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OA/ID Number: 13520
Folder ID Number: 13520-005

Folder Title:
National Literacy Honors 2/11/90 [OA 4391]

Stack:	Row:	Section:	Shelf:	Position:
G	25	6	7	5

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/9/90 ACTION/CONCURRENCE/COMMENT DUE BY: ----

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input checked="" type="checkbox"/>
BATES	<input type="checkbox"/>	<input checked="" 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PORTER ROSE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>FIRESTONE</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

90 FEB 9 AIO : 10

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

THE WHITE HOUSE
WASHINGTON

February 8, 1990

1990 FEB -8 PM 7:34

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON CW
FROM: MARK DAVIS MD
SUBJECT: National Literacy Honors

On Sunday, February 11th at 5:00 p.m. in the East Room, you and Mrs. Bush will host the National Literacy Honors. You will speak for a minute and a half at the beginning and end of the ceremony. During the 55 minute program, 8 honors will be conveyed to three new learners, three teachers, and two business people; and several stars and local student choirs will perform. The ceremony will be taped by ABC to air as a special in early March. Your remarks cover the importance of a literate society to the future of America. You will read from a teleprompter.

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: Two

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Barbara and I are so pleased to welcome you to the East Room of the White House.

As you know, for eight years before I was elected President, Barbara had joined forces with you -- you who are helping to build a more literate society -- you who joined Barbara in bringing to light America's most fundamental concern in education.

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read." And another of our founding fathers, Thomas Jefferson, said -- no, he wrote that: "If a nation expects to be ignorant and free . . . it expects what never was and never will be."

That is the scope of illiteracy -- from the most personal and private pain to the broadest national distress; from those who will never know that a book can be a true friend in the still hours of the night, to those who do not even have the skills to get a job or be an active citizen.

Poor literacy has to do with every human and social concern -- labor lost, potential unfulfilled, poverty, bigotry and despair.

We are here tonight to honor exemplary Americans -- exemplary because they represent so many other heroes in our national literacy effort\\ . . . so many other learners and teachers and helpers\\ . . . hundreds of thousands of them. These are people who are doing what is in their own best interests\\ . . . and in the best interests of America. And it is our fervent hope that they will inspire millions more to join them.

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We have been entertained tonight. But we have also been moved. Now it's time to do more to advance literacy. And we must do more because literacy is critical to the very future of our country.

Of course, America is still a world leader when it comes to producing Nobel Prize winners in physics, in economics, and literature. But it's not good enough that America produces Nobel Prize-winning novelists, if most American parents quit reading to their children. It's not good enough that American industry

invents new computers, if American workers can't build them and American consumers can't read the instructions to operate them.

Literacy is the key to our prosperity. But it is even more -- it is essential to our freedoms, to everything that really matters about being an American. It's as simple, and as complicated, as that.

Last fall, I called the nation's governors together for an Education Summit -- the first of its kind in our history. We studied the problems of American education. And then we developed our goals. Among them:

-- to boost the high school graduation rate to no less than 90 percent;\

-- to make our students first in the world in math and science achievement; to assess their progress right up to graduation;

-- and, most of all, to help every adult American become literate by the year 2000.\

If we come even close to our goals -- and we will -- millions of our fellow Americans will have the tools they need to break out of their isolation, to move out of poverty, to get jobs and to keep them, to share the American dream with their children.

Parents can share that dream, starting this very night, by sitting down to read with their kids. There is no better investment than the children of America.

Thank you for all you've done. God bless you, God bless
America and good night.

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THE WHITE HOUSE
WASHINGTON

February 7, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: National Literacy Honors Remarks

The draft remarks for the national literacy honors ceremonies set an appropriate tone for this important occasion. The following suggestions may help strengthen some sections of the remarks. We also have noted other comments on the attached draft.

General

It would be consistent with the President's and Mrs. Bush's work to improve literacy to make a reference to literacy's role in the family and to being responsible parents and citizens as well as competent workers.

A possible insert on page 3, following paragraph two, could read: "This means we will enter the next century with Americans able to compete in the workforce and participate in our democratic institutions/be responsible citizens. It also means that parents will be able to read to their children -- and grandchildren -- and pass the heritage of literacy from generation to generation."

Page 1, para. 1

It may send a more positive signal to refer to Mrs. Bush's leadership in "efforts to improve literacy" rather than "the fight against illiteracy." Use of the term "literacy" is being encouraged by those most knowledgeable about the issue and is being used in current legislative and administrative initiatives.

We would also suggest deleting the reference to Mrs. Bush's "cheating at Scrabble" or substituting another line.

Page 2, "Closing," para. 2

As on page 1, we would suggest referring to "America's effort/crusade to improve/increase literacy."

In the last sentence, we would suggest substituting "instructions to use them" for "instructions to assemble them."

Page 3, para. 2

We may want to mention the Cabinet in reference to those who were at the Summit, especially if Cabinet members are in the audience.

Page 3, para. 3

Accurate data on the number of illiterate Americans does not yet exist. We would suggest referring to "tens of millions" or "millions" of adult Americans.

Please let me know if you have any questions on the above comments or if I can be of assistance in any way.

cc: James W. Cicconi

Attachment

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PORTER ROSE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</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 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

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


1990 FEB -6 PM 1:41

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: One

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Welcome to the East Room of the White House.

((As you know, for eight years before I was elected President, Barbara was leading the fight against illiteracy that we are advancing tonight.\\ And to think,\\ for all those years,\\ I thought she was **cheating** at Scrabble.))\\ \\ 

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read."\\

The cost of illiteracy must first be calculated in terms of labor lost, in jobs denied -- in poverty and despair. But Ben Franklin was right -- there is another cost -- and it is steep. I am thinking of all those who will never know that a book can be a true friend in the still hours of the night.\\

We are here tonight to honor a small and select group of American heroes. A few are being honored for their dedication in teaching others how to read. Others are being honored for learning how to read.

This is no small feat, for if you are an adult, and you don't know how to read, you must sometime^s endure the ridicule of small minds. ✓


The men and women with us tonight^{have} faced down derision. They decided to learn. And they earned for themselves not just a skill, but an ever-lasting pride no one can take away.

And so if anyone watching this show tonight has the same problem, \\ I want them to know this: \\ someone in your community is ready to teach you how to read. **There is no shame -- only honor -- for those who try. \\ **

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We heard a few songs, and shed a tear or two. Now it's time to do something.

The fight against illiteracy is a test of our national will, critical to the very future of America. This may sound like an overstatement. America is, after all, still a world leader when it comes to producing Nobel Prize winners in physics, in economics and in literature. But what's the advantage for a nation with Nobel Prize-winning novelists, if their books are largely unread in their own country? What is the advantage for a nation that can invent new computers, if no one can read the instructions to assemble them? 

