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**OA/ID Number:** 13522  
**Folder ID Number:** 13522-006

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**Folder Title:**  
Academy of Television Arts and Sciences Breakfast 3/2/90 [OA 4728]

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THE WHITE HOUSE

Office of the Press Secretary  
(Los Angeles, California)

For Immediate Release

March 2, 1990

REMARKS BY THE PRESIDENT  
TO ACADEMY OF TELEVISION ARTS AND SCIENCES

Century Plaza Hotel  
Los Angeles, California

8:28 A.M. PST

THE PRESIDENT: Thank you all very much. Chuck, thank you, sir, for those kind words. And good morning to all of you. I want to thank you for being here at this very early hour. It's great to see such an all-star cast assembled. We Bushes are basically name-droppers. (Laughter.) We like this kind of event. And wait until Barbara hears about it. (Laughter.) I'm glad to see my good friend, Jerry Weintraub; and, Leo, to you, sir, the president of the Academy, thank you very much. In fact, we've got a roomful of presidents: Bob Iger, ABC; Arthur Hiller, DGA; George Kirgo, WGA; Sidney Sheinberg, MCA. George Bush, USA. (Laughter and applause.)

And over my shoulder I feel the presence of Roger Ailes, my good friend and trusted advisor, whose help was so important to me in my quest for the presidency. I'm not sure I hit that line just the way Roger wanted me to do it -- but the eye contact was superb. (Laughter.)

Being President does have its advantages. And this is true -- I have a TV set there in the White House with five screens -- one big one in the middle, four small ones around it, all of them on at once. Now I don't have to miss the nightly news while I watch Wheel of Fortune. (Laughter.) It's a wonderful thing.

There's no escaping the fact that we live in the age of television. You know, in my State of the Union, I announced six national education goals -- targets to be met by the year 2000. And this morning I want to add a seventh goal -- by the year 2000, all Americans must be able to set the clocks on their VCRs. (Laughter and applause.)

I know that your industry faces some real challenges right now -- I had a chance to talk to some of the officials at the head table a little earlier -- cable and satellite deals, the controversy surrounding the financial interest rules, the exploration of new revenue streams, regulatory hurdles -- the list is a long one. But that's not what I came to talk to you about this morning, interested as I am in those problems facing the industry.

I came here this morning to make a serious point about a different kind of opportunity. About the tremendous power of television -- and how it can help us meet some of the most pressing social challenges that we face. And I know this industry is more involved than ever in focusing on some of our nation's most serious problems -- whether it's hunger, or homelessness, or drug abuse.

And there's tremendous potential in that because every one of us in this room knows that television does more than entertain. It informs and it educates.

This morning, I want to focus on public enemy number one -- illegal drugs.

Two weeks ago, I went down to Cartagena to the Andean

drug summit -- a country on the front line of the drug war. Their courageous President Virgilio Barco and the people of Colombia have made a courageous choice: Colombia versus the cartels. The battle is far from over. But for the first time, the drug runners are on the run.

We're going to keep the pressure on -- work with those Andean allies -- Peru, Bolivia, Colombia -- to cut the supply lines that run from the jungles of South America right into the heart of our cities. And we will. Two nights ago, we just learned that in Orange County, two cars were just pulled over carrying nearly 900 pounds of cocaine. Four million doses; street value -- \$30 million.

The supply side is a massive, serious problem. And I will continue to address myself to that side of the equation. But if we want to win this war, big busts won't be enough. We've got simply to drive down demand -- dry up the market for illegal drugs right here in our own country. We do that by increasing awareness. Education, providing people, especially young people, information that helps them separate fact from fiction when the subject is drugs.

That really is why I was so pleased to accept your invitation, Leo and Chuck, to come over here this morning. To thank you -- the leaders in the television industry -- for enlisting the power of TV as a force for positive change. Each of you is a "point of light," with a unique ability to inform and to change attitudes, and to catalyze public action in our fight against drug abuse.

This morning, I want to thank so many of you for the work you're doing with my friend, Jim Burke, the head of Media Advertising Partnership for a Drug-Free America. We see those hard-hitting antidrug commercials every day -- and really, they are hitting home. We're starting to see a shift in attitudes in the regions where those spots are on the air.

But it's not just the commercials that are getting the antidrug message across -- increasingly, it's also your regular programming, the shows themselves. And that's important.

Most people have no idea how many kids watch those Saturday morning cartoons. This is one group that does. Well, I am astonished at the number: 20 million kids between the ages of five and 11, sitting on the living room floor every Saturday morning, watching cartoons.

Twenty million kids. Impressionable. Just asking to be entertained. And let me tell you something. Those 20 million kids in front of their TVs on any Saturday are the same target audience for every school yard drug pusher five days a week.

Today, drugs are an unfortunate fact of life in every city and town across America. And our kids face pressure from their peers --

DEMONSTRATOR: Talk about AIDS. Why don't you lead the country on AIDS like you do on drugs? You never talk about it.

AUDIENCE: Sit down. Sit down.

DEMONSTRATOR: Why don't you appreciate people who are fighting AIDS. Why aren't you going to address -- the AIDS conference --

THE PRESIDENT: One of the reasons that we've increased federal help to an all-time high on AIDS is to try to help people that are concerned. And we will continue to try to help people that are concerned about that subject. (Applause.)

You know, I think -- I'll ad lib here for a minute, but I think of the dramatic changes in Eastern Europe and the dramatic changes towards democracy in this hemisphere, and I have come a long way in my own political maturity. This guy's interdiction doesn't

bother me one little bit. And I'm glad we live in a country where we can all speak up, even if it takes advantage of the hospitality of you all. (Applause.)

But our kids do face peer pressure from their peers, pressure from the pushers out there to snort coke, or smoke pot, or even a killer called crack cocaine. "Just once can't hurt." "Everybody does it." "It's cool." And that's what our kids hear. That's what they're up against. For too many of our kids, regrettably, that is the real world. And we've got to help our children develop the power to say no, power that comes from self-confidence. We've got to arm our kids with the facts: Drugs aren't part of life in the fast lane; drugs are a dead-end.

And that's why I am so delighted that the Academy is taking the lead in producing a show called Cartoon All-Stars To The Rescue. A story about a boy who, with the help of more than a dozen of today's most popular cartoon characters, learns that he can draw the line against drugs, that every kid can be drug-free.

And that's a great message. And I hope that on Saturday, April 21st, the day that that show is first broadcast all across the United States and all over North America, every TV set is on and every kid is watching. And I want to thank all of you associated with the Academy of Television Arts and Sciences for taking part in this collaborative effort. Barbara and I are proud to participate with you. Never before in cartoon history have Bugs Bunny and Daffy Duck worked with the teenage Mutant Ninja Turtles, the Muppets and the Smerfs -- (laughter) -- and all the other stars of the cartoon world. And my hat's off to Roy Disney and Buzz Potamkin for keeping all those colorful egos in line. (Laughter.)

One thing more while we're talking about cartoons -- every one of us knows those scenes where a character falls off a cliff or gets hit by a truck and then bounces right back up, dusts himself off and moves right on to the next scene. Kids see that stuff -- and they know it isn't real. But how many kids and young adults today have seen the programs or movies that show a character take drugs and, just like the cartoon characters, survive without a scratch? That isn't real, either. And in the real world, whether it's Hollywood or Harlem, or out in the heartland, small-town America, we know what drugs do. And the simple truth is they destroy.

And thank goodness the days when popular culture glorified and glamorized drug use are fading fast. Public opinion is turning around. We used to hear that drugs were fashionable and fun and risk-free. Not anymore. Now we're hearing something different. We're hearing that it's okay -- no, that it's great, really, to be drug-free.

And I think that change is taking place because we all see the damage that drugs can do. We've seen too many sports stars, too many entertainers, too many of the men and women we look up to, too many of our heroes pulled down, destroyed by drugs. Drugs and success simply do not mix.

And I really want to thank every one of you in this room for helping smash that stereotype. Because the truth is, drugs don't care who you are, how famous you are, how much you earn. Drugs are deadly for everybody.

So this morning, I want to make sure that I'm understood by all the writers and producers and actors in this room. I'm not asking you to compromise your art. I'm not asking TV producers or film makers to portray some kind of a fantasy world where drugs don't exist. Sugar-coating isn't going to solve anything. What I'm suggesting is that you have an opportunity to help your country. And I'm with those of you who believe the answer is to treat drugs with the same degree of realism TV brings to so many other subjects. To show what happens in the real world. When someone does drugs, show what happens -- how what starts out as a high turns into the lowest

form of self-abasement, where drugs mean more than family, friends, self-respect. To show in the real world how drugs destroy, how drugs kill every single day.

And that's the real message. It's a message that can save lives. And thanks to you, thanks to you, it's a message that's getting through to the children of the United States of America; to the children of many other countries as well.

Leo and Chuck, thank you for this opportunity to address this exceptionally prestigious and influential group. And I am grateful to all of you. And thank you for all you're doing. And God bless you. And now I'll go over and try to represent you properly as I meet the Prime Minister of Japan. Thank you very, very much.

END

8:43 A.M. PST

ACADEMY OF TELEVISION ARTS & SCIENCES BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

THANK YOU, CHUCK, FOR THOSE KIND WORDS. AND GOOD MORNING TO ALL OF YOU. I WANT TO THANK YOU FOR JOINING ME AT THIS EARLY HOUR. IT'S GREAT TO SEE SUCH AN ALL-STAR CAST ASSEMBLED HERE. MY GOOD FRIEND JERRY WEINTRAUB. LEO CHALOUKIAN [CHUH-LOO-KIAN], PRESIDENT OF THE ACADEMY. IN FACT, WE'VE GOT A ROOM FULL OF PRESIDENTS: BOB IGER [EYE-GER], ABC. ARTHUR HILLER, DGA. GEORGE KIRGO, WGA. SIDNEY SHEINBERG, MCA. [[/// I'M GEORGE BUSH, USA. ///]]

[[THERE'S ROGER AILES: MY GOOD FRIEND AND TRUSTED ADVISOR, WHOSE HELP WAS SO IMPORTANT TO ME IN MY QUEST FOR THE PRESIDENCY. // I'M NOT SURE I HIT THAT LINE JUST THE WAY ROGER WANTED ME TO -- BUT THE EYE CONTACT WAS OK -- WASN'T IT, ROGER? // ]]

[[BUT BEING PRESIDENT DOES HAVE ITS ADVANTAGES. I HAVE A TV SET IN THE WHITE HOUSE WITH FIVE SCREENS -- BIG SCREEN IN THE MIDDLE, WITH FOUR SMALL ONES AROUND IT, ALL OF THEM ON AT ONCE. // NOW I DON'T HAVE TO MISS THE NIGHTLY NEWS WHILE I WATCH WHEEL OF FORTUNE.]]

