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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.

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 Files, 1989-1993

OA/ID Number: 13523
Folder ID Number: 13523-010

Folder Title:
Video Scripts 3/13/90 [OA 4728] [1]

Stack:	Row:	Section:	Shelf:	Position:
G	26	16	2	1

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/06/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. 03/07

SUBJECT: PRESIDENTIAL TAPINGS:
1. Associated General Contractors of America
2. Armed Forces Day Message

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input 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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TREERY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:
Please provide any comments/recommendations directly to Chriss Winston by 2:00 p.m. on 03/07, with a copy to my office. Thanks.

RESPONSE: *OK [Signature]*

53:014 8 MAR 08
 James W. Cicconi
 Assistant to the President
 and Deputy to the Chief of Staff
 Ext. 2702

March 5, 1990
Draft two
Title: AGCA

1990 MAR -6 PM 8:42

PROPOSED VIDEO MESSAGE
ASSOCIATED GENERAL CONTRACTORS OF AMERICA

It's a pleasure to join the Associated General Contractors of America at your 71st annual convention. I'm sure there are many familiar faces here today from the Houston convention I attended a few years back.

I've often felt that conventions are not only a time to renew old acquaintances and friendships, but an opportunity to plan ahead. And, as we start the last decade of this century, America faces new challenges and new concerns. Education and training head the list.

I'm pleased that A-G-C is committed to improving worker training and increasing the technical skills level of its work force. Your efforts will help meet the needs of tomorrow's work force. And as your industry provides direct employment to more than 5 million people and indirectly affects several million more -- the people you train will have a direct impact on the America we build.

But building this country is what A-G-C and your distinguished leadership know a lot about. Over the years it's your dams that have provided our power, your bridges that span our rivers and harbors, your highways and airports that draw us closer together and help drive this remarkable economy. And it's your efforts that are helping San Francisco rebuild from last year's devastating earthquake. There never seems a job that's

too great, a challenge too overwhelming for your industry. And that's a lesson from which we can all learn something.

Barbara joins me in sending best wishes for a successful convention. Thank you, have a great time in San Francisco and God bless you all.

#

#

#

March 5, 1990
Draft two
Title: ARMED

PROPOSED VIDEO MESSAGE
ARMED FORCES DAY MESSAGE

It's a pleasure and an honor to salute the brave men and women who proudly wear the uniforms of the United States Armed Forces. You are the defenders of freedom, and the guardians of liberty, and believe me, this President and your country are grateful.

As we celebrate the 41st anniversary of Armed Forces Day, it's fitting that this year's theme is "Proud to Serve." As I've travelled across this country and had the privilege to meet many of you, it's clear that your devotion to duty, and your accomplishments set an example not just for this country but for the world.

As you well know, serving your country as a distinguished member of the Armed Forces requires dedication and sacrifice. It's a job that takes a total commitment every hour of every day. The kind of commitment we saw in the heroism of Panama as our men and women in uniform risked all for freedom and democracy.

Barbara joins me in saluting you on this special day which has been set aside to honor you -- the men and women of the Armed Forces.

Thank you, God bless you, and God bless the United States of America.

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WHITE HOUSE STAFFING MEMORANDUM

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2. Armed Forces Day Message

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input 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"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TREFFRY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:
Please provide any comments/recommendations directly to Chriss Winston by 2:00 p.m. on 03/07, with a copy to my office. Thanks.

RESPONSE: TO: CHRISS WINSTON March 7, 1990

NSC concurs with the Presidential tapings listed above.

Brent Scowcroft
Brent Scowcroft

cc: James W. Cicconi

PS: 54
MAR 7 1990

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

March 5, 1990
Draft two
Title: AGCA

1990 MAR 06 PM 8:42

PROPOSED VIDEO MESSAGE
ASSOCIATED GENERAL CONTRACTORS OF AMERICA

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But building this country is what A-G-C and your distinguished leadership know a lot about. Over the years it's your dams that have provided our power, your bridges that span our rivers and harbors, your highways and airports that draw us closer together and help drive this remarkable economy. And it's your efforts that are helping San Francisco rebuild from last year's devastating earthquake. There never seems a job that's

too great, a challenge too overwhelming for your industry. And that's a lesson from which we can all learn something.

Barbara joins me in sending best wishes for a successful convention. Thank you, have a great time in San Francisco and God bless you all.

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March 5, 1990
Draft two
Title: ARMED

PROPOSED VIDEO MESSAGE
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Thank you, God bless you, and God bless the United States of America.

#

THE WHITE HOUSE
WASHINGTON



March 7, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Tapings for the Following: (1)
Associated General Contractors of America and (2)
Armed Forces Day

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

We appreciate having had the opportunity to review these scripts.

cc: James W. Cicconi

50 MAR 7 5:10

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/06/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. 03/07

SUBJECT: PRESIDENTIAL TAPINGS:
 1. Associated General Contractors of America
 2. Armed Forces Day Message

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>TREERY</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 2:00 p.m. on 03/07, with a copy to my office. Thanks.

RESPONSE:

*No comments
3-7-90*

90 MAR 7 11:05 AM

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

THE WHITE HOUSE

WASHINGTON

March 7, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: Presidential Tapings:
1. Associated General Contractors of America
2. Armed Forces Day Message

We have reviewed the attached draft and suggest only that the word "direct" at the end of the third paragraph be replaced with the word "significant" in order to avoid confusion with the use of the terms "direct" and "indirect" earlier in the same sentence.

cc: James W. Cicconi

90 : 114
50 MAR 7
ALL : 06

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/06/90

ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. 03/07

1. Associated General Contractors of America
2. Armed Forces Day Message

SUBJECT: PRESIDENTIAL TAPINGS:

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>ROGERS</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>PINKERTON</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u>WINSTON</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<u>TREERY</u>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	<u> </u>	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 2:00 p.m. on 03/07, with a copy to my office. Thanks.

RESPONSE:

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

March 5, 1990
Draft two
Title: AGCA

1990 MAR -6 PM 8:42

PROPOSED VIDEO MESSAGE
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too great, a challenge too overwhelming for your industry. And that's a lesson from which we can all learn something.

Barbara joins me in sending best wishes for a successful convention. Thank you, have a great time in San Francisco and God bless you all.

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March 5, 1990
Draft two
Title: ARMED

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ARMED FORCES DAY MESSAGE

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As we celebrate the 41st anniversary of Armed Forces Day, it's fitting that this year's theme is "Proud to Serve." As I've travelled across this country and had the privilege to meet many of you, it's clear that your devotion to duty, and your accomplishments set an example not just for this country but for the world.

