

Originally Processed With FOIA(s):

FOIA Number:

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# FOIA MARKER

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

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

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**OA/ID Number:** 13522  
**Folder ID Number:** 13522-007

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**Folder Title:**  
"Drug Abuse is Life Abuse" Speech 3/2/90 [OA 4728]

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Stack:	Row:	Section:	Shelf:	Position:
<b>G</b>	<b>25</b>	<b>6</b>	<b>7</b>	<b>7</b>

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/26/90

ACTION/CONCURRENCE/COMMENT DUE BY: NOON Tuesday 02/27

SUBJECT: PRESIDENTIAL REMARKS: DRUG ABUSE IS LIFE ABUSE, SANTA ANA BOWL, CA (02/23 Draft one)

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

**REMARKS:**

Please provide any comments/recommendations directly to Chriss Winston by Noon on Tuesday, 02/27, with a copy to my office. Thanks.

**RESPONSE:**

*OK, R*

90 FEB 28 P12:02

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

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG ABUSE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
FRIDAY, MARCH 2, 1990, 12:45 P.M.

[[ACKNOWLEDGMENTS]]

Thank you for that warm introduction, Jim [[EVERETT, L.A. RAMS Q.B.]]. I hear someone asked Jim if he was excited about being with the President today, and he said: "Not as excited as I'll be next year -- when we're invited to the White House after the Rams win the Super Bowl!" \\\

No matter what team you like, you got to admit that Georgia Frontiere [[RAMS OWNER]] has built one of the toughest teams in pro football. Who says there's no role for women in combat?! \\\

Although I follow football, my first love is pro baseball. And if the Angels are looking for replacement players to get the season started -- I hope they'll remember that I used to play first base! \\\

Since my oldest son is now a part owner of the Texas Rangers, I asked him if I could come try out for the club. He said: "Sure Dad. You can come down and throw the ball around. But don't give up your day job!" \\\

It's great to be back in Orange County.

Southern California is a place of both beauty and bounty, favored by some of the greatest wonders of nature and some of the most wondrous works of man. It's home to many of America's oldest traditions and newest ideas, the computerized pirate ships of Walt Disney, the real-life cowboys of the Irvine Ranch. And

Orange County is a special place, a place that's been blessed by productive lands, productive minds, and productive people -- one of the youngest and hardest working populations in the country.

And standing here today in Orange County -- leading the way into a new decade and a new century -- it's easy to see why many young people are looking to the future with a new sense of hope -- and seeing a world of limitless possibilities.

Something is happening in the world. Something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel -- who began the year as a prisoner and ended it as President -- summed it up in his visit to Washington last month. He said: "Things are happening so fast that we have no time to be astonished."

And today the wind rushing down from the mountains is not the hot fierce menace called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

Vaclav Havel, free at last. Nelson Mandela, free at last. Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: Drug-free neighborhoods. Drug-free schools. Drug-free kids. \\\

And anyone who thinks America lacks the will to win the drug war better take a look at the spirit we have here today in Orange County. \\\

I know we'll win the war on drugs because you have what a longtime resident of Orange County, John Wayne, had -- True Grit.

In his classic movie about the liberation of my home state of Texas, John Wayne stood before the Alamo and spelled it out in his simple, all-American, point-blank style. He said:

"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

As he did in the conduct of his own life, in that movie John Wayne voted for right, he voted for life.

And today in Orange County, thousands of you have made that same choice. You've stood up for right. You've stood up for life. And you sum it up in a phrase: **"DRUG ABUSE IS LIFE ABUSE."** \\\

The slogan is powerful in its simplicity. And the logo itself is apt: In it, the word "LIFE" is literally torn apart, just as the lives of our young are torn apart and destroyed by the nightmare called cocaine.

While visiting Orange County last spring, I commended the L.A. Rams for having every player wear a "Drug Abuse Is Life Abuse" patch on his uniform -- a move that was copied by tens of thousands of local fans and student athletes here.

The Rams wore the patches for a year. Then the N.F.L. ordered them removed, saying the patches ran afoul of league policies against "personal messages."

But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

I agree. In order to win, America's war on drugs must be total war. Waged from the boardroom to the classroom. From the White House to your house. No element of our society is immune -- certainly not the world of professional sports. And with all due respect to the league, I still think the patches are a good idea. \\\

Fighting drug abuse isn't a personal message -- it's a public service. And if, as they do, the Steelers and the Bears can wear patches saluting the heroes of yesterday, then the Rams ought to be able to wear patches saluting the kids of today. \\\

"Drug Abuse Is Life Abuse" is the right message because its goal is not punishing those who are hooked on drugs -- but detering kids from ever getting started.

That message is beginning to sink in. By now just about everybody knows this simple truth: Drugs aren't the answer. They never were. And they never will be.

And recently, we have seen some scattered but hopeful new signs of progress against the haze and horror of drugs.

It began last summer, when a major nationwide survey found that the number of regular drug users in America had dropped by almost 40 percent in just three years. Then just two weeks ago,

another new survey showed that the number of high school seniors using drugs declined again last year, a long-term trend that has brought student drug use to its lowest level in 15 years.

There are other signs, visible in every city in America. In my old Congressional district outside Houston, the people got together and took back a park from the drug dealers.

In Alexandria, Virginia, I visited a neighborhood where they hold all-night vigils every Friday to keep the pushers away from their kids. In the heartland, in Kansas City, I saw boarded-up crack houses bearing the six-word victory banner of the local activists: **"THIS NEIGHBORHOOD FIGHTS BACK AGAINST DRUGS."** \\\

And here in Orange County, thousands are doing their part. I think of heroic cops like Santa Ana Police Investigator Henry Cousin. Although severely wounded in a drug raid three years ago, Henry wouldn't quit. He joined a special federal task force, and recently helped take down the biggest drug seizure in Orange County history.

And I think of heroic mothers like Mrs. Rosa Perez, who's fought in Santa Ana for six years to rid her neighborhood of pushers. One time, even though she was pregnant, Mrs. Perez went to the aid of an officer that was struggling with a dope dealer.

But the battle isn't only being fought in the streets. About a year and a half ago, I came to Los Angeles for one of the most critical moments in the campaign -- the 1988 Presidential Debate. They asked if there were any heroes left in America. I named an astronaut. An AIDS researcher. A freedom fighter. **And**

I named a high school mathematics teacher from East L.A., a teacher who helped his Hispanic students see beyond poverty and neglect to the real potential of their own minds.

Jaime Escalante. Investigator Henry Cousin. Mrs. Rosa Perez. Three heroes. Two cities. One dream. \\

All three are here today. And all three deserve our thanks.

We've covered a lot of ground in the drug war. But tough challenges remain. It's like when the Rams offense crosses the 50 yard line: With every yard you gain, your opponent digs in and progress gets that much harder, not easier.