THERE'S NO ESCAPING THE FACT THAT WE LIVE IN THE AGE OF TELEVISION. [[YOU KNOW, IN MY STATE OF THE UNION, I ANNOUNCED SIX NATIONAL EDUCATION GOALS -- TARGETS TO MEET BY THE YEAR 2000. I WANT TO ADD A SEVENTH GOAL THIS MORNING. BY THE YEAR 2000, ALL AMERICANS MUST BE ABLE TO SET THE CLOCKS ON THEIR VCRS. ///]]

I KNOW THAT YOUR INDUSTRY FACES A REAL RANGE OF CHALLENGES RIGHT NOW. CABLE AND SATELLITE DEALS, THE CONTROVERSY SURROUNDING THE FINANCIAL INTEREST RULES, THE EXPLORATION OF NEW REVENUE STREAMS, REGULATORY HURDLES... THE LIST IS A LONG ONE. BUT THAT'S NOT WHAT I CAME TO TALK TO YOU ABOUT THIS MORNING.

I CAME HERE THIS MORNING TO MAKE A SERIOUS POINT -- ABOUT A DIFFERENT KIND OF OPPORTUNITY. ABOUT THE TREMENDOUS POWER OF TELEVISION -- AND HOW IT CAN HELP US MEET SOME OF THE MOST PRESSING SOCIAL CHALLENGES WE FACE. AND I KNOW THIS INDUSTRY IS MORE INVOLVED THAN EVER IN FOCUSING ON SOME OF OUR NATION'S MOST SERIOUS PROBLEMS -- WHETHER IT'S HUNGER, HOMELESSNESS OR DRUG ABUSE.

AND THERE'S TREMENDOUS POTENTIAL IN THAT -- BECAUSE EVERY ONE OF US IN THIS ROOM KNOWS THAT TELEVISION DOES MORE THAN ENTERTAIN. IT INFORMS AND EDUCATES.

THIS MORNING, I WANT TO FOCUS ON PUBLIC ENEMY NUMBER ONE -- ILLEGAL DRUGS.

TWO WEEKS AGO, I WENT DOWN TO THE ANDEAN DRUG SUMMIT -- DOWN TO CARTAGENA, COLOMBIA -- A COUNTRY ON THE FRONT-LINES OF THE DRUG WAR. PRESIDENT BARCO AND THE PEOPLE OF COLOMBIA HAVE MADE A COURAGEOUS CHOICE: COLOMBIA VERSUS THE CARTELS. THE BATTLE IS FAR FROM OVER. BUT FOR THE FIRST TIME, THE DRUG RUNNERS \\\ ARE ON THE RUN.

WE'RE GOING TO KEEP THE PRESSURE ON -- WORK WITH OUR ANDEAN ALLIES TO CUT THE SUPPLY LINES THAT RUN FROM THE JUNGLES OF SOUTH AMERICA RIGHT INTO THE HEART OF OUR CITIES. AND WE WILL. JUST TWO NIGHTS AGO, RIGHT IN ORANGE COUNTY, TWO CARS WERE PULLED OVER CARRYING NEARLY 900 POUNDS OF COCAINE. 4 MILLION DOSES, WITH A STREET VALUE OF \$30 MILLION.

THE "SUPPLY SIDE" IS A MASSIVE, SERIOUS PROBLEM. BUT IF WE WANT TO WIN THIS WAR, BIG BUSTS WON'T BE ENOUGH. WE'VE SIMPLY GOT TO DRIVE DOWN DEMAND -- DRY UP THE MARKET FOR ILLEGAL DRUGS HERE IN OUR OWN COUNTRY.

WE DO THAT BY INCREASING AWARENESS. EDUCATION -- PROVIDING PEOPLE -- ESPECIALLY YOUNG PEOPLE -- INFORMATION THAT HELPS THEM SEPARATE FACT FROM FICTION WHEN THE SUBJECT IS DRUGS.

THAT'S WHY I'M HERE THIS MORNING. TO THANK YOU -- THE LEADERS IN THE TELEVISION INDUSTRY -- FOR ENLISTING THE POWER OF TV AS A FORCE FOR POSITIVE CHANGE. EACH OF YOU IS A POINT OF LIGHT, WITH A UNIQUE ABILITY TO INFORM, TO CHANGE ATTITUDES, TO CATALYZE PUBLIC ACTION IN OUR FIGHT AGAINST DRUG ABUSE.

THIS MORNING, I WANT TO THANK YOU FOR THE WORK YOU'RE DOING WITH MY FRIEND JIM BURKE, HEAD OF THE MEDIA-ADVERTISING PARTNERSHIP FOR A DRUG-FREE AMERICA. WE SEE THOSE HARD-HITTING ANTI-DRUG COMMERCIALS EVERY DAY -- AND THEY'RE HITTING HOME. WE'RE STARTING TO SEE A SHIFT IN ATTITUDES IN THE REGIONS WHERE THOSE SPOTS ARE ON THE AIR.

BUT IT'S NOT JUST THE COMMERCIALS THAT ARE GETTING THE ANTI-DRUG MESSAGE ACROSS -- INCREASINGLY, IT'S ALSO YOUR REGULAR PROGRAMMING, THE SHOWS THEMSELVES. AND THAT'S IMPORTANT.

MOST PEOPLE HAVE NO IDEA HOW MANY KIDS WATCH THE SATURDAY MORNING CARTOONS. // THIS IS ONE GROUP THAT DOES. // WELL, I AM ASTONISHED AT THE NUMBER: 20 MILLION KIDS BETWEEN THE AGES OF 5 AND 11, SITTING ON THE LIVING ROOM FLOOR EVERY SATURDAY MORNING, WATCHING CARTOONS.

20 MILLION KIDS. IMPRESSIONABLE. JUST ASKING TO BE ENTERTAINED. AND LET ME TELL YOU SOMETHING: THOSE 20 MILLION KIDS IN FRONT OF THEIR TVS ON ANY SATURDAY MORNING ARE THE SAME TARGET AUDIENCE FOR EVERY SCHOOL-YARD DRUG PUSHER, FIVE DAYS A WEEK.

TODAY, DRUGS ARE AN UNFORTUNATE FACT OF LIFE IN EVERY CITY AND TOWN ACROSS AMERICA. OUR KIDS FACE PRESSURE FROM THEIR PEERS -- PRESSURE FROM THE PUSHERS OUT THERE -- TO SNORT SOME COKE, SMOKE SOME POT -- OR EVEN A KILLER CALLED CRACK COCAINE. "JUST ONCE." "CAN'T HURT." "EVERYBODY DOES IT." "IT'S COOL." // THAT'S WHAT OUR KIDS HEAR. THAT'S WHAT THEY'RE UP AGAINST. FOR TOO MANY OF OUR KIDS, THAT'S THE REAL WORLD.

WE'VE GOT TO HELP OUR CHILDREN DEVELOP THE POWER TO SAY NO -- POWER THAT COMES FROM SELF-CONFIDENCE. WE'VE GOT TO ARM OUR KIDS WITH THE FACTS: DRUGS AREN'T PART OF LIFE IN THE FAST LANE. DRUGS ARE A DEAD-END.

THAT'S WHY I'M SO DELIGHTED THAT THE ACADEMY IS TAKING THE LEAD IN PRODUCING A SHOW CALLED "CARTOON ALL-STARS TO THE RESCUE" -- A STORY ABOUT A BOY WHO, WITH THE HELP OF MORE THAN A DOZEN OF TODAY'S MOST POPULAR CARTOON CHARACTERS, LEARNS THAT HE CAN DRAW THE LINE AGAINST DRUGS: THAT EVERY KID CAN BE DRUG-FREE.

THAT'S A GREAT MESSAGE -- AND I HOPE THAT ON SATURDAY, APRIL 21ST, THE DAY THAT SHOW IS FIRST BROADCAST ACROSS THE U.S. AND ALL OVER NORTH AMERICA, EVERY TV SET IS ON -- AND EVERY CHILD IS WATCHING.

I WANT TO THANK ALL OF YOU ASSOCIATED WITH THE ACADEMY OF TELEVISION ARTS AND SCIENCES FOR TAKING PART IN THIS COLLABORATIVE EFFORT. BARBARA AND I ARE PROUD TO PARTICIPATE WITH YOU. NEVER BEFORE IN CARTOON HISTORY HAVE BUGS BUNNY AND DAFFY DUCK WORKED WITH THE TEENAGE MUTANT NINJA [NIN-JUH] TURTLES, THE MUPPETS, THE SMURFS -- AND ALL THE OTHER STARS OF THE CARTOON WORLD. [[MY HAT'S OFF TO ROY DISNEY AND BUZZ POTAMKIN -- FOR KEEPING ALL THOSE COLORFUL EGOS IN LINE.]]

ONE THING MORE WHILE WE'RE TALKING ABOUT CARTOONS. EVERY ONE OF US KNOWS THOSE SCENES WHERE A CHARACTER FALLS OFF A CLIFF, OR GETS HIT BY A TRUCK -- AND GETS RIGHT UP, DUSTS HIMSELF OFF, AND MOVES RIGHT ON TO THE NEXT SCENE. KIDS SEE THAT STUFF -- AND THEY KNOW IT ISN'T REAL.

BUT HOW MANY KIDS AND YOUNG ADULTS TODAY HAVE SEEN THE PROGRAMS OR MOVIES THAT SHOW A CHARACTER TAKE DRUGS -- AND JUST LIKE THE CARTOON CHARACTERS -- SURVIVE WITHOUT A SCRATCH? // WELL, THAT ISN'T REAL EITHER. IN THE REAL WORLD -- WHETHER IT'S HOLLYWOOD. OR HARLEM. OR OUT IN THE HEARTLAND -- SMALL TOWN AMERICA -- WE KNOW WHAT DRUGS DO. AND THE SIMPLE TRUTH IS: DRUGS DESTROY. AND THANK GOODNESS -- THE DAYS WHEN POPULAR CULTURE GLORIFIED AND GLAMORIZED DRUG USE ARE FADING FAST.