As you well know, serving your country as a distinguished member of the Armed Forces requires dedication and sacrifice. It's a job that takes a total commitment every hour of every day. The kind of commitment we saw in the heroism of Panama as our men and women in uniform risked all for freedom and democracy.

Barbara joins me in saluting you on this special day which has been set aside to honor you -- the men and women of the Armed Forces.

Thank you, God bless you, and God bless the United States of America.

#

THE WHITE HOUSE

WASHINGTON

February 12, 1990

MEMORANDUM FOR DAVID F. DEMAREST, JR.
ASSISTANT TO THE PRESIDENT FOR COMMUNICATIONS

JOSEPH W. HAGIN, II
DEPUTY ASSISTANT TO THE PRESIDENT FOR APPOINTMENTS
AND SCHEDULING

SHIRLEY M. GREEN
SPECIAL ASSISTANT TO THE PRESIDENT FOR
PRESIDENTIAL MESSAGES AND CORRESPONDENCE

FROM RICHARD G. TREFRY *RG*
MILITARY ASSISTANT TO THE PRESIDENT

SUBJECT Armed Forces Day Message from the President

Attached is a draft, forwarded from OSD for your consideration, requesting a message (audio/visual and written) from the President to members of our Armed Forces for Armed Forces Day - May 19, 1990.

As in the past, DoD is requesting that the signed text for print release be made available prior to March 19, 1990 and that a video cassette (BetaCam preferred or 3/4") be released by April 30th.

The Department of Defense will release these messages to more than 1,500 Armed Forces newspapers worldwide; 600 military radio and television outlets in 76 countries overseas and to over 500 Navy ships through the facilities of the Armed Forces Radio and Television Service.

Thank you.

Attachment

cc: Amy Buckley
Director, White House Television

Kuster
MS -
from OS. PK.
include in next proposal.
RG

*The President's
Armed Forces Day Message
to the Men and Women of the Armed Forces*

To the brave men and women who wear the uniforms of the Armed Forces of the United States of America: thank you.

Your calling is a high one -- defenders of freedom and guardians of liberty.

As we celebrate this 41st anniversary of Armed Forces Day, it is fitting that the theme this year is Proud to Serve. Your abilities, your devotion to duty, and your accomplishments have demonstrated not only to your country but to the world that you are indeed proud of your profession. As your Commander in Chief I am especially proud of all of you.

Serving your country as a member of the Armed Forces requires diligence, dedication, and sacrifice. Each of you demonstrates these qualities as you so ably serve a grateful nation. Barbara and I join all of our fellow citizens in saluting you on this special day which has been set aside to honor the men and women of our Armed Forces.

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/06/90 ACTION/CONCURRENCE/COMMENT DUE BY: 2:00 p.m. 03/07

SUBJECT: PRESIDENTIAL TAPINGS:
 1. Associated General Contractors of America
 2. Armed Forces Day Message

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PORTER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input 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 <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST <i>000</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TREERY <i>2150 N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY <i>2896</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

Please provide any comments/recommendations directly to Chriss Winston by 2:00 p.m. on 03/07, with a copy to my office. Thanks.

RESPONSE:

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

March 5, 1990
Draft two
Title: AGCA

1990 MAR -6 PM 8:42

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Draft two
Title: ARMED

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Thank you, God bless you, and God bless the United States of America.

#

Staffed for 4pm Friday 3/9/90
Please provide any comments

(Smith/Blessey)
4 P.M.
March 8, 1990
VIDEO

PRESIDENTIAL REMARKS: AAAA VIDEO
TUESDAY, MARCH 14, 1990

I want to thank you for inviting me to address the American Association of Advertising Agencies. And to say -- for Barbara and myself -- how I wish we could attend your annual convention.

While our schedules won't permit it, we thought this would be the best alternative. So I'm delighted to take the chance to thank John O'Toole, Jim Burke, and the entire advertising industry for all you are doing to end the curse of drugs. //

I have said this scourge must stop. And it will // already is // through selfless volunteers like you. Last year a study showed that the number of casual drug users has dropped by a third since 1985. And ad agency heads across America are determined to make that good news even better.

Even now, you are doing what legislation can't. Changing attitudes. Showing Americans that drugs aren't hip -- they're self-destructive. // And through the Comprehensive Drug Policy we've unveiled, we intend to join you: Through education, treatment, interdiction, and enforcement, we're going to defeat Public Enemy Number One. //

Recently, I had the chance to speak with the members of the Media Partnership for a Drug-Free America. Where I marveled at your involvement. Think of it: One million dollars a day in

advertising time and space. Every day -- for the next three years -- to discourage drug use. That's an amazing goal -- one billion dollars.

But you know what? There's not the slightest doubt: You'll achieve that goal. And if I know Jim Burke, he'll be chasing you all the way. So let me join him in saluting what you've done. // Thanking you for what lies ahead. // And recalling that to enlist in a cause larger than ourselves -- well, that's the American way.

During World War II, the ad industry helped bond drives help America's fighting men win a struggle against tyranny. Today, we're in another war -- against another kind of tyranny. And once more, I'm asking you to meet the test.

Winston Churchill said, "Without victory there is no survival." Together, let's achieve final victory over the tyranny of drug use. So that our Nation will not only survive but prosper -- and thus enrich the world.

Thank you very much. God bless you, and what you're doing. And God bless our beloved land -- the United States of America.

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/08/90 ACTION/CONCURRENCE/COMMENT DUE BY: 03/09 4:00 p.m.

SUBJECT: PRESIDENTIAL TAPING: AAAA
(03/08 4:00 p.m.)

	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 <i>N/C</i>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER <i>N/C</i>	<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 provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Friday, 03/09, 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 MAR -8 PM 4: 10

(Smith/Blessey)
4 P.M.
March 8, 1990
VIDEO

PRESIDENTIAL REMARKS: AAAA VIDEO
TUESDAY, MARCH 14, 1990

I want to thank you for inviting me to address the American Association of Advertising Agencies. And to say -- for Barbara and myself -- how I wish we could attend your annual convention.

While our schedules won't permit it, we thought this would be the best alternative. So I'm delighted to take the chance to thank John O'Toole, Jim Burke, and the entire advertising industry for all you are doing to end the curse of drugs. //

I have said this scourge must stop. And it will // already is // *beginning to stop* through selfless volunteers like you. Last year a study showed that the number of *current* casual drug users has dropped by a third since 1985. And ad agency heads across America are determined to make that good news even better.

