

Originally Processed With FOIA(s):

FOIA Number:

S

FOIA MARKER

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

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: 13515
Folder ID Number: 13515-010

Folder Title:
Video Scripts 1/9/90 [OA 4390]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	6	7

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE VIDEO SCRIPTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH <i>N/C</i>	<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 <i>→</i>	<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 <i>see attached WHCA</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WRAY	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

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

1990 JAN -8 AM 11: 32

Sheehan
Draft two
1/8/89
WHCA

PROPOSED VIDEO MESSAGE:
WHCA FILM

Each of this nation's Presidents has borne a special responsibility to lead America through ~~its~~ ^{the} times of trial and triumph. And throughout history -- from America's fight for independence to the daily global struggles for democracy -- one of the most critical obligations of the Chief Executive has been to communicate America's aims, interests, and ideals -- at home and abroad.

As it has for nearly 50 years, the enormous responsibility ^{for} ~~of~~ providing ^{the President} instantaneous, world-wide communications ~~for the President~~ rests in the hands of the Soldiers, Sailors, Airmen and Marines of the White House Communications Agency. Today, more than ever, the contributions of the men and women working for the White House Communications Agency help ^{the} ~~this~~ President communicate quickly and effectively ^{with} ~~to~~ all Americans and ^{with} ~~to~~ people everywhere around the globe.

#

Tron
January 8, 1989
Draft two
Title: FUTURE-THON

PROPOSED VIDEO MESSAGE
CINCINNATI YOUTH COLLABORATIVE

Good evening. It's wonderful to join the Cincinnati Youth Collaborative and the local broadcasters in bringing you this unique program. Most "tele-thons" ask for money. This evening's "Future-thon" asks for something far more valuable. They're asking you to make a difference in your schools by volunteering.

The Cincinnati Youth Collaborative has a clear and ambitious goal -- to give Cincinnati's youth the training, knowledge, motivation, and work habits they need to reach their potential. That's something in which we must all become involved -- because each and every one of us has something to teach a young mind.

A few weeks ago, I visited Taft High School, where the C-Y-C is housed and saw first-hand what they've accomplished. Through tutoring and mentoring programs, students are given the guidance, and the direction they need to help reach their potential. Mentors come from all backgrounds and experiences, but they're all united in their love of education, and their hope to make a difference.

But, they need your help. This evening, volunteer in your neighborhood schools. Offer to lend a hand -- be one of the "points of light" I like to talk about. Not only will the youth of Cincinnati be enriched, but so will you.

Thank you. Enjoy this wonderful program, and God bless you all.

Sheehan
Draft one
1/5/89
Title: CECIL

PROPOSED VIDEO MESSAGE:
:30 VOLUNTEERISM PSA FOR CECIL PRODUCTIONS

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American. Volunteers touch the lives of people in countless ways. So volunteer -- become one of the thousand points of light I like to talk about so much. Join the volunteers in your community working to build a better America. Not only will the lives of those you help be enriched -- so will yours.

#

Tron
January 8, 1989
Draft two
Title: STROM

PROPOSED VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL

Strom Thurmond is more than a US Senator. *insert A* [He's one of the
great men in America's history.]

And the force of his clear thinking and courage has never
been felt more in Washington than today.

But to me, what's special about Strom's life is that he has
always been dedicated to serving others.

South Carolina can't afford to give up his seniority. I
count on his experience and counsel.

That's why Barbara and I, and the whole Bush family are on
Strom Thurmond's team all the way.

#

Sheehan
Draft two
1/8/89
JAG

PROPOSED VIDEO MESSAGE:
FOR JOBS FOR AMERICA'S GRADUATES

As a former member of the Board of Directors of Jobs for America's Graduates, I am particularly pleased to introduce this presentation on the successes and the opportunities offered by this fine program.

JAG is one of the most successful school-to-work transition programs for at-risk youth in this nation -- achieving an impressive 91% graduation rate. JAG has demonstrated that America can make major improvements in the outcome of public education. What makes JAG work is a joint commitment: business, government, education, labor and community leaders working together -- taking on personal responsibility for the success of each and every student.

I have met with the young people of Jobs for America's Graduates during my travels across this great country. I have talked to governors, school administrators, business leaders and so many others who have told me just how important JAG has been in improving the chances for our at-risk young people to get and keep a good job upon leaving school.

So, be what I call a point of light. Look into ways you can help JAG tackle one of our nation's most important priorities: the successful transition from school to work of one of our most important resources, America's young people.

Thank you and God bless you all.

#

**VIDEO MESSAGE:
JOBS FOR AMERICA'S GRADUATES**

AS A FORMER MEMBER OF THE BOARD OF DIRECTORS OF JOBS FOR AMERICA'S GRADUATES, I AM PARTICULARLY PLEASED TO INTRODUCE THIS PRESENTATION ON THE SUCCESSES AND THE OPPORTUNITIES OFFERED BY THIS FINE PROGRAM.