Most of all, literacy is the key to all our freedoms, to everything that really matters -- our democracy. It's as simple, and as complicated, as that.

Last fall, the nation's governors met ^{with} me in at an Education Summit -- the first of its kind. We studied the problem. And we have defined our goal, and this is it: **to make every adult American literate by the year 2000.**

If we do, then we will give 27 million Americans a shield -- a shield against unemployment, \\ against poverty, \\ against loneliness, \\ against defeatism and failure. And we will give them something else. Borges ((BORE-hays)), the great Argentinean writer, once said that he imagined heaven as a kind of library. For every American who learns ^{to} read, any library can be a heaven ^{to} on earth. _^

Thank you for all you have done. God bless you, God bless America and good night.

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THE WHITE HOUSE
WASHINGTON

February 8, 1990

1990 FEB -8 PM 7:34

MEMORANDUM FOR THE PRESIDENT

THROUGH: CHRISS WINSTON CW
FROM: MARK DAVIS MD
SUBJECT: National Literacy Honors

On Sunday, February 11th at 5:00 p.m. in the East Room, you and Mrs. Bush will host the National Literacy Honors. You will speak for a minute and a half at the beginning and end of the ceremony. During the 55 minute program, 8 honors will be conveyed to three new learners, three teachers, and two business people; and several stars and local student choirs will perform. The ceremony will be taped by ABC to air as a special in early March. Your remarks cover the importance of a literate society to the future of America. You will read from a teleprompter.

THE WHITE HOUSE
WASHINGTON

DATE:

FROM THE PRESIDENT

To: These are
Good.

Each needs
to be shortened
by $\frac{1}{7}$ each
is 15 seconds to
20 seconds too long.
 If each supposed
 to be $1\frac{1}{2}$ minutes

THE PRESIDENT HAS SEEN

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: Two

2/9/90

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Barbara and I are so pleased to welcome you to the East Room of the White House.

As you know, for eight years before I was elected President, Barbara had joined forces with you -- you who are helping to build a more literate society -- ~~you who joined Barbara in~~ bringing to light America's most fundamental concern in education.

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read." And another of our founding fathers, Thomas Jefferson, said -- no, he wrote that: "If a nation expects to be ignorant and free . . . it expects what never was and never will be."

That is the scope of illiteracy -- from the most personal and private pain to the broadest national distress; from those who will never know that a book can be a true friend in the still hours of the night, to those who do not even have the skills to get a job or be an active citizen.

Poor literacy has to do with every human and social concern -- labor lost, potential unfulfilled, poverty, bigotry and despair.

We are here tonight to honor exemplary Americans -- exemplary because they represent so many other heroes in our national literacy effort\ . . . so many other learners and teachers and helpers\ . . . hundreds of thousands of them. These are people who are doing what is in their own best interests\ . . . and in the best interests of America. And it is our fervent hope that they will inspire millions more to join them.

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We have been entertained tonight. But we have also been moved. Now it's time to do more to advance literacy. And we must do more because literacy is critical to the very future of our country.

Of course, America is still a world leader when it comes to producing Nobel Prize winners in physics, in economics, and literature. But it's not good enough that America produces Nobel Prize-winning novelists, if most American parents quit reading to their children. It's not good enough that American industry

invents new computers, if American workers can't build them and American consumers can't read the instructions to operate them.

Literacy is the key to our prosperity. But it is even more -- it is essential to our freedoms, to everything that really matters about being an American. It's as simple, and as complicated, as that.

Last fall, I called the nation's governors together for an Education Summit -- the first of its kind in our history. We studied the problems of American education. And then we developed our goals. Among them:

-- to boost the high school graduation rate to no less than 90 percent;\

-- to make our students first in the world in math and science achievement; to assess their progress right up to graduation;

-- and, most of all, to help every adult American become literate by the year 2000.\

If we come even close to our goals -- and we will -- millions of our fellow Americans will have the tools they need to break out of their isolation, to move out of poverty, to get jobs and to keep them, to share the American dream with their children.

Parents can share that dream, starting this very night, by sitting down to read with their kids. There is no better investment than the children of America.

Thank you for all you've done. God bless you, God bless
America and good night.

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Davis/Martin
Feb. 5, 1990
Title: Read
Draft: Three

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Barbara and I are so pleased to welcome you to the East Room of the White House.

As you know, for eight years before I was elected President, Barbara had joined forces with you -- you who are helping to build a more literate society -- bringing to light America's most fundamental concern in education.

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read." And another of our founding fathers, Thomas Jefferson, said -- no, he wrote that: "If a nation expects to be ignorant and free . . . it expects what never was and never will be."

That is the scope of illiteracy -- from the most personal and private pain to the broadest national distress; from those who will never know that a book can be a friend in the still hours of the night, to those who do not even have the skills to get a job or be an active citizen.

Poor literacy has to do with every human and social concern -- labor lost, potential unfulfilled, poverty, bigotry and despair.

So we are here tonight to honor exemplary Americans who represent so many other heroes in our national literacy effort\\ . . . so many other learners and teachers and helpers. May they ~~will~~ inspire millions more to join them.

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We have been entertained tonight. But we have also been moved. Now it's time to advance literacy. And we **must**, because literacy is critical to our very future.

Of course, America is still a world leader in so many fields. But it's **not good enough** that America produces Nobel Prize-winning novelists, if most American parents aren't reading to their children. It's **not good enough** that American scientists invent new computers, if American workers can't build them and American consumers can't read the instructions to operate them.

Literacy is even more than the key to our prosperity. It is essential to our freedoms, to everything that really matters about being an American.

Last fall, I called the nation's governors together for an Education Summit -- the first of its kind in our history. We studied the problems of American education. And then we developed our goals. Among them:

-- to boost the high school graduation rate to no less than 90 percent;\\

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If we come even close to our goals -- and we will -- millions of our fellow Americans will have the tools they need to break out of their isolation, to move out of poverty, to get jobs and to keep them, to share the American dream with their children.

Thank you for all you've done. God bless you, God bless America and good night.

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THE WHITE HOUSE

WASHINGTON

February 1, 1990

MEMORANDUM TO GOVERNOR SUNUNU

ANDY CARD
ROGER PORTER
DAVID DEMAREST
SIG ROGICH
MARLIN FITZWATER
(ANNA PEREZ)

FROM: SUSAN PORTER ROSE

SUBJECT: BACKGROUND ON NATIONAL LITERACY HONORS,
SUNDAY, FEBRUARY 11, 1990, 5:00 P.M.