But we're going to beat drugs the same way the Rams beat many of their opponents: Relentless offense. A defense that refuses to give up a single yard to the opposition -- or a single child to these merchants of death. \\\

Against drugs, a good defense means reducing demand -- through efforts like the record funding my Administration has devoted for increased drug education and treatment.

And a tough offense means an attack on all fronts.

Last month's Drug Summit in Cartagena marked a good day for law enforcement and a very bad day for the cocaine cartels. President Barco's courageous crackdown has seized or destroyed their cash, their homes, their labs, and their drugs. And 14 accused traffickers have been extradited to the United States and now face American justice in courtrooms in Miami and Tulsa, Atlanta and San Francisco.

**The days of the druglords may not be over yet. But their days are numbered. \\\**

Here at home, my Administration recently designated the L.A./Orange County region as one of the nation's five "high intensity drug areas," a distinction that means increased resources and manpower this year. And nationwide, Congress has approved funding for the new agents, new prosecutors, and new prisons we asked for to catch, convict, and contain America's most dangerous drug offenders. \\\

**But Congress also needs to act, and act soon, on my new anti-crime proposals. Congress needs to provide serious laws to deal with a serious problem. \\\**

Working together, we can -- we will -- defeat this scourge.

Ten years ago last month, in a tiny town in upstate New York, a group of American kids seized the American flag and went out and did the impossible. They beat an unbeatable team -- the Soviet Olympic ice hockey team. And from that arena in Lake Placid a chant grew and swelled and boomed out across America:  
U-S-A. \ \ U-S-A. \ \ U-S-A! \ \ \

**They called it the upset of the decade. And many today mark it as a first step, an early trumpet call on America's road back.**

The lesson of that triumph is simple. And it stands the test of time: In the United States of America, all it takes is desire and a dream. Because what Americans can dream, Americans can do. \ \ \

We will win the war on drugs because we must. And let no one doubt the commitment we have in Washington. The White House has declared war on the crack house. And the only enemy response we'll accept is called "unconditional surrender." \\\

Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

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**RESPONSE:**

*All comment - page 6*

90 FEB 27 10:59 AM

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

\* Insert: *make a mistake - drug abuse in this country is still far too widespread. There is far too much suffering, far too many wasted lives.* 6 *WMA*

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*It is our thinking that the speech is too upbeat - it needs a sentence like this to put it in perspective.*

*Simon comments*



Thank you, Jim [EVERETT, LA RAMS Q.B.]. There are some people up here with me that deserve our thanks for making this day possible: Sheriff Brad Gates, Mike Hayde [HAID], President of "Drug Use is Life Abuse," and the Board of Directors of that great organization, including Dr. Robert Schuller and Georgia Frontiere. Also up here is some of Orange County's congressional delegation: Bob Dornan, Bill Dannemeyer, and Chris Cox. And I also have to salute one of America's best teachers: Jaime Escalante.

*714-761-9015*

Simon

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG ABUSE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
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Something is happening in the world. Something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel -- who began the year as a prisoner and ended it as President -- summed it up in his visit to Washington last month. ~~He said:~~ <sup>he said,</sup> Things are happening so fast that we have no time to be astonished." <sub>literally even</sub>

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[Koo-ZEEN]

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90 FEB 29 P2.0

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**REMARKS:**

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**RESPONSE:**

TO: CHRISS WINSTON March 1, 1990

The NSC Staff Concurs, no further comment.

  
Brent Scowcroft

CC: James Cicconi

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

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

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Orange County is a special place, a place that's been blessed by productive lands, productive minds, and productive people -- one of the youngest and hardest working populations in the country.

And standing here today in Orange County -- leading the way into a new decade and a new century -- it's easy to see why many young people are looking to the future with a new sense of hope -- and seeing a world of limitless possibilities.

Something is happening in the world. Something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel -- who began the year as a prisoner and ended it as President -- summed it up in his visit to Washington last month. He said: "Things are happening so fast that we have no time to be astonished."

And today the wind rushing down from the mountains is not the hot fierce menace called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

Vaclav Havel, free at last. Nelson Mandela, free at last. Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: Drug-free neighborhoods. Drug-free schools. Drug-free kids. \\\

And anyone who thinks America lacks the will to win the drug war better take a look at the spirit we have here today in Orange County. \\\

I know we'll win the war on drugs because you have what a longtime resident of Orange County, John Wayne, had -- True Grit.

In his classic movie about the liberation of my home state of Texas, John Wayne stood before the Alamo and spelled it out in this simple, all-American, point-blank style. He said:

"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

As he did in the conduct of his own life, in that movie John Wayne voted for right, he voted for life.

And today in Orange County, thousands of you have made that same choice. You've stood up for right. You've stood up for life. And you sum it up in a phrase: "DRUG ABUSE IS LIFE ABUSE." \\\

The slogan is powerful in its simplicity. And the logo itself is apt: In it, the word "LIFE" is literally torn apart, just as the lives of our young are torn apart and destroyed by the nightmare called cocaine.

While visiting Orange County last spring, I commended the L.A. Rams for having every player wear a "Drug Abuse Is Life Abuse" patch on his uniform -- a move that was copied by tens of thousands of local fans and student athletes here.

The Rams wore the patches for a year. Then the N.F.L. ordered them removed, saying the patches ran afoul of league policies against "personal messages."

But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

I agree. In order to win, America's war on drugs must be total war. Waged from the boardroom to the classroom. From the White House to your house. No element of our society is immune -- certainly not the world of professional sports. And with all due respect to the league, I still think the patches are a good idea. \\\

Fighting drug abuse isn't a personal message -- it's a public service. And if, as they do, the Steelers and the Bears can wear patches saluting the heroes of yesterday, then the Rams ought to be able to wear patches saluting the kids of today. \\\

"Drug Abuse Is Life Abuse" is the right message because its goal is not punishing those who are hooked on drugs -- but detering kids from ever getting started.

That message is beginning to sink in. By now just about everybody knows this simple truth: Drugs aren't the answer. They never were. And they never will be.

And recently, we have seen some scattered but hopeful new signs of progress against the haze and horror of drugs.

It began last summer, when a major nationwide survey found that the number of regular drug users in America had dropped by almost 40 percent in just three years. Then just two weeks ago,

another new survey showed that the number of high school seniors using drugs declined again last year, a long-term trend that has brought student drug use to its lowest level in 15 years.

There are other signs, visible in every city in America. In my old Congressional district outside Houston, the people got together and took back a park from the drug dealers.