Even now, you are doing what legislation can't. Changing attitudes. Showing Americans that drugs aren't hip -- they're self-destructive. // And through the *National Drug Control Strategy* ~~Comprehensive Drug Policy~~ we've unveiled, we intend to join you: Through education, treatment, interdiction, and enforcement, we're going to defeat Public Enemy Number One. //

Recently, I had the chance to speak with the members of the Media Partnership for a Drug-Free America. *And* ~~Where~~ I marveled at your involvement. Think of it: One million dollars a day in

advertising time and space. Every day -- for the next three years -- to discourage drug use. That's an amazing goal -- one billion dollars.

But you know what? There's not the slightest doubt: You'll achieve that goal. And if I know Jim Burke, he'll be chasing you all the way. So let me join him in saluting what you've done.
// Thanking you for what lies ahead. // And recalling that to enlist in a cause larger than ourselves -- well, that's the American way.

During World War II, the ad industry helped bond drives ^{support} help America's fighting men win a struggle against tyranny. Today, we're in another war -- against another kind of tyranny. And once more, I'm asking you to meet the test.

Winston Churchill said, "Without victory there is no survival." Together, let's achieve final victory over the tyranny of drug use. So that our Nation will not only survive but prosper -- and thus enrich the world.

Thank you very much. God bless you, and what you're doing. And God bless our beloved land -- the United States of America.

#

WHITE HOUSE STAFFING MEMORANDUM



DATE: 03/08/90

03/09 4:00 p.m.

ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL TAPING: AAAA
(03/08 4:00 p.m.)

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" 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 provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Friday, 03/09, with a copy to my office. Thanks.

RESPONSE:

Good

90 MAR 9 2:50

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

1990 MAR -8 PM 4: 10

(Smith/Blessey)
4 P.M.
March 8, 1990
VIDEO

PRESIDENTIAL REMARKS: AAAA VIDEO
TUESDAY, MARCH 14, 1990

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Thank you very much. God bless you, and what you're doing. And God bless our beloved land -- the United States of America.

#

THE WHITE HOUSE

WASHINGTON

March 7, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Presidential Remarks: AAAA Video

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

cc. James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/08/90 ACTION/CONCURRENCE/COMMENT DUE BY: 03/09 4:00 p.m.

SUBJECT: PRESIDENTIAL TAPING: AAAA
(03/08 4:00 p.m.)

NBC - 8825-4002

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" 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 provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Friday, 03/09, 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 MAR -8 PM 4: 10

(Smith/Blessey)
4 P.M.
March 8, 1990
VIDEO

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Thank you very much. God bless you, and what you're doing. And God bless our beloved land -- the United States of America.

#

THE WHITE HOUSE

WASHINGTON

90 MAR 12 48:03

March 8, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM:

JIM PINKERTON

SUBJECT:

AAAA Draft Presidential Taping

pg. 2, para. 2, 3, line 1 "During World War II, the ad industry helped bond drives help America's fighting men...."

Rather than have "helped" and "help" in the same phrase, we suggest substituting "support" for the latter "help."

###

THE WHITE HOUSE
WASHINGTON

March 8, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: AAAA Draft Presidential Taping

pg. 2, para. 2, 3, line 1 "During World War II, the ad industry helped bond drives help America's fighting men...."

Rather than have "helped" and "help" in the same phrase, we suggest substituting "support" for the latter "help."

###

90 MAR 9 4:57

THE WHITE HOUSE
WASHINGTON



March 9, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

FROM: NELSON LUND
ASSOCIATE COUNSEL TO THE PRESIDENT

SUBJECT: Presidential Taping: American Association of
Advertising Agencies

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

We appreciate having had the opportunity to review this matter.

cc: James W. Cicconi

90 MAR 9 3:55

3/9 10:30 am
 07/08/90 - Comments
 received -
 for David
 Jones, Baltimore
 #2992

Document No. 121108

WHITE HOUSE STAFFING MEMORANDUM

03/09 4:00 p.m.

DATE: 03/08/90

ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL TAPING: AAAA
(03/08 4:00 p.m.)

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMEYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" 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 provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Friday, 03/09, with a copy to my office. Thanks.

RESPONSE:

36 A10:36 90 MAR 9

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

1990 MAR -8 PM 4:10

(Smith/Blessey)
4 P.M.
March 8, 1990
VIDEO

PRESIDENTIAL REMARKS: AAAA VIDEO
TUESDAY, MARCH 14, 1990

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Thank you very much. God bless you, and what you're doing. And God bless our beloved land -- the United States of America.

#

(Smith/Blessey)
4 P.M.
March 8, 1990
VIDEO

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TUESDAY, MARCH 14, 1990

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WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/08/90

03/09 4:00 p.m.

ACTION/CONCURRENCE/COMMENT DUE BY: _____

SUBJECT: PRESIDENTIAL TAPING: AAAA
(03/08 4:00 p.m.)

	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 type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input type="checkbox"/>
BATES	<input type="checkbox"/>	<input type="checkbox"/>	UNTERMAYER	<input type="checkbox"/>	<input type="checkbox"/>
CARD	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" 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 provide any comments/recommendations directly to Chriss Winston by 4:00 p.m. on Friday, 03/09, with a copy to my office. Thanks.

RESPONSE:

3/8/90
No Comment

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

90 MAR 12 4 59 PM '90

WHITE HOUSE STAFFING MEMORANDUM

DATE: 03/12/90 ACTION/CONCURRENCE/COMMENT DUE BY: -----

SUBJECT: PRESIDENTIAL TAPINGS: 5 VIDEO SCRIPTS

	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 checked="" type="checkbox"/>	PORTER	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input type="checkbox"/>	ROGICH	<input type="checkbox"/>	<input 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"/>	PINKERTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input checked="" 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"/>	<u>Witno</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

REMARKS:

The attached has been forwarded to the President.

RESPONSE:

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

THE WHITE HOUSE

WASHINGTON

March 9, 1990

1990 MAR 10 PM 6:47

INFORMATION

MEMORANDUM FOR THE PRESIDENT

THROUGH: DAVID DEMAREST *w/for DD*
 CHRISS WINSTON *(w)*

FROM: BARRIE TRON *BT*

SUBJECT: SCRIPTS FOR THE VIDEOTAPING SESSION ON
 TUESDAY, MARCH 13, 1990

I. SUMMARY

Attached for your consideration and review are draft scripts for your taping session on Tuesday, March 13th. You are scheduled to tapé five messages.

