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Folder Title:
Commercial Appeal Volunteerism Event 11/22/89 [OA 3540] [1]

Stack:	Row:	Section:	Shelf:	Position:
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**COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
12:00 P.M.**

**MR. LINDER (EDITOR), MR. WILLIAMS (GENERAL
MANAGER) -- JERRY FRIEDHEIM (PRESIDENT, AMERICAN
NEWSPAPER PUBLISHERS ASSOCIATION), LOREN GHIGLIONE
[GILL-YO-NEE] (PRESIDENT, AMERICAN SOCIETY OF NEWSPAPER
EDITORS) -- JEROME RYANS (JUST NAMED REGIONAL "ACTION"
ADMINISTRATOR) -- GOVERNOR MCWHERTER, REVEREND MOWERY,
VOLUNTEERS, LADIES AND GENTLEMEN.**

**((YOU KNOW, BACK BEFORE THE CIVIL WAR -- JUST
AFTER WILLIAM HENRY HARRISON WAS ELECTED PRESIDENT --
THIS NEWSPAPER WAS NAMED THE "APPEAL."**

**THE FOUNDER RENAMED IT, HE SAID, AS AN "APPEAL TO
THE SOBER SECOND THOUGHTS OF THE PEOPLE, TO ELECT A
DEMOCRATIC PRESIDENT IN THE NEXT ELECTION."**

**WELL, WITH A HISTORY LIKE THAT, YOU CAN IMAGINE
HOW LUCKY I FEEL TO BE HERE TODAY.))**

**BUT I DO FEEL FORTUNATE TO BE HERE, TO TALK ABOUT
SOMETHING THAT'S SO VITAL TO OUR NATION -- AND OUR
FUTURE.**

LAST JUNE, I GAVE A SPEECH ABOUT SOMETHING CALLED THE "POINTS OF LIGHT" INITIATIVE. ITS GOAL IS TO MAKE COMMUNITY SERVICE CENTRAL TO THE LIFE AND WORK OF EVERY INDIVIDUAL AND EVERY INSTITUTION IN AMERICA.

I ASKED PEOPLE AND GROUPS ACROSS THE COUNTRY TO THINK ABOUT THE SPECIAL CONTRIBUTION THEY COULD MAKE TO HELP OTHERS AROUND THEM IN NEED.

THERE ARE THOUSANDS OF POSSIBILITIES. BANKS, CREDIT CARD ISSUERS, AND UTILITY COMPANIES COULD ADD COMMUNITY SERVICE INFORMATION TO THEIR MAILINGS. REAL ESTATE DEVELOPERS, CONTRACTORS, ARCHITECTS AND LENDERS COULD TEAM UP TO MAKE DECENT, AFFORDABLE HOUSING AVAILABLE FOR THE HOMELESS. EVERY RESTAURANT, GROCERY AND CONVENIENCE STORE COULD MAKE SURPLUS FOOD AVAILABLE TO THE HUNGRY.

FOR THE NEWS MEDIA, I MADE A SPECIAL REQUEST -- BECAUSE NO OTHER INSTITUTION IN AMERICA HAS THE UNIQUE ABILITY OF THE MEDIA TO SHAPE PUBLIC ATTITUDES, TO HEIGHTEN AWARENESS, AND TO MOBILIZE PEOPLE FOR ACTION.

I ASKED MEMBERS OF THE MEDIA TO REMIND AMERICANS THAT ILLITERACY, DRUG ABUSE, HOMELESSNESS, HUNGER AND OTHER SOCIAL PROBLEMS HAVE SOLUTIONS. BUT ONLY IF PEOPLE UNDERSTAND THAT THESE AREN'T SOMEBODY ELSE'S PROBLEMS TO SOLVE. THE MEDIA HAVE THE POWER TO REACH EVERY CORNER OF AMERICA WITH THAT MESSAGE.

SOON AFTER I ANNOUNCED THE POINTS OF LIGHT INITIATIVE, THE COMMERCIAL APPEAL IN MEMPHIS RESPONDED. ALONG WITH REPORTING AND COMMENTING ON PROBLEMS -- WHICH IS EVERY PAPER'S RIGHT AND RESPONSIBILITY IN A FREE SOCIETY -- THEY TOOK ON AN ADDED RESPONSIBILITY.

THEY BEGAN POINTING TO SOLUTIONS.

THEY STARTED DOING PROFILES OF 1,000 INDIVIDUAL AND INSTITUTIONAL "POINTS OF LIGHT" LAST SUMMER -- AT A TIME WHEN A LOT OF PEOPLE WERE STILL TRYING TO FIGURE OUT WHAT I MEANT BY A "THOUSAND POINTS OF LIGHT." WELL, YOU UNDERSTOOD. AND YOU'VE BROUGHT THAT IDEA TO LIFE, DRAMATICALLY.

TOMORROW IS A DAY UNIQUE TO AMERICA. A DAY WHEN WE PAUSE, GATHER TOGETHER, AND GIVE THANKS. IT'S MY HOPE THAT BY THIS TIME NEXT YEAR, A GROWING COMMUNITY SERVICE MOVEMENT WILL MEAN MANY AMERICANS WILL HAVE MORE TO BE THANKFUL FOR.

TODAY I'D LIKE TO CHALLENGE EVERY PUBLISHER, EVERY BROADCASTER, EVERY MEMBER OF THE AMERICAN NEWS MEDIA, TO FOLLOW THE LEAD OF THE COMMERCIAL APPEAL. MANY HAVE BEGUN TO DO SO. ALL THREE OF THE MAJOR NETWORKS HAVE STARTED REGULAR FEATURES ON VOLUNTEERS IN AMERICA -- AND LOCAL PAPERS AND STATIONS HAVE BECOME INVOLVED. MANY MORE CAN.

FOR THE MILLIONS WHO WANT TO HELP OTHERS IN NEED, BUT WONDER HOW, THIS NEWSPAPER AND THIS COMMUNITY ARE SHOWING THAT THERE ARE AT LEAST A THOUSAND WAYS TO LEAD OTHERS OUT OF DARKNESS.

I THINK OF FRED DANIELS, A RETIRED SALESMAN, STARTING WHAT I HEAR MAY BE THE WORLD'S BEST CATFISH COOKING TEAM, FORMED TO RAISE FUNDS FOR CHARITIES.