PUBLIC OPINION IS TURNING AROUND. WE USED TO HEAR THAT DRUGS WERE FASHIONABLE. FUN. RISK FREE.

NOT ANY MORE. NOW WE'RE HEARING SOMETHING DIFFERENT. WE'RE HEARING THAT IT'S OKAY -- NO, IT'S GREAT -- TO BE DRUG FREE. \ \

I THINK THAT CHANGE IS TAKING PLACE BECAUSE WE'VE ALL SEEN THE DAMAGE DRUGS CAN DO. WE'VE SEEN TOO MANY SPORTS STARS, TOO MANY ENTERTAINERS -- TOO MANY OF THE MEN AND WOMEN WE LOOK UP TO, TOO MANY OF OUR HEROES -- PULLED DOWN, DESTROYED BY DRUGS. DRUGS AND SUCCESS JUST DON'T MIX.

AND I WANT TO THANK EVERY ONE OF YOU IN THIS ROOM FOR HELPING SMASH THAT STEREOTYPE.

BECAUSE THE TRUTH IS, DRUGS DON'T CARE WHO YOU ARE, HOW FAMOUS YOU ARE -- OR HOW MUCH YOU EARN. DRUGS ARE DEADLY FOR EVERYBODY.

SO THIS MORNING, I WANT TO MAKE SURE I'M UNDERSTOOD BY ALL THE WRITERS, PRODUCERS AND ACTORS IN THIS ROOM. I'M NOT ASKING YOU TO COMPROMISE YOUR ART. I'M NOT ASKING TV PRODUCERS OR FILM MAKERS TO PORTRAY A FANTASY WORLD WHERE DRUGS DON'T EXIST. SUGAR-COATING WON'T SOLVE ANYTHING. WHAT I'M SUGGESTING \ \ IS THAT YOU HAVE AN OPPORTUNITY TO HELP YOUR COUNTRY.

I'M WITH THOSE OF YOU WHO BELIEVE THE ANSWER IS TO TREAT DRUGS WITH THE SAME DEGREE OF REALISM TV BRINGS TO SO MANY OTHER SUBJECTS. TO SHOW WHAT HAPPENS -- IN THE REAL WORLD -- WHEN SOMEONE DOES DRUGS. HOW WHAT STARTS OUT AS A HIGH TURNS INTO THE LOWEST FORM OF SELF-ABASEMENT -- WHERE DRUGS MEAN MORE THAN FAMILY, FRIENDS, OR SELF-RESPECT. TO SHOW -- IN THE REAL WORLD -- HOW DRUGS DESTROY. HOW DRUGS KILL -- EVERY DAY.

THAT'S THE REAL-WORLD MESSAGE. IT'S A MESSAGE  
THAT CAN SAVE LIVES. AND THANKS TO YOU -- IT'S A  
MESSAGE THAT'S GETTING THROUGH TO OUR KIDS.

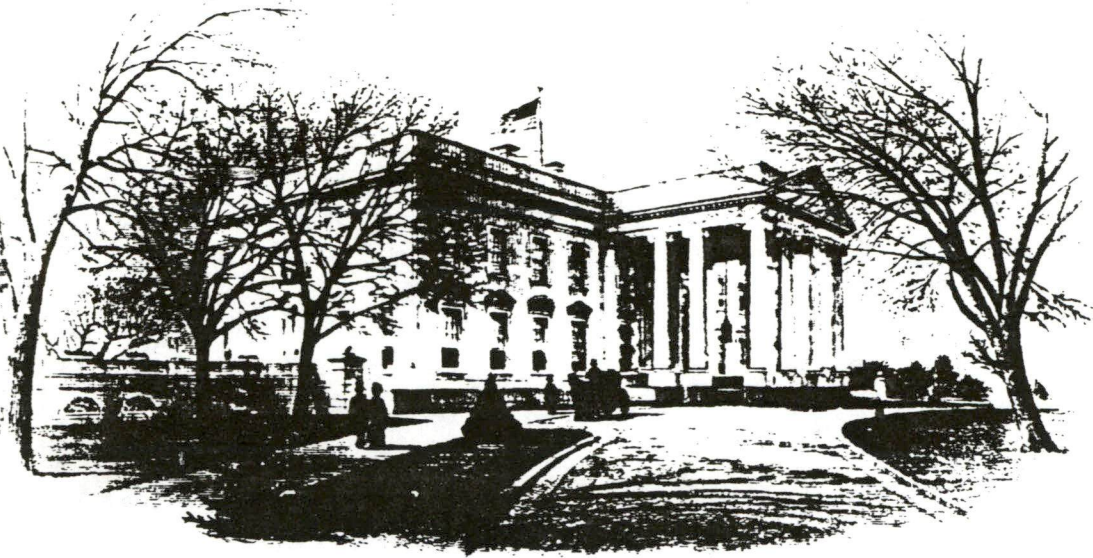
ONCE AGAIN, MY THANKS FOR ALL YOU'VE DONE -- AND  
ALL YOU'RE DOING. GOD BLESS YOU -- AND GOD BLESS THE  
UNITED STATES OF AMERICA.

# # #

6  
~~AND~~ BARBARA AND I ARE PROUD  
TO PARTICIPATE WITH YOU.

[ Pres. + Mrs. Bush ~~have~~  
~~agreed to~~ will do a  
video intro to Show. ]  
~~the~~

THE WHITE HOUSE  
WASHINGTON



FACSIMILE TRANSMITTAL SHEET

NUMBER OF PAGES INCLUDING COVER \_\_\_\_\_

DATE 2/27

TO WHCA

FAX NUMBER \_\_\_\_\_

OFFICE NUMBER \_\_\_\_\_

COMMENTS Academy Breakfast Remarks

FROM Steph Gaudner

FAX NUMBER \_\_\_\_\_

OFFICE NUMBER 202/456-2930

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/24/90 ACTION/CONCURRENCE/COMMENT DUE BY: -----

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS AND SCIENCES  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990

SUBJECT: (2/23 - 5:00 pm draft)

	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"/>	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 type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
GRAY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	BENNETT	<input type="checkbox"/>	<input checked="" type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

**REMARKS:**

The attached has been forwarded to the President.

**RESPONSE:**

90 FEB 24 13:57

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

THE WHITE HOUSE  
WASHINGTON

1990 FEB 23 PM 7:53

February 23, 1990

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *CW*  
FROM:               DAN MCGROARTY *DMcy*  
SUBJECT:            REMARKS TO THE ACADEMY OF TELEVISION ARTS &  
                      SCIENCES

I.    SUMMARY

On Friday, March 2, at 8:30 a.m., you will address a breakfast meeting of the Academy of Television Arts & Sciences. All the network presidents, as well as top industry executives will be there.

II.   DISCUSSION

The remarks thank the television industry for their many efforts in "de-glamorizing" drug-use, and also congratulate them for an upcoming Saturday morning cartoon special: "Cartoon All-Stars to the Rescue." This program marks the first time that all four networks have simulcast an entertainment program.

# # #

McGroarty/Dooley  
February 23, 1990  
5:00 pm  
[LATV]

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS & SCIENCES  
BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

Thank you, Charles (Fries, Academy Chairman), for those kind words. And good morning to all of you. I want to thank you for joining me at this early hour. It's great to see such an All-star cast assembled here. [Introductory acknowledgements.] My good friend Jerry Weintraub. Leo Chaloukian, President of the Academy. In fact, we've got a room full of Presidents: Bob Iger, CBS. Brandon Tartikoff, NBC. Sidney Sheinberg, MCA. [///< I'm George Bush, USA. ///<]

Ted Turner's here. [[Ted, I want to thank you for the suggestion you made to Barbara recently -- but I have to tell you she's decided not to have her hair colorized.]]

[[There's Roger Ailes: my good friend and trusted advisor, without whose help I would not be President today. ///< I'm not sure I hit that line just the way Roger wanted me to.... ///<]]

[[But being President does have its advantages. I have a TV set in the White House with seven screens -- big screen in the middle, with six small ones around it, all of them on at once. // Now I don't have to miss Dan Rather while I watch Wheel of Fortune.]]

[[That TV's got a remote control that can do everything but launch the Space Shuttle. // Thank goodness I've got my grandchildren to teach me how to use it.]]

There's no escaping the fact that we live in the age of television. [[You know, in my State of the Union, I announced six national education goals -- targets to meet by the year 2000. I want to add a seventh goal this morning. By the year 2000, all Americans must be able to set the clocks on their VCRs. ///]]

But I came here this morning to make a serious point -- about the tremendous power of television -- and how TV can help us meet some of the most pressing social challenges we face. And I know this industry is more involved than ever in focusing on some of our nation's most serious problems -- whether it's hunger, homelessness or drug abuse.

And there's tremendous potential in that -- because every one of us in this room knows that television can do more than entertain. It can educate.

This morning, I want to focus on Public Enemy Number One -- illegal drugs.

Two weeks ago, I went down to the Andean Drug Summit -- down to Cartagena, Colombia -- a country on the front-lines of the drug war. President Barco and the people of Colombia have made a courageous choice: **Colombia versus the Cartels**. The battle is far from over. But for the first time, the drug runners are on the run.

We're going to keep the pressure on -- work with our Andean allies to cut the supply lines that run from the jungles of South America right into the heart of our cities. And we will. But the "supply side" is only half the problem. If we want to win this war, we've simply got to drive down demand -- dry up the market for illegal drugs here in our own country.

We do that by increasing awareness. Education -- providing people -- especially young people -- information that helps them separate fact from fiction when the subject is drugs.

That's why I'm here this morning. To thank you -- the leaders in the television industry -- for enlisting the power of TV as a force for positive change. Each of you is a point of light utilizing your unique ability to inform, to change attitudes to catalyze public action in our fight against drug use.

Most people have no idea how many kids watch the Saturday morning cartoons. // This is one group that does. // Well, I am astonished at the number: 20 million kids between the ages of 5 and 11, sitting on the living room floor every Saturday morning, watching cartoons.

20 million kids. Impressionable. Just asking to be entertained. What a target audience. // And let me tell you something: those 20 million kids in front of their TVs on any Saturday morning are the same target audience for every school-yard drug pusher, five days a week.