II. DISCUSSION

On Tuesday, March 13, you are scheduled to tape the attached messages in the Library. These messages are for the following groups: a congratulatory message for the Partnership for A Drug-Free America; public service announcements for the Census Bureau, and the Boy Scouts of America; a message for Armed Forces Day; and a message for the Associated General Contractors of America.

*

Tron
March 5, 1990
Draft two
Title: CENSUS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR THE CENSUS BUREAU

If you haven't completed and mailed back your 1990 census questionnaire, it's not too late.

You can still determine how you're represented in Congress and what kind of services your community will need this decade. But, we need your help. So send in your questionnaire now.

Be a part of this great democracy -- answer the census. It counts for more than you think.

#

Tron
March 5, 1990
Draft three
Title: SCOUTS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR BOY SCOUTS OF AMERICA

Scouting is more than learning how to build a campfire or tie a complicated knot. Scouting teaches a love of outdoors and appreciation of our environment. It teaches young Americans the spirit of serving others and self respect. Pure and simple -- the lessons learned in scouting last a lifetime.

So get involved. Contact your local scouts and help build the next generation of leadership.

#

(Smith/Blessey)
5 P.M.
March 9, 1990
VIDEO

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TUESDAY, MARCH 14, 1990

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#

March 5, 1990
Draft two
Title: AGCA

PROPOSED VIDEO MESSAGE
ASSOCIATED GENERAL CONTRACTORS OF AMERICA

It's a pleasure to join the Associated General Contractors of America at your 71st annual convention. I'm sure there are many familiar faces here today from the Houston convention I attended a few years back.

I've often felt that conventions are not only a time to renew old acquaintances and friendships, but an opportunity to plan ahead. And, as we start the last decade of this century, America faces new challenges and new concerns. Education and training head the list.

I'm pleased that A-G-C is committed to improving worker training and increasing the technical skills level of its work force. Your efforts will help meet the needs of tomorrow's work force. And as your industry provides direct employment to more than 5 million people and indirectly affects several million more -- the people you train will have a direct impact on the America we build.

But building this country is what A-G-C and your distinguished leadership know a lot about. Over the years it's your dams that have provided our power, your bridges that span our rivers and harbors, your highways and airports that draw us closer together and help drive this remarkable economy. And it's your efforts that are helping San Francisco rebuild from last

year's devastating earthquake. There never seems a job that's too great, a challenge too overwhelming for your industry. And that's a lesson from which we can all learn something.

Barbara joins me in sending best wishes for a successful convention. Thank you, have a great time in San Francisco and God bless you all.

#

#

#

Davis/Martin
Title: Armed
March 8, 1990
Draft: One

**PRESIDENTIAL VIDEO ADDRESS:
ARMED FORCES DAY**

In my travels to defense communities around America and the world, I am always deeply impressed by many heartfelt expressions of patriotism: From the little girl on her dad's shoulders, waving a small American flag -- to the seasoned veteran snapping back a brisk salute -- it is you who make every American military base a place of pride.

Well, this time it is my pleasure, and my honor, to return your salute -- a salute to you and all brave Americans in uniform on this Armed Forces Day.

This will be the forty-first such celebration -- and this time, we have more to celebrate than ever before. From Moscow to Managua, change is in the air -- a change we are calling the Revolution of '89.

Think of it -- we've seen a bold Soviet leader initiate daring reforms. We've seen a Czech playwright move from prison to the presidential palace. We've seen both the Berlin Wall and a Romanian dictatorship tumble into ruins. And we've seen this change because you helped America preserve the peace and stand fast for freedom.

In the Revolution of '89, an idea overcame armies and tanks -- and that idea is democracy. This has been true in the

East. Now it is becoming true throughout the globe -- lately, in Nicaragua -- earlier, in Panama, after Operation Just Cause.

Just recently, I had a few veterans of the Panama campaign over to the White House. I heard tales of heroism -- all of them told with reluctance; all of them told plainly, as matters of fact. Every one of them told me it was all a matter of "duty."

And I couldn't help but reflect that because of young Americans whose commitment to freedom is so strong, they will brave death to fight for it; because of oppressed people whose yearning for freedom is so strong, they will brave beatings to go to the polls; -- it is because of such people that the day of the dictator is over.

I understand that your theme this year is "Proud to Serve." Whether you stand guard on land, sea or air, it is your pride, your courage and your dedication that shows through. And it is because of you, that our world is changing for the better.

Barbara joins me in saluting you on this special day. Thank you, God bless you, and God bless the United States of America.

#

WHITE HOUSE STAFFING MEMORANDUM

DATE: 3/5/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/6/90 4:00 PM

SUBJECT: SEVEN VIDEO SCRIPTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Tuesday, March 6, with a copy to my office. Thank you.

RESPONSE:

*No legal objections
4:40pm
will send CMB
script*

will not have time to look at it, but says that they don't want to give a no comment response. CMB 4:35pm

11:8v 3 FEB 90

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

1990 MAR -5 PM 4:56

Davis/Martin
Feb. 28, 1990
Title: Video
Draft: Two

**VIDEO SCRIPT/
REPUBLICAN STATE CONVENTIONS**

((**SOUNDTRACK** -- orchestral piece, perhaps Aaron Copland or Benjamin Britten.))

((**VISUAL** -- stills of farmers, blue-collar workers, people on their way to work. Stills of black, white, Hispanic and Asian Americans. Then President Bush emerging from Air Force One with Barbara, waving; pressing the flesh with crowds; in rural and city settings -- last still: cradling border baby at hospital.))

ANNCR: "Deserts, plains, forests, cities -- a diverse country;\ \ farmer and worker, the children of every land -- a diverse people.\ \ Yet one nation,\ \ America,\ \ and one man responsible ^{to} for them all -- George Bush, President of the United States." ((**FADE OUT**/))

((**FADE IN:** President Bush, casually dressed, seated in the patio outside the Oval Office))

P: "Congratulations on your successful state convention.\ \ As you know, almost two years have passed since we embarked on an adventure that began at **another** convention -- the last Republican **National** Convention in New Orleans. At that time, President Ronald Reagan and the Republicans were at the helm, and America was enjoying the longest era of peacetime prosperity in our

history. But many wondered if Republicans had reached the end of the road -- if it was time for a change.

((FADE IN/OUT: Still of Vice President Bush at the podium in New Orleans, balloons cascading down.))