In Alexandria, Virginia, I visited a neighborhood where they hold all-night vigils every Friday to keep the pushers away from their kids. In the heartland, in Kansas City, I saw boarded-up crack houses bearing the six-word victory banner of the local activists: "THIS NEIGHBORHOOD FIGHTS BACK AGAINST DRUGS." \\\

And here in Orange County, thousands are doing their part. I think of heroic cops like Santa Ana Police Investigator Henry Cousin. Although severely wounded in a drug raid three years ago, Henry wouldn't quit. He joined a special federal task force, and recently helped take down the biggest drug seizure in Orange County history.

And I think of heroic mothers like Mrs. Rosa Perez, who's fought in Santa Ana for six years to rid her neighborhood of pushers. One time, even though she was pregnant, Mrs. Perez went to the aid of an officer that was struggling with a dope dealer.

But the battle isn't only being fought in the streets. About a year and a half ago, I came to Los Angeles for one of the most critical moments in the campaign -- the 1988 Presidential Debate. They asked if there were any heroes left in America. I named an astronaut. An AIDS researcher. A freedom fighter. And

I named a high school mathematics teacher from East L.A., a teacher who helped his Hispanic students see beyond poverty and neglect to the real potential of their own minds.

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All three are here today. And all three deserve our thanks.

We've covered a lot of ground in the drug war. But tough challenges remain. It's like when the Rams offense crosses the 50 yard line: With every yard you gain, your opponent digs in and progress gets that much harder, not easier.

But we're going to beat drugs the same way the Rams beat many of their opponents: Relentless offense. A defense that refuses to give up a single yard to the opposition -- or a single child to these merchants of death. \ \ \

Against drugs, a good defense means reducing demand -- through efforts like the record funding my Administration has devoted for increased drug education and treatment.

And a tough offense means an attack on all fronts.

Last month's Drug Summit in Cartagena marked a good day for law enforcement and a very bad day for the cocaine cartels. President Barco's courageous crackdown has seized or destroyed their cash, their homes, their labs, and their drugs. And 14 accused traffickers have been extradited to the United States and now face American justice in courtrooms in Miami and Tulsa, Atlanta and San Francisco.

The days of the druglords may not be over yet. But their days are numbered. \\\

Here at home, my Administration recently designated the L.A./Orange County region as one of the nation's five "high intensity drug areas," a distinction that means increased resources and manpower this year. And nationwide, Congress has approved funding for the new agents, new prosecutors, and new prisons we asked for to catch, convict, and contain America's most dangerous drug offenders. \\\

But Congress also needs to act, and act soon, on my new anti-crime proposals. Congress needs to provide serious laws to deal with a serious problem. \\\

Working together, we can -- we will -- defeat this scourge.

Ten years ago last month, in a tiny town in upstate New York, a group of American kids seized the American flag and went out and did the impossible. They beat an unbeatable team -- the Soviet Olympic ice hockey team. And from that arena in Lake Placid a chant grew and swelled and boomed out across America: U-S-A. \\\ U-S-A. \\\ U-S-A! \\\

They called it the upset of the decade. And many today mark it as a first step, an early trumpet call on America's road back.

The lesson of that triumph is simple. And it stands the test of time: In the United States of America, all it takes is desire and a dream. Because what Americans can dream, Americans can do. \\\

We will win the war on drugs because we must. And let no one doubt the commitment we have in Washington. The White House has declared war on the crack house. And the ~~only~~ enemy response we'll accept is called "unconditional surrender." \\\

Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

THE WHITE HOUSE

WASHINGTON

February 27, 1990

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH:           CHRISS WINSTON *cw*  
FROM:               EDWARD McNALLY *EM*  
SUBJECT:            "DRUG USE IS LIFE ABUSE" SPEECH

I.    SUMMARY

Attached are draft remarks for Friday afternoon's address, the keynote speech at an anti-drug rally in the Santa Ana Bowl.

II.   DISCUSSION

At 12:20 p.m. on Friday, March 2, 1990, you are scheduled to arrive onstage at the Santa Ana Bowl, a large, open-ended stadium holding a crowd of 10-15,000 people. Although the community of Santa Ana itself includes a large population of Hispanic-Americans, the audience is expected to be drawn from throughout the Orange County area and include many students, local government workers, and law enforcement personnel.

The address (15 minutes, TelePrompter) emphasizes the efforts of your Administration to wage the drug war on both the demand-side and the supply-side, calls on every element of society to participate, and calls on Congress to pass your anti-crime bill now.

The text also notes some "scattered but hopeful new signs" of progress, and salutes the efforts of many in Orange County who have made a difference. Three of the heroes cited in the text (L.A. math teacher Jaime Escalante, Police Investigator Henry Cousin, and local anti-drug volunteer Rosa Perez) will be present on the stage.

McNally/Simon  
February 27, 1990  
Draft Two (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG USE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
FRIDAY, MARCH 2, 1990, 12:20 P.M.

Thank you Jim [Everett, LA Rams Quarterback]. And there are some people up here with me that deserve our thanks for making this day possible: Sheriff Brad Gates, Mike Hayde [HAID], President of "Drug Use is Life Abuse," and the Board of Directors of that great organization, including Dr. Robert Schuller and Georgia Frontiere. Also up here is some of Orange County's congressional delegation: Bob Dornan, Bill Dannemeyer, Dana Rohrabacher and Chris Cox. And I also have to salute one of America's best teachers: Jaime Escalante.

Thank you for that warm introduction, Jim. I hear someone asked Jim if he was excited about being with the President today, and he said: "Not as excited as I'll be next year -- when we're invited to the White House after the Rams win the Super Bowl!"

\\\

No matter what team you like, you've got to admit that Georgia Frontiere [[RAMS OWNER]] has built one of the toughest teams in pro football. Who says there's no role for women in combat?! \\  
\\\

Although I follow football, my first love is pro baseball. And if the Angels are looking for replacement players to get the season started -- I hope they'll remember that I used to play first base! \\  
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Since my oldest son is now a part owner of the Texas Rangers, I asked him if I could come try out for the club. He said: "Sure Dad. You can come down and throw the ball around. But don't give up your day job!" \\\

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And standing here today in Orange County -- leading the way into a new decade and a new century -- it's easy to see why many young people are looking to the future with a new sense of hope -- and seeing a world of limitless possibilities.

Something is happening in the world. Something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel -- who began the year as a prisoner and ended it as President -- summed it up in his visit to Washington last month. Things are happening so fast, he said, that "we have literally no time even to be astonished."

And today the wind rushing down from the mountains is not the hot fierce menace called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept

around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

Vaclav Havel, free at last. Nelson Mandela, free at last.  
Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: Drug-free neighborhoods. Drug-free schools. Drug-free kids. \\\

And anyone who thinks America lacks the will to win the drug war better take a look at the spirit we have here today in Orange County. \\\

I know we'll win the war on drugs because you have what a longtime resident of Orange County, John Wayne, had -- True Grit.

