

Today, I want to thank you, and everyone associated with your programs and "Prime Time to End Hunger." You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the first three weeks of December.

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

#

McGroarty/Dooley
October 24, 1989
1:30 pm
[TV]

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

updated [Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: Roseanne, thirtysomething, Head of the Class, Mr. Belvedere, Dallas and Knot's Landing. /// You represent a combined market share any president would envy.

updated [And there are plenty of [chief executives] here, too. Warren Littlefield, NBC. Philip Beuth [BOOTH], ABC. Peter Tortoricci [TOR-TOR-REECH-EE], CBS. //// I'm George Bush, USA.

And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....

///

The serious fact is that -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. **That's the power of TV.**

It's time -- prime time -- to end hunger, drug abuse and homelessness, and that's why this new effort is so full of potential. **For the first time ever, NBC, CBS and ABC have joined forces -- and you couldn't have chosen a worthier project than a campaign promoting community service.**

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Let me say today that **network television** is one institution that is taking this challenge to heart. The days when TV and the

movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of caring. Of compassion. Of hope.

"Prime Time to End Hunger" is just the kind of media initiative I'm talking about. [Six years ago, you started with hunger, and since then you've reached out to take on other challenges -- to help other people in need.] In the first three weeks of December, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, illiteracy, drug abuse. We all know television can do more than entertain. It can educate. Your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. From the comfort of our homes -- in the company of our families -- your shows are going to make us think -- and think hard -- about people who are hungry, homeless, and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be **catalysts to greater community involvement** -- shows that convince each person who is watching -- **every one** -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that **life will imitate art.**

Today, I want to thank you, and everyone associated with your programs and the "Prime Time to End Hunger" network. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV set in America is tuned in to your shows the first three weeks of December.

Thank you for your commitment, and God bless you.

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WHITE HOUSE STAFFING MEMORANDUM

OCT 24 All: 42

DATE: 10/23/89 ACTION/CONCURRENCE/COMMENT DUE BY: _____

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THE ROSE GARDEN

SUBJECT: OCTOBER 25, 1989 (10/23 - 3:30 pm draft)

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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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" 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:

The attached has been forwarded to the President.

S.R.

CHRISS:

RESPONSE:

I think we should note that the POTUS is going to do PSA's highlighting social needs... that Prime Time For Hunger is expanding role to other social NEED AREAS... so we don't just focus on hunger issue

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

THE WHITE HOUSE
WASHINGTON

October 23, 1989

1989 OCT 23 PM 4:43

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*
FROM: DAN MCGROARTY *DMcG*
SUBJECT: PRIME TIME TO END HUNGER REMARKS

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But before I go any further, I want to issue an apology -- to [Bill Cosby or Cosby Show representative]. Sorry about bumping you out of your time slot the night I held my first prime time press conference. I just thought it would be convenient to

make my prime time debut at a time when I knew every TV in America was **already** sure to be on. ////

The serious fact is that -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. **That's the power of TV.**

It's time -- prime time -- to end hunger, drug abuse and homelessness, and that's why this new effort is so full of potential. **For the first time ever, NBC, CBS and ABC have joined forces -- and you couldn't have chosen a worthier project than a campaign promoting community service.**

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that network television is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of caring. Of compassion. Of hope.

"Prime Time to End Hunger" is just the kind of media initiative I'm talking about. The first three weeks of December, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television can do more than entertain. It can educate. Your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. From the comfort of our homes - - in the company of our families -- your shows are going to make

us think -- and think hard -- about people who are hungry, homeless, and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be **catalysts to greater community involvement** -- shows that convince each person who is watching -- **every one** -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that **life will imitate art.**

Today, I want to thank you, and everyone associated with your programs and "Prime Time to End Hunger." You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the first three weeks of December.

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

#

McGroarty/Dooley
October 24, 1989
5:30 pm
[TV]

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: Roseanne, thirtysomething, Head of the Class, Mr. Belvedere, Dallas and Knot's Landing. /// You represent a combined market share any president would envy.

And there are plenty of chief executives here, too. Warren Littlefield, NBC. Philip Beuth [BOOTH], ABC. Peter Tortoricci [TOR-TOR-REECH-EE], CBS. //// I'm George Bush, USA.

And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....