JAG IS ONE OF THE MOST SUCCESSFUL SCHOOL-TO-WORK TRANSITION PROGRAMS FOR AT-RISK YOUTH IN THIS NATION -- ACHIEVING AN IMPRESSIVE 91% GRADUATION RATE. JAG HAS DEMONSTRATED THAT AMERICA CAN MAKE MAJOR IMPROVEMENTS IN THE OUTCOME OF PUBLIC EDUCATION. WHAT MAKES JAG WORK IS A JOINT COMMITMENT: BUSINESS, GOVERNMENT, EDUCATION, LABOR AND COMMUNITY LEADERS WORKING TOGETHER -- TAKING ON PERSONAL RESPONSIBILITY FOR THE SUCCESS OF EACH AND EVERY STUDENT.

I HAVE MET WITH THE YOUNG PEOPLE OF JOBS FOR AMERICA'S GRADUATES DURING MY TRAVELS ACROSS THIS GREAT COUNTRY. I HAVE TALKED TO GOVERNORS, SCHOOL ADMINISTRATORS, BUSINESS LEADERS AND SO MANY OTHERS WHO HAVE TOLD ME JUST HOW IMPORTANT JAG HAS BEEN IN IMPROVING THE CHANCES FOR OUR AT-RISK YOUNG PEOPLE TO GET AND KEEP A GOOD JOB UPON LEAVING SCHOOL.

SO, BE WHAT I CALL A POINT OF LIGHT. LOOK INTO
WAYS YOU CAN HELP JAG TACKLE ONE OF OUR NATION'S MOST
IMPORTANT PRIORITIES: THE SUCCESSFUL TRANSITION FROM
SCHOOL TO WORK OF ONE OF OUR MOST IMPORTANT RESOURCES,
AMERICA'S YOUNG PEOPLE.

THANK YOU AND GOD BLESS YOU ALL.

#

**VIDEO MESSAGE:
:30 VOLUNTEERISM PSA FOR CECIL PRODUCTIONS**

**AMERICANS HAVE ALWAYS BEEN WILLING TO EXTEND A
HELPING HAND TO THOSE IN NEED. AND THAT LONG TRADITION
OF WORKING TOGETHER IS MUCH OF WHAT IT MEANS TO BE
AMERICAN. VOLUNTEERS TOUCH THE LIVES OF PEOPLE IN
COUNTLESS WAYS. SO VOLUNTEER -- BECOME ONE OF THE
THOUSAND POINTS OF LIGHT I LIKE TO TALK ABOUT SO MUCH.
JOIN THE VOLUNTEERS IN YOUR COMMUNITY WORKING TO BUILD
A BETTER AMERICA. NOT ONLY WILL THE LIVES OF THOSE YOU
HELP BE ENRICHED -- SO WILL YOURS.**

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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>WRAY</u>	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE: *No comment*

89 DEC 8 4:15 PM

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

1990 JAN -8 AM 11: 32

Sheehan
Draft two
1/8/89
WHCA

PROPOSED VIDEO MESSAGE:
WHCA FILM

Each of this nation's Presidents has borne a special responsibility to lead America through its times of trial and triumph. And throughout history -- from America's fight for independence to the daily global struggles for democracy -- one of the most critical obligations of the Chief Executive has been to communicate America's aims, interests, and ideals -- at home and abroad.

As it has for nearly 50 years, the enormous responsibility of providing instantaneous, world-wide communications for the President rests in the hands of the Soldiers, Sailors, Airmen and Marines of the White House Communications Agency. Today, more than ever, the contributions of the men and women working for the White House Communications Agency help this President communicate quickly and effectively to all Americans and to people everywhere around the globe.

#

Tron
January 8, 1989
Draft two
Title: FUTURE-THON

PROPOSED VIDEO MESSAGE
CINCINNATI YOUTH COLLABORATIVE

Good evening. It's wonderful to join the Cincinnati Youth Collaborative and the local broadcasters in bringing you this unique program. Most "tele-thons" ask for money. This evening's "Future-thon" asks for something far more valuable. They're asking you to make a difference in your schools by volunteering.

The Cincinnati Youth Collaborative has a clear and ambitious goal -- to give Cincinnati's youth the training, knowledge, motivation, and work habits they need to reach their potential. That's something in which we must all become involved -- because each and every one of us has something to teach a young mind.

A few weeks ago, I visited Taft High School, where the C-Y-C is housed and saw first-hand what they've accomplished. Through tutoring and mentoring programs, students are given the guidance, and the direction they need to help reach their potential. Mentors come from all backgrounds and experiences, but they're all united in their love of education, and their hope to make a difference.

But, they need your help. This evening, volunteer in your neighborhood schools. Offer to lend a hand -- be one of the "points of light" I like to talk about. Not only will the youth of Cincinnati be enriched, but so will you.

Thank you. Enjoy this wonderful program, and God bless you all.

Sheehan
Draft one
1/5/89
Title: CECIL

PROPOSED VIDEO MESSAGE:
:30 VOLUNTEERISM PSA FOR CECIL PRODUCTIONS

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American. Volunteers touch the lives of people in countless ways. So volunteer -- become one of the thousand points of light I like to talk about so much. Join the volunteers in your community working to build a better America. Not only will the lives of those you help be enriched -- so will yours.