In one of his classic western movies, John Wayne spelled it out in his simple, all-American, point-blank style. He said:

"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

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The Rams wore the patches for a year. Then the N.F.L. ordered them removed, saying the patches ran afoul of league policies against "personal messages."

But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

I agree. In order to win, America's war on drugs must be total war. Waged from the boardroom to the classroom. From the White House to your house. No element of our society is immune -- certainly not the world of professional sports. And with all due respect to the league, I still think the patches are a good idea. \\\

Fighting drug abuse isn't a personal message -- it's a public service. And if, as they do, the Steelers and the Bears can wear patches saluting the heroes of yesterday, then the Rams ought to be able to wear patches saluting the kids of today. \\\

"Drug Use Is Life Abuse" is the right message because its goal is not punishing those who are hooked on drugs -- but detering kids from ever getting started.

That message is beginning to sink in. By now just about everybody knows this simple truth: **Drugs aren't the answer. They never were. And they never will be.**

And recently, we have seen some scattered but hopeful new signs of progress against the horror of drugs.

It began last summer, when a major nationwide survey found that the number of current drug users in America had dropped by almost 40 percent in just three years. Then just two weeks ago, another new survey showed that the number of high school seniors using drugs declined again last year, a long-term trend that has brought seniors' drug use to its lowest level in 15 years.

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And here in Orange County, thousands are doing their part. I think of heroic cops like Santa Ana Police Investigator Henry Cousin [koo-ZEEN]. Although severely wounded in a drug raid three years ago, Henry wouldn't quit. He joined a special federal task force, and recently helped take down the biggest drug seizure in Orange County history.

And I think of heroic mothers like Mrs. Rosa Perez, who's fought in Santa Ana for six years to rid her neighborhood of pushers. One time, even though she was pregnant, Mrs. Perez went to the aid of an officer who was struggling with a dope dealer.

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Jaime Escalante. Investigator Henry Cousin [koo-ZEEN]. Mrs. Rosa Perez. Three heroes. Two cities. One dream. \\ All three are here today. And all three deserve our thanks.

We've covered a lot of ground in the drug war. But tough challenges remain. It's like when the Rams offense crosses the 50 yard line: With every yard you gain, your opponent digs in and progress gets that much harder, not easier.

Make no mistake. Drug abuse in this country is still far too widespread. There is far too much suffering -- far too many wasted lives. But we're going to beat drugs the same way the Rams beat many of their opponents: Relentless offense. A defense that refuses to give up a single yard to the opposition - - or a single child to these merchants of death. \\\

Against drugs, a good defense means reducing demand -- through efforts like the record funding my Administration has devoted for increased drug education, treatment, and criminal justice.

And a tough offense means an attack on all fronts.

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The days of the druglords may not be over yet. But their days are numbered. \\\

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But Congress also needs to act, and act soon, on my new anti-crime proposals. Congress needs to provide tough laws to deal with a tough problem. \\\

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The lesson of that triumph is simple. And it stands the test of time: In the United States of America, all it takes is desire and a dream. Because what Americans can dream, Americans can do. \ \ \

We will win the war on drugs because we must. And let no one doubt the commitment we have in Washington. The White House has declared war on the crack house. And the only enemy response we'll accept is called "unconditional surrender." \ \ \

Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

2/27  
Drug Policy  
Responses, see  
preparation on page  
4, 6, 7 - Thanks  
(see 15 who) Annul Case,  
+ Jan B -  
# 2992

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/26/90 ACTION/CONCURRENCE/COMMENT DUE BY: NOON Tuesday 02/27

SUBJECT: PRESIDENTIAL REMARKS: DRUG ABUSE IS LIFE ABUSE, SANTA ANA BOWL, CA  
(02/23 Draft one)

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

**REMARKS:**

Please provide any comments/recommendations directly to Chriss Winston by Noon on Tuesday, 02/27, with a copy to my office. Thanks.

**RESPONSE:**

90 FEB 27 P2:33

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

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG ABUSE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
FRIDAY, MARCH 2, 1990, 12:45 P.M.

[[ACKNOWLEDGMENTS]]

Thank you for that warm introduction, Jim [[EVERETT, L.A. RAMS Q.B.]]. I hear someone asked Jim if he was excited about being with the President today, and he said: "Not as excited as I'll be next year -- when we're invited to the White House after the Rams win the Super Bowl!" \\\

No matter what team you like, you got to admit that Georgia Frontiere [[RAMS OWNER]] has built one of the toughest teams in pro football. Who says there's no role for women in combat?! \\\

Although I follow football, my first love is pro baseball. And if the Angels are looking for replacement players to get the season started -- I hope they'll remember that I used to play first base! \\\

Since my oldest son is now a part owner of the Texas Rangers, I asked him if I could come try out for the club. He said: "Sure Dad. You can come down and throw the ball around. But don't give up your day job!" \\\

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Orange County is a special place, a place that's been blessed by productive lands, productive minds, and productive people -- one of the youngest and hardest working populations in the country.

And standing here today in Orange County -- leading the way into a new decade and a new century -- it's easy to see why many young people are looking to the future with a new sense of hope -- and seeing a world of limitless possibilities.

Something is happening in the world. Something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel -- who began the year as a prisoner and ended it as President -- summed it up in his visit to Washington last month. He said: "Things are happening so fast that we have no time to be astonished."

And today the wind rushing down from the mountains is not the hot fierce menace called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

Vaclav Havel, free at last. Nelson Mandela, free at last. Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

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And anyone who thinks America lacks the will to win the drug war better take a look at the spirit we have here today in Orange County. \\\

I know we'll win the war on drugs because you have what a longtime resident of Orange County, John Wayne, had -- True Grit.

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"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

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But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

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Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

THE WHITE HOUSE  
WASHINGTON

February 27, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*  
SUBJECT: Presidential Remarks: Drug Abuse Is Life Abuse,  
Santa Ana Bowl, CA

We have no comments from a policy standpoint and approve of the draft in its current form.

cc: James W. Cicconi

90 FEB 27 P7:12

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/26/90

ACTION/CONCURRENCE/COMMENT DUE BY: NOON Tuesday 02/27

SUBJECT: PRESIDENTIAL REMARKS: DRUG ABUSE IS LIFE ABUSE, SANTA ANA BOWL, CA (02/23 Draft one)

	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 checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Please provide any comments/recommendations directly to Chriss Winston by Noon on Tuesday, 02/27, with a copy to my office. Thanks.

**RESPONSE:**

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

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG ABUSE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
FRIDAY, MARCH 2, 1990, 12:45 P.M.

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Orange County is a special place, a place that's been blessed by productive lands, productive minds, and productive people -- one of the youngest and hardest working populations in the country.