///

The serious fact is that -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. **That's the power of TV.**

It's time -- prime time -- to end hunger, drug abuse and homelessness, and that's why this new effort is so full of potential. **For the first time ever, NBC, CBS and ABC have joined forces -- and you couldn't have chosen a worthier project than a campaign promoting community service.**

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that **network television** is one institution that is taking this challenge to heart. The days when TV and the

movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of caring. Of compassion. Of hope.

"Prime Time to End Hunger" is just the kind of media initiative I'm talking about. Six years ago, you started with hunger, and since then you've reached out to take on other challenges -- to help other people in need. In the first three weeks of December, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, illiteracy, drug abuse. We all know television can do more than **entertain**. It **can educate**. Your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. **From the comfort of our homes - - in the company of our families -- your shows are going to make us think -- and think hard -- about people who are hungry, homeless, and without hope -- and how we can help them.**

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be **catalysts to greater community involvement** -- shows that convince each person who is watching -- **every one** -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that **life will imitate art.**

Today, I want to thank you, and everyone associated with your programs and the "Prime Time to End Hunger" network. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV set in America is tuned in to your shows the first three weeks of December.

Thank you for your commitment, and God bless you.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN

		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"/>		ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>		ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>		WINSTON	<input checked="" 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"/>		PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>N/C</i>	<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, no later than 10:00 AM, Monday, October 23, with a copy to my office. Thank you.

RESPONSE:

89 OCT 20 4:18:14

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

McGroarty/Dooley
October 19, 1989
4:30 pm
[TV]

1989 OCT 19 PM 6:31

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: The Cosby Show, thirtysomething, Cheers, Head of the Class, Chicken Soup, Designing Women and Golden Girls, Murder She Wrote. /// You represent a combined market share any president would envy.

And there are plenty of ~~Presidents~~ here, too. Branden Tartikoff, NBC. Bob Iger, ABC, ~~Kim LeMasters~~, CBS. ///// I'm George Bush, USA.

[[And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....]]

And before I go any further, I want to issue an apology -- to Bill Cosby. Sorry about bumping you out of your time slot the night I held my first prime time press conference. I just
? thought it would be convenient to make my prime time debut at a

time when I knew every TV in America was **already** sure to be on.

////

The serious fact is, ^{Hot} ~~that~~ -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. ~~I can't think of any better example of the power of TV's influence.~~ ^{That's}

It's time -- prime time to end hunger, drug abuse and homelessness, and that's why this new effort that we kick off today is so full of potential. **For the first time ever, the three ^{of the} major networks have joined forces -- and you couldn't have**

chosen a worthier project than a campaign promoting community service.

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that ~~the media~~ ^{network television} is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of ^{caring.} ~~responsibility~~. Of compassion. Of hope.

"Prime Time to End Hunger" is just the kind of media initiative I'm talking about. In a single week, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television ^{can do} ~~does~~ more than entertain. It can educate. In that one week in December, your programs ^{will} ~~can~~ help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. From the comfort of our homes -

- in the company of our families -- your shows are going to make us think -- and think hard -- about people who are hungry, homeless, and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be catalysts to greater community involvement -- shows that convince each person who is watching -- every one -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that life will imitates art.

Today, I want to thank you, and everyone associated with your programs and Prime Time to End Hunger. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the weeks of December xx.

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

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN

	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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</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"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Monday, October 23, with a copy to my office. Thank you.

RESPONSE:

All minor comments

89 OCT 23 10:24

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

McGroarty/Dooley
October 19, 1989
4:30 pm
[TV]

1989 OCT 19 PM 6:31

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: The Cosby Show, thirtysomething, Cheers, Head of the Class, Chicken Soup, Designing Women and Golden Girls, Murder She Wrote. /// You represent a combined market share any president would envy.

And there are plenty of Presidents here, too. Branden Tartikoff, NBC. Bob Iger, ABC. Kim LeMasters, CBS. ///// I'm George Bush, USA.

[[And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....]]

And before I go any further, I want to issue an apology -- to Bill Cosby. Sorry about bumping you out of your time slot the night I held my first prime time press conference. I just thought it would be convenient to make my prime time debut at a

time when I knew every TV in America was **already** sure to be on.

////

The serious fact is -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. ~~I can't think of any better example of the power of TV's influence.~~ *That's the*

It's time -- prime time to end hunger, drug abuse and homelessness, and that's why this new effort that we kick off today is so full of potential. **For the first time ever, the three major networks have joined forces -- and you couldn't have**

chosen a worthier project than a campaign promoting community service.