#

Tron
January 8, 1989
Draft two
Title: STROM

PROPOSED VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL

Strom Thurmond is more than a US Senator. He's one of the great men in America's history.

And the force of his clear thinking and courage has never been felt more in Washington than today.

But to me, what's special about Strom's life is that he has always been dedicated to serving others.

South Carolina can't afford to give up his seniority. I count on his experience and counsel.

That's why Barbara and I, and the whole Bush family are on Strom Thurmond's team all the way.

#

Sheehan
Draft two
1/8/89
JAG

PROPOSED VIDEO MESSAGE:
FOR JOBS FOR AMERICA'S GRADUATES

As a former member of the Board of Directors of Jobs for America's Graduates, I am particularly pleased to introduce this presentation on the successes and the opportunities offered by this fine program.

JAG is one of the most successful school-to-work transition programs for at-risk youth in this nation -- achieving an impressive 91% graduation rate. JAG has demonstrated that America can make major improvements in the outcome of public education. What makes JAG work is a joint commitment: business, government, education, labor and community leaders working together -- taking on personal responsibility for the success of each and every student.

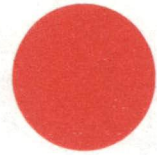
I have met with the young people of Jobs for America's Graduates during my travels across this great country. I have talked to governors, school administrators, business leaders and so many others who have told me just how important JAG has been in improving the chances for our at-risk young people to get and keep a good job upon leaving school.

So, be what I call a point of light. Look into ways you can help JAG tackle one of our nation's most important priorities: the successful transition from school to work of one of our most important resources, America's young people.

Thank you and God bless you all.

#

THE WHITE HOUSE
WASHINGTON



January 8, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND 
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Five Proposed Video Scripts: (1) WHCA Film, (2)
Cincinnati Youth Collaborative, (3) Volunteerism
PSA for Cecil Productions, (4) Thurmond for Senate
TV Commercial, and (5) Jobs for America's
Graduates

At the request of James W. Cicconi, Counsel's office has reviewed the captioned proposed 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 8 4:18

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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>WRAY</u>	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

OK

Blue Sam
for Sig Rogich

DEC 8 3:51 PM '89

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

1990 JAN -8 AM 11: 32

Sheehan
Draft two
1/8/89
WHCA

PROPOSED VIDEO MESSAGE:
WHCA FILM

Each of this nation's Presidents has borne a special responsibility to lead America through its times of trial and triumph. And throughout history -- from America's fight for independence to the daily global struggles for democracy -- one of the most critical obligations of the Chief Executive has been to communicate America's aims, interests, and ideals -- at home and abroad.

As it has for nearly 50 years, the enormous responsibility of providing instantaneous, world-wide communications for the President rests in the hands of the Soldiers, Sailors, Airmen and Marines of the White House Communications Agency. Today, more than ever, the contributions of the men and women working for the White House Communications Agency help this President communicate quickly and effectively to all Americans and to people everywhere around the globe.

#

Tron
January 8, 1989
Draft two
Title: FUTURE-THON

PROPOSED VIDEO MESSAGE
CINCINNATI YOUTH COLLABORATIVE

Good evening. It's wonderful to join the Cincinnati Youth Collaborative and the local broadcasters in bringing you this unique program. Most "tele-thons" ask for money. This evening's "Future-thon" asks for something far more valuable. They're asking you to make a difference in your schools by volunteering.

The Cincinnati Youth Collaborative has a clear and ambitious goal -- to give Cincinnati's youth the training, knowledge, motivation, and work habits they need to reach their potential. That's something in which we must all become involved -- because each and every one of us has something to teach a young mind.

A few weeks ago, I visited Taft High School, where the C-Y-C is housed and saw first-hand what they've accomplished. Through tutoring and mentoring programs, students are given the guidance, and the direction they need to help reach their potential. Mentors come from all backgrounds and experiences, but they're all united in their love of education, and their hope to make a difference.

But, they need your help. This evening, volunteer in your neighborhood schools. Offer to lend a hand -- be one of the "points of light" I like to talk about. Not only will the youth of Cincinnati be enriched, but so will you.

Thank you. Enjoy this wonderful program, and God bless you all.

Sheehan
Draft one
1/5/89
Title: CECIL

PROPOSED VIDEO MESSAGE:
:30 VOLUNTEERISM PSA FOR CECIL PRODUCTIONS

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American. Volunteers touch the lives of people in countless ways. So volunteer -- become one of the thousand points of light I like to talk about so much. Join the volunteers in your community working to build a better America. Not only will the lives of those you help be enriched -- so will yours.

#

Tron
January 8, 1989
Draft two
Title: STROM

PROPOSED VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL

Strom Thurmond is more than a US Senator. He's one of the great men in America's history.

And the force of his clear thinking and courage has never been felt more in Washington than today.

But to me, what's special about Strom's life is that he has always been dedicated to serving others.

South Carolina can't afford to give up his seniority. I count on his experience and counsel.

That's why Barbara and I, and the whole Bush family are on Strom Thurmond's team all the way.