On Sunday, February 11th at 5:00 p.m. in the East Room, the President and Mrs. Bush will host National Literacy Honors. At this gala occasion three new learners, three tutor/teachers, and two business people will be honored for their outstanding contributions to literacy. They will have been selected by the National Coalition for Literacy, the umbrella organization of 14 national literacy organizations. ABC will produce and film the event and will carry it in early March as a network special. ABC, in an historic joint undertaking with PBS for the past several years, has been at the forefront of the literacy movement with its major corporate initiative called Project Literacy U.S. or PLUS. There will be a single sponsor, Bell Atlantic.

The 55-minute East Room program will include Anita Baker, Barbara Mandrell, Patrick Swayze, Morgan Freeman, the Eastern High School Choir, the Watkins Falls Children's Choir, and probably a couple more "stars". Approximately 200 guests from government, the private sector, and the literacy movement will attend. A reception will follow on the State Floor.

It is planned that the President will open the event and close it with a minute and a half of remarks at each time. The honorees will each be introduced by one of the performers and there will be a brief video about each honoree. Mrs. Bush will read the citations for the honorees.

Closing: Inaug. - "grandp. to parent to child."

[David Demarest: Attached are suggested remarks for the President that were submitted by the producer, Gary Smith and some thoughts prepared by Susan Green, a speechwriter on Mrs. Bush's staff. Also attached is the proposed program for the evening].

The first National Literacy Honors was held November 1988, a week after the election. It was a major black-tie event at the Washington Hilton and was planned as a single wrap-up of Mrs. Bush's literacy efforts for the preceding eight years and as a launch for her next chapter. Mrs. Bush was honored, a surprise to her until two weeks before the event, along with a number of new learners. ABC/PLUS and the National Coalition for Literacy hosted the evening which was underwritten by several corporations with an interest in literacy.

'Hope this is helpful.

cc: Julie Cooke
Laurie Firestone
Susan Green
✓Chriss Winston
Alixé Glen

Drafted by the producer.

PRESIDENT BUSH

GOOD EVENING. (ack)

WE ARE GATHERED HERE TODAY IN THE HISTORIC EAST ROOM OF THE WHITE HOUSE TO PAY TRIBUTE TO A FEW INDIVIDUALS WHO HAVE DEMONSTRATED BY THEIR ACTIONS, A COMMITMENT TO LITERACY.

*Louise's - Spk.
Hillman
ADC
L knows*

*We make history
beginning*

THE ABILITY TO READ AND COMPREHEND THE WRITTEN WORD IS THE GATEWAY TO A WORLD OF UNDERSTANDING.

IT IS A BASIC TOOL IN THE ARSENAL AGAINST BIGOTRY, POVERTY, ~~DEFEATISM AND FAILURE.~~

~~CANNOT GET JOBS~~

PEOPLE WHO CAN READ HAVE OPPORTUNITIES DENIED THOSE WHO CANNOT...THEY HAVE THE ENTIRE COMPILATION OF THE WISDOM OF THE AGES AT THEIR FINGERTIPS...

THEY CAN MAKE DECISIONS BASED ON KNOWLEDGE... / *new tools*
THEY CAN FIND SUCCESS IN THE MARKETPLACE, AND NEED NEVER FEEL INFERIOR TO ANYONE ONCE THEY HAVE MASTERED THAT SKILL.

THE PERSON WHO CAN READ IS AN ASSET TO HIS COUNTRY FOR THE STRENGTH OF A DEMOCRACY IS BASED IN LARGE MEASURE ON AN INFORMED PUBLIC.

THE PERSON WHO CAN READ CAN COMMUNICATE WITH HIS PEERS, HIS PARENTS, HIS CHILDREN AND HIS CO-WORKERS WITH EASE AND SECURITY.

Act of courage

THE PERSONS WE HONOR TONIGHT KNOW FULL WELL THE BENEFITS AND BLESSINGS OF LITERACY. SOME ARE BEING HONORED FOR THEIR SKILLS AND DEDICATION IN TEACHING OTHERS HOW TO READ.

SOME ARE BEING HONORED FOR OVERCOMING RIDICULE AND SHAME AND EMOTIONAL BLOCKS TO SEEK OUT THE HELP NEEDED...TO ACHIEVE PARITY WITH THEIR FELLOW CITIZENS.

(MORE)

*STREET SIGNS -
INSTRUCTIONS -*

EE.

WHAT A SHAME TO MISS HEADLINES.

- BOOKS

PRESIDENT BUSH REMARKS (CONTINUED)

PRESIDENT BUSH
(CONTINUES)

ALL ARE BEING HONORED FOR BEING AN INSPIRATION
TO OTHERS -- A POSITIVE FORCE IN THE BATTLE
AGAINST ILLITERACY.

I'M VERY PROUD THAT MY WIFE, BARBARA, WAS HONORED
LAST YEAR FOR HER WORK ON BEHALF OF LITERACY IN
AMERICA, AND I KNOW THAT SHE IS COMPLETELY
COMMITTED TO THE MISSION OF BRINGING THE LIGHT
OF KNOWLEDGE THROUGH THE SKILL OF READING TO
EVERYONE OF OUR CITIZENS REGARDLESS OF AGE OR
BACKGROUND.

TO ALL OF YOU OUT THERE WHO MAY NOT KNOW OF, OR
HAVE BEEN RELUCTANT TO ATTEND ANY OF THE PROGRAMS
IN PLACE THROUGHOUT THE COUNTRY TO TEACH BASIC
READING SKILLS, I URGE YOU TO WATCH THIS PROGRAM
AND, HOPEFULLY, YOU WILL BE INSPIRED TO TAKE THAT
FIRST STEP ON THE ROAD TO TRUE FREEDOM.

IT IS A GIFT THAT WILL LAST A LIFETIME, AND IT IS
NEVER TOO LATE TO START.

THANK YOU.

- Drafted by
Susan Green,
Mrs. Bush's
office
X 7905

Draft Remarks for President Bush at the National Literacy Honors

- Welcome to the White House. In November of 1988, at the First National Literacy Honors, Barbara and I made our first public appearance after the election. That was no coincidence -- win or lose, we were determined to celebrate literacy.

Two weeks ago, before both Houses of Congress and the American people, I reported on the State of the Union. I talked about the idea that is America, and the freedom that inspires that idea -- "the single, shining principle of freedom." Well, the men who had the idea, our founding fathers, said, among other things, that "we the people of the United States" had to "secure the blessings of liberty to ourselves and our posterity." And we cannot truly secure those blessings if we are not a literate people.

In this world today literacy, our basic education, is key to all our freedoms, to everything that really matters. It's as simple, and as complicated, as that.