Today, drugs are an unfortunate fact of life in every city and town across America. Our kids face pressure from their peers -- pressure from the pushers out there -- to snort some coke, smoke some pot -- or even a killer called crack cocaine. "Just once." "Can't hurt." "Everybody does it." "It's cool." // That's what our kids hear. That's what they're up against. For too many of our kids, that's the real world.

We've got to help our children develop the power to say no -- power that comes from self-confidence. We've got to arm our kids with the facts: Drugs aren't part of life in the fast lane. Drugs are a dead-end.

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But how many kids and young adults today have seen the programs or movies that show a character take drugs -- and just like the cartoon characters -- survive without a scratch? // Well, that isn't real either. In the real world -- whether it's Hollywood. Or Harlem. Or out in the heartland -- small town America -- we know what drugs do. And the simple truth is: drugs destroy. And thank goodness -- the days when popular culture glorified and glamorized drug use are fading fast.

Public opinion is turning around. We used to hear that drugs were fashionable. Fun. Part of life in the fast lane.

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I think that change is taking place because we've all seen the damage drugs can do. We've seen too many sports stars, too many entertainers -- too many of the men and women we look up to, too many of our heroes -- pulled down, destroyed by drugs. Drugs and success just don't mix.

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Once again, my thanks for all you've done -- and all you're doing. God bless you -- and God bless the United States of America.

# # #

THE WHITE HOUSE

WASHINGTON

February 23, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Academy of Television Arts and Sciences Speech

Thank you for the opportunity to review the draft remarks for the Academy of Television Arts and Sciences breakfast. There are a couple of comments which may add to the anti-drug message the speech makes so well.

Page 5, para. 4

Perhaps the word "clean" might be substituted for "sober." As this refers to those who have stopped using drugs, perhaps a reference to those who have never used drugs at all could be added: "And even [more chic] never to have tried drugs in the first place."

Page 6, para. 3

It is important, as pointed out in paragraph 3, that the consequences of drug use are realistically portrayed in the media. However, it may be as important for media to emphasize the positive aspects of a drug-free life, to present children and adults who do not use drugs as positive role models, and to point to a life style that any child or adult would want to say "yes" to.

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

90 FEB 26 11:53

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/23/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS AND SCIENCES

	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"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>BENNETT</u>	<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, Friday, February 23, 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

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS & SCIENCES  
BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

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And there's tremendous potential in that -- because every one of us in this room knows that **television can do more than entertain. It can educate.**

This morning, I want to focus on Public Enemy Number One -- **illegal drugs.**

Two weeks ago, I went down to the Andean Drug Summit -- down to Cartagena, Colombia -- a country on the front-lines of the drug war. President Barco and the people of Colombia have made a courageous choice: **Colombia versus the Cartels.** The battle is

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We do that by increasing awareness. Education -- providing people -- especially young people -- information that helps them separate fact from fiction when the subject is drugs.

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Not any more. Now we're hearing something different. Today, it's chic to be sober. // *clean*

I think that change is taking place because we've all seen the damage drugs can do. We've seen too many sports stars, too many entertainers -- too many of the men and women we look up to, too many of our heroes -- pulled down, destroyed by drugs. Drugs and success just don't mix.

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SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER <i>"BOOTLES"</i>	<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	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
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**James W. Cicconi**  
 Assistant to the President  
 and Deputy to the Chief of Staff  
 Ext. 2702

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

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MARCH 2, 1990  
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RESPONSE:  
*All comments*  
90 FEB 24 P3:57

**James W. Cicconi**  
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Ext. 2702

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Two weeks ago, I went down to the Andean Drug Summit -- down to Cartagena, Colombia -- a country on the front-lines of the drug war. President Barco and the people of Colombia have made a courageous choice: **Colombia versus the Cartels.** The battle is

far from over. But for the first time, the **drug runners are on the run.**

We're going to keep the pressure on -- work with our Andean allies to cut the supply lines that run from the jungles of South America right into the heart of our cities. And we will. But the "supply side" is only half the problem. If we want to win this war, we've simply got to drive down demand -- dry up the market for illegal drugs here in our own country.

We do that by increasing **awareness.** Education -- providing people -- especially young people -- information that helps them separate **fact from fiction** when the subject is drugs.

That's why I'm here this morning. To thank you -- the leaders in the television industry -- for **enlisting the power of TV as a force for positive change.**

*For example,* Most people have no idea **how many kids** watch the Saturday morning cartoons. // This is one group that does. // Well, I am astonished at the number: 20 million kids between the ages of 5 and 11, sitting on the living room floor every Saturday morning, watching cartoons.

20 million kids. Impressionable. Just asking to be entertained. **What a target audience.** // And let me tell you something: those 20 million kids in front of their TVs on any Saturday morning are the **same target audience for every school-yard drug pusher, five days a week.**

Today, drugs are an unfortunate fact of life in every city and town across America. Our kids face pressure from their peers

-- pressure from the pushers out there -- to snort some coke, smoke some pot -- or even a killer called crack cocaine. "Just once." "Can't hurt." "Everybody does it." "It's cool." // That's what our kids hear. That's what they're up against. For too many of our kids, that's the real world.

We've got to help our children develop the power to ~~say no~~ <sup>refuse</sup> -- power that comes from self-confidence. We've got to arm our kids with the facts: Drugs aren't part of life in the fast lane. Drugs are a dead-end.

That's why I'm so delighted that the Academy is taking the lead in producing a show called "Cartoon All-Stars to the Rescue" -- a story about a boy who, with the help of more than a dozen of today's most popular cartoon characters, learns that he can draw the line against drugs: that every kid can be drug-free.

That's a great message -- and I hope that on Saturday, April 21st, the day that show is first broadcast across the U.S. and all over North America, every TV set is on -- and every child is tuned in.

I want to thank all of you associated with the Academy of Television Arts and Sciences for taking part in this collaborative effort. Never before in cartoon history have Bugs Bunny and Daffy Duck worked with the Teenage Mutant Ninja Turtles, the Muppets, the Smurfs -- and all the other stars of the cartoon world. [[My hat's off to Roy Disney and Buzz Potamkin -- for keeping all those colorful egos in line.]]

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But how many kids and young adults today have seen ~~the~~ <sup>a</sup> programs or movies that show a character <sup>car</sup> take drugs -- and just like the cartoon characters -- survive without a scratch? // Well, that isn't real either. In the real world -- whether it's Hollywood. Or Harlem. Or out in the heartland -- small town America -- we know what drugs do. And the simple truth is: drugs destroy. And thank goodness -- the days when popular culture glorified and glamorized drug use are ~~fading fast.~~ <sup>over,</sup>

*We made a decision in this country. Drug use is unacceptable.*  
~~Public opinion is turning around.~~ We used to hear that drugs were fashionable. Fun. Part of life. ~~in the fast lane.~~ <sup>the fast</sup>

Not any more. Now we're hearing something different. Today, it's chic to be sober. //

I think that change is taking place because we've all seen the damage drugs can do. We've seen too many sports stars, too many entertainers -- too many of the men and women we look up to, too many of our heroes -- pulled down, destroyed by drugs. Drugs and success just don't mix.

And I want to thank every one of you in this room for helping smash that stereotype.

Because the truth is, drugs don't care who you are, how famous you are -- or how much you earn. Drugs are deadly for everybody.

So this morning, I want to make sure I'm understood by all the writers, producers and actors in this room. I'm not asking you to compromise your art. I'm not asking TV producers or film makers to portray a fantasy world where drugs don't exist. **Sugar-coating won't solve anything.**

I'm with those of you who believe the answer is to **treat drugs with the same degree of realism TV brings to so many other subjects.** To show what happens -- **in the real world** -- when someone does drugs. How what starts out as a **high** turns into the **lowest form of self-abasement** -- where drugs mean more than family, friends, or self-respect. To show -- **in the real world** -- how drugs destroy. **How drugs kill -- every day.**

That's the real-world message. It's a message that can save lives. And thanks to you -- it's a message that's getting through ~~to our kids.~~

Once again, my thanks for all you've done -- and all you're doing. God bless you -- and God bless the United States of America.


# # #

# WHITE HOUSE STAFFING MEMORANDUM



DATE: 2/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/23/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS AND SCIENCES

	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"/>
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GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<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, Friday, February 23, with a copy to my office. Thank you.

RESPONSE: *No comment*

90 FEB 23 P 3: 04

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

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS & SCIENCES  
BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

Thank you, Charles {Fries, Academy Chairman}, for those kind words. And good morning to all of you. I want to thank you for joining me at this early hour. It's great to see such an All-star cast assembled here. [Introductory acknowledgements.] My good friend Jerry Weintraub. Leo Chaloukian, President of the Academy. In fact, we've got a room full of Presidents: Bob Iger, CBS. Brandon Tartikoff, NBC. Sidney Sheinberg, MCA. [///< I'm George Bush, USA. ///<]

Ted Turner's here. [[Ted, I want to thank you for the suggestion you made to Barbara recently -- but I have to tell you she's decided not to have her hair colorized.]]

[[And of course, Barry Diller from the Fox network. Barry asked me if I'd be interested in starring in my own sit com: He wants to call it "Married, With Grandchildren."]]

[[There's Roger Ailes: my good friend and trusted advisor, without whose help I would not be President today. ///< I'm not sure I hit that line just the way Roger wanted me to.... ///<]]

[[But being President does have its advantages. I have a TV set in the White House with seven screens -- big screen in the middle, with six small ones around it, all of them on at once.

// Now I don't have to miss Dan Rather while I watch Wheel of Fortune.]]

[[That TV's got a remote control that can do everything but launch the Space Shuttle. // Thank goodness I've got my grandchildren to teach me how to use it.]]

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But I came here this morning to make a serious point -- about the **tremendous power of television** -- and how TV can help us meet some of the most pressing social challenges we face. And I know this industry is more involved than ever in focussing on some of our nation's most serious problems -- whether it's hunger, homelessness or drug abuse.