HE AND HIS FRIENDS TRAVEL ALL OVER, TOWING AN 8,000 POUND COOKER TO COMPANY PICNICS, AND DONATING THE PROCEEDS TO CAUSES LIKE UNITED CEREBRAL PALSY.

OR KIM MCLAUGHLIN -- 18 YEARS OLD -- WHO VOLUNTEERED FOR THE TENNESSEE OUTREACH PROGRAM. SHE'S BEEN WORKING IN THE HILLS REBUILDING HOUSES, PAINTING, AND LAYING DOWN FLOORS.

SHE SAYS, "I LIKE SEEING THE SMILES ON PEOPLE'S FACES AFTER WE'RE DONE. WHEN WE WERE FINISHED, THEY CRIED."

I UNDERSTAND THAT DON STONE, A BANK PRESIDENT, DECIDED THE BEST WAY TO CONVINCE STUDENTS TO STAY IN SCHOOL WAS TO WORK WITH THEM -- TALK WITH THEM -- ONE AT A TIME.

NOT LONG AGO, DON SAW ONE OF THOSE STUDENTS ACROSS THE STREET. HE SAYS, "I JUST WALKED OVER TO HUG HIM. HE'S BEEN DRUG FREE FOR ABOUT TWO WEEKS. WE DO A LOT OF HUGGING HERE."

MAYBE YOU READ ABOUT PAULINE HORD, 82 YEARS OLD.
((HOPE SHE'LL FORGIVE ME FOR REVEALING THAT...))
SOMEBODY AT THE MISSISSIPPI PENITENTIARY AT PARCHMAN
HAD BEEN TALKING ABOUT A PRISONER THERE, SAYING HE
"COULDN'T READ A BIBLE IF HE'D HAD ONE." SO MRS. HORD
STEPPED FORWARD.

SHE GOES ABOUT 100 MILES EACH WAY TO THE PRISON,
EVERY WEDNESDAY, TO TEACH INMATES HOW TO READ. SHE'S
TAUGHT NEARLY 140 OF THEM, AND NOW SHE'S TRAINING THEM
TO TEACH OTHERS.

"I'M A TEACHER OF TEACHERS," SHE SAYS.

LILLIE BELLE WITCHER -- NOW, SHE'S ONLY 79 -- SHE
WORKS HARD FOR NEARLY HALF A DOZEN CAUSES. SHE SAYS,
"IF A DAY GOES BY AND I HAVEN'T DONE SOMETHING FOR
SOMEBODY, IT JUST SEEMS LIKE A WASTED DAY."

((IF ONLY EVERYBODY THOUGHT THAT WAY IN
WASHINGTON... WELL, THANKSGIVING'S COMING -- THANK
GOODNESS. SO ALL THE TURKEYS WILL BE HOME FOR THE
HOLIDAYS.))

FORGET FORTUNE, FAME, GLORY, AND GLITTERING PRIZES: THE PEOPLE I'VE BEEN DESCRIBING TO YOU: THEY ARE GREAT AMERICAN SUCCESS STORIES. AND THEY'RE POWERFUL REMINDERS THAT EVERYONE CAN DO SOMETHING FOR SOMEONE ELSE.

MARY TAYLOR SPENT 16 YEARS ON WELFARE. SHE SAYS "I USED IT, AND IT USED ME." NOW SHE IS A COMMUNITY ACTIVIST WHO HELPS THE POOR GET BACK ON THEIR FEET. SHE SAYS, "WE ALL HAVE A PLACE TO BE PART OF THE SYSTEM NO MATTER WHAT LEVEL WE ARE ON."

FROM DISK JOCKEYS TO TRUCK DRIVERS TO CEOS TO CHILDREN TO THE RETIRED -- SERVICE TO OTHERS SHOULD BE A CENTRAL PART OF AMERICAN LIFE. AND IT'S NEVER BEEN MORE NEEDED THAN IT IS NOW.

IT OUGHT TO BE TALKED ABOUT IN BOARD ROOMS AND
BOWLING ALLEYS, FACTORIES, ROTARIES, FRATERNITIES,
SORORITIES, FARMS, FAMILIES, CITIES AND UNION HALLS,
SUBURBS AND SHOPPING MALLS -- EVERYWHERE IN AMERICA:
EVERYONE HAS A GIFT TO GIVE.

EVERY ONE OF US HAS A SPECIAL TALENT THAT CAN HELP
SOLVE AMERICA'S PROBLEMS. AND EVERY INSTITUTION IN
AMERICA CAN MAKE THE KIND OF COMMITMENT YOU'VE MADE
HERE.

AT THE WHITE HOUSE WE KNOW A GOOD IDEA WHEN WE SEE
ONE, SO WE'RE GOING TO ANNOUNCE AND HONOR INDIVIDUALS
AND GROUPS ACROSS THE COUNTRY WHO ARE MAKING A
DIFFERENCE -- WORKING TO IMPROVE THE LIVES OF OTHERS --
GIVING MORE AMERICANS REASON TO GIVE THANKS.

THESE "DAILY POINTS OF LIGHT" WON'T BE SINGLED OUT BECAUSE THEY THEMSELVES ARE THE BEST. WE HONOR THEM BECAUSE THEY SHOW WHAT'S BEST IN ALL OF US. THEY SHOW THAT FROM NOW ON IN AMERICA, ANY DEFINITION OF A SUCCESSFUL LIFE MUST INCLUDE SERVING OTHERS.

TO HONOR THEIR SPIRIT AND COMMITMENT IS TO HONOR YOURS -- AND THOSE LIKE YOU. WE WILL SINGLE OUT THE FEW, BECAUSE THEY REPRESENT THE MANY.

WE HOPE THAT BY HIGHLIGHTING THEIR ACHIEVEMENTS, AND THE WAYS THEY'VE FOUND TO SERVE, WE CAN INSPIRE OTHERS TO SERVE.

SO I WANT TO CLOSE BY ANNOUNCING THE VERY FIRST WHITE HOUSE "DAILY POINT OF LIGHT." IT'S AN ORGANIZATION THAT PUT THE SPOTLIGHT ON CITIZENS WHO HAVE MADE COMMUNITY SERVICE A PART OF THEIR DEFINITION OF SUCCESS AND ENCOURAGED OTHERS TO DO THE SAME -- PROVING THAT THE VOLUNTEER SPIRIT IS ALIVE AND WELL IN THE "VOLUNTEER STATE."