Our changing economy, our international competitiveness, requires a more and more literate work force -- not just in the future, but today, right now. Every business in this country knows that our workers must be increasingly more competent ... and trainable and retrainable ... and flexible ... and, above all, productive. Literacy is a bottom line issue.

WHAT A SHAME TO MISS IT

Our society needs literate people to be healthy, to be safe. Prisons and public assistance rolls and crack houses are filled with people without good basic skills. The educational achievement of a parent can predict the child's success, so children with literate parents have a leg up on their own educations -- they can get help and reinforcement at home, their parents can be partners in their learning, and they may just be more likely to stay in school ... and off the streets ... and off drugs ... and out of trouble.

And what about our democracy ... our treasured government of, by, and for the people ... our unique brand of freedom? It absolutely depends on a literate populace. Thomas Jefferson said -- no, he WROTE, "If a nation expects to be ignorant and free ... it expects what never was and never will be." Ignorance is a kind of slavery, for nations as well as for individuals, and neither our nation nor our people can tolerate the bondage of poor literacy.

Tonight we are honoring Americans who are helping to secure the blessings of liberty to ourselves and our posterity. They represent thousands of other people who are doing the same great service to the idea that is America. And I fervently hope they will inspire millions more to join them.

SHOW

"TO BE FREE - THE NATIONAL LITERACY HONORS"

VTR: February 11, 1990

Location: The White House

Short Rundown

#	ITEM NAME	PAGE#	SEG TIME	CUM TIME	EVENT TIME
1.	TITLE MONTAGE/GUEST BILLBOARD		0:00:50	0:00:50	
2.	COMMERCIAL BILLBOARD		0:00:10	0:01:00	
3.	PRESIDENT & MRS. BUSH ENTRANCE		0:00:30	0:01:30	
4.	OPENING REMARKS - PRESIDENT BUSH (President Bush)		0:01:30	0:03:00	
5.	PERFORMANCE #1 - "REACH" (Barbara Mandrell, Eastern High School Choir, Band of 8, Marine Orchestra) <u>MUSIC: "REACH"</u>		0:02:30	0:05:30	
6.	INTRODUCTION CO-HOST #A (Announcer V.O.)		0:00:10	0:05:40	
7.	CO-HOST INTRODUCE INEZ ORTIZ (LEARNER)		0:01:00	0:06:40	
8.	INEZ ORTIZ BACKGROUND SEGMENT <u>(VTPB: INEZ ORTIZ BACKGROUND)</u>		0:01:45	0:08:25	
9.	PRESENTATION OF AWARD #1: INEZ ORTIZ (LEARNER) (President Bush, Mrs. Bush, Inez Ortiz)		0:00:50	0:09:15	
10.	INTRODUCTION CO-HOST #B (Announcer V.O.)		0:00:10	0:09:25	
11.	CO-HOST INTRODUCE EDWARD CASTOR (LEARNER)		0:01:00	0:10:25	
12.	EDWARD CASTOR BACKGROUND SEGMENT <u>(VTPB: EDWARD CASTOR BACKGROUND)</u>		0:01:45	0:12:10	

#	ITEM NAME	PAGE#	SEG TIME	CUM TIME	EVENT TIME
13.	PRESENTATION OF AWARD #2: EDWARD CASTOR (LEARNER) (President Bush, Mrs. Bush, Edward Castor)		0:00:50	0:13:00	
14.	COMMERCIAL #1		0:01:30	0:14:30	
15.	INTRO ANITA BAKER (Announcer V.O.)		0:00:10	0:14:40	
16.	ANITA BAKER INTRO PERFORMANCE (Anita Baker)		0:00:30	0:15:10	
17.	PERFORMANCE #2 "GOD BLESS THE CHILD" (Anita Baker) <u>MUSIC: "GOD BLESS THE CHILD"</u>		0:03:00	0:18:10	
18.	ANITA BAKER INTRODUCE LORNA ANDERSON (TEACHER)		0:01:00	0:19:10	
19.	LORNA ANDERSON BACKGROUND SEGMENT <u>(VTPB: LORNA ANDERSON BACKGROUND)</u>		0:01:45	0:20:55	
20.	PRESENTATION OF AWARD #3: LORNA ANDERSON (TEACHER) (President Bush, Mrs. Bush, Lorna Anderson)		0:00:50	0:21:45	
21.	ABC I.D./COMMERCIAL #2/ABC PROMO		0:02:33	0:24:18	
22.	INTRO CO-HOST #D (Announcer V.O.)		0:00:10	0:24:28	
23.	CO-HOST INTRODUCE HAROLD MCGRAW		0:01:00	0:25:28	
24.	HAROLD MCGRAW BACKGROUND SEGMENT <u>(VTPB: HAROLD MCGRAW BACKGROUND)</u>		0:01:45	0:27:13	
25.	PRESENTATION OF AWARD #4: HAROLD MCGRAW (President Bush, Mrs. Bush, Harold McGraw)		0:00:50	0:28:03	
26.	INTRO CO-HOST #E (Announcer V.O.)		0:00:10	0:28:13	

#	ITEM NAME	PAGE#	SEG TIME	CUM TIME	EVENT TIME
27.	CO-HOST INTRODUCE JAMES UNDERWOOD (LEARNER)		0:01:00	0:29:13	
28.	JAMES UNDERWOOD BACKGROUND SEGMENT (VTPB: JAMES UNDERWOOD BACKGROUND)		0:01:45	0:30:58	
29.	PRESENTION OF AWARD #5: JAMES UNDERWOOD (LEARNER) (President Bush, Mrs. Bush, James Underwood)		0:00:50	0:31:48	
30.	COMMERCIAL #3 ABC PROMO TITLE ART WORK (with Announcer V.O.) MID-NET I.D. MID-STATION BREAK TITLE ART WORK		0:01:00 0:00:30 0:00:05 0:00:10 0:01:04 0:00:05	0:34:42	
31.	INTRO GUEST PERFORMER (Announcer V.O.)		0:00:10	0:34:52	
32.	GUEST INTRO PERFORMANCE		0:00:30	0:35:22	
33.	PERFORMANCE #3 "TBA" <u>MUSIC: "TBA"</u>		0:03:00	0:38:22	
34.	INTRO CO-HOST #F (Announcer V.O.)		0:00:10	0:38:32	
35.	CO-HOST INTRODUCE ARTHUR STROPE (TUTOR)		0:01:00	0:39:32	
36.	ARTHUR STROPE BACKGROUND SEGMENT (VTPB: ARTHUR STROPE BACKGROUND)		0:01:45	0:41:17	
37.	PRESENTION OF AWARD #6: ARTHUR STROPE (TUTOR) (President Bush, Mrs. Bush, Arthur Strobe)		0:00:50	0:42:07	
38.	COMMERCIAL #4/ABC PROMO		0:02:30	0:44:37	
39.	INTRO CO-HOST #G (Announcer V.O.)		0:00:10	0:44:47	
40.	CO-HOST INTRODUCE EVANGELINA OLEA (TUTOR)		0:01:00	0:45:47	