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that **the media** is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of responsibility. Of compassion. Of hope.

Prime Time to End Hunger is just the kind of media initiative I'm talking about. In a single week, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television does more than **entertain. It can educate.** In that one week in December, your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. **From the comfort of our homes -**

- in the company of our families -- your shows are going to make us think -- and think hard -- about people who are hungry, homeless and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be catalysts to greater community involvement -- shows that convince each person who is watching -- every one -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that life imitates art.

Today, I want to thank you, and everyone associated with your programs and Prime Time to End Hunger. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the week of December xx.

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

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN

	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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<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"/>	PETERSMEYER	<input checked="" 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, no later than 10:00 AM, Monday, October 23, with a copy to my office. Thank you.

RESPONSE:

w/c

LS: 01/27/89 10:00 AM
James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

WHITE HOUSE STAFFING MEMORANDUM



DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN

	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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<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"/>	PETERSMEYER	<input checked="" 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, no later than 10:00 AM, Monday, October 23, with a copy to my office. Thank you.

RESPONSE: *See comments, pp. 2, 3, and 4.*

89 OCT 23 10:31

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



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF MANAGEMENT AND BUDGET
WASHINGTON, D.C. 20503

NOTICE:

Enclosed are comments from staff members of the Office of Management and Budget (OMB). Such comments do not necessarily represent the official position of the Director of OMB or of the Office of Management and Budget. If you wish to have the Director's personal comments, please let me know -- and contact me if you have any questions.

A handwritten signature in cursive script, reading "David J. Haun".

David J. Haun
Executive Assistant
to the Director

McGroarty/Dooley
October 19, 1989
4:30 pm
[TV]

1989 OCT 19 PM 6:31

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

Good afternoon and welcome to the White House. We've got stars from some of the most popular shows on television here today: The Cosby Show, thirtysomething, Cheers, Head of the Class, Chicken Soup, Designing Women and Golden Girls, Murder She Wrote. /// You represent a combined market share any president would envy.

And there are plenty of Presidents here, too. Branden Tartikoff, NBC. Bob Iger, ABC. Kim LeMasters, CBS. ///// I'm George Bush, USA.

[[And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....]]

And before I go any further, I want to issue an apology -- to Bill Cosby. Sorry about bumping you out of your time slot the night I held my first prime time press conference. I just thought it would be convenient to make my prime time debut at a

time when I knew every TV in America was **already** sure to be on.

////

*Mollie
X3060*

The serious fact is ^{that} -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

Well, there were quite a few Fonz watchers out there. In the first few weeks after that show, there was a 500% increase in the number of young people taking out library cards across the country. **I can't think of any better example of the power of TV's influence.**

It's time -- prime time to end hunger, drug abuse and homelessness, and that's why this new effort that we kick off today is so full of potential. **For the first time ever, the three major networks have joined forces -- and you couldn't have**

chosen a worthier project than a campaign promoting community service.

This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that **the media** is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of responsibility. Of compassion. Of hope.

Prime Time to End Hunger is just the kind of media initiative I'm talking about. In a single week, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television ^{can do} ~~does~~ more than **entertain.** ^{will} ~~can~~ **It can educate.** In that one week in December, your programs ^{will} ~~can~~ help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. **From the comfort of our homes -**

Mollen
x3060

Mollen
x3060

*Made
x3060*
- in the company of our families -- your shows are going to make us think -- and think hard -- about people who are hungry, homeless and without hope -- and how we can help them.

That's a service to every community across America -- a service of the highest kind. I know you've heard me say many times before that -- from now on in America -- any definition of a successful life must include serving others.

Well, your shows can be catalysts to greater community involvement -- shows that convince each person who is watching -- every one -- that they've got what it takes to reach out to help someone in need. I know this is one time we all hope that life imitates art.

Today, I want to thank you, and everyone associated with your programs and Prime Time to End Hunger. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the week of December xx.

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

#

THE WHITE HOUSE
WASHINGTON

Date: 10/21/87

TO: *Chris Winston*

FROM: CLARK KENT ERVIN
Office of National Service
x6266

*C
KE*

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

*Attached are our comments on "Prime
Time to End Hunger" remarks. Beth
Anegg; I think that Don Mc
Groarty did a fine job.*

WHITE HOUSE STAFFING MEMORANDUM



DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN

	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"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
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REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 10:00 AM, Monday, October 23, with a copy to my office. Thank you.