THAT ORGANIZATION IS THE REASON WE'RE ALL HERE
TODAY: THEY'RE THE LEADERSHIP AND STAFF OF THE MEMPHIS
COMMERCIAL APPEAL. \\\

IMAGINE AN AMERICA WHERE SERVICE TO OTHERS IS A
FACT OF LIFE. PART OF EVERYONE'S EVERYDAY THINKING.
IMAGINE THE IMPACT IF EVERY NEWSPAPER, MAGAZINE,
TELEVISION AND RADIO STATION AND CABLE SYSTEM FOUND AND
RECOGNIZED A THOUSAND POINTS OF LIGHT.

IMAGINE IF EVERY INSTITUTION, FROM AIRLINES TO DRY
CLEANERS TO HIGH SCHOOLS TO NEIGHBORHOOD SOFTBALL
TEAMS, WERE TO JOIN US, IN REGULARLY HONORING AS HEROES
THOSE WHO ARE ENGAGED IN THE WAR AGAINST DRUG ABUSE,
ILLITERACY, AIDS, HOMELESSNESS, HUNGER AND OTHER
PROBLEMS.

WE ARE NEARING THE DAWN OF A NEW DECADE. LET IT
BE A DECADE WITH NO DARK CORNERS. NO FORGOTTEN PLACES.
NO LOST PEOPLE.

SO IF YOU'VE GOT A HAMMER, FIND A NAIL. IF YOU
CAN READ, FIND SOMEONE WHO CAN'T. IF YOU'RE NOT IN
TROUBLE, SEEK OUT SOMEONE WHO IS. BECAUSE EVERYWHERE
THERE IS A NEED IN AMERICA, THERE IS A WAY TO FILL IT.
AND EVERYWHERE THERE IS A DREAM IN AMERICA, THERE IS A
WAY TO MAKE IT COME TRUE.

THANK YOU. GOD BLESS YOU -- AND THE WORK YOU DO.

#

THE WHITE HOUSE
WASHINGTON

November 20, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*
FROM: MARK LANGE *ML*
SUBJECT: REMARKS AT THE MEMPHIS COMMERCIAL APPEAL

I. SUMMARY

On Wednesday, November 22, at noon, you will address more than 10,000 people on the lawn of the Memphis Commercial Appeal. Mr. Lionel Linder, editor of the paper, will introduce you. Governor Ned McWherter, Joe Williams, general manager, Reverend Don Mowery, and ten outstanding volunteers will accompany you on the dais.

II. DISCUSSION

The remarks (12 minutes, teleprompted) thank the Commercial Appeal for recognizing and encouraging volunteerism -- and call on members of the media to promote civic involvement.

The remarks also introduce the White House "Daily Points of Light" initiative. The White House press office will be announcing outstanding volunteers until 1,000 of them are recognized.

(Lange/Blessey)
November 20, 1989
6:10 p.m.
[1000.DOC]

PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
[12:00 P.M.]

Mr. Linder (Editor), Mr. Williams (General Manager),
Governor McWherter, Reverend Mowery, Volunteers, Ladies and
Gentlemen.

((You know, back before the Civil War -- just after
William Henry Harrison was elected President -- this newspaper
was named the "Appeal."

The founder renamed it, he said, as an "appeal to the sober
second thoughts of the people, to elect a Democratic president in
the next election."

Well, with a history like that, you can imagine how lucky I
feel to be here today.))

But I **do** feel fortunate to be here, to talk about something
that's so vital to our nation -- and our future.

Last June, I gave a speech about something called the
"Points of Light" initiative. Its goal is to make community
service central to the life and work of every individual and
every institution in America.

I asked people and groups across the country to think about
the special contribution they could make to help others around
them in need.

There are thousands of possibilities. Banks, credit card issuers, and utility companies could add community service information to their mailings. Real estate developers, contractors, architects and lenders could team up to make decent, affordable housing available for the homeless. Every restaurant, grocery and convenience store could make surplus food available to the hungry.

For the news media, I made a special request -- because no other institution in America has the unique ability of the media to shape public attitudes, to heighten awareness, and to mobilize people for action.

I asked members of the media to remind Americans that illiteracy, drug abuse, homelessness, hunger and other social problems have solutions. But only if people understand that these aren't somebody else's problems to solve. The media have the power to reach every corner of America with that message.

Soon after I announced the Points of Light initiative, The Commercial Appeal in Memphis responded. Along with reporting and commenting on problems -- which is every paper's right and responsibility in a free society -- they took on an added responsibility.

They began pointing to solutions.

They started doing profiles of 1,000 individual and institutional "points of light" last summer -- at a time when a lot of people were still trying to figure out what I meant by a

"thousand points of light." Well, you understood. And you've brought that idea to life dramatically.

Tomorrow is a day unique to America. A day when we pause, gather together, and give thanks. It's my hope that by this time next year, a growing community service movement will mean many Americans will have more to be thankful for.

Today I'd like to challenge every publisher, every broadcaster, every member of the American news media, to follow the lead of the Commercial Appeal. Many have begun to do so. All three of the major networks have started regular features on volunteers in America -- and local papers and stations have become involved. Many more can.

For the millions who want to help others in need, but wonder how, this newspaper and this community are showing that there are at least a thousand ways to lead others out of darkness.

I think of Fred Daniels, a retired salesman, starting what I hear may be the world's best catfish cooking team, formed to raise funds for charities.

He and his friends travel all over, towing an 8,000 pound cooker to company picnics, and donating the proceeds to causes like United Cerebral Palsy.

Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

She says, "I like seeing the smiles on people's faces after we're done. When we were finished, they cried."

I understand that Don Stone, a bank president, decided the best way to convince students to stay in school was to work with them -- talk with them -- one at a time.

Not long ago, Don saw one of those students across the street. He says, "I just walked over to hug him. He's been drug free for about two weeks. We do a lot of hugging here."

Maybe you read about Pauline Hord, 82 years old. ((Hope she'll forgive me for revealing that...)) Somebody at the Mississippi Penitentiary at Parchman had been talking about a prisoner there, saying he "couldn't read a Bible if he'd had one." So Mrs. Hord stepped forward.

She goes about 100 miles each way to the prison, every Wednesday, to teach inmates how to read. She's taught nearly 140 of them, and now she's training them to teach others.

"I'm a teacher of teachers," she says.

Lillie Belle Witcher -- now, she's only 79 -- she works hard for nearly half a dozen causes. She says, "If a day goes by and I haven't done something for somebody, it just seems like a wasted day."