#	ITEM NAME	PAGE#	SEG TIME	CUM TIME	EVENT TIME
41.	EVANGELINA OLEA BACKGROUND SEGMENT <u>(VTPB: EVANGELINA OLEA BACKGROUND)</u>		0:01:45	0:47:32	
42.	PRESENTATION OF AWARD #7: EVANGELINA OLEA (TUTOR) (President Bush, Mrs. Bush, Evangelina Olea)		0:00:50	0:48:22	
43.	INTRO CO-HOST #H (Announcer V.O.)		0:00:10	0:48:32	
44.	CO-HOST INTRODUCE WALLY AMOS		0:01:00	0:49:32	
45.	WALLY AMOS BACKGROUND SEGMENT <u>(VTPB: WALLY AMOS BACKGROUND)</u>		0:01:45	0:51:17	
46.	PRESENTATION OF AWARD #8: WALLY AMOS (President Bush, Mrs. Bush, Wally Amos)		0:00:50	0:52:07	
47.	COMMERCIAL #5/ABC PROMO		0:01:45	0:53:52	
48.	BARBARA MANDRELL INTRO LORETTA LYNN TRIBUTE (Barbara Mandrell)		0:01:00	0:54:52	
49.	PERFORMANCE #4 "TEACH ME TO READ" (Barbara Mandrell, Loretta Lynn, Watkins Mill Elementary School Choir) <u>MUSIC: "TEACH ME TO READ"</u>		0:02:30	0:57:22	
50.	PRESIDENT & MRS. BUSH CLOSING REMARKS AND GOODNIGHTS (President Bush, Mrs. Bush) <i>only</i>		0:01:00	0:58:22	
51.	COMMERCIAL BILLBOARD		0:00:10	0:58:32	
52.	CLOSING COMMERCIAL BILLBOARDS AND CREDITS (:40 for credits)		0:01:00	0:59:32	

TOTAL ORIGINAL CONTENT:	0:48:20
TOTAL COMMERCIAL TIME:	0:11:12
TOTAL PROGRAM LENGTH:	0:59:32
ABC MUST OUT TIME	0:58:11
OVERS:	0:01:21

invents new computers, if American workers can't build them and American consumers can't read the instructions to operate them.

Literacy is the key to our prosperity. But it is even more -- it is essential to our freedoms, to everything that really matters about being an American. It's as simple, and as complicated, as that.

Last fall, I called the nation's governors together for an Education Summit -- the first of its kind in our history. We studied the problems of American education. And then we developed our goals. Among them:

-- to boost the high school graduation rate to no less than 90 percent;\

-- to make our students first in the world in math and science achievement; to assess their progress right up to graduation;

-- and, most of all, to help every adult American become literate by the year 2000.

If we come even close to our goals -- and we will -- millions of our fellow Americans will have the tools they need to break out of their isolation, to move out of poverty, to get jobs and to keep them, to share the American dream with their children.

Parents can share that dream, starting this very night, by sitting down to read with their kids. There is no better investment than the children of America.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	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 type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>on Cap Hill</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<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	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST <i>N/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PORTER ROSE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>N/c</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	FIRESTONE	<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 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

90 FEB 6 P 3: 51

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

ment.

1990 FEB -6 PM 1:41

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: One

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Welcome to the East Room of the White House.

((As you know, for eight years before I was elected President, Barbara was leading the fight against illiteracy that we are advancing tonight.\\ And to think,\\ for all those years,\\ I thought she was **cheating** at Scrabble.))\\ \\

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read."\\

The cost of illiteracy must first be calculated in terms of labor lost, in jobs denied -- in poverty and despair. But Ben Franklin was right -- there is another cost -- and it is steep. I am thinking of all those who will never know that a book can be a true friend in the still hours of the night.\\

We are here tonight to honor a small and select group of American heroes. A few are being honored for their dedication in teaching others how to read. Others are being honored for learning how to read.

This is no small feat, for if you are an adult, and you don't know how to read, you must sometime endure the ridicule of small minds.

The men and women with us tonight faced down derision. They decided to learn. And they earned for themselves not just a skill, but an ever-lasting pride no one can take away.

And so if anyone watching this show tonight has the same problem, \\ I want them to know this: \\ someone in your community is ready to teach you how to read. There is no shame -- only honor -- for those who try. \\ \\

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We heard a few songs, and shed a tear or two. Now it's time to do something.

The fight against illiteracy is a test of our national will, critical to the very future of America. This may sound like an overstatement. America is, after all, still a world leader when it comes to producing Nobel Prize winners in physics, in economics and in literature. But what's the advantage for a nation with Nobel Prize-winning novelists, if their books are largely unread in their own country? What is the advantage for a nation that can invent new computers, if no one can read the instructions to assemble them?

Most of all, literacy is the key to all our freedoms, to everything that really matters -- our democracy. It's as simple, and as complicated, as that.

Last fall, the nation's governors met me in at an Education Summit -- the first of its kind. We studied the problem. And we have defined our goal, and this is it: **to make every adult American literate by the year 2000.**

If we do, then we will give 27 million Americans a shield -- a shield against unemployment, \\ against poverty, \\ against loneliness, \\ against defeatism and failure. And we will give them something else. Borges ((BORE-hays)), the great Argentinean writer, once said that he imagined heaven as a kind of library. For every American who learns read, any library can be a heaven on earth.

Thank you for all you have done. God bless you, God bless America and good night.

#

THE WHITE HOUSE
WASHINGTON

February 7, 1990

MEMORANDUM TO: CHRISS WINSTON

FROM: SUSAN PORTER ROSE
Chief of Staff to Mrs. Bush

We have a number of reservations about the Presidents remarks as drafted. These are our concerns, and attached is our suggested redraft:

1. The President and Governors have established an educational goal of making every American adult literate. That goal is based on the fact that poor literacy among adults causes the nation SERIOUS economic and social problems, not that people can't enjoy a good book. The present draft tends to emphasize the soft, personal aspects of literacy, rather than the hard-core public aspects and, thus, seems to diminish -- even trivialize -- the whole issue. It seems as if the draft goes in the wrong direction -- from an acknowledgement of the larger, more practical, and urgent issues to an ultimate focus on "the joy of reading." It does not seem in keeping with a national educational goal.

Senator Simon's very extensive bill for literacy has just passed the Senate 99-0, and the Administration has opposed it. We feel the President's remarks must show some real understanding of the problem as part of his agenda as Education President, and not just a tribute to his wife's "nice" cause.