And standing here today in Orange County -- leading the way into a new decade and a new century -- it's easy to see why many young people are looking to the future with a new sense of hope -- and seeing a world of limitless possibilities.

Something is happening in the world. Something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel -- who began the year as a prisoner and ended it as President -- summed it up in his visit to Washington last month. He said: "Things are happening so fast that we have no time to be astonished."

And today the wind rushing down from the mountains is not the hot fierce menace called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

Vaclav Havel, free at last. Nelson Mandela, free at last. Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: Drug-free neighborhoods. Drug-free schools. Drug-free kids. \\\

And anyone who thinks America lacks the will to win the drug war better take a look at the spirit we have here today in Orange County. \\\

I know we'll win the war on drugs because you have what a longtime resident of Orange County, John Wayne, had -- True Grit.

In his classic movie about the liberation of my home state of Texas, John Wayne stood before the Alamo and spelled it out in his simple, all-American, point-blank style. He said:

"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

As he did in the conduct of his own life, in that movie John Wayne voted for right, he voted for life.

And today in Orange County, thousands of you have made that same choice. You've stood up for right. You've stood up for life. And you sum it up in a phrase: "DRUG ABUSE IS LIFE ABUSE." \\\

The slogan is powerful in its simplicity. And the logo itself is apt: In it, the word "LIFE" is literally torn apart, just as the lives of our young are torn apart and destroyed by the nightmare called cocaine.

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The Rams wore the patches for a year. Then the N.F.L. ordered them removed, saying the patches ran afoul of league policies against "personal messages."

But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

I agree. In order to win, America's war on drugs must be total war. Waged from the boardroom to the classroom. From the White House to your house. No element of our society is immune -- certainly not the world of professional sports. And with all due respect to the league, I still think the patches are a good idea. \\\

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And recently, we have seen some scattered but hopeful new signs of progress against the haze and horror of drugs.

It began last summer, when a major nationwide survey found that the number of regular drug users in America had dropped by almost 40 percent in just three years. Then just two weeks ago,

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There are other signs, visible in every city in America. In my old Congressional district outside Houston, the people got together and took back a park from the drug dealers.

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And I think of heroic mothers like Mrs. Rosa Perez, who's fought in Santa Ana for six years to rid her neighborhood of pushers. One time, even though she was pregnant, Mrs. Perez went to the aid of an officer that was struggling with a dope dealer.

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# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/26/90 ACTION/CONCURRENCE/COMMENT DUE BY: NOON Tuesday 02/27

SUBJECT: PRESIDENTIAL REMARKS: DRUG ABUSE IS LIFE ABUSE, SANTA ANA BOWL, CA (02/23 Draft one)

	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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<del>DARMAN</del>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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RESPONSE: *See comment pg 1*

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

50 FEB 27 1990

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

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# # #

THE WHITE HOUSE  
WASHINGTON

Date: 2/28/90

TO: Chriss Winston

FROM: CLARK KENT ERVIN  
Office of National Service  
x6266

CKE

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

Attached are one comment on  
the Santa Ana speech.

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/26/90

ACTION/CONCURRENCE/COMMENT DUE BY: NOON Tuesday 02/27

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90 FEB 27 11:19

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

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
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boasts of

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And standing here today in Orange County -- leading the way into a new decade and a new century -- it's easy to see why many young people are looking to the future with a new sense of hope -- and seeing a world of limitless possibilities.

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And today the wind rushing down from the mountains is not the hot fierce menace called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

Vaclav Havel, free at last. Nelson Mandela, free at last. Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: Drug-free neighborhoods. Drug-free schools. Drug-free kids. \\\

And anyone who thinks America lacks the will to win the drug war better take a look at the spirit we have here today in Orange County. \\\

I know we'll win the war on drugs because you have what a longtime resident of Orange County, John Wayne, had -- True Grit.

In his classic movie about the liberation of my home state of Texas, John Wayne stood before the Alamo and spelled it out in his simple, all-American, point-blank style. He said:

"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

As he did in the conduct of his own life, in that movie John Wayne voted for right; he voted for life. *stood*

*stood* And today in Orange County, thousands of you have made that same choice. You've stood up for right. You've stood up for life. And you sum it up in a phrase: "DRUG ABUSE IS LIFE ABUSE." \\\

The slogan is powerful in its simplicity. And the logo itself is apt: In it, the word "LIFE" is literally torn apart, just as the lives of our young are torn apart and destroyed by the nightmare called *"*cocaine*"*.

While visiting Orange County last spring, I commended the L.A. Rams for having every player wear a "Drug Abuse Is Life Abuse" patch on his uniform -- a move that was copied by tens of thousands of local fans and student athletes here.

McNally note

The Rams wore the patches for a year. Then the N.F.L. ordered them removed, saying the patches ran afoul of league policies against "personal messages."

But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

Sounds like Jesse Jackson

I agree. In order to win, America's war on drugs must be total war. Waged from the boardroom to the classroom. From the White House to your house. No element of our society is immune -- certainly not the world of professional sports. And with all due respect to the league, I still think the patches are a good idea. \\\

selfish pastime

Fighting drug abuse isn't a personal message -- it's a public service. And if, as they do, the Steelers and the Bears can wear patches saluting the heroes of yesterday, then the Rams ought to be able to wear patches saluting the kids of today. \\\

"Drug Abuse Is Life Abuse" is the right message because its goal is not punishing those who are hooked on drugs -- but detering kids from ever getting started.

That message is beginning to sink in. By now just about everybody knows this simple truth: Drugs aren't the answer. They never were. And they never will be.

And recently, we have seen some scattered but hopeful new signs of progress against the haze and horror of drugs.

It began last summer, when a major nationwide survey found that the number of regular drug users in America had dropped by almost 40 percent in just three years. Then just two weeks ago,

another new survey showed that the number of high school seniors using drugs declined again last year, a long-term trend that has brought student drug use to its lowest level in 15 years.

There are other signs, visible in every city in America. In my old Congressional district ~~outside~~ Houston, the people got together and took back a park from the drug dealers.

In Alexandria, Virginia, I visited a neighborhood where they hold all-night vigils every Friday to keep the pushers away from their kids. In the heartland, in Kansas City, I saw boarded-up crack houses bearing the six-word victory banner of the local activists: **"THIS NEIGHBORHOOD FIGHTS BACK AGAINST DRUGS."** \\\

And here in Orange County, thousands are doing their part. I think of heroic cops like Santa Ana Police Investigator Henry Cousin. Although severely wounded in a drug raid three years ago, **Henry wouldn't quit**. He joined a special federal task force, and recently helped take down the biggest drug seizure in Orange County history.

And I think of heroic mothers like Mrs. Rosa Perez, who's fought in Santa Ana for six years to rid her neighborhood of pushers. One time, even though she was pregnant, Mrs. Perez went to the aid of an officer that was struggling with a dope dealer.