"Well, it **was** time for a change. And when the American people went to the polls, they once again ~~choose~~ our Republican Party -- **because they agreed -- we are the change.**\\

"Look at how much our world has changed for the better in just one year. The ^{new breeze} spirit of democracy is sweeping the East -- a triumph of the brave people of Poland, a playwright president in Czechoslovakia, a new Europe, whole and free, rising as the Berlin Wall collapses -- all part of the Revolution of '89.

((FADE IN/OUT: Stills of Walsea, Havel, the Berlin Wall dismantled, Violeta Chamorro.))

"In our own hemisphere, a legion of thugs once ran a country -- **but now Panama belongs to its people.**\\ In Nicaragua, only one party had a voice -- **but now ^{all of} the people of Nicaragua speak for themselves.**\\

"These changes happened because, in the 1980s, we helped bring a weakened and worried America back to prosperity and pride. Republicans made this country strong in uncertain times, and so changed the world.

"But in the 1990s, we must build on our successes, not rest on our laurels. We must be equal to the challenges that remain, abroad -- but also those at home.

((FADE IN/OUT: Still of President, with police officers behind him.))

"Americans are the freest people in the world, except in one respect. We are not free of the shadow of fear when we walk our streets. To fight crime, to fight drugs, we need laws that are at least as tough as the criminals we convict. And to pass such laws, we need Republican~~s~~ leaders in local, state and federal office^s; **Republicans who will take the shackles off the cops, the courts and the law.**\\

((FADEIN/FADE OUT: Still of children in classroom.))

"Then there are the children of America. Parents deserve the power ^{of choice} ~~to make the best choices~~, so that their children can get an education second to none. Americans desperately want this education reform. And with Republican leadership, America will get it.

Insert A

"There is so much to do, so many people to help. But only our party seems ~~seem~~ to understand that unless we have a healthy, growing economy, we cannot help anyone at all. To keep America moving in the right direction -- to ^{empower} uplift the poor, to clean our air, our water, our whole environment -- we must first have resources generated by continued economic strength. So after seven years of growth, America needs another boost¹ ^{to stay competitive} -- **another tax cut -- a capital gains tax cut.**

"But just because we are the party of change, of new ideas, a party that looks to the future, doesn't mean we will automatically win; because the Democrats are using all their

powers of incumbency to block change, to ~~silence~~^{stifle} our ideas, to cling to the past.

"The Democrats want to ~~again~~^{again} abuse the reapportionment process, to block change for yet another decade, the decade of the '90s. They want to write rules and draw district lines that dilute the votes of every American; Republican, Independent and minority voters most of all.\\ But this year is our chance to fight back, so we can once and for all end the last vestiges of voter discrimination in America.


"We can make this happen in 1990 by electing more Republicans to the state legislatures and assemblies, and by adding to the already strong numbers of Republican governors.

"We can multiply our strength by electing more county ^{officials} judges, more city council members, more sheriffs, as well as more Republican Members of the U.S. House of Representatives.


"And we can make 1990 the year we get within striking distance of a majority in the U.S. Senate.\\

"The Senate races, in particular, remind me of a final point -- the need for Republican strength at the grassroots. I remember how we lost our majority in the U.S. Senate in 1986 by only 32,000 votes in five states -- **32,000 votes out of millions cast!**\\

"This year, we've got to do better. Take it from this former Republican county chairman -- we've got to go door to door, calling on neighbors, friends and co-workers -- building strong local organizations.



"We've already have the best ideas, the best candidates and the best record of achievement. All that's left is to campaign - to share our enthusiasm with the American people. In this historic contest for the 1990s, I'm counting on you to do your part. And in return, you can count on me to be with you, out on the campaign trail, right up to Victory Night, 1990.



"So thank you, God bless you for all ^{you've} your doing, and have a great Republican state convention." ((FADE OUT))

((FADE IN: Still of White House, music.))

CLOSE

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#

Tron
February 20, 1990
Draft one
Title: CENSUS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR THE CENSUS BUREAU

If you haven't filled out and mailed back your 1990 census questionnaire, it's not too late.

You can still determine how you're represented in Congress and what kind of services your community will need this decade. But, we need your help.

So be a part of this great democracy -- answer the census. It counts for more than you think.

#

Tron
February 20, 1990
Draft two
Title: SCOUTS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR BOY SCOUTS OF AMERICA

Scouting is more than learning how to build a campfire or tie a complicated knot. Scouting teaches a love of outdoors and appreciation of our environment. It teaches young Americans the spirit of serving others and self respect. Pure and simple -- the lessons learned in scouting last a lifetime.

So get involved. Contact your local scouts and help build the next generation *of leadership.*


#

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Tron
February 12, 1990
Draft one
Title: CBS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:10 SECOND PSA FOR CBS' STOP THE MADNESS



So, you're a casual drug user and think you're not hurting anyone. Well, ^{you're} your wrong. When you do drugs, you're helping to tear this country apart. C'mon. Stop the madness.

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↓
Come ON

March 5, 1990
Draft two
Title: FUND

PROPOSED VIDEO MESSAGE
FUND FOR MASSACHUSETTS' FUTURE

This year is going to be a great year for Republicans in Massachusetts. Already, cooperative efforts are taking place between Republican organizations and concerned citizens from all walks of life who want to see a change of direction in the Commonwealth. I applaud these efforts, specifically the efforts of the Fund for Massachusetts' Future, founded by my good friends -- Andy Card and Ron Kaufman. Though I've temporarily transplanted these two great Baystaters to Washington, they both remain committed to serving the voters in their home state.

They, along with Leon Lombardi and other Republican activists who worked so hard on my presidential campaign, have created the Fund for Massachusetts' Future, modeling it after my own political action committee.

This Fund is raising money to help Republicans all across the Baystate to make a difference in Massachusetts. Already, the Fund has given the legal limit of \$1,000 to each of the incumbent Republican Massachusetts representatives and senators who are running for re-election. As the Fund continues to raise money and to support other candidates it will be a valuable complement to a thriving Republican Party in Massachusetts.

The voters of Massachusetts are with you -- they want change and with our combined efforts the future of Massachusetts can be bright with new leadership and fresh ideas.

Thank you for your commitment to a strong Republican Party
and a better Massachusetts.

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#

Tron
March 5, 1990
Draft one
Title: NCAA

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

College basketball -- a great American tradition. But there's more to it than just a tournament.

The NCAA ~~Foundation~~ is taking the lead in the war against drug and alcohol abuse. *Because* They know that while young people face healthy competition on the court, too often they face deadly peer pressure to use drugs off the court.