2. There is the use of old imagery that the literacy field is moving away from -- battle metaphors about "the fight against illiteracy." Generally speaking, the literacy community does not feel that illiteracy is an enemy to be vanquished; the current thinking is that it's the absence of critical life skills. We feel that we should try not to convey a notion of the poor downtrodden illiterate who needs help to triumph over his shame and the derision of others. Most people with poor basic skills are not totally illiterate, and most want to contribute but are limited or at risk.

3. The event is not meant to highlight the "small and select group of American heroes" as if they had won a contest of some kind, when in fact they represent thousands of other Americans who are working for literacy.

4. The Scrabble joke seems altogether inappropriate and may be seen as an insult by those with the problem of poor literacy.

We feel this is an important opportunity for the President to show a deeper understanding of the urgency of literacy as he claims it for his own as a central part of his education agenda.

May we stay in touch, and thank you and your staff for everyone's efforts!

cc: Mrs. Bush

THE WHITE HOUSE
WASHINGTON



February 7, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*
SUBJECT: National Literacy Honors Remarks

The draft remarks for the national literacy honors ceremonies set an appropriate tone for this important occasion. The following suggestions may help strengthen some sections of the remarks. We have also noted other comments on the attached draft.

General

It would be consistent with the President's and Mrs. Bush's work to improve literacy to make a reference to literacy's role in the family and to being responsible parents and citizens as well as competent workers.

A possible insert on page 3, following paragraph two, could read: "This means we will enter the next century with Americans able to compete in the workforce and participate in our democratic institutions/be responsible citizens. It also means that parents will be able to read to their children -- and grandchildren -- and pass the heritage of literacy from generation to generation."

Page 1, para. 1

It may send a more positive signal to refer to Mrs. Bush's leadership in "efforts to improve literacy" rather than "the fight against illiteracy." Use of the term "literacy" is being encouraged by those most knowledgeable about the issue and is being used in current legislative and administrative initiatives.

We would also suggest deleting the reference to Mrs. Bush's "cheating at Scrabble" or substituting another line.

Page 2, "Closing," para. 2

As on page 1, we would suggest referring to "America's effort/crusade to improve/increase literacy."

In the last sentence, we would suggest substituting "instructions to use them" for "instructions to assemble them."

Page 3, para. 2

We may want to mention the Cabinet in reference to those who were at the Summit, especially if Cabinet members are in the audience.

Page 3, para. 3

Accurate data on the number of illiterate Americans does not yet exist. We would suggest referring to "tens of millions" or "millions" of adult Americans.

Please let me know if you have any questions on the above comments or if I can be of assistance in any way.

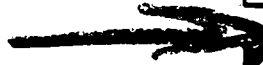
cc: James W. Cicconi

Attachment

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

		ACTION	FYI			ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>		MCCLURE		<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>		NEWMAN		<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>		PORTER		<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>		ROGICH		<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>		UNTERMAYER		<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<u>ROGERS</u>		<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<u>WINSTON</u>		<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<u>PINKERTON</u>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>		<u>PORTER ROSE</u>		<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<u>FIRESTONE</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 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

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

1990 FEB -6 PM 1:41

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: One

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Welcome to the East Room of the White House.

((As you know, for eight years before I was elected President, Barbara was leading the fight against illiteracy that we are advancing tonight.\\ And to think,\\ for all those years,\\ I thought she was cheating at Scrabble.))\\ \\

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read."\\

The cost of illiteracy must first be calculated in terms of labor lost, in jobs denied -- in poverty and despair. But Ben Franklin was right -- there is another cost -- and it is steep. I am thinking of all those who will never know that a book can be a true friend in the still hours of the night.\\

We are here tonight to honor a small and select group of American heroes. A few are being honored for their dedication in teaching others how to read. Others are being honored for learning how to read.

This is no small feat, for if you are an adult, and you don't know how to read, you must sometime^s endure the ridicule of small minds. ✓


The men and women with us tonight^{have} faced down derision. They decided to learn. And they earned for themselves not just a skill, but an ever-lasting pride no one can take away.

And so if anyone watching this show tonight has the same problem, \\ I want them to know this: \\ someone in your community is ready to teach you how to read. There is no shame -- only honor -- for those who try. \\ \\

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We heard a few songs, and shed a tear or two. Now it's time to do something.

The fight against illiteracy is a test of our national will, critical to the very future of America. This may sound like an overstatement. America is, after all, still a world leader when it comes to producing Nobel Prize winners in physics, in economics and in literature. But what's the advantage for a nation with Nobel Prize-winning novelists, if their books are largely unread in their own country? What is the advantage for a nation that can invent new computers, if no one can read the instructions to assemble them? 

Most of all, literacy is the key to all our freedoms, to everything that really matters -- our democracy. It's as simple, and as complicated, as that.

Last fall, the nation's governors met^{with} me in at an Education Summit -- the first of its kind. We studied the problem. And we have defined our goal, and this is it: to make every adult American literate by the year 2000.

If we do, then we will give 27 million Americans a shield -- a shield against unemployment, \\ against poverty, \\ against loneliness, \\ against defeatism and failure. And we will give them something else. Borges ((BORE-hays)), the great Argentinean writer, once said that he imagined heaven as a kind of library. For every American who learns^{to} read, any library can be a heaven on earth. ^{to} /

Thank you for all you have done. God bless you, God bless America and good night.

#

"build" + "tool"
shield + war out

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: One

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

Tone -
trivialized

OPENING

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Thank you for all you have done. God bless you, God bless America and good night.

#

THE WHITE HOUSE

WASHINGTON

February 7, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: National Literacy Honors Draft

pg. 2, para. 6, line 5 "But what's the advantage for a nation with Nobel Prize-winning novelists, if their books are largely unread in their own country? What's the advantage for a nation that can invent new computers, if no one can read the instructions to assemble them?"

We suggest rephrasing thus: "But what's the advantage...if not everyone in their country is able to read them? What's the advantage...if not everyone is able to read the instructions....?" The "not everyone" formulation is less sweeping than "no one" and "largely unread."

3,1,1 "...literacy is the key to all our freedoms, to everything that really matters -- our democracy."

An innocent set of questions: If by making these sweeping statements about literacy, are we deprecating those who are physically unable to read? For example, are the blind illiterate? This is particularly relevant because of the Borges quote below. Borges, like Helen Keller, wrote books, but being blind, was he literate? If Borges was literate because of his familiarity with representational characters, what about Homer, who also "wrote" books but was not?

In light of, or rather, in the dark about these uncertainties, we suggest simply changing "is the key to.." to "is crucial to preserving our freedoms and everything...."

