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Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Speechwriting, White House Office of
Series: Speech File Draft Files
Subseries: Chron File, 1989-1993

OA/ID Number: 13513
Folder ID Number: 13513-011

Folder Title:

Video Scripts: "Prime Time to End Hunger" & Vince Lombardi Award Dinner 12/7/89 [OA 3540]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	6	5

THE WHITE HOUSE
WASHINGTON

Memorial made for everyday
Americans

palladium

commonscript

opening the same, cut
bottoms of p. 1 down

— dream → memorial

manipose question 20 yrs later

- yes, come long way

children of E Europe

enjoy ^{same} dream realized by
generation of Americans.

(same dream idea)

today ~~children in USA~~
^{for most of America, our}

children are judged by char.

Dream here inspired

Dignity of man here + there

But we still have work
to do - as far as we've
come / impact, still far to go.
We do it in the memory
of MLK. Until his dream
is reality for every child
in USA. "We will never
be satisfied".

At the of numerous
Hundreds of Americans sang
"We" in unison / most
A week later, hundreds of
E + D. German.

5/6/63

WHITE HOUSE STAFFING MEMORANDUM

DATE: 12/5/89 ACTION/CONCURRENCE/COMMENT DUE BY: 12/6/89 NOON

SUBJECT: TWO VIDEO SCRIPTS

	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 type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input 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 NOON, Wednesday, December 6, with a copy to my office. Thank you.

RESPONSE:

Pls. note changes on PSA's ... defining point of light

James W. Ciccor
 Assistant to the Prr
 and Deputy to the Ch
 Ext. 2707

89 DEC 6 9 33 68

1989 DEC -5 PM 4:39

Tron/Sheehan
December 4, 1989
Draft two
Title: PSA

PROPOSED PRESIDENTIAL PUBLIC SERVICE ANNOUNCEMENT
:10 SECOND SPOT FOR "PRIME TIME TO END HUNGER"

OPTION #1

Americans have **always** been willing to extend a helping hand to those in need. So, be a ~~point of light~~ and join the ~~volunteers~~ in your community working to build a better America.

volunteer ... or what I call a point of light ... And participate help

OPTION #2

Your concern, your involvement, your love can help others in need. So, be a ~~point of light~~ and join the ~~volunteers~~ in your community working to build a better America.

volunteer ... or what I call a point of light ... And help

by same tag.

#

Sheehan
Draft one
12/4/89
LOMBARDI

PROPOSED VIDEO MESSAGE FOR THE VINCE LOMBARDI AWARD DINNER

Good evening. It's an honor to join you tonight to honor the spirit of one of football's greats -- the legendary Vince Lombardi, a man who inspired winning ideals in his players both on the field and off. He once said that "you never lose, you simply run out of time." When Coach Lombardi ran out of time because of cancer, the Rotary Club of Houston looked for a way to keep the spirit of his ideals alive.

I was fortunate enough to be a part of the Rotary Lombardi Award back in 1971 -- in the early years, when I presented the Award to Notre Dame's Walt Patulski [PA-TAL-SKI]. Since then, I've watched the prestige of the Award grow and with it the generous support the Rotary Club of Houston has given to the American Cancer Society. So tonight, to the four finalist of the Twentieth Anniversary Rotary Lombardi Award, you have my best wishes and congratulations -- know that your discipline, determination, and strength has not gone unnoticed. Like Vince, you have displayed the will to win and excel, qualities that transcend the game of football. Lombardi was often quoted as saying that "winning isn't everything -- it's the only thing." What he actually said was "winning isn't everything, but wanting to win is."

Thank you all for supporting this worthy cause by your presence tonight. Congratulations to the winners and God bless you all.

#

THE WHITE HOUSE
WASHINGTON



December 6, 1989

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND *NL*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Proposed Presidential Video Scripts: (1) Public
Service Announcement for "Prime Time to End
Hunger" and (2) the Vince Lombardi Award Dinner

At the request of James W. Cicconi, Counsel's office has reviewed the captioned scripts. We have no legal objections to the contents of these scripts.

We appreciate having had the opportunity to review these scripts.

cc: James W. Cicconi

89 DEC 6 PM 12

WHITE HOUSE STAFFING MEMORANDUM

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SUBJECT: TWO VIDEO SCRIPTS

	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 type="checkbox"/>	<input type="checkbox"/>
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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 NOON, Wednesday, December 6, with a copy to my office. Thank you.

RESPONSE:

*minor
questions
JD*

89 DEC 6 10:38

James W. Ciccor
Assistant to the Prr
and Deputy to the Ch
Ext. 2707

1989 DEC -5 PM 4:39

Tron/Sheehan
December 4, 1989
Draft two
Title: PSA

PROPOSED PRESIDENTIAL PUBLIC SERVICE ANNOUNCEMENT
:10 SECOND SPOT FOR "PRIME TIME TO END HUNGER"

OPTION #1

Americans have **always** been willing to extend a helping hand to those in need. So, be a point of light and join the volunteers in your community working to build a better America.

OPTION #2

Your concern, your involvement, your love can help others in need. So, be a point of light and join the volunteers in your community working to build a better America.