So get involved. Volunteer and help the NCAA ~~Foundation~~.
Be what I call a ["]point of light["].

#

Tron
March 5, 1990
Draft one
Title: NCAA.II

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

The NCAA tournament -- it's an American tradition that's more than just basketball.

The NCAA ~~Foundation~~ is a leader in the fight against drugs and alcohol abuse. ~~They~~ ^{to win the war on drugs} know that drug use threatens every young person in this country. And they understand that a successful game plan involves each of us.

So, volunteer -- join the NCAA ~~Foundation's~~ fight against drugs. Be what I call a point of light.

#

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#

**PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR THE CENSUS BUREAU**

**IF YOU HAVEN'T COMPLETED AND MAILED BACK YOUR 1990
CENSUS QUESTIONNAIRE, IT'S NOT TOO LATE.**

**YOU CAN STILL DETERMINE HOW YOU'RE REPRESENTED IN
CONGRESS AND WHAT KIND OF SERVICES YOUR COMMUNITY WILL
NEED THIS DECADE. BUT, WE NEED YOUR HELP. SO SEND IN
YOUR QUESTIONNAIRE NOW.**

**BE A PART OF THIS GREAT DEMOCRACY -- ANSWER THE
CENSUS. IT COUNTS FOR MORE THAN YOU THINK.**

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PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

COLLEGE BASKETBALL -- A GREAT AMERICAN TRADITION.
BUT THERE'S MORE TO IT THAN JUST A TOURNAMENT.

THE NCAA IS TAKING THE LEAD IN THE WAR AGAINST
DRUG AND ALCOHOL ABUSE. BECAUSE THEY KNOW THAT WHILE
YOUNG PEOPLE FACE HEALTHY COMPETITION ON THE COURT,
TOO OFTEN THEY FACE DEADLY PEER PRESSURE TO USE DRUGS
OFF THE COURT.

SO GET INVOLVED. VOLUNTEER AND HELP THE NCAA BE
WHAT I CALL A "POINT OF LIGHT."

#

**PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION**

**THE NCAA TOURNAMENT -- IT'S AN AMERICAN TRADITION
THAT'S MORE THAN JUST BASKETBALL.**

**THE NCAA IS A LEADER IN THE FIGHT AGAINST DRUGS
AND ALCOHOL ABUSE. THEY KNOW THAT DRUG USE THREATENS
EVERY YOUNG PERSON IN THIS COUNTRY. AND THEY
UNDERSTAND THAT A SUCCESSFUL GAME PLAN TO WIN THE WAR
ON DRUGS INVOLVES EACH OF US.**

**SO, VOLUNTEER -- JOIN THE NCAA'S FIGHT AGAINST
DRUGS. BE WHAT I CALL A POINT OF LIGHT.**

#

THE WHITE HOUSE

WASHINGTON

90 FEB 3 P5: 48



March 6, 1990

MEMORANDUM FOR CHRISS WINSTON
DEPUTY ASSISTANT TO THE PRESIDENT
FOR COMMUNICATIONS

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

SUBJECT: Video Scripts Re: (1) Republican State
Conventions, (2) PSA for the Census Bureau, (3)
PSA for Boy Scouts of America, (4) PSA for CBS'
Stop the Madness, (5) Fund for Massachusetts'
Future, and (6) two PSAs for the NCAA Foundation

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

We appreciate having had the opportunity to review these scripts.

cc: James W. Cicconi

WHITE HOUSE STAFFING MEMORANDUM 1721

DATE: 3/5/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/6/90 4:00 PM

SUBJECT: SEVEN VIDEO SCRIPTS

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Tuesday, March 6, with a copy to my office. Thank you.

RESPONSE: March 6, 1990

TO: CHRISS WINSTON

NSC concurs.

Brent Scowcroft
Brent Scowcroft

cc: James W. Cicconi

90 FEB 3 8:05 PM

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

1990 MAR -5 PM 4:56

Davis/Martin
Feb. 28, 1990
Title: Video
Draft: Two

**VIDEO SCRIPT/
REPUBLICAN STATE CONVENTIONS**

((**SOUNDTRACK** -- orchestral piece, perhaps Aaron Copland or Benjamin Britten.))

((**VISUAL** -- stills of farmers, blue-collar workers, people on their way to work. Stills of black, white, Hispanic and Asian Americans. Then President Bush emerging from Air Force One with Barbara, waving; pressing the flesh with crowds; in rural and city settings -- last still: cradling border baby at hospital.))

ANNCR: "Deserts, plains, forests, cities -- a diverse country;\ \ farmer and worker, the children of every land -- a diverse people.\ \ Yet one nation,\ \ America,\ \ and one man responsible for them all -- George Bush, President of the United States." ((**FADE OUT/**))

((**FADE IN:** President Bush, casually dressed, seated in the patio outside the Oval Office))

P: "Congratulations on your successful state convention.\ \ As you know, almost two years have passed since we embarked on an adventure that began at **another** convention -- the last Republican **National** Convention in New Orleans. At that time, President Ronald Reagan and the Republicans were at the helm, and America was enjoying the longest era of peacetime prosperity in our

history. But many wondered if Republicans had reached the end of the road -- if it was time for a change.

((FADE IN/OUT: Still of Vice President Bush at the podium in New Orleans, balloons cascading down.))

"Well, it was time for a change. And when the American people went to the polls, they once again choose our Republican Party -- because they agreed -- we are the change.\\

"Look at how much our world has changed for the better in just one year. The spirit of democracy is sweeping the East -- a triumph of the brave people of Poland, a playwright president in Czechoslovakia, a new Europe, whole and free, rising as the Berlin Wall collapses -- all part of the Revolution of '89.

((FADE IN/OUT: Stills of Walsea, Havel, the Berlin Wall dismantled, Violeta Chamorro.))

"In our own hemisphere, a legion of thugs once ran a country -- but now Panama belongs to its people.\\ In Nicaragua, only one party had a voice -- but now the people of Nicaragua speak for themselves.\\

"These changes happened because, in the 1980s, we helped bring a weakened and worried America back to prosperity and pride. Republicans made this country strong in uncertain times, and so changed the world.

"But in the 1990s, we must build on our successes, not rest on our laurels. We must be equal to the challenges that remain, abroad -- but also those at home.

((FADE IN/OUT: Still of President, with police officers behind him.))