And there's tremendous potential in that -- because every one of us in this room knows that **television can do more than entertain. It can educate.**

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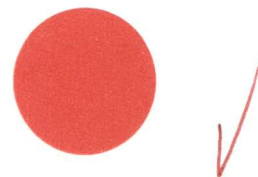
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# # #

THE WHITE HOUSE  
WASHINGTON



February 23, 1990

MEMORANDUM FOR CHRISS WINSTON  
DEPUTY ASSISTANT TO THE PRESIDENT  
FOR COMMUNICATIONS

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

SUBJECT: Draft Presidential Remarks: Academy of Television  
Arts and Sciences

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

We appreciate having had the opportunity to review this matter.

cc: James W. Cicconi

90 FEB 23 P 3: 29

THE WHITE HOUSE  
WASHINGTON

BOOTLEG ✓

February 23, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER

SUBJECT: Academy of Television Arts and Sciences Speech

Thank you for the opportunity to review the draft remarks for the Academy of Television Arts and Sciences breakfast. There are a couple of comments which may add to the anti-drug message the speech makes so well.

Page 5, para. 4

Perhaps the word "clean" might be substituted for "sober." As this refers to those who have stopped using drugs, perhaps a reference to those who have never used drugs at all could be added: "And even [more chic] never to have tried drugs in the first place."

Page 6, para. 3

It is important, as pointed out in paragraph 3, that the consequences of drug use are realistically portrayed in the media. However, it may be as important for media to emphasize the positive aspects of a drug-free life, to present children and adults who do not use drugs as positive role models, and to point to a life style that any child or adult would want to say "yes" to.

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

90 FEB 23 PM 4:15

THE WHITE HOUSE  
WASHINGTON

Date: 2/23/90

TO: *Chris Winton*

FROM: CLARK KENT ERVIN  
Office of National Services  
x6266 *C*

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

*Attached are our comments on  
The Academy of Television Arts & Sciences  
6 video messages.*

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 2/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/23/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS AND SCIENCES

	ACTION FYI			ACTION FYI	
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RESPONSE:

90 FEB 23 P 1:28

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

Very nice  
done

116

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS & SCIENCES  
BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

Thank you, Charles {Fries, Academy Chairman}, for those kind words. And good morning to all of you. I want to thank you for joining me at this early hour. It's great to see such an All-star cast assembled here. [Introductory acknowledgements.] My good friend Jerry Weintraub. Leo Chaloukian, President of the Academy. In fact, we've got a room full of Presidents: Bob Iger, CBS. Brandon Tartikoff, NBC. Sidney Sheinberg, MCA. [///< I'm George Bush, USA. ///<]]

Ted Turner's here. [[Ted, I want to thank you for the suggestion you made to Barbara recently -- but I have to tell you she's decided **not** to have her hair colorized.]]

[[And of course, Barry Diller from the Fox network. Barry asked me if I'd be interested in starring in my own sit com: He wants to call it "Married, With **Grandchildren**."]]

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*By using your "distinctive competence", the unique ability of the medium to inform, to change attitudes and to catalyze public action, you are a "point of light", mobilizing your resources to combat the greatest domestic issue of our time.*

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**RESPONSE:**

*See attached memo*


**James W. Cicconi**  
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DATE: 2/22/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2/23/90 4:00 PM

SUBJECT: PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS AND SCIENCES

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH 	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	BENNETT	<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, Friday, February 23, with a copy to my office. Thank you.

*Brume Sam for DR*

**RESPONSE:**

*TWO SUGGESTION -*

*DRAW SPECIFIC EXAMPLES OF ACTORS AND SPORTS STARS TO BRING THE POINT OF TRAGIC DRUG DEATHS HOME. JOHN BELUSHI AND GENE BIAS EXAMPLES MIGHT BE USED.*

*TWO GREAT TALENTS SNUFFED OUT BY DRUG IN THEIR PRIME.*

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

*WRAP UP WITH A SPECIFIC CHALLENGE TO THE INDUSTRY TO DO MORE IN THE WAR ON DRUGS. APPLAUD AND*

CONGRATULATE THEIR EFFORTS TO DATE  
BUT CHALLENGE THEM IN THEIR CAPACITY AS  
ROLE MODELS AND TREND SETTERS TO DO EVEN  
MORE.

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS & SCIENCES  
BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

Thank you, Charles {Fries, Academy Chairman}, for those kind words. And good morning to all of you. I want to thank you for joining me at this early hour. It's great to see such an All-star cast assembled here. [Introductory acknowledgements.] My good friend Jerry Weintraub. Leo Chaloukian, President of the Academy. In fact, we've got a room full of Presidents: Bob Iger, CBS. Brandon Tartikoff, NBC. Sidney Sheinberg, MCA. [///< I'm George Bush, USA. ///<]

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But I came here this morning to make a serious point -- about the **tremendous power of television** -- and how TV can help us meet some of the most pressing social challenges we face. And I know this industry is more involved than ever in focussing on some of our nation's most serious problems -- whether it's hunger, homelessness or drug abuse.

And there's tremendous potential in that -- because every one of us in this room knows that **television can do more than entertain. It can educate.**

This morning, I want to focus on Public Enemy Number One -- **illegal drugs**.

Two weeks ago, I went down to the Andean Drug Summit -- down to Cartagena, Colombia -- a country on the front-lines of the drug war. President Barco and the people of Colombia have made a courageous choice: **Colombia versus the Cartels**. The battle is

far from over. But for the first time, the drug runners are on the run.

We're going to keep the pressure on -- work with our Andean allies to cut the supply lines that run from the jungles of South America right into the heart of our cities. And we will. But the "supply side" is only half the problem. If we want to win this war, we've simply got to drive down demand -- dry up the market for illegal drugs here in our own country.

We do that by increasing awareness. Education -- providing people -- especially young people -- information that helps them separate fact from fiction when the subject is drugs.

That's why I'm here this morning. To thank you -- the leaders in the television industry -- for enlisting the power of TV as a force for positive change.

Most people have no idea how many kids watch the Saturday morning cartoons. // This is one group that does. // Well, I am astonished at the number: 20 million kids between the ages of 5 and 11, sitting on the living room floor every Saturday morning, watching cartoons.

20 million kids. Impressionable. Just asking to be entertained. What a target audience. // And let me tell you something: those 20 million kids in front of their TVs on any Saturday morning are the same target audience for every school-yard drug pusher, five days a week.

Today, drugs are an unfortunate fact of life in every city and town across America. Our kids face pressure from their peers

-- pressure from the pushers out there -- to snort some coke, smoke some pot -- or even a killer called crack cocaine. "Just once." "Can't hurt." "Everybody does it." "It's cool." // That's what our kids hear. That's what they're up against. For too many of our kids, that's the real world.

We've got to help our children develop the power to say no - power that comes from self-confidence. We've got to arm our kids with the facts: Drugs aren't part of life in the fast lane. Drugs are a dead-end.

That's why I'm so delighted that the Academy is taking the lead in producing a show called "Cartoon All-Stars to the Rescue" -- a story about a boy who, with the help of more than a dozen of today's most popular cartoon characters, learns that he can draw the line against drugs: that every kid can be drug-free.

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But how many kids and young adults today have seen the programs or movies that show a character take drugs -- and just like the cartoon characters -- survive without a scratch? // Well, that isn't real either. In the real world -- whether it's Hollywood. Or Harlem. Or out in the heartland -- small town America -- we know what drugs do. And the simple truth is: drugs destroy. And thank goodness -- the days when popular culture glorified and glamorized drug use are fading fast.

Public opinion is turning around. We used to hear that drugs were fashionable. Fun. Part of life in the fast lane.

Not any more. Now we're hearing something different. Today, it's chic to be sober. //

I think that change is taking place because we've all seen the damage drugs can do. We've seen too many sports stars, too many entertainers -- too many of the men and women we look up to, too many of our heroes -- pulled down, destroyed by drugs. Drugs and success just don't mix.

And I want to thank every one of you in this room for helping smash that stereotype.

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I'm with those of you who believe the answer is to **treat drugs with the same degree of realism TV brings to so many other subjects.** To show what happens -- **in the real world** -- when someone does drugs. How what starts out as a **high** turns into the **lowest form of self-abasement** -- where drugs mean more than family, friends, or self-respect. To show -- **in the real world** -- how drugs destroy. **How drugs kill -- every day.**

That's the real-world message. It's a message that can save lives. And thanks to you -- it's a message that's getting through to our kids.

Once again, my thanks for all you've done -- and all you're doing. God bless you -- and God bless the United States of America.

# # #

from 2/23  
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 one change -  
 see p 4 -  
 Thanks  
 Don Casse  
 + Jerry  
 Balistrieri  
 X 2992

Document No. 116367 SS

**WHITE HOUSE STAFFING MEMORANDUM**

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68:212 90 FEB 23 12:39

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

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

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# # #

2/23

9:15 am

To: Daniel Case

Pls email to daniel

Have for report in by 4pm  
today (2/23)

Thanks!

J

# 452-2992

6 (hr) page follow

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

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**RESPONSE:**

*Please see suggestions,*

*pp. 1, 2.*

*2/23/90*

90 FEB 26 4 49:42

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

1990 FEB 22 PM 5:59

McGroarty/Dooley  
February 22, 1990  
4:00 pm  
[LATV]

PRESIDENTIAL REMARKS: ACADEMY OF TELEVISION ARTS & SCIENCES  
BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

Thank you, Charles {Fries, Academy Chairman}, for those kind words. And good morning to all of you. I want to thank you for joining me at this early hour. It's great to see such an All-star cast assembled here. [Introductory acknowledgements.] My good friend Jerry Weintraub. Leo Chaloukian, President of the Academy. In fact, we've got a room full of Presidents: Bob Iger, CBS. Brandon Tartikoff, NBC. Sidney Sheinberg, MCA. [///  
I'm George Bush, USA. ///  
]

Ted Turner's here. [[Ted, I want to thank you for the suggestion you made to Barbara recently -- but I have to tell you she's decided **not** to have her hair colorized.]]

[[And of course, Barry Diller from the Fox network. Barry asked me if I'd be interested in starring in my own sit com: He wants to call it "Married, With **Grand**children."]]

✓ [[There's Roger Ailes: my good friend and trusted advisor, without whose help I <sup>might</sup> ~~would~~ not be President today. ///  
I'm not sure I hit that line just the way Roger wanted me to.... ///  
]]

[[But being President does have its advantages. I have a TV set in the White House with seven screens -- big screen in the middle, with six small ones around it, all of them on at once.

// Now I don't have to miss Dan Rather while I watch Wheel of Fortune.]]

[[That TV's got a remote control that can do everything but launch the Space Shuttle. // Thank goodness I've got my grandchildren to teach me how to use it.]]