#

Sheehan
Draft two
1/8/89
JAG

PROPOSED VIDEO MESSAGE:
FOR JOBS FOR AMERICA'S GRADUATES

As a former member of the Board of Directors of Jobs for America's Graduates, I am particularly pleased to introduce this presentation on the successes and the opportunities offered by this fine program.

JAG is one of the most successful school-to-work transition programs for at-risk youth in this nation -- achieving an impressive 91% graduation rate. JAG has demonstrated that America can make major improvements in the outcome of public education. What makes JAG work is a joint commitment: business, government, education, labor and community leaders working together -- taking on personal responsibility for the success of each and every student.

I have met with the young people of Jobs for America's Graduates during my travels across this great country. I have talked to governors, school administrators, business leaders and so many others who have told me just how important JAG has been in improving the chances for our at-risk young people to get and keep a good job upon leaving school.

So, be what I call a point of light. Look into ways you can help JAG tackle one of our nation's most important priorities: the successful transition from school to work of one of our most important resources, America's young people.

Thank you and God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/9/90 9:00 AM

SUBJECT: TWO VIDEO MESSAGES FOR THE CENSUS

	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"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 9:00 AM, Tuesday, January 9, with a copy to my office. Thank you.

RESPONSE:

OH. S.R.

89 DEC 6 4:15

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

Sheehan
1/8/89
Draft two
Title: CENSUS

1990 JAN -8 PM 2:43

PROPOSED VIDEO MESSAGE FOR THE CENSUS

Our Constitution begins with the simple phrase: "We the people..." And those three words say a lot about what it means to be an American -- about the rights and freedoms we enjoy. One of the ways our Constitution preserves our rights is to require the government to conduct a census every ten years. It helps determine how you are represented in Congress and what kinds of government services you find in your community.

And by the way, your answers are confidential. Not even the President can see them. So be a part of this great democracy -- answer the Census. It counts for more than you think.

#

Sheehan
1/8/89
Draft one
Title: CENSUS 2

PROPOSED VIDEO MESSAGE FOR:
STATION MANAGER PARTICIPATION IN THE CENSUS

I would like to thank you, the National Association of Broadcasters and Television and Radio Broadcasters for your wholehearted cooperation with the 1990 Census. Your timely media support can make the 1990 Census a successful and cost-effective effort. In the weeks around April 1st, your public service announcements, programs, promotions and editorials can make everyone aware of the importance of answering the Census.

All Americans deserve a full and fair count. You can help make it happen. Thank you for volunteering to help.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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"/>	WRAY	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

No comments

11:6v 6 DEC 89

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

WHITE HOUSE STAFFING MEMORANDUM



DATE: 1/8/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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"/>	UNTERMEYER	<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"/>	WRAY	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

Spoke w/ Deb Amend 1-8-90
1/9/90 OK as drafted.
[Signature]
 AIO: 47 89 DEC 9

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

1990 JAN -8 AM 11: 32

Sheehan
Draft two
1/8/89
WHCA

PROPOSED VIDEO MESSAGE:
WHCA FILM

Each of this nation's Presidents has borne a special responsibility to lead America through its times of trial and triumph. And throughout history -- from America's fight for independence to the daily global struggles for democracy -- one of the most critical obligations of the Chief Executive has been to communicate America's aims, interests, and ideals -- at home and abroad.

As it has for nearly 50 years, the enormous responsibility of providing instantaneous, world-wide communications for the President rests in the hands of the Soldiers, Sailors, Airmen and Marines of the White House Communications Agency. Today, more than ever, the contributions of the men and women working for the White House Communications Agency help this President communicate quickly and effectively to all Americans and to people everywhere around the globe.

#

Tron
January 8, 1989
Draft two
Title: FUTURE-THON

PROPOSED VIDEO MESSAGE
CINCINNATI YOUTH COLLABORATIVE

Good evening. It's wonderful to join the Cincinnati Youth Collaborative and the local broadcasters in bringing you this unique program. Most "tele-thons" ask for money. This evening's "Future-thon" asks for something far more valuable. They're asking you to make a difference in your schools by volunteering.

The Cincinnati Youth Collaborative has a clear and ambitious goal -- to give Cincinnati's youth the training, knowledge, motivation, and work habits they need to reach their potential. That's something in which we must all become involved -- because each and every one of us has something to teach a young mind.

A few weeks ago, I visited Taft High School, where the C-Y-C is housed and saw first-hand what they've accomplished. Through tutoring and mentoring programs, students are given the guidance, and the direction they need to help reach their potential. Mentors come from all backgrounds and experiences, but they're all united in their love of education, and their hope to make a difference.

But, they need your help. This evening, volunteer in your neighborhood schools. Offer to lend a hand -- be one of the "points of light" I like to talk about. Not only will the youth of Cincinnati be enriched, but so will you.

Thank you. Enjoy this wonderful program, and God bless you all.

Sheehan
Draft one
1/5/89
Title: CECIL

PROPOSED VIDEO MESSAGE:
:30 VOLUNTEERISM PSA FOR CECIL PRODUCTIONS

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American. Volunteers touch the lives of people in countless ways. So volunteer -- become one of the thousand points of light I like to talk about so much. Join the volunteers in your community working to build a better America. Not only will the lives of those you help be enriched -- so will yours.