Forget fortune, fame, glory, and glittering prizes: These are great American success stories. And they're powerful reminders that everyone can do something for someone else.

Mary Taylor spent 16 years on welfare. She says "I used it, and it used me." Now she is a community activist who helps the poor get back on their feet. She says, "We all have a place to be part of the system no matter what level we are on."

Along with a sense of pride, for others, volunteering is a source of real pleasure.

From disk jockeys to truck drivers to CEOs to children to the retired -- service to others should be a central part of American life. And it's never been more needed than it is now.

It ought to be talked about in board rooms and bowling alleys, factories, Rotaries, fraternities, sororities, farms, families, cities and union halls, suburbs and shopping malls --
Everywhere in America: Everyone has a gift to give.

Every one of us has a special talent that can help solve America's problems. And every institution in America can make the kind of commitment you've made here.

At the White House we know a good idea when we see one, so we're going to announce and honor individuals and groups across the country who are making a difference -- working to improve the lives of others -- **giving more Americans reason to give thanks.**

These "Daily Points of Light" won't be singled out because they themselves are the best. We honor them because they show what's best in all of us. They show that from now on in America, any definition of a successful life must include serving others.

To honor their spirit and commitment is to honor yours -- and those like you. We will single out the few, because they represent the many.

We hope that by highlighting their achievements, and the ways they've found to serve, we can inspire others to serve.

So I want to close by announcing the very first White House "Daily Point of Light." It's an organization that put the spotlight on citizens who have made community service a part of their definition of success and encouraged others to do the same -- proving that the volunteer spirit is alive and well in the "volunteer state."

That organization is the reason we're all here today: They're the leadership and staff of the Memphis Commercial Appeal. \\\

Imagine an America where service to others is a fact of life. Part of everyone's everyday thinking. Imagine the impact if every newspaper, magazine, television and radio station and cable system found and recognized a thousand points of light.

Imagine if every institution, from airlines to dry cleaners to high schools to neighborhood softball teams, were to join regularly honoring as heroes those who are engaged in the war against drug abuse, illiteracy, AIDS, homelessness, hunger and other problems.

We are nearing the dawn of a new decade. Let it be a decade with no dark corners. No forgotten places. No lost people.

So if you've got a hammer, find a nail. If you can read, find someone who can't. If you're not in trouble, seek out someone who is. Because everywhere there is a need in America, there is a way to fill it. And everywhere there is a dream in America, there is a way to make it come true.

Thank you. God bless you -- and the work you do.

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(Lange/Blessey)
November 21, 1989
5:00 p.m.
[1000.DOC]

PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
[12:00 P.M.]

Mr. Linder (Editor), Mr. Williams (General Manager) -- Jerry Friedheim (President, American Newspaper Publishers Association), Loren Ghiglione [Gill-YO-nee] (President, American Society of Newspaper Editors) -- Governor McWherter, Reverend Mowery, Volunteers, Ladies and Gentlemen.

((You know, back before the Civil War -- just after William Henry Harrison was elected President -- this newspaper was named the "Appeal."

The founder renamed it, he said, as an "appeal to the sober second thoughts of the people, to elect a Democratic president in the next election."

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I asked people and groups across the country to think about the special contribution they could make to help others around them in need.

There are thousands of possibilities. Banks, credit card issuers, and utility companies could add community service information to their mailings. Real estate developers, contractors, architects and lenders could team up to make decent, affordable housing available for the homeless. Every restaurant, grocery and convenience store could make surplus food available to the hungry.

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They began pointing to solutions.

They started doing profiles of 1,000 individual and institutional "points of light" last summer -- at a time when a lot of people were still trying to figure out what I meant by a "thousand points of light." Well, you understood. And you've

brought that idea to life, dramatically.

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For the millions who want to help others in need, but wonder how, this newspaper and this community are showing that **there are at least a thousand ways to lead others out of darkness.**

I think of Fred Daniels, a retired salesman, starting what I hear may be the world's best catfish cooking team, formed to raise funds for charities.

He and his friends travel all over, towing an 8,000 pound cooker to company picnics, and donating the proceeds to causes like United Cerebral Palsy.

Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

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best way to convince students to stay in school was to work with them -- talk with them -- one at a time.

Not long ago, Don saw one of those students across the street. He says, "I just walked over to hug him. He's been drug free for about two weeks. We do a lot of hugging here."

Maybe you read about Pauline Hord, 82 years old. ((Hope she'll forgive me for revealing that...)) Somebody at the Mississippi Penitentiary at Parchman had been talking about a prisoner there, saying he "couldn't read a Bible if he'd had one." So Mrs. Hord stepped forward.

She goes about 100 miles each way to the prison, every Wednesday, to teach inmates how to read. She's taught nearly 140 of them, and now she's training them to teach others.

"I'm a teacher of teachers," she says.

Lillie Belle Witcher -- now, **she's** only 79 -- she works hard for nearly half a dozen causes. She says, "If a day goes by and I haven't done something for somebody, it just seems like a wasted day."

((If only everybody thought that way in Washington... Well, Thanksgiving's coming -- thank goodness. So all the turkeys will be home for the holidays.))

Forget fortune, fame, glory, and glittering prizes: The people I've been describing to you: **They are great American success stories.** And they're powerful reminders that **everyone** can do something for someone else.

Mary Taylor spent 16 years on welfare. She says "I used it,

and it used me." Now she is a community activist who helps the poor get back on their feet. She says, "We all have a place to be part of the system no matter what level we are on."

((Mary's right. Where you are in the system **doesn't** matter. In fact, the nine most dangerous words in the English language -- you've heard them before -- are, "I'm from the government, and I'm here to help."))

From disk jockeys to truck drivers to CEOs to children to the retired -- service to others should be a central part of American life. And it's never been more needed than it is now.

It ought to be talked about in board rooms and bowling alleys, factories, Rotaries, fraternities, sororities, farms, families, cities and union halls, suburbs and shopping malls --
Everywhere in America: Everyone has a gift to give.

Every one of us has a special talent that can help solve America's problems. And every institution in America can make the kind of commitment you've made here.

At the White House we know a good idea when we see one, so we're going to announce and honor individuals and groups across the country who are making a difference -- working to improve the lives of others -- **giving more Americans reason to give thanks.**

These "Daily Points of Light" won't be singled out because they themselves are the best. We honor them because they show what's best in all of us. They show that from now on in America, any definition of a successful life must include serving others.