There's no escaping the fact that we live in the age of television. [[You know, in my State of the Union, I announced six national education goals -- targets to meet by the year 2000. I want to add a seventh goal this morning. **By the year 2000, all Americans must be able to set the clocks on their VCRs. ///**]]

But I came here this morning to make a serious point -- about the **tremendous power of television** -- and how TV can help us meet some of the most pressing social challenges we face. And I know this industry is more involved than ever in focussing on some of our nation's most serious problems -- whether it's hunger, homelessness or drug abuse.

And there's tremendous potential in that -- because every one of us in this room knows that **television can do more than entertain. It can educate.**

This morning, I want to focus on Public Enemy Number One -- **illegal drugs**.

Two weeks ago, I ~~went down~~ <sup>attended</sup> to the Andean Drug Summit -- down to Cartagena, Colombia -- a country on the front-lines of the drug war. President Barco and the people of Colombia have made a courageous choice: **Colombia versus the Cartels**. The battle is

far from over. But for the first time, the **drug runners are on the run.**

We're going to keep the pressure on -- work with our Andean allies to cut the supply lines that run from the jungles of South America right into the heart of our cities. And we will. But the "supply side" is only half the problem. If we want to win this war, we've simply got to drive down demand -- dry up the market for illegal drugs here in our own country.

We do that by increasing awareness. Education -- providing people -- especially young people -- information that helps them separate fact from fiction when the subject is drugs.

That's why I'm here this morning. To thank you -- the leaders in the television industry -- for enlisting the power of TV as a force for positive change.

Most people have no idea how many kids watch the Saturday morning cartoons. // This is one group that does. // Well, I am astonished at the number: 20 million kids between the ages of 5 and 11, sitting on the living room floor every Saturday morning, watching cartoons.

20 million kids. Impressionable. Just asking to be entertained. **What a target audience.** // And let me tell you something: those 20 million kids in front of their TVs on any Saturday morning are the **same target audience for every school-yard drug pusher, five days a week.**

Today, drugs are an unfortunate fact of life in every city and town across America. Our kids face pressure from their peers

-- pressure from the pushers out there -- to snort some coke, smoke some pot -- or even a killer called crack cocaine. "Just once." "Can't hurt." "Everybody does it." "It's cool." // That's what our kids hear. That's what they're up against. For too many of our kids, that's the real world.

We've got to help our children develop the power to say no - power that comes from self-confidence. We've got to arm our kids with the facts: Drugs aren't part of life in the fast lane. Drugs are a dead-end.

That's why I'm so delighted that the Academy is taking the lead in producing a show called "Cartoon All-Stars to the Rescue" -- a story about a boy who, with the help of more than a dozen of today's most popular cartoon characters, learns that he can draw the line against drugs: that every kid can be drug-free.

That's a great message -- and I hope that on Saturday, April 21st, the day that show is first broadcast across the U.S. and all over North America, every TV set is on -- and every child is tuned in.

I want to thank all of you associated with the Academy of Television Arts and Sciences for taking part in this collaborative effort. Never before in cartoon history have Bugs Bunny and Daffy Duck worked with the Teenage Mutant Ninja Turtles, the Muppets, the Smurfs -- and all the other stars of the cartoon world. [[My hat's off to Roy Disney and Buzz Potamkin -- for keeping all those colorful egos in line.]]

One thing more while we're talking about cartoons. Every one of us knows those scenes where a character falls off a cliff, or gets hit by a truck -- and gets right up, dusts himself off, and moves right on to the next scene. Kids see that stuff -- and they know it isn't real.

But how many kids and young adults today have seen the programs or movies that show a character take drugs -- and just like the cartoon characters -- survive without a scratch? // Well, that isn't real either. In the real world -- whether it's Hollywood. Or Harlem. Or out in the heartland -- small town America -- we know what drugs do. And the simple truth is: drugs destroy. And thank goodness -- the days when popular culture glorified and glamorized drug use are fading fast.

Public opinion is turning around. We used to hear that drugs were fashionable. Fun. Part of life in the fast lane.

Not any more. Now we're hearing something different. Today, it's chic to be sober. //

I think that change is taking place because we've all seen the damage drugs can do. We've seen too many sports stars, too many entertainers -- too many of the men and women we look up to, too many of our heroes -- pulled down, destroyed by drugs. Drugs and success just don't mix.

And I want to thank every one of you in this room for helping smash that stereotype.

Because the truth is, drugs don't care who you are, how famous you are -- or how much you earn. Drugs are deadly for everybody.

So this morning, I want to make sure I'm understood by all the writers, producers and actors in this room. I'm not asking you to compromise your art. I'm not asking TV producers or film makers to portray a fantasy world where drugs don't exist. Sugar-coating won't solve anything.

I'm with those of you who believe the answer is to treat drugs with the same degree of realism TV brings to so many other subjects. To show what happens -- in the real world -- when someone does drugs. How what starts out as a high turns into the lowest form of self-abasement -- where drugs mean more than family, friends, or self-respect. To show -- in the real world -- how drugs destroy. How drugs kill -- every day.

That's the real-world message. It's a message that can save lives. And thanks to you -- it's a message that's getting through to our kids.

Once again, my thanks for all you've done -- and all you're doing. God bless you -- and God bless the United States of America.

# # #

ACADEMY OF TELEVISION ARTS & SCIENCES BREAKFAST  
LOS ANGELES, CALIFORNIA  
MARCH 2, 1990  
8:30 A.M.

THANK YOU, CHARLES, FOR THOSE KIND WORDS. AND  
GOOD MORNING TO ALL OF YOU. I WANT TO THANK YOU FOR  
JOINING ME AT THIS EARLY HOUR. IT'S GREAT TO SEE SUCH  
AN ALL-STAR CAST ASSEMBLED HERE. MY GOOD FRIEND JERRY  
WEINTRAUB. LEO CHALOUKIAN, PRESIDENT OF THE ACADEMY.  
IN FACT, WE'VE GOT A ROOM FULL OF PRESIDENTS: BOB IGER  
[EYE-GER], ABC. BRANDON TARTIKOFF, NBC. JEFF  
SAGANSKY, CBS. [[/// I'M GEORGE BUSH, USA. ///]]

TED TURNER'S HERE. [[TED, I WANT TO THANK YOU FOR  
THE SUGGESTION YOU MADE TO BARBARA RECENTLY -- BUT I  
HAVE TO TELL YOU SHE'S DECIDED NOT TO HAVE HER HAIR  
COLORIZED.]]

[[THERE'S ROGER AILES: MY GOOD FRIEND AND TRUSTED  
ADVISOR, WHOSE HELP WAS SO IMPORTANT TO ME IN MY QUEST  
FOR THE PRESIDENCY. // I'M NOT SURE I HIT THAT LINE  
JUST THE WAY ROGER WANTED ME TO -- BUT THE EYE CONTACT  
WAS OK -- WASN'T IT, ROGER? // ]]

[IBUT BEING PRESIDENT DOES HAVE ITS ADVANTAGES. I HAVE A TV SET IN THE WHITE HOUSE WITH FIVE SCREENS -- BIG SCREEN IN THE MIDDLE, WITH FOUR SMALL ONES AROUND IT, ALL OF THEM ON AT ONCE. // NOW I DON'T HAVE TO MISS THE NIGHTLY NEWS WHILE I WATCH WHEEL OF FORTUNE.]

THERE'S NO ESCAPING THE FACT THAT WE LIVE IN THE AGE OF TELEVISION. [YOU KNOW, IN MY STATE OF THE UNION, I ANNOUNCED SIX NATIONAL EDUCATION GOALS -- TARGETS TO MEET BY THE YEAR 2000. I WANT TO ADD A SEVENTH GOAL THIS MORNING. BY THE YEAR 2000, ALL AMERICANS MUST BE ABLE TO SET THE CLOCKS ON THEIR VCERS. ///]

BUT I CAME HERE THIS MORNING TO MAKE A SERIOUS POINT -- ABOUT THE TREMENDOUS POWER OF TELEVISION -- AND HOW TV CAN HELP US MEET SOME OF THE MOST PRESSING SOCIAL CHALLENGES WE FACE. AND I KNOW THIS INDUSTRY IS MORE INVOLVED THAN EVER IN FOCUSING ON SOME OF OUR NATION'S MOST SERIOUS PROBLEMS -- WHETHER IT'S HUNGER, HOMELESSNESS OR DRUG ABUSE.

AND THERE'S TREMENDOUS POTENTIAL IN THAT --  
BECAUSE EVERY ONE OF US IN THIS ROOM KNOWS THAT  
TELEVISION CAN DO MORE THAN ENTERTAIN. IT CAN EDUCATE.

THIS MORNING, I WANT TO FOCUS ON PUBLIC ENEMY  
NUMBER ONE -- ILLEGAL DRUGS.

TWO WEEKS AGO, I WENT DOWN TO THE ANDEAN DRUG  
SUMMIT -- DOWN TO CARTAGENA, COLOMBIA -- A COUNTRY ON  
THE FRONT-LINES OF THE DRUG WAR. PRESIDENT BARCO AND  
THE PEOPLE OF COLOMBIA HAVE MADE A COURAGEOUS CHOICE:  
COLOMBIA VERSUS THE CARTELS. THE BATTLE IS FAR FROM  
OVER. BUT FOR THE FIRST TIME, THE DRUG RUNNERS ARE ON  
THE RUN.

WE'RE GOING TO KEEP THE PRESSURE ON -- WORK WITH  
OUR ANDEAN ALLIES TO CUT THE SUPPLY LINES THAT RUN FROM  
THE JUNGLES OF SOUTH AMERICA RIGHT INTO THE HEART OF  
OUR CITIES. AND WE WILL. BUT THE "SUPPLY SIDE" IS  
ONLY HALF THE PROBLEM. IF WE WANT TO WIN THIS WAR,  
WE'VE SIMPLY GOT TO DRIVE DOWN DEMAND -- DRY UP THE  
MARKET FOR ILLEGAL DRUGS HERE IN OUR OWN COUNTRY.

WE DO THAT BY INCREASING AWARENESS. EDUCATION -- PROVIDING PEOPLE -- ESPECIALLY YOUNG PEOPLE -- INFORMATION THAT HELPS THEM SEPARATE FACT FROM FICTION WHEN THE SUBJECT IS DRUGS.