#

Tron
January 8, 1989
Draft two
Title: STROM

PROPOSED VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL

Strom Thurmond is more than a US Senator. He's one of the great men in America's history.

And the force of his clear thinking and courage has never been felt more in Washington than today.

But to me, what's special about Strom's life is that he has always been dedicated to serving others.

South Carolina can't afford to give up his seniority. I count on his experience and counsel.

That's why Barbara and I, and the whole Bush family are on Strom Thurmond's team all the way.

#

OK

Sheehan
Draft two
1/8/89
JAG

PROPOSED VIDEO MESSAGE:
FOR JOBS FOR AMERICA'S GRADUATES

As a former member of the Board of Directors of Jobs for America's Graduates, I am particularly pleased to introduce this presentation on the successes and the opportunities offered by this fine program.

JAG is one of the most successful school-to-work transition programs for at-risk youth in this nation -- achieving an impressive 91% graduation rate. JAG has demonstrated that America can make major improvements in the outcome of public education. What makes JAG work is a joint commitment: business, government, education, labor and community leaders working together -- taking on personal responsibility for the success of each and every student.

I have met with the young people of Jobs for America's Graduates during my travels across this great country. I have talked to governors, school administrators, business leaders and so many others who have told me just how important JAG has been in improving the chances for our at-risk young people to get and keep a good job upon leaving school.

So, be what I call a point of light. Look into ways you can help JAG tackle one of our nation's most important priorities: the successful transition from school to work of one of our most important resources, America's young people.

Thank you and God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/9/90 9:00 AM

SUBJECT: TWO VIDEO MESSAGES FOR THE CENSUS

	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"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 9:00 AM, Tuesday, January 9, with a copy to my office. Thank you.

RESPONSE:

No comment

89 DEC 9 12:35

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

Sheehan
1/8/89
Draft two
Title: CENSUS

1990 JAN -8 PM 2:43

PROPOSED VIDEO MESSAGE FOR THE CENSUS

Our Constitution begins with the simple phrase: "We the people..." And those three words say a lot about what it means to be an American -- about the rights and freedoms we enjoy. One of the ways our Constitution preserves our rights is to require the government to conduct a census every ten years. It helps determine how you are represented in Congress and what kinds of government services you find in your community.

And by the way, your answers are confidential. Not even the President can see them. So be a part of this great democracy -- answer the Census. It counts for more than you think.

#

Sheehan
1/8/89
Draft one
Title: CENSUS 2

PROPOSED VIDEO MESSAGE FOR:
STATION MANAGER PARTICIPATION IN THE CENSUS

I would like to thank you, the National Association of Broadcasters and Television and Radio Broadcasters for your wholehearted cooperation with the 1990 Census. Your timely media support can make the 1990 Census a successful and cost-effective effort. In the weeks around April 1st, your public service announcements, programs, promotions and editorials can make everyone aware of the importance of answering the Census.

All Americans deserve a full and fair count. You can help make it happen. Thank you for volunteering to help.

#

Sheehan
1/8/89
Draft one
Title: CENSUS 2

PROPOSED VIDEO MESSAGE FOR:
STATION MANAGER PARTICIPATION IN THE CENSUS

I would like to thank you, the National Association of Broadcasters and Television and Radio Broadcasters for your wholehearted cooperation with the 1990 Census. Your timely media support can make the 1990 Census a successful and cost-effective effort. In the weeks around April 1st, your public service announcements, programs, promotions and editorials can make everyone aware of the importance of answering the Census.

All Americans deserve a full and fair count. You can help make it happen. Thank you for volunteering to help.

#

Sheehan
1/8/85 90
Draft ~~two~~ three
Title: CENSUS

PROPOSED VIDEO MESSAGE FOR THE CENSUS

Our Constitution begins with the simple phrase: "We the people..." And those three words say a lot about what it means to be an American -- about the rights and freedoms we enjoy. One of the ways our Constitution preserves our rights is to require the government to conduct a census every ten years. It helps determine how you are represented in Congress and what kinds of government services you find in your community.


And by the way, your answers are confidential. Not even the President can see them. So be a part of this great democracy -- answer the Census. It counts for more than you think.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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>WRAY</u> 	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

*Spoke w/ Deb Amend
1-8-90
[Signature]*

89 DEC 8 P2:48

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

→ doesn't like the line "great men"

THE WHITE HOUSE
WASHINGTON

Date:

1/8/90

TO:

Chriss Winston

FROM:

CLARK KENT ERVIN
Office of National Service
x6266

CE

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

Attached are all comments on Fine
Video Scripts.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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>WRAY</u>	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

89 DEC 8 P2:48

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

1990 JAN -8 AM 11: 32

Sheehan
Draft two
1/8/89
WHCA

90 ✓

PROPOSED VIDEO MESSAGE:
WHCA FILM

Each of this nation's Presidents has borne a special responsibility to lead America through its times of trial and triumph. And throughout history -- from America's fight for independence to the daily global struggles for democracy -- one of the most critical obligations of the Chief Executive has been to communicate America's aims, interests, and ideals -- at home and abroad.