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So I want to close by announcing the very first White House "Daily Point of Light." It's an organization that put the spotlight on citizens who have made community service a part of their definition of success and encouraged others to do the same -- proving that the volunteer spirit is alive and well in the "volunteer state."

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Imagine if every institution, from airlines to dry cleaners to high schools to neighborhood softball teams, were to join regularly honoring as heroes those who are engaged in the war against drug abuse, illiteracy, AIDS, homelessness, hunger and other problems.

We are nearing the dawn of a new decade. Let it be a decade with no dark corners. No forgotten places. No lost people.

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there is a way to fill it. And everywhere there is a dream in America, there is a way to make it come true.

Thank you. God bless you -- and the work you do.

#

THE WHITE HOUSE
WASHINGTON

MEMPHIS - WHCA

DAVE FUZZIE

Room #512

RADISSON

he has a radio with him,

THE WHITE HOUSE

WASHINGTON

November 20, 1989

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*
FROM: MARK LANGE *ML*
SUBJECT: REMARKS AT THE MEMPHIS COMMERCIAL APPEAL

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II. DISCUSSION

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Jerry Freidheim [freed himme]
Pres. Amer. Newsp. Publish. Assoc.
Loren Ghiglione [gil ghomer]
Pres. Amer. Soc. of News. Ed.

THE WHITE HOUSE
WASHINGTON

November 20, 1989

11/21/89 1989 NOV 20 PM 7:42

INFORMATION

MEMORANDUM FOR THE PRESIDENT

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FROM: MARK LANGE *ML*
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THE WHITE HOUSE
WASHINGTON

DATE:

11-21-89

FROM THE PRESIDENT

TO:

Chris / Mark

I like it - right
length -

I'd like to add
one humorous note
about 2/3 rels of

way through

- some funny letter
from a kid

- some joke that fits

(Lange/Blessey)
November 20, 1989
6:10 p.m.
[1000.DOC]

PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
[12:00 P.M.]

Mr. Linde✓ (Editor), Mr. Williams✓ (General Manager),
Governor McWhert✓er, Reverend Mowery, Volunteers, Ladies and
Gentlemen.

((You know, back before the Civil War -- just after
William Henry Harrison was elected President -- this newspaper
was named the "Appeal."

The founder renamed it, he said, as an "appeal to the sober
second thoughts of the people, to elect a Democratic president in
the next election."

Well, with a history like that, you can imagine how lucky I
feel to be here today.))

But I do feel fortunate to be here, to talk about something
that's so vital to our nation -- and our future.

Last June, I gave a speech about something called the
"Points of Light" initiative. Its goal is to make community
service central to the life and work of every individual and
every institution in America.

I asked people and groups across the country to think about
the special contribution they could make to help others around
them in need.

There are thousands of possibilities. Banks, credit card issuers, and utility companies could add community service information to their mailings. Real estate developers, contractors, architects and lenders could team up to make decent, affordable housing available for the homeless. Every restaurant, grocery and convenience store could make surplus food available to the hungry.

^{To} For the news media, I made a special request -- because no other institution in America has the unique ability of the media to shape public attitudes, to heighten awareness, and to mobilize people for action.

I asked members of the media to remind Americans that illiteracy, drug abuse, homelessness, hunger and other social problems have solutions. But only if people understand that these aren't somebody else's problems to solve. The media have the power to reach every corner of America with that message.

Soon after I announced the Points of Light initiative, The Commercial Appeal in Memphis responded. Along with reporting and commenting on problems -- which is every paper's right and responsibility in a free society -- they took on an added responsibility.

They began pointing to solutions.

They started doing profiles of 1,000 individual and institutional "points of light" last summer -- at a time when a lot of people were still trying to figure out what I **meant** by a

"thousand points of light." Well, you understood. And you've brought that idea to life dramatically.

Tomorrow is a day unique to America. A day when we pause, gather together, and give thanks. It's my hope that by this time next year, a growing community service movement will mean many Americans will have more to be thankful for.

Today I'd like to challenge every publisher, every broadcaster, every member of the American news media, to follow the lead of the Commercial Appeal. Many have begun to do so. All three of the major networks have started regular features on volunteers in America -- and local papers and stations have become involved. Many more can.

For the millions who want to help others in need, but wonder how, this newspaper and this community are showing that there are at least a thousand ways to lead others out of darkness.

I think of Fred Daniels, a retired salesman, starting what I hear may be the world's best catfish cooking team, formed to raise funds for charities.

He and his friends travel all over, towing an 8,000 pound cooker to company picnics, and donating the proceeds to causes like United Cerebral Palsy.

Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

She says, "I like seeing the smiles on people's faces after we're done. When we were finished, they cried."

I understand that Don Stone, a bank president, decided the best way to convince students to stay in school was to work with them -- talk with them -- one at a time.

Not long ago, Don saw one of those students across the street. He says, "I just walked over to hug him. He's been drug free for about two weeks. We do a lot of hugging here."

Maybe you read about Pauline Hord, 82 years old. ((Hope she'll forgive me for revealing that...)) Somebody at the Mississippi Penitentiary at Parchman had been talking about a prisoner there, saying he "couldn't read a Bible if he'd had one." So Mrs. Hord stepped forward.

She goes about 100 miles each way to the prison, every Wednesday, to teach inmates how to read. She's taught nearly 140 of them, and now she's training them to teach others.

"I'm a teacher of teachers," she says.

Lillie Belle Witcher -- now, she's only 79 -- she works hard for nearly half a dozen causes. She says, "If a day goes by and I haven't done something for somebody, it just seems like a wasted day."

Forget fortune, fame, glory, and glittering prizes: These are great American success stories. And they're powerful reminders that everyone can do something for someone else.

Mary Taylor spent 16 years on welfare. She says "I used it, and it used me." Now she is a community activist who helps the poor get back on their feet. She says, "We all have a place to be part of the system no matter what level we are on."

Along with a sense of pride, for others, volunteering is a source of real pleasure.

From disk jockeys to truck drivers to CEOs to children to the retired -- service to others should be a central part of American life. And it's never been more needed than it is now.

It ought to be talked about in board rooms and bowling alleys, factories, Rotaries, fraternities, sororities, farms, families, cities and union halls, suburbs and shopping malls --
Everywhere in America: Everyone has a gift to give.

Every one of us has a special talent that can help solve America's problems. And every institution in America can make the kind of commitment you've made here.