RESPONSE:

80 : 6v 82 100 68

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

McGroarty/Dooley
October 19, 1989
4:30 pm
[TV]

1989 OCT 19 PM 6:31

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
THE ROSE GARDEN
OCTOBER 25, 1989
2:05 P.M.

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[[And I'm pleased that Barbara could join us. It's about time the Golden Girls got an opportunity to meet the Silver Fox....]]

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I think only one of them will be there; will let you know which one

Don't think Cosby himself will be there, as he

disagrees w the President w the issues. So query whether he wants to make reference to him, as opposed to the show.

time when I knew every TV in America was **already** sure to be on.

////

The serious fact is -- through your shows -- all of you reach millions of Americans. There's tremendous power in that. Think about the commercials that stick in our minds. The shows we watch every week and will never forget -- and the way what happens on the screen can sometimes change our lives.

Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

I'm sure that you confirmed the accuracy of this, we think, but it must be true confirmed.

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It's time -- prime time to end hunger, drug abuse and homelessness, and that's why this new effort that we kick off today is so full of potential. **For the first time ever, the three major networks have joined forces -- and you couldn't have**



*is this can
can this be construed as a slap on the now esteemed CNN?*

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This past summer, when I announced my Points of Light community service initiative, I said that my aim was to make community service central to the life and work of every individual and every institution in America -- from the largest corporations right down to the neighborhood softball team.

Let me say today that ~~the media~~ ^{network television} is one institution that is taking this challenge to heart. The days when TV and the movies glorified violence, drugs, and crime are fading. In place of these negative images, we are seeing a more positive message of ~~responsibility~~ ^{caring}. Of compassion. Of hope.

Prime Time to End Hunger is just the kind of media initiative I'm talking about. In a single week, you're going to tackle some of our nation's most serious problems -- hunger, homelessness, drug abuse. We all know television ~~does~~ ^{can} more than **entertain**. **It can educate**. In that one week in December, your programs can help shape the way each of us thinks about the least fortunate among us.

Television provides a window into the homes of millions of Americans every night -- and all of you are part of this force that's shaping a new generation. **From the comfort of our homes -**

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stet

Thank responsibility to

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Today, I want to thank you, and everyone associated with your programs and Prime Time to End Hunger. You've got a message that we've got to get out to all Americans. I wish you the best -- and I hope that every TV in America is tuned in to your shows the week of December xx.

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

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THE WHITE HOUSE
WASHINGTON



October 20, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Prime Time To End Hunger Campaign

The draft remarks look fine. We have one suggested addition to the remarks which we believe will strengthen the message of helping others.

We recommend inserting the following sentence after the first sentence in the second full paragraph on page four. "I always like to remember that there is no exercise better for the human heart than reaching down and lifting someone else up."

If you have any questions or I can be helpful in any way, please let me know.

cc: James W. Cicconi

95:6v 82100 68

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN
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"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</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"/>	<u>PETERSMEYER</u>	<input checked="" 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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and Deputy to the Chief of Staff
Ext. 2702

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October 19, 1989
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Let me share one story -- you may have heard it -- about the hit show "Happy Days." The star of that show -- the Fonz -- was certainly **not** a fellow who led the life of the mind. But in one episode, in order to impress a potential girlfriend, the Fonz hit on a way to cultivate a more intellectual image: he took out a library card.

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THE WHITE HOUSE
WASHINGTON

October 23, 1989

MEMORANDUM FOR CHRISS WINSTON
Deputy Assistant to the President for
Communications

FROM: BRENT O. HATCH 
Associate Counsel to the President

SUBJECT: Presidential Remarks: Prime Time to End Hunger
Campaign

The Counsel's office has reviewed the above-referenced matter. To follow-up our telephone call to your office this morning, we have no legal objections.

cc: James W. Cicconi

89 OCT 23 PM 5:13

WHITE HOUSE STAFFING MEMORANDUM

DATE: 10/19/89 ACTION/CONCURRENCE/COMMENT DUE BY: 10/23/89 10:00 AM

SUBJECT: PRESIDENTIAL REMARKS: PRIME TIME TO END HUNGER CAMPAIGN

	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"/>
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</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"/>	<u>PETERSMEYER</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
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	ACTION FYI			ACTION FYI	
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CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
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RESPONSE:

No Comment
10/20/89
89 OCT 20 02 100 68

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Assistant to the President
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