THAT'S WHY I'M HERE THIS MORNING. TO THANK YOU -- THE LEADERS IN THE TELEVISION INDUSTRY -- FOR ENLISTING THE POWER OF TV AS A FORCE FOR POSITIVE CHANGE. EACH OF YOU IS A POINT OF LIGHT UTILIZING YOUR UNIQUE ABILITY TO INFORM, TO CHANGE ATTITUDES TO CATALYZE PUBLIC ACTION IN OUR FIGHT AGAINST DRUG ABUSE.

THIS MORNING, I WANT TO THANK YOU FOR THE WORK YOU'RE DOING WITH MY FRIEND JIM BURKE, HEAD OF THE MEDIA-ADVERTISING PARTNERSHIP FOR A DRUG-FREE AMERICA. WE SEE THOSE HARD-HITTING ANTI-DRUG COMMERCIALS EVERY DAY -- AND THEY'RE HITTING HOME. WE'RE STARTING TO SEE A SHIFT IN ATTITUDES IN THE REGIONS WHERE THOSE SPOTS ARE ON THE AIR.

BUT IT'S NOT JUST THE COMMERCIALS THAT ARE GETTING THE ANTI-DRUG MESSAGE ACROSS -- INCREASINGLY, IT'S ALSO YOUR REGULAR PROGRAMMING, THE SHOWS THEMSELVES. AND THAT'S IMPORTANT.

MOST PEOPLE HAVE NO IDEA HOW MANY KIDS WATCH THE SATURDAY MORNING CARTOONS. // THIS IS ONE GROUP THAT DOES. // WELL, I AM ASTONISHED AT THE NUMBER: 20 MILLION KIDS BETWEEN THE AGES OF 5 AND 11, SITTING ON THE LIVING ROOM FLOOR EVERY SATURDAY MORNING, WATCHING CARTOONS.

20 MILLION KIDS. IMPRESSIONABLE. JUST ASKING TO BE ENTERTAINED. WHAT A TARGET AUDIENCE. // AND LET ME TELL YOU SOMETHING: THOSE 20 MILLION KIDS IN FRONT OF THEIR TVS ON ANY SATURDAY MORNING ARE THE SAME TARGET AUDIENCE FOR EVERY SCHOOL-YARD DRUG PUSHER, FIVE DAYS A WEEK.

TODAY, DRUGS ARE AN UNFORTUNATE FACT OF LIFE IN EVERY CITY AND TOWN ACROSS AMERICA. OUR KIDS FACE PRESSURE FROM THEIR PEERS -- PRESSURE FROM THE PUSHERS OUT THERE -- TO SNORT SOME COKE, SMOKE SOME POT -- OR EVEN A KILLER CALLED CRACK COCAINE. "JUST ONCE." "CAN'T HURT." "EVERYBODY DOES IT." "IT'S COOL." // THAT'S WHAT OUR KIDS HEAR. THAT'S WHAT THEY'RE UP AGAINST. FOR TOO MANY OF OUR KIDS, THAT'S THE REAL WORLD.

WE'VE GOT TO HELP OUR CHILDREN DEVELOP THE POWER TO SAY NO -- POWER THAT COMES FROM SELF-CONFIDENCE. WE'VE GOT TO ARM OUR KIDS WITH THE FACTS: DRUGS AREN'T PART OF LIFE IN THE FAST LANE. DRUGS ARE A DEAD-END.

THAT'S WHY I'M SO DELIGHTED THAT THE ACADEMY IS TAKING THE LEAD IN PRODUCING A SHOW CALLED "CARTOON ALL-STARS TO THE RESCUE" -- A STORY ABOUT A BOY WHO, WITH THE HELP OF MORE THAN A DOZEN OF TODAY'S MOST POPULAR CARTOON CHARACTERS, LEARNS THAT HE CAN DRAW THE LINE AGAINST DRUGS: THAT EVERY KID CAN BE DRUG-FREE.

THAT'S A GREAT MESSAGE -- AND I HOPE THAT ON SATURDAY, APRIL 21ST, THE DAY THAT SHOW IS FIRST BROADCAST ACROSS THE U.S. AND ALL OVER NORTH AMERICA, EVERY TV SET IS ON -- AND EVERY CHILD IS WATCHING.

I WANT TO THANK ALL OF YOU ASSOCIATED WITH THE ACADEMY OF TELEVISION ARTS AND SCIENCES FOR TAKING PART IN THIS COLLABORATIVE EFFORT. NEVER BEFORE IN CARTOON HISTORY HAVE BUGS BUNNY AND DAFFY DUCK WORKED WITH THE TEENAGE MUTANT NINJA [NIN-JUH] TURTLES, THE MUPPETS, THE SMURFS -- AND ALL THE OTHER STARS OF THE CARTOON WORLD. [IMY HAT'S OFF TO ROY DISNEY AND BUZZ POTAMKIN -- FOR KEEPING ALL THOSE COLORFUL EGOS IN LINE.]]

ONE THING MORE WHILE WE'RE TALKING ABOUT CARTOONS. EVERY ONE OF US KNOWS THOSE SCENES WHERE A CHARACTER FALLS OFF A CLIFF, OR GETS HIT BY A TRUCK -- AND GETS RIGHT UP, DUSTS HIMSELF OFF, AND MOVES RIGHT ON TO THE NEXT SCENE. KIDS SEE THAT STUFF -- AND THEY KNOW IT ISN'T REAL.

BUT HOW MANY KIDS AND YOUNG ADULTS TODAY HAVE SEEN THE PROGRAMS OR MOVIES THAT SHOW A CHARACTER TAKE DRUGS -- AND JUST LIKE THE CARTOON CHARACTERS -- SURVIVE WITHOUT A SCRATCH? // WELL, THAT ISN'T REAL EITHER. IN THE REAL WORLD -- WHETHER IT'S HOLLYWOOD. OR HARLEM. OR OUT IN THE HEARTLAND -- SMALL TOWN AMERICA -- WE KNOW WHAT DRUGS DO. AND THE SIMPLE TRUTH IS: DRUGS DESTROY. AND THANK GOODNESS -- THE DAYS WHEN POPULAR CULTURE GLORIFIED AND GLAMORIZED DRUG USE ARE FADING FAST.

PUBLIC OPINION IS TURNING AROUND. WE USED TO HEAR THAT DRUGS WERE FASHIONABLE. FUN. PART OF LIFE IN THE FAST LANE.

NOT ANY MORE. NOW WE'RE HEARING SOMETHING DIFFERENT. TODAY, IT'S CHIC TO BE DRUG-FREE. //

I THINK THAT CHANGE IS TAKING PLACE BECAUSE WE'VE ALL SEEN THE DAMAGE DRUGS CAN DO. WE'VE SEEN TOO MANY SPORTS STARS, TOO MANY ENTERTAINERS -- TOO MANY OF THE MEN AND WOMEN WE LOOK UP TO, TOO MANY OF OUR HEROES -- PULLED DOWN, DESTROYED BY DRUGS. DRUGS AND SUCCESS JUST DON'T MIX.

AND I WANT TO THANK EVERY ONE OF YOU IN THIS ROOM FOR HELPING SMASH THAT STEREOTYPE.

BECAUSE THE TRUTH IS, DRUGS DON'T CARE WHO YOU ARE, HOW FAMOUS YOU ARE -- OR HOW MUCH YOU EARN. DRUGS ARE DEADLY FOR EVERYBODY.

SO THIS MORNING, I WANT TO MAKE SURE I'M UNDERSTOOD BY ALL THE WRITERS, PRODUCERS AND ACTORS IN THIS ROOM. I'M NOT ASKING YOU TO COMPROMISE YOUR ART. I'M NOT ASKING TV PRODUCERS OR FILM MAKERS TO PORTRAY A FANTASY WORLD WHERE DRUGS DON'T EXIST. SUGAR-COATING WON'T SOLVE ANYTHING.

I'M WITH THOSE OF YOU WHO BELIEVE THE ANSWER IS TO TREAT DRUGS WITH THE SAME DEGREE OF REALISM TV BRINGS TO SO MANY OTHER SUBJECTS. TO SHOW WHAT HAPPENS -- IN THE REAL WORLD -- WHEN SOMEONE DOES DRUGS. HOW WHAT STARTS OUT AS A HIGH TURNS INTO THE LOWEST FORM OF SELF-ABASEMENT -- WHERE DRUGS MEAN MORE THAN FAMILY, FRIENDS, OR SELF-RESPECT. TO SHOW -- IN THE REAL WORLD -- HOW DRUGS DESTROY. HOW DRUGS KILL -- EVERY DAY.

THAT'S THE REAL-WORLD MESSAGE. IT'S A MESSAGE  
THAT CAN SAVE LIVES. AND THANKS TO YOU -- IT'S A  
MESSAGE THAT'S GETTING THROUGH TO OUR KIDS.

ONCE AGAIN, MY THANKS FOR ALL YOU'VE DONE -- AND  
ALL YOU'RE DOING. GOD BLESS YOU -- AND GOD BLESS THE  
UNITED STATES OF AMERICA.

# # #

# The Hotline

THE DAILY BRIEFING ON AMERICAN POLITICS  
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TO: White House speech writers / communication

ATTENTION OF: Mary Kate Grant

FROM: Donald Tighe

DATE: 3.2.90

FAX NUMBER: 456.6218

NUMBER OF PAGES ATTACHED: 10-ish

\*\*\*\*\*

Please let us know if you do not receive all attachments.

Phone Number: 703/237-5130  
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703/237-5147

MK: I just loved this publishers' perspective--  
what you might like a glance. Plus I've been

Don Sipple  
Robert Inglis  
Deborah Steelman  
Greg Stevens  
Raymond D. Strother  
Lance Tamm  
Robert Yeeter  
Steve Teichner  
Joe Trippi  
Carl H. Wagner

program ...  
writing up Calif. Gov., and an 80% bush favorability  
poll is always fun to see ... Take care, Donald.

\* \* \* \* \* HOTLINE POLLING REPORT \* \* \* \* \*

HOTLINE/KRC POLL: BUSH COASTS AT 80% FAVORABLE  
 1,003 registered voters were interviewed February 25-27,  
 1990. The margin of error for the full sample is 3% (WBZ-TV,  
 BOSTON GLOBE, S.F. CHRONICLE, 3/1).