At the White House we know a good idea when we see one, so we're going to announce and honor individuals and groups across the country who are making a difference -- working to improve the lives of others -- **giving more Americans reason to give thanks.**

These "Daily Points of Light" won't be singled out because they themselves are the best. We honor them because they show what's best in all of us. They show that from now on in America, any definition of a successful life must include serving others.

To honor their spirit and commitment is to honor yours -- and those like you. We will single out the few, because they represent the many.

We hope that by highlighting their achievements, and the ways they've found to serve, we can inspire others to serve.

So I want to close by announcing the very first White House "Daily Point of Light." It's an organization that put the spotlight on citizens who have made community service a part of their definition of success and encouraged others to do the same -- proving that the volunteer spirit is alive and well in the "volunteer state."

That organization is the reason we're all here today: They're the leadership and staff of the Memphis Commercial Appeal. \\\

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Thank you. God bless you -- and the work you do.

#

THE WHITE HOUSE
WASHINGTON

November 20, 1989

11/21/89 1989 NOV 20 PM 7:42

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON *CW*
FROM: MARK LANGE *ML*
SUBJECT: REMARKS AT THE MEMPHIS COMMERCIAL APPEAL

I. SUMMARY

On Wednesday, November 22, at noon, you will address more than 10,000 people on the lawn of the Memphis Commercial Appeal. Mr. Lionel Linder, editor of the paper, will introduce you. Governor Ned McWherter, Joe Williams, general manager, Reverend Don Mowery, and ten outstanding volunteers will accompany you on the dais.

II. DISCUSSION

The remarks (12 minutes, teleprompted) thank the Commercial Appeal for recognizing and encouraging volunteerism -- and call on members of the media to promote civic involvement.

The remarks also introduce the White House "Daily Points of Light" initiative. The White House press office will be announcing outstanding volunteers until 1,000 of them are recognized.

THE WHITE HOUSE
WASHINGTON

DATE:

11-21-89

FROM THE PRESIDENT

TO:

Chris / Mark

I like it - right
length -

I'd like to add
one humorous note
about 2/3 vals of

way through
- some funny letter
from a kid

- some joke that fits

(Lange/Blessey)
November 20, 1989
6:10 p.m.
[1000.DOC]

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WEDNESDAY, NOVEMBER 22, 1989
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He and his friends travel all over, towing an 8,000 pound cooker to company picnics, and donating the proceeds to causes like United Cerebral Palsy.

Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

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She goes about 100 miles each way to the prison, every Wednesday, to teach inmates how to read. She's taught nearly 140 of them, and now she's training them to teach others.

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Lillie Belle Witcher -- now, **she's** only 79 -- she works hard for nearly half a dozen causes. She says, "If a day goes by and I haven't done something for somebody, it just seems like a wasted day."

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From disk jockeys to truck drivers to CEOs to children to the retired -- service to others should be a central part of American life. And it's never been more needed than it is now.

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That organization is the reason we're all here today: They're the leadership and staff of the Memphis Commercial Appeal. \\\

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Thank you. God bless you -- and the work you do.

#

WHITE HOUSE STAFFING MEMORANDUM

11/22

DATE: 11/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 PM, MON., NOV. 20
 PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
 MEMPHIS, TENNESSEE
 SUBJECT: WEDNESDAY, NOVEMBER 22, 1989
 12:00 PM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES N/C	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	WINSTON	☐	☒
DEMAREST	☒	☐	PINKERTON N/C	☒	☐
FITZWATER	☐	☒	PETERSMEYER	☒	☐
GRAY N/C	☒	☐	WRAY All comments	☒	☐
HAGIN	☐	☐	ANDERSON	☐	☒

REMARKS:

Please provide comments/edits directly to Chriss Winston, Room 122, x2930 by 2:00 PM, MONDAY, NOVEMBER 20, with a copy to my office. Thank you.

RESPONSE:

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

1989 NOV 17 PM 7:06

(Lange/Blessey)
November 17, 1989
7:00 p.m.
[1000.DOC]

PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
[12:00 P.M.]

new acknowledgments

((You know, back before the Civil War -- just after William Henry Harrison was elected President -- this newspaper was named the "Appeal."

The founder ~~said~~ ^{he said,} ~~he~~ named it, ~~that~~, as an "appeal to the sober second thoughts of the people, to elect a Democratic president in the next election."

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But I ~~do~~ ^{fortunate} feel ~~lucky~~ to be here, to talk about something that's so ~~important~~ ^{vital} to our nation -- and our future.

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I asked people and groups across the country to think about the special, unique contribution they could make to help others around them, ^{in need.}

And I suggested just a few possibilities. Banks, ^{credit card issuers,} and utility companies could add community service information to their mailings. Real estate developers, contractors, architects and lenders could team up ^{to make} ~~for~~ decent, affordable housing ^{available} ~~for~~ the

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Tomorrow is a day unique to America. A day ^{when} ~~where~~ we pause, gather together, and give thanks. It's my hope that by this time next year, a growing ^{community} ~~national~~ service movement will mean ^{many} ~~more~~ Americans will have **more** to be thankful for.

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~~By putting the spotlight on citizens who have made community service part of their definition of success, this newspaper is encouraging others to do the same. And proving that the volunteer spirit is alive and well in the volunteer state.~~

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Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

She says, "I like seeing the smiles on people's faces after we're done. When we were finished, they cried."

~~((Don't worry, Kim -- you should have seen how Barbara reacted the last time I tried to lay down a floor.))~~ *(delete - Porter)*

~~I understand that Sam Cooper [who's here on the platform] has raised more than \$20 million for civic causes. Sam has just~~

~~been named the Outstanding Volunteer Fundraiser of 1989 by the~~
 National Society of Fundraising Executives. ^(delete - Porter) ~~((We may want to~~
~~put him to work on the federal budget...))~~

Maybe you read about Pauline Hord, 82 years old. ((Hope she'll forgive me for revealing that...)) Somebody at the Mississippi Penitentiary at Parchman had been talking about a prisoner there, saying he "couldn't read a bible if he'd had one." So Mrs. Hord stepped forward.

She goes about 100 miles each way to the prison, every Wednesday, to teach inmates how to read. She's taught nearly 140 of them, and now she's training them to teach others.

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Along with a sense of pride, for others, volunteering is a source of ^{real} great pleasure.