"Americans are the freest people in the world, except in one respect. We are not free of the shadow of fear when we walk our streets. To fight crime, to fight drugs, we need laws that are at least as tough as the criminals we convict. And to pass such laws, we need Republican leaders in local, state and federal office; Republicans who will take the shackles off the cops, the courts and the law.\\

((FADEIN/FADE OUT: Still of children in classroom.))

"Then there are the children of America. Parents deserve the power to make the best choices, so that their children can get an education second to none. Americans desperately want this education reform. And with Republican leadership, America will get it.

"There is so much to do, so many people to help. But only our party seems seem to understand that unless we have a healthy, growing economy, we cannot help anyone at all. To keep America moving in the right direction -- to uplift the poor, to clean our air, our water, our whole environment -- we must first have resources generated by continued economic strength. So after seven years of growth, America needs another boost -- another tax cut -- a capital gains tax cut.

"But just because we are the party of change, of new ideas, a party that looks to the future, doesn't mean we will automatically win; because the Democrats are using all their

powers of incumbency to block change, to silence our ideas, to cling to the past.

"The Democrats want to again abuse the reapportionment process to block change for yet another decade, the decade of the '90s. They want to write rules and draw district lines that dilute the votes of every American; Republican, Independent and minority voters most of all.\\ But this year is our chance to fight back, so we can once and for all end the last vestiges of voter discrimination in America.

"We can make this happen in 1990 by electing more Republicans to the state legislatures and assemblies, and by adding to the already strong numbers of Republican governors.

"We can multiply our strength by electing more county judges, more city council members, more sheriffs, as well as more Republican Members of the U.S. House of Representatives.

"And we can make 1990 the year we get within striking distance of a majority in the U.S. Senate.\\

"The Senate races, in particular, remind me of a final point -- the need for Republican strength at the grassroots. I remember how we lost our majority in the U.S. Senate in 1986 by only 32,000 votes in five states -- 32,000 votes out of millions cast!\\

"This year, we've got to do better. Take it from this former Republican county chairman -- we've got to go door to door, calling on neighbors, friends and co-workers -- building strong local organizations.

"We've already have the best ideas, the best candidates and the best record of achievement. All that's left is to campaign - - to share our enthusiasm with the American people. In this historic contest for the 1990s, I'm counting on you to do your part. And in return, you can count on me to be with you, out on the campaign trail, right up to Victory Night, 1990.

"So thank you, God bless you for all your doing, and have a great Republican state convention." ((FADE OUT))

((FADE IN: Still of White House, music.))

CLOSE

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Tron
February 20, 1990
Draft one
Title: CENSUS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR THE CENSUS BUREAU

If you haven't filled out and mailed back your 1990 census questionnaire, it's not too late.

You can still determine how you're represented in Congress and what kind of services your community will need this decade. But, we need your help.

So be a part of this great democracy -- answer the census. It counts for more than you think.

#

Tron
February 20, 1990
Draft two
Title: SCOUTS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR BOY SCOUTS OF AMERICA

Scouting is more than learning how to build a campfire or tie a complicated knot. Scouting teaches a love of outdoors and appreciation of our environment. It teaches young Americans the spirit of serving others and self respect. Pure and simple -- the lessons learned in scouting last a lifetime.

So get involved. Contact your local scouts and help build the next generation.

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#

Tron
February 12, 1990
Draft one
Title: CBS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:10 SECOND PSA FOR CBS' STOP THE MADNESS

So, you're a casual drug user and think you're not hurting anyone. Well, your wrong. When you do drugs, you're helping to tear this country apart. C'mon. Stop the madness.

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March 5, 1990
Draft two
Title: FUND

PROPOSED VIDEO MESSAGE
FUND FOR MASSACHUSETTS' FUTURE

This year is going to be a great year for Republicans in Massachusetts. Already, cooperative efforts are taking place between Republican organizations and concerned citizens from all walks of life who want to see a change of direction in the Commonwealth. I applaud these efforts, specifically the efforts of the Fund for Massachusetts' Future, founded by my good friends -- Andy Card and Ron Kaufman. Though I've temporarily transplanted these two great Baystaters to Washington, they both remain committed to serving the voters in their home state.

They, along with Leon Lombardi and other Republican activists who worked so hard on my presidential campaign, have created the Fund for Massachusetts' Future, modeling it after my own political action committee.

This Fund is raising money to help Republicans all across the Baystate to make a difference in Massachusetts. Already, the Fund has given the legal limit of \$1,000 to each of the incumbent Republican Massachusetts representatives and senators who are running for re-election. As the Fund continues to raise money and to support other candidates it will be a valuable complement to a thriving Republican Party in Massachusetts.

The voters of Massachusetts are with you -- they want change and with our combined efforts the future of Massachusetts can be bright with new leadership and fresh ideas.

Thank you for your commitment to a strong Republican Party
and a better Massachusetts.

#

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#

Tron
March 5, 1990
Draft one
Title: NCAA

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

College basketball -- a great American tradition. But there's more to it than just a tournament.

The NCAA Foundation is taking the lead in the war against drug and alcohol abuse. They know that while young people face healthy competition on the court, too often they face deadly peer pressure to use drugs off the court.

So get involved. Volunteer and help the NCAA Foundation. Be what I call a point of light.

#

Tron
March 5, 1990
Draft one
Title: NCAA.II

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

The NCAA tournament -- it's an American tradition that's more than just basketball.

The NCAA Foundation is a leader in the fight against drugs and alcohol abuse. They know that drug use threatens every young person in this country. And they understand that a successful game plan involves each of us.

So, volunteer -- join the NCAA Foundation's fight against drugs. Be what I call a point of light.

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THE WHITE HOUSE

WASHINGTON

March 6, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: JIM PINKERTON

SUBJECT: Seven Proposed Drafts of Video Messages

Republican State Conventions

This important video draft script has all the earmarks of what these kind of videos are supposed to be: stirring music, shots of amber waves of grain, and the like. We only suggest that the draft make more use of the standard phrases of the President, such as "kinder, gentler" nation, and "New Breeze," and that it more clearly define the philosophical distinctions between the GOP and the Democrats -- more, that is, than it already does with its mention of capital gains and redistricting.

On domestic issues we can better make the case that there are dramatic differences between the GOP and the Democrats by more clearly articulating the reference to the choice in schools reform, and adding a reference to choice in child care. Elsewhere, the use of the word "choice," and, when referring to the poor, "empowerment," serves the same the purpose. These domestic issues will prove even more resonant than the capital gains tax cut.

pg. 1, para. 3, line 3 "...and one man responsible for them all..."