As it has ^{for} for nearly 50 years, the enormous responsibility of providing instantaneous, world-wide communications ~~for the~~ President rests in the hands of the ~~soldiers, sailors, airmen and~~ Marines of the White House Communications Agency. Today, more than ever, the contributions of the men and women working for the White House Communications Agency help ^{the} ~~this~~ President communicate quickly and effectively ~~to~~ all Americans and ~~to~~ people everywhere around the globe.

the President with

with the

#

Note → To say that these men & women help this "President" today more than ever suggests that they have somehow improved their skills since 1989. That may be true but I doubt that this is what was meant.

Tron
January 8, 1989 90
Draft two
Title: FUTURE-THON

PROPOSED VIDEO MESSAGE
CINCINNATI YOUTH COLLABORATIVE

Good evening. It's wonderful to join the Cincinnati Youth Collaborative and the local broadcasters in bringing you this unique program. Most "telethons" ask for money. This evening's "Future-thon" asks for something far more valuable. They're asking you to make a difference in your schools by volunteering.

The Cincinnati Youth Collaborative has a clear and ambitious goal -- to give Cincinnati's youth the training, knowledge, motivation, and work habits they need to reach their potential. That's something in which we must all become involved -- because each and every one of us has something to teach a young mind.

A few weeks ago, I visited Taft High School, where the C-Y-C is housed and saw first-hand what they've accomplished. Through tutoring and mentoring programs, students are given the guidance, and the direction they need to help reach their potential. Mentors come from all backgrounds and experiences, but they're all united in their love of education, and their hope to make a difference.

But, they need your help. This evening, volunteer in your neighborhood schools. Offer to lend a hand -- be one of the "points of light" I like to talk about. Not only will the youth of Cincinnati be enriched, but so will you.

Thank you. Enjoy this wonderful program, and God bless you all.

Sheehan
Draft one
1/5/90
Title: CECIL

PROPOSED VIDEO MESSAGE:
:30 VOLUNTEERISM PSA FOR CECIL PRODUCTIONS

Americans have always been willing to extend a helping hand to those in need. And that long tradition of working together is much of what it means to be American. Volunteers touch the lives of people in countless ways. So volunteer -- become one of the thousand points of light I like to talk about so much. Join the volunteers in your community working to build a better America. Not only will the lives of those you help be enriched -- so will yours.

#

Tron
January 8, 1967
Draft two
Title: STROM

290 ✓

PROPOSED VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL

Strom Thurmond is more than a US Senator. He's one of the great men in America's history.

And the force of his clear thinking and courage has never been felt more in Washington than today.

But to me, what's special about Strom's life is that he has always been dedicated to serving others.

South Carolina can't afford to give up his seniority. I count on his experience and counsel.

That's why Barbara and I, and the whole Bush family are on Strom Thurmond's team all the way.

#

Sheehan
Draft two
1/8/89
JAG

90 ✓

PROPOSED VIDEO MESSAGE:
FOR JOBS FOR AMERICA'S GRADUATES

As a former member of the Board of Directors of Jobs for America's Graduates, I am particularly pleased to introduce this presentation on the successes and the opportunities offered by this fine program.

JAG is one of the most successful school-to-work transition programs for at-risk youth in this nation -- achieving an impressive 91% graduation rate. JAG has demonstrated that America can make major improvements in the outcome of public education. What makes JAG work is a ~~joint~~ commitment: business, government, education, labor and community leaders working together -- taking on personal responsibility for the success of each and every student.

shared

I have met with the young people of Jobs for America's Graduates during my travels across this great country. I have talked to governors, school administrators, business leaders and so many others who have told me just how important JAG has been in improving the chances for our at-risk young people to get and keep a good job upon leaving school.

So, be what I call a ^① point of light ^②. Look into ways you can help JAG tackle one of our nation's most important priorities: the successful transition from school to work ^{es} one of our most important resources, America's young people. ^{for}

Thank you and God bless you all.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/9/90 9:00 AM

SUBJECT: TWO VIDEO MESSAGES FOR THE CENSUS

	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"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 9:00 AM, Tuesday, January 9, with a copy to my office. Thank you.

RESPONSE:

No comments

89 DEC 9 11:44

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

**VIDEO MESSAGE:
WHCA FILM**

EACH OF THIS NATION'S PRESIDENTS HAS BORNE A SPECIAL RESPONSIBILITY TO LEAD AMERICA THROUGH TIMES OF TRIAL AND TRIUMPH. AND THROUGHOUT HISTORY -- FROM AMERICA'S FIGHT FOR INDEPENDENCE TO THE DAILY GLOBAL STRUGGLES FOR DEMOCRACY -- ONE OF THE MOST CRITICAL OBLIGATIONS OF THE CHIEF EXECUTIVE HAS BEEN TO COMMUNICATE AMERICA'S AIMS, INTERESTS, AND IDEALS -- AT HOME AND ABROAD.