But the battle isn't only being fought in the streets. About a year and a half ago, I came to Los Angeles for one of the most critical moments in the campaign -- the 1988 Presidential Debate. They asked if there were any heroes left in America. I named an astronaut. An AIDS researcher. A freedom fighter. And

*Acres Home in Houston, the citizens of that neighborhood in Alexandria the activists in Kansas City, Henry Cousin and Rosa Perez, —  
prints of light all. Each is making a difference in their own corner of America.*

I named a high school mathematics teacher from East L.A., a teacher who helped his Hispanic students see beyond poverty and neglect to the real potential of their own minds.

Jaime Escalante. Investigator Henry Cousin. Mrs. Rosa Perez. Three heroes. Two cities. One dream. \\  
L.A. N.Y.

All three are here today. And all three deserve our thanks.

We've covered a lot of ground in the drug war. But tough challenges remain. It's like when the Rams offense crosses the 50 yard line: With every yard you gain, your opponent digs in and progress gets that much harder, ~~not easier~~.

But we're going to beat drugs the same way the Rams beat many of their opponents: Relentless offense. A defense that refuses to give up a single yard to the opposition -- or a single child to these merchants of death. \\\

Against drugs, a good defense means reducing demand -- through efforts like the record funding my Administration has devoted for increased drug education and treatment.

And a tough offense means an attack on all fronts.

Last month's Drug Summit in Cartagena marked a good day for law enforcement and a very bad day for the cocaine cartels. President Barco's courageous crackdown has seized or destroyed their cash, their homes, their labs, and their drugs. And 14 accused traffickers have been extradited to the United States and now face American justice in courtrooms in Miami and Tulsa, Atlanta and San Francisco.

**The days of the druglords may not be over yet. But their days are numbered. \\\**

Here at home, my Administration recently designated the L.A./Orange County region as one of the nation's five "high intensity drug areas," a ~~distinction~~ that means increased resources and manpower this year. And nationwide, Congress has approved funding for the new agents, new prosecutors, and new prisons we asked for to catch, convict, and contain America's most dangerous drug offenders. \\\

But Congress also needs to act, and act soon, on my new anti-crime proposals. Congress needs to provide serious laws to deal with a serious problem. \\\

Working together, we can -- we will -- defeat this scourge.

Ten years ago last month, in a tiny town in upstate New York, a group of American kids seized the American flag and went out and did the impossible. They beat an unbeatable team -- the Soviet Olympic ice hockey team. And from that arena in Lake Placid a chant grew and swelled and boomed out across America: U-S-A. \ \ U-S-A. \ \ U-S-A! \ \ \

**They called it the upset of the decade.** And many today mark it as a first step, an early trumpet call on America's road back.

The lesson of that triumph is simple. And it stands the test of time: In the United States of America, all it takes is desire and a dream. Because what Americans can dream, Americans can do. \ \ \

We will win the war on drugs because we must. And let no one doubt the commitment we have in Washington. The White House has declared war on the crack house. And the only enemy response we'll accept is ~~called~~ "unconditional surrender." \\\

Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

*the white flag of*

# WHITE HOUSE STAFFING MEMORANDUM



90 FEB 27 P2:23

DATE: 02/26/90

ACTION/CONCURRENCE/COMMENT DUE BY:

NOON Tuesday 02/27

SUBJECT: PRESIDENTIAL REMARKS: DRUG ABUSE IS LIFE ABUSE, SANTA ANA BOWL, CA (02/23 Draft one)

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

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by Noon on Tuesday, 02/27, with a copy to my office. Thanks.

RESPONSE:

N/C 2/27/90

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

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG ABUSE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
FRIDAY, MARCH 2, 1990, 12:45 P.M.

[[ACKNOWLEDGMENTS]]

Thank you for that warm introduction, Jim [[EVERETT, L.A. RAMS Q.B.]]. I hear someone asked Jim if he was excited about being with the President today, and he said: "Not as excited as I'll be next year -- when we're invited to the White House after the Rams win the Super Bowl!" \\\

No matter what team you like, you got to admit that Georgia Frontiere [[RAMS OWNER]] has built one of the toughest teams in pro football. Who says there's no role for women in combat?! \\\

Although I follow football, my first love is pro baseball. And if the Angels are looking for replacement players to get the season started -- I hope they'll remember that I used to play first base! \\\

Since my oldest son is now a part owner of the Texas Rangers, I asked him if I could come try out for the club. He said: "Sure Dad. You can come down and throw the ball around. But don't give up your day job!" \\\

It's great to be back in Orange County.

Southern California is a place of both beauty and bounty, favored by some of the greatest wonders of nature and some of the most wondrous works of man. It's home to many of America's oldest traditions and newest ideas, the computerized pirate ships of Walt Disney, the real-life cowboys of the Irvine Ranch. And

Orange County is a special place, a place that's been blessed by productive lands, productive minds, and productive people -- one of the youngest and hardest working populations in the country.

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Vaclav Havel, free at last. Nelson Mandela, free at last. Nicaragua and Panama, free at last. \\\

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. \\\

Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: Drug-free neighborhoods. Drug-free schools. Drug-free kids. \\\

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In his classic movie about the liberation of my home state of Texas, John Wayne stood before the Alamo and spelled it out in his simple, all-American, point-blank style. He said:

"There's right, and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

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The slogan is powerful in its simplicity. And the logo itself is apt: In it, the word "LIFE" is literally torn apart, just as the lives of our young are torn apart and destroyed by the nightmare called cocaine.

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The Rams wore the patches for a year. Then the N.F.L. ordered them removed, saying the patches ran afoul of league policies against "personal messages."

But a Rams spokesman said: "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year."

I agree. In order to win, America's war on drugs must be total war. Waged from the boardroom to the classroom. From the White House to your house. No element of our society is immune -- certainly not the world of professional sports. And with all due respect to the league, I still think the patches are a good idea. \\\

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We will win the war on drugs because we must. And let no one doubt the commitment we have in Washington. The White House has declared war on the crack house. And the only enemy response we'll accept is called "unconditional surrender." \\\

Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

Nkul Quarter house

# WHITE HOUSE STAFFING MEMORANDUM

DATE: 02/26/90

ACTION/CONCURRENCE/COMMENT DUE BY: NOON Tuesday 02/27

SUBJECT: PRESIDENTIAL REMARKS: DRUG ABUSE IS LIFE ABUSE, SANTA ANA BOWL, CA (02/23 Draft one)

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>MCCLURE</b>	<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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<b>DARMAN</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>PINKERTON</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>BENNETT</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>GRAY</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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**RESPONSE:**

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

*Escalante*

1990 FEB 26 PM 5:08

McNally/Simon  
February 23, 1990  
Draft One (B:LA-BOWL)

PRESIDENTIAL REMARKS: "DRUG ABUSE IS LIFE ABUSE" SPEECH  
SANTA ANA BOWL, CALIFORNIA  
FRIDAY, MARCH 2, 1990, 12:45 P.M.