3,3,6 The word "to" has been omitted from between "learns" and "read."

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WHITE HOUSE STAFFING MEMORANDUM



DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	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"/>
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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>PORTER ROSE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</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 4:00 PM, Wednesday, February 7, with a copy

RESPONSE: *See comments*

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

1990 FEB -6 PM 1:41

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: One

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Welcome to the East Room of the White House.

((As you know, for eight years before I was elected President, Barbara was leading the fight against illiteracy that we are advancing tonight.\\ And to think,\\ for all those years,\\ I thought she was **cheating** at Scrabble.))\\ \\

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read."\\

The cost of illiteracy must first be calculated in terms of labor lost, in jobs denied -- in poverty and despair. But Ben Franklin was right -- there is another cost -- and it is steep. I am thinking of all those who will never know that a book can be a true friend in the still hours of the night.\\

We are here tonight to honor a small and select group of American heroes. A few are being honored for their dedication in teaching others how to read. Others are being honored for learning how to read.

This is no small feat, for if you are an adult, and you don't know how to read, you must sometime endure the ridicule of small minds.

The men and women with us tonight faced down derision. They decided to learn. And they earned for themselves not just a skill, but an ever-lasting pride no one can take away.

And so if anyone watching this show tonight has the same problem, \\ I want them to know this: \\ someone in your community is ready to teach you how to read. There is no shame -- only honor -- for those who try. \\ \\

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We heard a few songs, and shed a tear or two. Now it's time to do something.

The fight against illiteracy is a test of our national will, critical to the very future of America. This may sound like an overstatement. America is, after all, still a world leader when it comes to producing Nobel Prize winners in physics, in economics and in literature. But what's the advantage for a nation with Nobel Prize-winning novelists, if their books are largely unread in their own country? What is the advantage for a nation that can invent new computers, if no one can read the instructions to assemble them?

Most of all, literacy is the key to all our freedoms, to everything that really matters -- our democracy. It's as simple, and as complicated, as that.

Last fall, the nation's Governors met me ~~in~~ at an Education Summit -- the first of its kind. We studied the problem. And we have defined our goal, and this is it: **to make every adult American literate by the year 2000.**

If we do, then we will give ~~27~~ million ^{s of} Americans a shield -- a shield against unemployment, \\ against poverty, \\ against loneliness, \\ against defeatism and failure. And we will give them something else. Borges ((BORE-hays)), the great Argentinean writer, once said that he imagined heaven as a kind of library. For every American who learns read, any library can be a heaven on earth.

Note: the 27 million estimate is not widely accepted, it is but one of several estimates ranging from 21 to 68 million.

Thank you for all you have done. God bless you, God bless America and good night.

#

Martin
+ 397

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90

ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	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"/>	<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>PORTER ROSE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</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 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

N/C
2/7/90

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

Document No. 111218SS

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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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>PORTER ROSE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>FIRESTONE</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

NO Comment

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

THE WHITE HOUSE
WASHINGTON

February 6, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT FOR
COMMUNICATIONS

FROM: JAY S. BYBEE *JSB*
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Remarks: National Literacy Honors

Counsel's office has reviewed the above-referenced matter. We have no legal objections.

Thank you for the opportunity to comment on this matter.

cc: James. W. Cicconi

90 FEB 7 ALL : 30

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

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VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

OK Bruce Zanna for S.R.

90 FEB 7 4 9 : 33

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

1990 FEB -6 PM 1:41

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: One

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Welcome to the East Room of the White House.

((As you know, for eight years before I was elected President, Barbara was leading the fight against illiteracy that we are advancing tonight.\\ And to think,\\ for all those years,\\ I thought she was **cheating** at Scrabble.))\\ \\

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read."\\

The cost of illiteracy must first be calculated in terms of labor lost, in jobs denied -- in poverty and despair. But Ben Franklin was right -- there is another cost -- and it is steep. I am thinking of all those who will never know that a book can be a true friend in the still hours of the night.\\

We are here tonight to honor a small and select group of American heroes. A few are being honored for their dedication in teaching others how to read. Others are being honored for learning how to read.

This is no small feat, for if you are an adult, and you don't know how to read, you must sometime endure the ridicule of small minds.

The men and women with us tonight faced down derision. They decided to learn. And they earned for themselves not just a skill, but an ever-lasting pride no one can take away.

And so if anyone watching this show tonight has the same problem, \\ I want them to know this: \\ someone in your community is ready to teach you how to read. There is no shame -- only honor -- for those who try. \\ \\

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We heard a few songs, and shed a tear or two. Now it's time to do something.

The fight against illiteracy is a test of our national will, critical to the very future of America. This may sound like an overstatement. America is, after all, still a world leader when it comes to producing Nobel Prize winners in physics, in economics and in literature. But what's the advantage for a nation with Nobel Prize-winning novelists, if their books are largely unread in their own country? What is the advantage for a nation that can invent new computers, if no one can read the instructions to assemble them?

Most of all, literacy is the key to all our freedoms, to everything that really matters -- our democracy. It's as simple, and as complicated, as that.

Last fall, the nation's governors met me in at an Education Summit -- the first of its kind. We studied the problem. And we have defined our goal, and this is it: **to make every adult American literate by the year 2000.**

If we do, then we will give 27 million Americans a shield -- a shield against unemployment, \\ against poverty, \\ against loneliness, \\ against defeatism and failure. And we will give them something else. Borges ((BORE-hays)), the great Argentinean writer, once said that he imagined heaven as a kind of library. For every American who learns read, any library can be a heaven on earth.

Thank you for all you have done. God bless you, God bless America and good night.

#

Davis/Martin
Feb. 5, 1990
Title: Read
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FEBRUARY 11, SUNDAY, 5 p.m.**

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We are here tonight to honor a small and select group of American heroes. A few are being honored for their dedication in teaching others how to read. Others are being honored for learning how to read.

This is no small feat, for if you are an adult, and you don't know how to read, you ^{Sometimes} must endure the ridicule of small minds. ~~You must put aside embarrassment. And you must learn.~~

The men and women with us tonight faced down derision. They ^{decided to learn} ~~put aside shame~~. And they earned for themselves not just a skill, **but an ever-lasting pride no one can take away.**

And so if anyone watching this show tonight has the same problem, \\ I want them to know this: \\ someone in your community is ready to teach you how to read. **There is no shame -- only honor -- for those who try. \\ **

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

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If we do, then we will give 27 million Americans a shield -- a shield against unemployment, \\ against poverty, \\ against ~~bigotry~~ ^{intolerance}, \\ against defeatism and failure. And we will give them something else. Borges ((BORE-hays)), the great Argentinean writer, once said that he imagined heaven as a kind of library. For every American who learns read, any library can be a heaven on earth.