~~Cari McRae says her tutoring work "isn't a burden. It makes me feel satisfied." Danita Beck, who volunteers in a hospital, says "If you have extra time, why just sit around and not use it, when someone else needs it?" And Marian Himmelreich, who lifeguards autistic children, says "It's fun to be busy and involved. Besides, I'm not that wild about the soaps."~~

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Blessey's Des

Mayor Hockett (Memphis)

Maki's

(Lange/Blessey)
November 17, 1989
7:00 p.m.
[1000.DOC]

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Gov. McWhorter
Rev. Mowery, Volunteer, Ladies and Gentlemen

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~~Eleven days soon~~
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Forget fortune, fame, glory, and glittering prizes: **These** are great American success stories. And they're powerful reminders that **everyone** can do something for someone else.

Mary Taylor spent 16 years on welfare. She says "I used it, and it used me." Now she is a community activist who helps the poor get back on their feet. / "We all have a place to be part of the system no matter what level we are on," she says,

Along with a sense of pride, for others, volunteering is a source of ^{real} great pleasure.

Cari McRae says her tutoring work "isn't a burden. It makes me feel satisfied." Danita Beck, who volunteers in a hospital, says "If you have extra time, why just sit around and not use it, when someone else needs it?" And Marian Himmelreich, who lifeguards autistic children, says "It's fun to be busy and involved. Besides, I'm not that wild about the soaps."

From disk jockeys to truck drivers to CEOs to children to the retired -- service to others can be a central part of American life. And it's never been more needed than it is now.

It ought to be talked about in board rooms and bowling alleys, factories, Rotaries, fraternities, sororities, farms, families, cities and union halls, suburbs and shopping malls --
Everywhere in America: Everyone has a gift to give.

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So following your lead, over at the White House, we're going to announce and honor individuals and groups across the country who are making a difference -- working to improve the lives of others -- **giving more Americans reason to give thanks.**

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Thank you. God bless you -- and the work you do.

#

INSERT "A"

The New York Times has begun an editorial series called "Points of Light", highlighting corporate community service initiatives. ~~Esquire magazine has published a story called "One Point of Light", about a woman who welcomed the homeless into her family.~~ ABC News periodically features a public service campaign called "Unsung Heroes" and frequently features community service projects and initiatives on its "American Agenda" series. CBS News has begun a series of reports entitled "The Best of Us".

And many local newspaper and television stations have enthusiastically also become involved

→ NBC News features has a series ^{called} "The More You" and the Evening News features volunteers on Assignment America

INSERT B

Imagine still if every institution, from airlines to dry cleaners to high schools to neighborhood softball teams, were to join ~~The White House, The Commercial Appeal and the rest of the media~~ in regularly ~~and conspicuously~~ honoring as heroes those who are engaged in the war against drug abuse, illiteracy, AIDS, homelessness, hunger and other problems. ~~In every organization, large and small, there are "points of light". I call upon each institution to help to bring their light forth so that it may shine on the dark corners of our nation.~~

Further

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By putting the spotlight on citizens who have made community service part of their definition of success, this newspaper is encouraging others to do the same. And proving that the volunteer spirit is alive and well in the volunteer state.

For the millions who want to help others in need, but wonder how, this newspaper and this community are showing that **there are at least a thousand ways to lead others out of darkness.**

I think of Fred Daniels, a retired salesman, starting what I hear may be the world's best catfish cooking team, formed to raise funds for charities.

He and his friends travel all over, towing an 8,000 pound cooker to company picnics, and donating the proceeds to causes like United Cerebral Palsy.

Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

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I understand that Don Stone, a bank president, decided the best way to convince students to stay in school was to work with them -- talk with them -- one at a time.

Not long ago, Don saw one of those students across the street. He says, "I just walked over to hug him. He's been drug free for about two weeks. We do a lot of hugging here."

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Along with a sense of pride, for others, volunteering is a source of great pleasure.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 11/17/89 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 PM, MON., NOV. 20
 PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
 MEMPHIS, TENNESSEE
 SUBJECT: WEDNESDAY, NOVEMBER 22, 1989
 12:00 PM

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	☐	☒	MCCLURE	☒	☐
SUNUNU	☐	☒	NEWMAN	☐	☐
SCOWCROFT	☐	☐	PORTER	☒	☐
DARMAN	☒	☐	ROGICH	☒	☐
BATES	☒	☐	UNTERMAYER	☐	☐
CARD	☐	☒	ROGERS	☐	☒
CICCONI	☐	☒	WINSTON	☐	☒
DEMAREST	☒	☐	PINKERTON	☒	☐
FITZWATER	☐	☒	PETERSMEYER	☒	☐
GRAY	☒	☐	WRAY	☒	☐
HAGIN	☐	☐	ANDERSON	☐	☒

REMARKS:

Please provide comments/edits directly to Chriss Winston, Room 122, x2930 by 2:00 PM, MONDAY, NOVEMBER 20, with a copy to my office. Thank you.

RESPONSE:

*No Comment
11/20/89*

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

THE WHITE HOUSE
WASHINGTON

November 20, 1989

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: Presidential Remarks: Commercial Appeal
Volunteerism Event

We have a couple of editorial comments on the draft. A word is missing from the first sentence in the first full paragraph on page two. We recommend striking the joke in brackets at the bottom of page three. We also recommend deleting the bracketed joke at the top of page four.

If you have any questions or we can help in any other way, please let me know.

cc: James W. Cicconi

89 OCT 20 4:54 PM

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RESPONSE:

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

1989 NOV 17 PM 7:06

(Lange/Blessey)
November 17, 1989
7:00 p.m.
[1000.DOC]

PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
[12:00 P.M.]

((You know, back before the Civil War -- just after William Henry Harrison was elected President -- this newspaper was named the "Appeal."

The founder said he named it that, as an "appeal to the sober second thoughts of the people, to elect a Democratic president in the next election."

Well, with traditions like that, you can imagine how lucky I feel to be here today.))

But I ~~do~~ feel lucky to be here, to talk about something that's so important to our nation -- and our future.

Last June, I gave a speech about something called the "Points of Light" initiative. Our goal was to make community service central to the life and work of every individual and every institution in America.

I asked people and groups across the country to think about the special, unique contribution they could make to help others around them.

And I suggested just a few possibilities. Banks and utility companies could add community service information to their mailings. Real estate developers, contractors, architects and lenders could team up for decent, affordable housing for the

homeless. Every restaurant, grocery and convenience store could make surplus food available to the hungry.