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And today the wind rushing down from the mountains is not the hot fierce ~~menace~~ called the Santa Ana wind, but the new breeze I spoke of when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas.

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It began last summer, when a major nationwide survey found that the number of <sup>current</sup> ~~regular~~ drug users in America had dropped by almost 40 percent in just three years. Then just two weeks ago,

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I named a high school mathematics teacher from East L.A., a teacher who helped his Hispanic students see beyond poverty and neglect to the real potential of their own minds.

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[Koo-ZEEN]  
step

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We've covered a lot of ground in the drug war. But tough challenges remain. It's like when the Rams offense crosses the 50 yard line: With every yard you gain, your opponent digs in and progress gets that much harder, not easier. ment A

But we're going to beat drugs the same way the Rams beat many of their opponents: Relentless offense. A defense that refuses to give up a single yard to the opposition -- or a single child to these merchants of death. \\\

Against drugs, a good defense means reducing demand -- through efforts like the record funding my Administration has devoted for increased drug education, ~~and~~ treatment and criminal justice.

And a tough offense means an attack on all fronts.

The rule of law  
 Last month's Drug Summit in Cartagena marked a good day for law enforcement and a very bad day for the cocaine cartels.

President Barco's courageous crackdown has seized or destroyed their cash, their homes, their labs, and their drugs. And 14 accused traffickers have been extradited to the United States and now face American justice in courtrooms in Miami and Tulsa, Atlanta and San Francisco.

**The days of the druglords may not be over yet. But their days are numbered.** \\\

Here at home, my Administration recently <sup>momently</sup> ~~designated~~ the <sup>has Angeles</sup> L.A./Orange County region as one of the nation's five "high intensity drug areas," <sup>highly</sup> a <sup>designation</sup> distinction that means increased <sup>enforcement</sup> ~~resources~~ and manpower <sup>for the region.</sup> ~~this year.~~ And nationwide, Congress has approved funding for the new agents, new prosecutors, and new prisons we asked for to catch, convict, and contain America's most dangerous drug offenders. \\\

But Congress also needs to act, and act soon, on my new anti-crime proposals. Congress needs to provide <sup>rough</sup> serious laws to deal with a <sup>rough</sup> serious problem. \\\

Working together, we can -- we will -- defeat this scourge.

Ten years ago last month, in a tiny town in upstate New York, a group of American kids seized the American flag and went out and did the impossible. They beat an unbeatable team -- the Soviet Olympic ice hockey team. And from that arena in Lake Placid a chant grew and swelled and boomed out across America: U-S-A. \ \ U-S-A. \ \ U-S-A! \ \ \

**They called it the upset of the decade.** And many today mark it as a first step, an early trumpet call on America's road back.

The lesson of that triumph is simple. And it stands the test of time: In the United States of America, all it takes is desire and a dream. Because what Americans can dream, Americans can do. \ \ \

We will win the war on drugs because we must. And let no one doubt the commitment we have in Washington. The White House has declared war on the crack house. And the only enemy response we'll accept is called "unconditional surrender." \\\

Thank you for your warm greeting. God bless you. God bless California. And God bless the U.S.A.

# # #

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.

*Note: The President spoke at 8:28 a.m. in the Los Angeles Ballroom of the Century Plaza Hotel. In his remarks, he referred to Charles Fries, chairman of the Academy of Television Arts and Sciences; Leo Chaloukian, president of the academy; Jerry Weintraub, chief executive officer of Weintraub Entertainment Group; Robert Iger, president of ABC Entertainment; Arthur Hiller, president of the Directors Guild of America; George Kirgo, president of the Writers Guild of America; and Sidney Sheinberg, president and chief operating officer of MCA, Inc.*

**Remarks at an Antidrug Rally in Santa Ana, California**  
*March 2, 1990*

Thank you, Jim Everett. And let me say how much I respect you and appreciate the work you're doing to help the young people not just here but all across the country. You are an inspiration to all of us, and thank you very much for welcoming me. I'm also glad to be with Governor Deukmejian, who has done an outstanding job for the State of California—outstanding. And I want to thank Fred Travalena and my old friend and supporter, Chuck Norris, for being here with you all today. Great examples for the young people. And there are some people up here with me that certainly deserve our thanks for making this fantastic day possible—another friend of mine, a man I respect, Sheriff Brad Gates, over here. And Mike Hayde, the president of "Drug Use Is Life Abuse"—what a job he's doing. And the board of directors of that great organization, including Dr. Robert Schuller, Georgia Frontiere. Also up here is some of Orange County's congressional delegation,

and others as well—Bob Dornan, Dana Rohrabacher, Chris Cox, Dave Dreyer. And I also have to salute one of America's best teachers, my old hero—singled him out a couple of years ago—Jaime Escalante.

Thank you, and Jim Everett, again, thank you for that warm introduction. I heard that someone asked Jim if he was excited about being with the President here today, and he said, "No, not as excited as I'll be next year when we're invited to the White House after the Rams win the Super Bowl." No matter what team you like, you've got to admit that Georgia Frontiere has built one of the toughest teams in pro football. Who says there's no role for women in combat? I've got a confession. Although I love pro football, my first love is pro baseball. And if the Angels are looking for replacement players, I hope they'll remember that I played first base. But I have a confession to all the Angels fans. My son is the managing owner or partner of the Texas Rangers. And I asked him if I could come try out for the club, and he said, "Sure, Dad. You can come down and throw the ball around. But don't give up your daytime work." [Laughter]

It's great to be back in Orange County. Southern California is a place of both beauty and bounty, blessed with some of the greatest wonders of nature and some of the most wondrous works of man. And it's home to many of America's oldest traditions and newest ideas—the computerized pirate ships of Walt Disney, the real-life cowboys of the Irvine Ranch. And Orange County is a special place—a place that boasts productive lands, productive minds, and productive people and one of the youngest and hardest working populations in the entire country. And standing here today in Orange County, leading the way into a new decade and a new century, it's easy to see why many young people are looking to the future with a new sense of hope and seeing a world of limitless possibilities.

Something is happening in the world—something new, something powerful, something wonderful. Czechoslovakia's Vaclav Havel, who began the year as a prisoner and ended it as President of Czechoslovakia, summed it up in his visit to Washington last month. Things are happening so fast, he

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o fast, he

said, that "we have literally no time even to be astonished." And today the wind rushing down from the mountains is not the fierce menace called the Santa Ana wind, but the new breeze that I spoke about when taking office a year ago. It has swept around the world, bringing new hope in Europe, new hope in Africa, new hope in the Americas. Vaclav Havel, free at last. Nelson Mandela, free at last. And Nicaragua and Panama, free at last.