BUSH FAVORABILITY RATING: all Dems Inds GOP men women  
 favorable 80% 69% 82% 93% 81% 79%  
 unfavorable 13 22 13 4 13 13

BUSH JOB RATING: Excellent 16%; above average 41%; average  
 (vol.) 24%; below average 13%; poor 4%

QUESTION: We asked voters if they thought Reagan was telling the  
 truth when he testified that he did not trade arms for hostages  
 and had not seen evidence that profits from the arms sales were  
 diverted to the contras.

	all	Dems	Inds	GOP	men	women
telling the truth	26%	13%	23%	42%	28%	25%
not telling truth	61	78	65	40	59	63

REAGAN FAVORABILITY RATING: all Dems Inds GOP men women  
 favorable 59% 34% 54% 89% 62% 56%  
 unfavorable 33 58 35 6 30 37

CARTER FAVORABILITY RATING  
 favorable 62% 76% 66% 43% 59% 65%  
 unfavorable 25 13 23 41 28 22

ORTEGA FAVORABILITY RATING  
 favorable 6% 9% 5% 3% 6% 6%  
 unfavorable 57 55 60 60 61 54

CHAMORRO FAVORABILTY RATING  
 favorable 6% 9% 6% 4% 8% 5%  
 unfavorable 4 3 3 5 3 4

will fully support [O'Neill] throughout the campaign and I not only hope that he runs but that he wins." Her announcement "coincides with a second wave of radio and television advertisements designed to bolster O'Neill's sagging popularity"; the ads will run through the end of this week. The total cost of the radio/TV campaign is about \$250,000, "a surprisingly large sum this early in a gubernatorial campaign" (COURANT, 2/23).

WEICKER.WATCH: A USA TODAY "Newsmakers" look at CT GOPer "liberal Lowell Weicker" says "he'll have to beat conservative GOP Rep. John Rowland in a primary or run as an independent. Either way, pundits predict a Weicker bid will make for one of the most exciting races" because he "stands for everything conservatives abhor. As a senator, he battled Reagan's policies, boasted he was never invited to the Reagan White House, was arrested for protesting apartheid, opposed the death penalty, favored abortion rights and promoted raising taxes." CT GOP chair Richard Foley says Weicker is welcome to enter the GOP race but worries CT's 9/11 primary is only seven weeks from the election and a divisive primary could help the Dems. Dem chair John Droney: "I really don't care what the great plutocrat from Alexandria, VA does or doesn't do," but if he enters the primary "it's going to set off a firestorm in the Republican Party, and they'll certainly have the greatest political battle in the history of Connecticut politics" (Mimi Hall, 3/2).

FLORIDA: NELSON BACK WITH NEW SYMBOL OF EARLY RELEASE

Dem candidate Rep. Bill Nelson, "stung by criticism [his campaign] carried racial overtones" after "likening accused cop-killer Charlie Street to Willie Horton," has now "offered a new symbol of Florida's troubled inmate-release program: an Australian aborigine," James Hudson Savage, "who raped and murdered a white [FL] woman" (Steve Bousquet, MIAMI HERALD). GOP Gov. Bob Martinez manager J.M. Stipanovich: "I'll be damned if I can figure out how Savage is different than Street." And Nelson Dem rival state Sen. George Stuart: "James Savage's defense was that he had been racially deprived -- not a good case for Nelson to switch off to." Nelson "said no decision has been made whether to mention Savage in TV ads or campaign appearances" (2/24). And a 2/24 M. HERALD editorial on Nelson: "The Street Horton step was stupid as well as wrong. To his credit, the candidate now seems to realize that he was sending the wrong message." Papers nationwide covered Nelson's apology for the Street/Horton comparison (N.Y. TIMES, USA TODAY, W. TIMES, 2/26).

NELSON "BLUNDERS" MAKE HIM LOOK "WIMPY." ORLANDO SENTINEL's John Van Gieson reports Dem U.S. Rep. Bill Nelson's apology for "manipulating racial tensions" with the Charlie Street case was "the latest in a series of campaign incidents in which Nelson appeared to wilt under pressure. ... Even supporters who said they were confident that the Street affair would not hurt Nelson in the long run expressed concerns about the way it was handled." But Dem rival Alcee Hastings, saw the affair as positive, free advertising for Nelson, "Any time you're on the front page, you're helped. ... They spent a little bit of money to get a lot of attention and then backed off. [Nelson campaign manager] Phelps is smart enough to have

concocted that scheme" (2/26). WINTER HAVEN NEWS CHIEF editorial headline: "Bill Nelson's worst enemy is Bill Nelson" (2/24).

BUNDY AD: "Gov. Bob Martinez is putting Ted Bundy's face to work for his re-election campaign" in an ad "aimed at underscoring the governor's stance against crime in general," reports MIAMI HERALD's Mark Silva. A 30-second spot that began airing 2/26 features the convicted murderer, whose execution was ordered by Martinez last year. "Bundy is shown sauntering, confidently, through a courtroom. The image ends in a still-frame shot of arrogant eyes" (see #86 for full ad text).

MISLEADING CLAIM?: But the ad "makes one potentially misleading claim" when Martinez says he's "signed some 90 death warrants" in FL. Silva notes that while Martinez has signed over 90 death warrants, only five convicts have actually been executed since Martinez took office in 1987 -- "roughly the same number of executions per year as the state has had since executions were resumed in Florida in 1979." Martinez manager Mac Stipanovich pointed out the governor was in DC last week testifying for speedier appeals: "If they're not going to the chair, it's not because Bob Martinez is not trying to get them there."

DEMS: Silva notes FL polls show "overwhelming support for the death penalty" and "it can be an important campaign issue" -- "deployed" by Martinez against Dem Steve Pajcic in 1986. Both Dem candidates, U.S. Rep. Bill Nelson and state Sen. George Stuart favor the death penalty. Stuart's running mate, ex-state Sen. Pat Frank, opposes it but has said she could carry it out if she became governor (2/27).

EDITORIAL RAPS NELSON, RAPPER OFFENDS MARTINEZ. "Bill Nelson should not be elected governor of Florida if he's going to run on a platform of apologies." Citing CenTrust \$\$ and Charles Street/crime flap, and urging the Dem Congressman and gubernatorial candidate to campaign on the issues, a PALM BEACH POST editorial says "For [Nelson], the low road will lead to embarrassment -- defeat. ... [Nelson] is running against an incumbent who is described in a current magazine as 'the dumbest politician in America south of [V.P. Dan Quayle's house],'" GOP Gov. Martinez, who is campaigning on crime and environment, an issue he found "roughly two years ago" on which "his stands have been admirable but hardly daring" (3/1).

MARTINEZ: MIAMI HERALD's Mike Wilson and Debbie Sontag combine for full page treatment of reaction to Martinez's wish "to prosecute [Luther] Campbell and his Miami-based record company ... on criminal charges ... Martinez, who previously had shown little interest in rap music, declared the record 'vulgar' and disgusting." Teenage reaction: "Are you living in a fantasy world? You don't like abortion. You don't like sex education. You don't like curse words. Everything have to do with sex, you go and have a fit. Are you married?" (Adrienne McCartney, 17) (3/1).

GEORGIA: YOUNG PREACHES IN WHITE BAPTIST CHURCH

ATLANTA CONSTITUTION's A.L. May reports Dem candidate Andrew Young "took to the pulpit of the First Baptist Church [in Cedartown, GA] [2/25] for another first in the 1990 campaign." He

preached "to a white, rural congregation. The blacks who were there were guests. ... There was no mention that Mr. Young is a candidate, and he was officially there to sermonize as part of a 'race relations [2/25].' But it was hard to miss the campaign undertone, and the appearance was the latest Young event designed to highlight the novelty of his campaign." May notes that Young, "an ordained Congregationalist minister," took as his text part of "Paul's Letter to the Ephesians: 'For he is our peace, who has made us both one, and has broken down the dividing wall of hostility.'" Young "spoke of a 'transformation of politics'" and "seasoned his sermon with a pinch of Thomas Jefferson and a dash of Jimmy Carter." Afterwards, Young posed for a few pictures including one with the church's pastor who said, "I want my picture made with the next governor of Georgia" (2/26).

#### ILLINOIS: EDGAR "IN A GOP DOGFIGHT"

Instead of being the "heir-apparent" to GOP Gov. Jim Thompson "with the task of holding an early lead over" Dem AG Neil Hartigan, GOP Sec. of State Jim Edgar "wound up as the only major statewide Republican candidate with a primary." CHICAGO TRIBUNE's Thomas Hardy notes Edgar "has been bruised almost daily by the rampaging campaign of challenger Steven Baer, the conservative ideologue who has made the race for the Republican nomination a referendum on Edgar's moderate positions." Edgar also faces radiologist Robert Marshall. Meanwhile, "Hartigan sits back now to await the GOP nominee and worry whether exposure in the primary election will benefit the Republican." Hardy notes, "For Edgar and Baer, heavily Republican Du Page County and suburban Cook County will be critical" as they make up nearly 28% of the GOP primary vote. Baer "expects to win a sizable vote in Du Page with its concentration of evangelical Christians and property-tax protesters" but "Edgar's constituency is substantial. It is political and it is statewide" (2/25).

EDGAR: IL NARAL PAC and Personal PAC (IL Pro-Choice Political Action Voice) 2/27 endorsed GOP Sec. of State Jim Edgar in the primary against conservative Steve Baer (release, 2/27). ABC's "American Agenda," which focused on states and local efforts to curb drunk driving, noted IL was one of 28 states that automatically revoke drivers licenses when a person refuses to take or fails a breathalyzer test. Edgar was shown saying, "It has been a major reason why we have seen a drop in DWI-related deaths" (2/27).

CHURCH CHAT: Baer, speaking 1/28 at the Calvary Temple Church in Springfield, told the congregation "that government is 'an instrument of Satan' and abortion remains the issue that most moves him." Baer later "said that the context of his calling government an 'instrument of Satan' was the abortion issue." Baer: "I did not say that the devil was at the controls of Illinois government" (Doug Finke, Springfield STATE JOURNAL-REGISTER, 2/21). TRIBUNE's O'Malley & Grattaue: "Should 'Gov. Baer' ever find himself explaining a tricky situation, he can always claim that the devil made him do it" (2/22). Speaking in Chicago at a City Hall news