#

Sheehan
Draft one
12/4/89
LOMBARDI

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I was fortunate enough to be a part of the Rotary Lombardi Award back in 1971 -- in the early years, when I presented the Award to Notre Dame's Walt Patulski [PA-TAL-SKI]. Since then, I've watched the prestige of the Award grow and with it the generous support the Rotary Club of Houston has given to the American Cancer Society. So tonight, to the four finalist of the Twentieth Anniversary Rotary Lombardi Award, you have my best wishes and congratulations -- know that your discipline, determination, and strength has not gone unnoticed. Like Vince, you have displayed the will to win and excel, qualities that transcend the game of football. Lombardi was often quoted as saying that "winning isn't everything -- it's the only thing." What he actually said was "winning isn't everything, but wanting to win is."

Mama - is this true?

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RESPONSE:

N/C 12/6/89

68 : 11v 9 330 68

James W. Ciccor
Assistant to the Prr
and Deputy to the Ch
Ext. 2707



1989 DEC -5 PM 4:39

Tron/Sheehan
December 4, 1989
Draft two
Title: PSA

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:10 SECOND SPOT FOR "PRIME TIME TO END HUNGER"

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OPTION #2

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#

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#

Sheehan
Draft one
12/4/89
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Tron/Sheehan
December 4, 1989
Draft two
Title: PSA

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:10 SECOND SPOT FOR "PRIME TIME TO END HUNGER"

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Sheehan
Draft one
12/4/89
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#

**PUBLIC SERVICE ANNOUNCEMENT FOR
"PRIME TIME TO END HUNGER"**

OPTION #1

**AMERICANS HAVE ALWAYS BEEN WILLING TO EXTEND A
HELPING HAND TO THOSE IN NEED. SO BE A VOLUNTEER . . .
OR WHAT I CALL A POINT OF LIGHT . . . AND HELP YOUR
COMMUNITY BY WORKING TO BUILD A BETTER AMERICA.**

OPTION #2

**YOUR CONCERN, YOUR INVOLVEMENT, YOUR LOVE CAN HELP
OTHERS IN NEED. SO BE A VOLUNTEER . . . OR WHAT I CALL
A POINT OF LIGHT . . . AND HELP YOUR COMMUNITY BY
WORKING TO BUILD A BETTER AMERICA.**

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VINCE LOMBARDI AWARD DINNER

GOOD EVENING. IT'S AN HONOR TO JOIN YOU TONIGHT TO HONOR THE SPIRIT OF ONE OF FOOTBALL'S GREATS -- THE LEGENDARY VINCE LOMBARDI, A MAN WHO INSPIRED WINNING IDEALS IN HIS PLAYERS BOTH ON THE FIELD AND OFF. HE ONCE SAID THAT "YOU NEVER LOSE, YOU SIMPLY RUN OUT OF TIME." WHEN COACH LOMBARDI RAN OUT OF TIME BECAUSE OF CANCER, THE ROTARY CLUB OF HOUSTON LOOKED FOR A WAY TO KEEP THE SPIRIT OF HIS IDEALS ALIVE.

I WAS FORTUNATE ENOUGH TO BE A PART OF THE ROTARY LOMBARDI AWARD BACK IN 1971 -- IN THE EARLY YEARS, WHEN I PRESENTED THE AWARD TO NOTRE DAME'S WALT PATULSKI [PA-TAL-SKI]. SINCE THEN, I'VE WATCHED THE PRESTIGE OF THE AWARD GROW AND WITH IT THE GENEROUS SUPPORT THE ROTARY CLUB OF HOUSTON HAS GIVEN TO THE AMERICAN CANCER SOCIETY. SO TONIGHT, TO THE FOUR FINALIST OF THE TWENTIETH ANNIVERSARY ROTARY LOMBARDI AWARD, YOU HAVE MY BEST WISHES AND CONGRATULATIONS -- KNOW THAT YOUR DISCIPLINE, DETERMINATION, AND STRENGTH HAS NOT GONE UNNOTICED. LIKE VINCE, YOU HAVE DISPLAYED THE WILL TO WIN AND EXCEL, QUALITIES THAT TRANSCEND THE GAME OF FOOTBALL. LOMBARDI WAS OFTEN QUOTED AS SAYING THAT "WINNING ISN'T EVERYTHING -- IT'S THE ONLY THING."

WHAT HE ACTUALLY SAID WAS "WINNING ISN'T EVERYTHING,
BUT WANTING TO WIN IS."

THANK YOU ALL FOR SUPPORTING THIS WORTHY CAUSE BY
YOUR PRESENCE TONIGHT. CONGRATULATIONS TO THE WINNERS
AND GOD BLESS YOU ALL.

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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input type="checkbox"/>	<input type="checkbox"/>
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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 <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	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

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RESPONSE:

James W. Ciccor
Assistant to the Prr
and Deputy to the Ch
Ext. 2707

1989 DEC -5 PM 4:39

Tron/Sheehan
December 4, 1989
Draft two
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OPTION #2

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#

#

#

Sheehan
Draft one
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*fact
check? →*

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