And just as people around the world are casting off the oppression of dictators, so people across America are casting off the oppression of drugs. Week by week, day by day, millions of Americans in thousands of towns are standing up to make the same courageous choice: drug-free neighborhoods, drug-free schools, and drug-free kids. And anyone who thinks that our great country lacks the will to win the drug war better take a look at the spirit that we have here today in this stadium right here in Orange County. It is fantastic. I know you'll win this war. You have what a longtime resident of Orange County, John Wayne, had—true grit. In one of his classic western movies, John Wayne spelled it out in his simple, all-American, pointblank style. He said: "There's right and there's wrong. You gotta do one or the other. You do the one, and you're living. You do the other, and you may be walking around, but you're as dead as a beaver hat."

As he did in the conduct of his own life, in that movie John Wayne stood for right; he stood for life. And today in Orange County, thousands of you have made that same choice. You've stood up for right. You've stood up for life. And you sum it up in a phrase: "Drug Use Is Life Abuse." That slogan—the power of that slogan—the slogan is powerful in its simplicity. And the logo itself is apt. In it, the word "life" is literally torn apart, just as the lives of our young are torn apart and destroyed by the nightmare called cocaine.

While visiting Orange County last spring, I commended the Los Angeles Rams for having every player wear a "Drug Use Is Life Abuse" patch on his uniform—a move that was copied by tens of thousands of local fans and student athletes here. The Rams wore the patches for a year. And a

Rams spokesman said, "If it dissuaded one young man or young girl from doing drugs, it was worth the whole year." And I agree. In order to win, America's war on drugs must be total war—waged from the boardroom to the classroom, from the White House to your house. No element of our society is immune—certainly not the world of professional sports. And I think the patches were a mighty good idea. Fighting drug abuse isn't a personal message; it's a public service. "Drug Use Is Life Abuse" is the right message because its goal is not punishing those who are hooked on drugs, but deterring kids from ever getting started. That message is beginning to sink in. By now just about everybody knows this simple truth: Drugs aren't the answer. They never were. And they never will be.

And recently, we've seen some scattered but hopeful new signs of progress against the horror of drugs. It began last summer, when a major nationwide survey found that the number of current drug users in America had dropped by almost 40 percent in just 3 years. And then just 2 weeks ago, another new survey showed that the number of high school seniors using drugs declined again last year, a long-term trend that has brought seniors' drug use to its lowest level in 15 years. Let's keep it going.

There are so many other hopeful signs, visible in every city in America. In my old congressional district in Houston, Texas, the people got together and took back a park from the drug dealers. In Alexandria, Virginia, I visited a neighborhood where they hold all-night vigils every Friday to keep the pushers away from the kids. And then in the heartland, Kansas City, I saw these boarded-up crack houses bearing the six-word victory banner of the local activists—the words: "This neighborhood fights back against drugs."

And right here in Orange County, thousands are doing their part. I think of heroic cops like Santa Ana Police Investigator Henry Cousin. Although severely wounded in a drug raid 3 years ago, Henry wouldn't quit. He joined a special Federal task force and recently helped take down the biggest drug seizure in Orange County history. And I think of heroic mothers like Santa Ana's

own Rosa Perez, who fought in Santa Ana for 6 years to rid her neighborhood of pushers.

But the battle isn't only being fought in the streets. About a year and a half ago, I came to Los Angeles for one of the most critical moments in the campaign: the 1988 Presidential debate up there at UCLA. They asked if there were any heroes left in America. I named an astronaut, an AIDS researcher, a freedom fighter. And I named a high school mathematics teacher from East L.A., a teacher who helped his Hispanic students see beyond poverty and neglect to the real potential of their own minds. Jaime Escalante, Investigator Henry Cousin, Mrs. Rosa Perez—three heroes; two cities; one dream. All three are here today. And all three deserve our heartfelt thanks. No, with your help, we've covered a lot of ground in the drug war. But tough challenges remain. It's like when the Rams offense crosses the 50-yard line: with every yard you gain, your opponent digs in and progress gets that much harder, not easier.

Make no mistake. Drug abuse in this country is still far too widespread. There's far too much suffering, far too many wasted lives. But we're going to beat drugs the same way the Rams beat many of their opponents: relentless offense, a defense that refuses to give up a single yard to the opposition—or a single child to these merchants of death. And I might add that I was delighted to be greeted earlier on by so many law enforcement officers from this area. God bless them, and God bless those line officers out there in the streets, helping every one of you kids up here in the stands. Thank you all. Against drugs, a good defense means reducing demand—and through efforts like the record funding my administration has devoted for increased drug education, treatment, and criminal justice. And a tough offense means an attack on all fronts.

Last month's drug summit in Cartagena, Colombia, marked a good day for the rule of law and a very bad day for the cocaine cartels. I was glad I went to Colombia to support that courageous President of Colombia who was trying to keep the drug dealers where they belong—in jail. [Colombian] President Barco's courageous crack-

down has seized or destroyed their cash, their homes, their labs, and their drugs. And 14 accused traffickers have been extradited to the United States and now face American justice in courtrooms in Miami, in Tulsa, Atlanta, and in San Francisco. The days of the drug lords may not be over yet, but their days are numbered. And we're going to keep up the fight on the supply side.

You heard the Governor mention it, but let me repeat it. Here at home, my administration recently named the Los Angeles Orange County as one of the nation's five "high intensity drug traffic areas," a designation that means increased Federal enforcement manpower for the region. And nationwide, Congress—and bless these Congressmen here that are supporting our efforts—Congress has approved funding for the new agents, new prosecutors, and new prisons that we asked for to catch, convict, and contain America's most dangerous drug offenders. But Congress also needs to act, and act soon, on my new anticrime proposals. Congress needs to provide tough laws to deal with a tough problem. Working together, we can—we will—defeat this scourge.

America has earned her victories through determination and desire. And we will win the war on drugs because we must. Just 2 nights ago, right here in Orange County, two cars were pulled over, carrying nearly 900 pounds of cocaine. And thanks to your courageous antinarcotics efforts, four million doses, with a street value of \$30 million, will not poison our kids. And that is desire and that is determination. And let no one doubt the commitment we have in Washington as well. The White House has declared war on the crack house. And the only enemy response we'll accept is unconditional surrender.

Thank you for your warm greeting. God bless you all. Keep up the fight. And God bless the United States of America. Thank you all very much.

*Note: The President spoke at 12:35 p.m. in the Santa Ana Bowl. In his opening remarks, he referred to Jim Everett, quarterback for the Los Angeles Rams; entertainer Fred Travalena; and actor Chuck Norris.*