For the news media, I had a special request because institution in America has more power over public opinion. The media has a unique ability to shape public attitudes, heighten awareness, and mobilize people for action.

← missing words

So I asked members of the media to remind Americans that illiteracy, drug abuse, homelessness, hunger and other social problems **have** solutions. But only if people understand that these aren't somebody else's problems to solve. And the press has the power to reach every corner of America with that message.

A month after I announced the Points of Light initiative, The Commercial Appeal in Memphis responded. Along with reporting and commenting on problems -- which is every free paper's right and responsibility -- they took on an added responsibility.

They began pointing to solutions.

They started doing profiles of 1,000 individual and institutional "points of light" last summer -- at a time when a lot of people were still trying to figure out what I meant by a "thousand points of light." Well, you understood. And you've brought that idea to life.

Tomorrow is a day unique to America. A day where we pause, gather together, and give thanks. It's my hope that by this time next year, a growing national service movement will mean more Americans will have more to be thankful for.

Today I'd like to challenge every publisher, every broadcaster, every member of the American news media, to follow the lead of the Commercial Appeal. Many have begun to do so. Many more can.

By putting the spotlight on citizens who have made community service part of their definition of success, this newspaper is encouraging others to do the same. And proving that the volunteer spirit is alive and well in the volunteer state.

For the millions who want to help others in need, but wonder how, this newspaper and this community are showing that **there are at least a thousand ways to lead others out of darkness.**

I think of Fred Daniels, a retired salesman, starting what I hear may be the world's best catfish cooking team, formed to raise funds for charities.

He and his friends travel all over, towing an 8,000 pound cooker to company picnics, and donating the proceeds to causes like United Cerebral Palsy.

Or Kim McLaughlin -- 18 years old -- who volunteered for the Tennessee Outreach Program. She's been working in the hills rebuilding houses, painting, and laying down floors.

She says, "I like seeing the smiles on people's faces after we're done. When we were finished, they cried."

((~~Don't worry, Kim---you should have seen how Barbara reacted the last time I tried to lay down a floor.~~))

I understand that Sam Cooper [who's here on the platform] has raised more than \$20 million for civic causes. Sam has just

NO!!

been named the Outstanding Volunteer Fundraiser of 1989 by the National Society of Fundraising Executives. ((~~We may want to put him to work on the federal budget...~~)) NO

Maybe you read about Pauline Hord, 82 years old. ((Hope she'll forgive me for revealing that...)) Somebody at the Mississippi Penitentiary at Parchman had been talking about a prisoner there, saying he "couldn't read a bible if he'd had one." So Mrs. Hord stepped forward.

She goes about 100 miles each way to the prison, every Wednesday, to teach inmates how to read. She's taught nearly 140 of them, and now she's training them to teach others.

"I'm a teacher of teachers," she says.

Lillie Belle Witcher -- now, **she's** only 79 -- she works hard for nearly half a dozen causes. She says, "If a day goes by and I haven't done something for somebody, it just seems like a wasted day."

Forget fortune, fame, glory, and glittering prizes: These are great American success stories. And they're powerful reminders that **everyone** can do something for someone else.

Mary Taylor spent 16 years on welfare. She says "I used it, and it used me." Now she is a community activist who helps the poor get back on their feet. "We all have a place to be part of the system no matter what level we are on," she says.

Along with a sense of pride, for others, volunteering is a source of great pleasure.

Cari McRae says her tutoring work "isn't a burden. It makes me feel satisfied." Danita Beck, who volunteers in a hospital, says "If you have extra time, why just sit around and not use it, when someone else needs it?" And Marian Himmelreich, who lifeguards autistic children, says "It's fun to be busy and involved. Besides, I'm not that wild about the soaps."

From disk jockeys to truck drivers to CEOs to children to the retired -- service to others can be a central part of American life. And it's never been more needed than it is now.

It ought to be talked about in board rooms and bowling alleys, factories, Rotaries, fraternities, sororities, farms, families, cities and union halls, suburbs and shopping malls --
Everywhere in America: Everyone has a gift to give.

Every one of us has a special talent that can help solve America's problems. And every institution in America can make the kind of commitment you've made here.

So following your lead, over at the White House, we're going to announce and honor individuals and groups across the country who are making a difference -- working to improve the lives of others -- **giving more Americans reason to give thanks.**

These "Daily Points of Light" won't be singled out because they themselves are the best. We honor them because they show what's best in all of us. What's best for all of us.

To honor their spirit and commitment is to honor yours -- and those like you. We will single out the few, because they represent the many.

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(Lange/Blessey)
November 17, 1989
7:00 p.m.
[1000.DOC]

PRESIDENTIAL REMARKS: COMMERCIAL APPEAL VOLUNTEERISM EVENT
MEMPHIS, TENNESSEE
WEDNESDAY, NOVEMBER 22, 1989
[12:00 P.M.]

Mr. Linder (Editor), Mr. Williams (General Manager),
Governor McWherter, Rev. Mowery, Volunteers, Ladies and
Gentlemen.

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William Henry Harrison was elected President -- this newspaper
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~~And I suggested just a few~~ possibilities. Banks, credit card issuers, and utility companies could add community service information to their mailings. Real estate developers, contractors, architects and lenders could team up to make decent, affordable housing available for the homeless. Every restaurant, grocery and convenience store could make surplus food available to the hungry.

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They started doing profiles of 1,000 individual and institutional "points of light" last summer -- at a time when a lot of people were still trying to figure out what I meant by a

"thousand points of light." Well, you understood. And you've brought that idea dramatically to life.

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Today I'd like to challenge every publisher, every broadcaster, every member of the American news media, to follow the lead of the Commercial Appeal. Many have begun to do so. Many more can. The New York Times has begun an editorial series called "Points of Light", highlighting corporate community service initiatives. ABC News features a public service campaign called "Unsung Heroes" and frequently features community service projects and initiatives on its "American Agenda" series. CBS News has begun a series of reports entitled "The Best of Us". NBC has a series called "The More You" and the Evening News features volunteers on "Assignment America". And local newspaper and television stations have also become involved.

For the millions who want to help others in need, but wonder how, this newspaper and this community are showing that **there are at least a thousand ways to lead others out of darkness.**

I think of Fred Daniels, a retired salesman, starting what I hear may be the world's best catfish cooking team, formed to raise funds for charities.

① All these of the major networks have started regular features on volunteers in America, and only local papers and stations have become involved. Many more can.

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