Thank you for all you have done. God bless you, God bless America and good night.

#

#

#

Davis/Martin
Feb. 5, 1990
Title: Read
Draft: Two

**PRESIDENTIAL ADDRESS: EAST ROOM, NATIONAL LITERACY HONORS
FEBRUARY 11, SUNDAY, 5 p.m.**

OPENING

Barbara and I are so pleased to welcome you to the East Room of the White House.

As you know, for eight years before I was elected President, Barbara had joined forces with you -- you who are helping to build a more literate society -- you who joined Barbara in bringing to light America's most fundamental concern in education.

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being. After a moment's reflection, he replied: "A lonesome man on a rainy day who does not know how to read." And another of our founding fathers, Thomas Jefferson, said -- no, he wrote that: "If a nation expects to be ignorant and free . . . it expects what never was and never will be."

That is the scope of illiteracy -- from the most personal and private pain to the broadest national distress; from those who will never know that a book can be a true friend in the still hours of the night, to those who do not even have the skills to get a job or be an active citizen.

Poor literacy has to do with every human and social concern -- labor lost, potential unfulfilled, poverty, bigotry and despair.

We are here tonight to honor exemplary Americans -- exemplary because they represent so many other heroes in our national literacy effort\\ . . . so many other learners and teachers and helpers\\ . . . hundreds of thousands of them. These are people who are doing what is in their own best interests\\ . . . and in the best interests of America. And it is our fervent hope that they will inspire millions more to join them.

Thank you for coming together for this critical national effort. I believe we're in for a wonderful evening.

CLOSING

We have been entertained tonight. But we have also been moved. Now it's time to do more to advance literacy. And we **must** do more because literacy is critical to the very future of our country.

Of course, America is still a world leader when it comes to producing Nobel Prize winners in physics, in economics, and literature. But it's **not good enough** that America produces Nobel Prize-winning novelists, if most American parents quit reading to their children. It's **not good enough** that American industry

invents new computers, if American workers can't ^{build} ~~make~~ them and American consumers can't read the instructions to operate them.

Literacy is the key to our prosperity. But it is even more -- it is essential to our freedoms, to everything that really matters about being an American. It's as simple, and as complicated, as that.

Last fall, ^{I called} the nation's governors, ^{together for} ~~met me in Charlottesville~~ ^{in our history.} at an Education Summit -- the first of its kind. We studied the ^{of American education.} ~~problems.~~ ^{Among them;} And then we developed our goals

-- to boost the high school graduation rate to no less than 90 percent; \\

-- to make our students first in the world in math and science achievement; to assess their progress right up to graduation;

-- and, most of all, to help every adult American become literate by the year 2000. \\ \\

If we come even close to our goals -- and we will -- millions of our fellow Americans will have the tools they need to break out of their isolation, to move out of poverty, to get jobs and to keep them, to share the American dream with their children.

Parents can share that dream, starting this very night, by ^{Shedding no better investment than} sitting down to read with their kids, the children of America.

Thank you for all you've done. God bless you, God bless America and good night.

#

Presidential Remarks

OPENING

Barbara and I are so pleased to welcome you to the East Room of the White House.

As you know, for eight years before I was elected President, Barbara had joined forces with all of you who are helping to build a more literate America. ~~(Now, Barbara likes to say SHE married very well, but tonight is one of the many occasions when it's perfectly clear to everyone that I did pretty well myself.)~~ Because Barbara chose to focus on our most fundamental educational concern, ~~and~~ she -- and you -- have gotten the nation's attention.

No less an authority than Benjamin Franklin was once asked what was one of the worst things that could befall a human being, and he replied: "a lonesome man on a rainy day who does not know how to read." ~~And another of our founding fathers, Thomas Jefferson, said, "If a nation expects to be ignorant and free ... it expects what never was and never will be."~~ That is the scope of literacy -- from the most personal and private pain to the broadest national distress; from those who will never know the true friendship of a book in the still hours of the night to those who do ^{1 (even)} not have the skills to ^{set a job or} fill critical positions and ^{be AN ACTIVE CITIZEN} to share in governing themselves. And ^{SOCIAL} poor literacy has to do with every human and ¹⁵ societal concern ^{bigotry} in between -- labor lost, potential unfulfilled, poverty and despair and crime.

We are here tonight to honor exemplary Americans --
exemplary because they represent so many other heroes in our
national literacy effort ... so many other learners and teachers
and helpers ... hundreds of thousands of them. These are people
who are doing what is in their own best interests ... and in the
best interest of America. And I ^{our} ferverently ⁽⁷⁾ hope they will inspire
millions more to join them.

CLOSING

~~SOME-THINGS~~ ^{BEEN ENTERTAINED TONIGHT}
We have heard splendid people tonight. ^{BUT} We have ^{ALSO} been moved. Now
it's time to do more.

^(?) Working together for greater literacy ^{WE MUST DO MORE BEC. LITERACY} is a test of our
national will, ^(?) critical to the very future of America. ^(?) This is
not an overstatement. America is still a world leader when it
comes to producing Nobel Prize winners in physics, in economics,
in literature. ^{WHAT GOOD DOES IT DO @ CHILDREN TO LIVE IN A} But what is the advantage for a nation with Nobel
Prize-winning novelists, if ^{their} parents can't read to ^{them at night} their children?
What is the advantage for a nation that can invent new computers,
if workers have ^{CAN IT MAKE} trouble producing them and consumers can't read
the instructions to ^{OPERATE} assemble them?

Literacy is ^{the} key to all ^{PROSPERITY} our freedoms, to everything that
really matters ^{ABOUT BEING AMERICAN} -- our democracy. ^{VERY} It's as simple, and as
complicated, as that.

Last fall, the nation's governors met me in Charlottesville at an Education Summit -- the first of its kind. We studied the problem. And we have ^{developed} ~~set~~ our goal, and this is it: to make every adult American literate by the year 2000.

If we even come close to our goal -- and we will -- millions more of our fellow Americans will have the tools they need to break their isolation, to move out of poverty, to get ^{jobs} and keep ^{to} ~~jobs~~, to share ^{THEM} with their children the American dream. ~~Henry Peter Brougham~~ ^{A WISE MAN} ("Broom"), the great British statesman, once said: "Education makes people easy to lead, but difficult to drive, easy to govern, but impossible to enslave." That is what we want for all Americans.

Thank you for all you have done and will do. God bless you, God bless America, and good night.

#

1. mention 500 reference to reading / math education goal

WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/6/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/7/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: NATIONAL LITERACY HONORS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
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REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Wednesday, February 7, with a copy

RESPONSE:

NC AA

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

1990 FEB -6 PM 1:41

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