AS IT HAS FOR NEARLY 50 YEARS, THE ENORMOUS RESPONSIBILITY FOR PROVIDING THE PRESIDENT INSTANTANEOUS, WORLD-WIDE COMMUNICATIONS RESTS IN THE HANDS OF THE SOLDIERS, SAILORS, AIRMEN AND MARINES OF THE WHITE HOUSE COMMUNICATIONS AGENCY. TODAY, MORE THAN EVER, THE CONTRIBUTIONS OF THE MEN AND WOMEN WORKING FOR THE WHITE HOUSE COMMUNICATIONS AGENCY HELP THE PRESIDENT COMMUNICATE QUICKLY AND EFFECTIVELY WITH ALL AMERICANS AND WITH PEOPLE AROUND THE GLOBE.

#

**VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL**

**STROM THURMOND IS MORE THAN A US SENATOR. HE'S
ONE OF CAPITOL HILL'S GREAT INSTITUTIONS - A PUBLIC
SERVANT OF THE FIRST RANK.**

**THE FORCE OF HIS CLEAR THINKING AND COURAGE HAS
NEVER BEEN FELT MORE IN WASHINGTON THAN TODAY.**

**BUT TO ME, WHAT'S SPECIAL ABOUT STROM'S LIFE IS
THAT HE HAS ALWAYS BEEN DEDICATED TO SERVING OTHERS.**

**SOUTH CAROLINA CAN'T AFFORD TO GIVE UP HIS
SENIORITY. I COUNT ON HIS EXPERIENCE AND COUNSEL.**

**THAT'S WHY BARBARA AND I, AND THE WHOLE BUSH
FAMILY ARE ON STROM THURMOND'S TEAM ALL THE WAY.**

#

VIDEO MESSAGE FOR THE CENSUS

**OUR CONSTITUTION BEGINS WITH THE SIMPLE PHRASE:
"WE THE PEOPLE..." AND THOSE THREE WORDS SAY A LOT
ABOUT WHAT IT MEANS TO BE AN AMERICAN -- ABOUT THE
RIGHTS AND FREEDOMS WE ENJOY. ONE OF THE WAYS OUR
CONSTITUTION PRESERVES OUR RIGHTS IS TO REQUIRE THE
GOVERNMENT TO CONDUCT A CENSUS EVERY TEN YEARS. IT
HELPS DETERMINE HOW YOU ARE REPRESENTED IN CONGRESS AND
WHAT KINDS OF GOVERNMENT SERVICES YOU FIND IN YOUR
COMMUNITY.**

**AND BY THE WAY, YOUR ANSWERS ARE CONFIDENTIAL.
NOT EVEN THE PRESIDENT CAN SEE THEM. SO BE A PART OF
THIS GREAT DEMOCRACY -- ANSWER THE CENSUS. IT COUNTS
FOR MORE THAN YOU THINK.**

#

**VIDEO MESSAGE:
WHCA FILM**

EACH OF THIS NATION'S PRESIDENTS HAS BORNE A SPECIAL RESPONSIBILITY TO LEAD AMERICA THROUGH TIMES OF TRIAL AND TRIUMPH. AND THROUGHOUT HISTORY -- FROM AMERICA'S FIGHT FOR INDEPENDENCE TO THE DAILY GLOBAL STRUGGLES FOR DEMOCRACY -- ONE OF THE MOST CRITICAL OBLIGATIONS OF THE CHIEF EXECUTIVE HAS BEEN TO COMMUNICATE AMERICA'S AIMS, INTERESTS, AND IDEALS -- AT HOME AND ABROAD.

AS IT HAS FOR NEARLY 50 YEARS, THE ENORMOUS RESPONSIBILITY FOR PROVIDING THE PRESIDENT INSTANTANEOUS, WORLD-WIDE COMMUNICATIONS RESTS IN THE HANDS OF THE SOLDIERS, SAILORS, AIRMEN AND MARINES OF THE WHITE HOUSE COMMUNICATIONS AGENCY. TODAY, MORE THAN EVER, THE CONTRIBUTIONS OF THE MEN AND WOMEN WORKING FOR THE WHITE HOUSE COMMUNICATIONS AGENCY HELP THE PRESIDENT COMMUNICATE QUICKLY AND EFFECTIVELY WITH ALL AMERICANS AND WITH PEOPLE AROUND THE GLOBE.

#

**VIDEO MESSAGE
THURMOND FOR SENATE TV COMMERCIAL**

**STROM THURMOND IS MORE THAN A US SENATOR. HE'S
ONE OF CAPITOL HILL'S GREAT INSTITUTIONS - A PUBLIC
SERVANT OF THE FIRST RANK.**

**THE FORCE OF HIS CLEAR THINKING AND COURAGE HAS
NEVER BEEN FELT MORE IN WASHINGTON THAN TODAY.**

**BUT TO ME, WHAT'S SPECIAL ABOUT STROM'S LIFE IS
THAT HE HAS ALWAYS BEEN DEDICATED TO SERVING OTHERS.**

**SOUTH CAROLINA CAN'T AFFORD TO GIVE UP HIS
SENIORITY. I COUNT ON HIS EXPERIENCE AND COUNSEL.**

**THAT'S WHY BARBARA AND I, AND THE WHOLE BUSH
FAMILY ARE ON STROM THURMOND'S TEAM ALL THE WAY.**

#

VIDEO MESSAGE FOR THE CENSUS

**OUR CONSTITUTION BEGINS WITH THE SIMPLE PHRASE:
"WE THE PEOPLE..." AND THOSE THREE WORDS SAY A LOT
ABOUT WHAT IT MEANS TO BE AN AMERICAN -- ABOUT THE
RIGHTS AND FREEDOMS WE ENJOY. ONE OF THE WAYS OUR
CONSTITUTION PRESERVES OUR RIGHTS IS TO REQUIRE THE
GOVERNMENT TO CONDUCT A CENSUS EVERY TEN YEARS. IT
HELPS DETERMINE HOW YOU ARE REPRESENTED IN CONGRESS AND
WHAT KINDS OF GOVERNMENT SERVICES YOU FIND IN YOUR
COMMUNITY.**

**AND BY THE WAY, YOUR ANSWERS ARE CONFIDENTIAL.
NOT EVEN THE PRESIDENT CAN SEE THEM. SO BE A PART OF
THIS GREAT DEMOCRACY -- ANSWER THE CENSUS. IT COUNTS
FOR MORE THAN YOU THINK.**

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90

ACTION/CONCURRENCE/COMMENT DUE BY: 1/8/90 5:00 PM

SUBJECT: FIVE 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 checked="" 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>WRAY</u>	<input checked="" 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 5:00 PM TODAY, with a copy to my office. Sorry for the short turnaround. Thank you.

RESPONSE:

a/c
1/8/90

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

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/9/90 9:00 AM

SUBJECT: TWO VIDEO MESSAGES FOR THE CENSUS

	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"/>	UNTERMEYER	<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"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 9:00 AM, Tuesday, January 9, with a copy to my office. Thank you.

RESPONSE:

nc 1/9

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

THE WHITE HOUSE
WASHINGTON

January 9, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

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

SUBJECT: Two Proposed Video Scripts Re: Census

This will confirm our oral advice to your office that Counsel's office has reviewed the captioned video 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

09 DEC 10 P 5 : 30

THE WHITE HOUSE
WASHINGTON

January 9, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: Two Video Messages for the Census

We have no suggested changes from a policy standpoint and approve of the draft video scripts in their present form.

cc: James W. Cicconi

89 DEC 16 11:20

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/9/90 9:00 AM

SUBJECT: TWO VIDEO MESSAGES FOR THE CENSUS

	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"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 9:00 AM, Tuesday, January 9, 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

Sheehan
1/8/89
Draft two
Title: CENSUS

1990 JAN -8 PM 2:43

PROPOSED VIDEO MESSAGE FOR THE CENSUS

Our Constitution begins with the simple phrase: "We the people..." And those three words say a lot about what it means to be an American -- about the rights and freedoms we enjoy. One of the ways our Constitution preserves our rights is to require the government to conduct a census every ten years. It helps determine how you are represented in Congress and what kinds of government services you find in your community.

And by the way, your answers are confidential. Not even the President can see them. So be a part of this great democracy -- answer the Census. It counts for more than you think.

#

Sheehan
1/8/89
Draft one
Title: CENSUS 2

PROPOSED VIDEO MESSAGE FOR:
STATION MANAGER PARTICIPATION IN THE CENSUS

I would like to thank you, the National Association of Broadcasters and Television and Radio Broadcasters for your wholehearted cooperation with the 1990 Census. Your timely media support can make the 1990 Census a successful and cost-effective effort. In the weeks around April 1st, your public service announcements, programs, promotions and editorials can make everyone aware of the importance of answering the Census.

All Americans deserve a full and fair count. You can help make it happen. Thank you for volunteering to help.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 1/8/90 ACTION/CONCURRENCE/COMMENT DUE BY: 1/9/90 9:00 AM

SUBJECT: TWO VIDEO MESSAGES FOR THE CENSUS

	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 <i>N/C</i>	<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 type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GRAY <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 9:00 AM, Tuesday, January 9, with a copy to my office. Thank you.

RESPONSE:

89 DEC 8 4 46 PM '90

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

Sheehan
1/8/89
Draft two
Title: CENSUS

1990 JAN -8 PM 2:43

PROPOSED VIDEO MESSAGE FOR THE CENSUS

Our Constitution begins with the simple phrase: "We the people..." And those three words say a lot about what it means to be an American -- about the rights and freedoms we enjoy. One of the ways our Constitution preserves our rights is to require the government to conduct a census every ten years. It helps determine how you are represented in Congress and what kinds of government services you find in your community.

And by the way, your answers are confidential. Not even the President can see them. So be a part of this great democracy -- answer the Census. It counts for more than you think.

#

Sheehan
1/8/89
Draft one
Title: CENSUS 2

PROPOSED VIDEO MESSAGE FOR:
STATION MANAGER PARTICIPATION IN THE CENSUS

I would like to thank you, the National Association of Broadcasters and Television and Radio Broadcasters for your wholehearted cooperation with the 1990 Census. Your timely media support can make the 1990 Census a successful and cost-effective effort. In the weeks around April 1st, your public service announcements, programs, promotions and editorials can make everyone aware of the importance of answering the Census.

All Americans deserve a full and fair count. You can help make it happen. Thank you for volunteering to help.

#