We suggest changing the sentence to read "...and one man responsible to [not "for"] them all..." in order to convey the meaning that the President is answerable and accountable to all Americans rather than that he holds all their fates in his hands.

2,4,2 "The spirit of democracy is sweeping the East..."

We suggest substituting "The New Breeze" for "The spirit."

2,5,1 Typo: should be "Walesa."

3,4,1 "Parents deserve the power to make the best choices, so that their children can get an education second to none."

(more)

rec'd
Thurs. 3/6/90
4:19pm

2-2-2

The meaning of this sentence would be clearer if, instead of "deserve the power to make the best choices," it read: "deserve the power of choice in schools," or "deserve the power to choose schools." As the sentence now stands, it is only a nod toward the choice in schools reform. It is crucial that the GOP rank and file clearly understand that "choice" is a Bush/GOP issue, so that they may distinguish themselves from their opponents on it.

The other domestic issue, that is the premier example of the difference between the GOP and the Democratic philosophies (and which deals with children) is, of course, child care. If space permits, we should mention that the GOP, led by the President, favors letting parents choose the type of child care that best suits them, including caring for their child at home, with a relative, with a neighbor, with a church or synagogue, or day care center.

Thus, after the choice in education graf, a new graf could read: "Parents also to deserve the power to choose how they will care for ~~those~~^{their} children. We Republicans are distinguished by our belief that parents should have the broadest possible range of options in child care, and that includes caring for children at home, or with a relative...."

*insert
A*

3,5,4 "...to uplift the poor..."

We suggest "to empower the poor" -- again, in order to help drive home to rank and file Republicans the GOP/Democratic philosophical difference, and let them pick up the most effective rhetoric.

3,5,7 "...America needs another boost -- another tax cut..."

To drive home the point that America must be competitive internationally, we suggest adding after "boost," "to stay competitive."

4,4,2 "...by electing more county judges..."

Use of the word "officials" instead of "judges" will make this sentence more applicable and the audience less suspicious that the text's author is from Texas.

(more)

3-3-3

CBS' Stop The Madness

1,1,2 Typo: "you're" instead of "your."

Fund For Massachusetts' Future

By way of suggestion: a reference to the President's birthplace in Milton might enhance the draft's message of the President's solidarity with Bay State Republicans.

1,2 "They, along with Leon Lombardi and other Republican activists who worked so hard on my presidential campaign, have created the Fund for Massachusetts' Future, modeling it after my own political action committee."

This sentence repeats the jist of the earlier sentence explaining that Ron Kaufman and Andy Card have created the fund. To rephrase it so that the additional points remain, we suggest: "They, along with Leon Lombardi and other Republican activists who worked so hard on my presidential campaign, have modeled the Fund For Massachussets' Future after my own political action committee."

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WHITE HOUSE STAFFING MEMORANDUM



DATE: 3/5/90 ACTION/CONCURRENCE/COMMENT DUE BY: 3/6/90 4:00 PM

SUBJECT: SEVEN VIDEO SCRIPTS

	ACTION	FYI		ACTION	FYI
VICE PRESIDENT	<input type="checkbox"/>	<input checked="" type="checkbox"/>	MCCLURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SUNUNU	<input type="checkbox"/>	<input checked="" type="checkbox"/>	NEWMAN	<input type="checkbox"/>	<input type="checkbox"/>
SCOWCROFT	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CICCONI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	WINSTON	<input type="checkbox"/>	<input checked="" type="checkbox"/>
DEMAREST	<input checked="" type="checkbox"/>	<input type="checkbox"/>	PINKERTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FITZWATER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	PETERSMEYER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
GRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	WRAY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HAGIN	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>



REMARKS: Please forward any comments directly to Chriss Winston, Rm. 122, x2930, no later than 4:00 PM, Tuesday, March 6, with a copy to my office. Thank you.

RESPONSE:

① State Convention video - see page 1 Script OK - JAW (3/6)

② Fund for Massachusetts Future -

③ General concept - legal, PACs
 JAW (3/6) FEB 3 1990

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

1990 MAR -5 PM 4:56

Davis/Martin
Feb. 28, 1990
Title: Video
Draft: Two

**VIDEO SCRIPT/
REPUBLICAN STATE CONVENTIONS**

PRESIDENTIAL Seal Frame w/ State Personalization & date

((**SOUNDTRACK** -- orchestral piece, perhaps Aaron Copland or Benjamin Britten.))

((**VISUAL** -- stills of farmers, blue-collar workers, people on their way to work. Stills of black, white, Hispanic and Asian Americans. Then President Bush emerging from Air Force One with Barbara, waving; pressing the flesh with crowds; in rural and city settings -- last still: cradling border baby at hospital.))

ANNCR: "Deserts, plains, forests, cities -- a diverse country;\ \ farmer and worker, the children of every land -- a diverse people.\ \ Yet one nation,\ \ America,\ \ and one man responsible for them all -- George Bush, President of the United States." ((**FADE OUT**/))

((**FADE IN:** President Bush, casually dressed, seated in the patio outside the Oval Office))

P: "Congratulations on your successful state convention.\ \ As you know, almost two years have passed since we embarked on an adventure that began at **another** convention -- the last Republican **National** Convention in New Orleans. At that time, President Ronald Reagan and the Republicans were at the helm, and America was enjoying the longest era of peacetime prosperity in our

history. But many wondered if Republicans had reached the end of the road -- if it was time for a change.

((FADE IN/OUT: Still of Vice President Bush at the podium in New Orleans, balloons cascading down.))

"Well, it was time for a change. And when the American people went to the polls, they once again choose our Republican Party -- because they agreed -- we are the change.\\

"Look at how much our world has changed for the better in just one year. The spirit of democracy is sweeping the East -- a triumph of the brave people of Poland, a playwright president in Czechoslovakia, a new Europe, whole and free, rising as the Berlin Wall collapses -- all part of the Revolution of '89.

((FADE IN/OUT: Stills of Walsea, Havel, the Berlin Wall dismantled, Violeta Chamorro.))

"In our own hemisphere, a legion of thugs once ran a country -- but now Panama belongs to its people.\\ In Nicaragua, only one party had a voice -- but now the people of Nicaragua speak for themselves.\\

"These changes happened because, in the 1980s, we helped bring a weakened and worried America back to prosperity and pride. Republicans made this country strong in uncertain times, and so changed the world.

"But in the 1990s, we must build on our successes, not rest on our laurels. We must be equal to the challenges that remain, abroad -- but also those at home.

((FADE IN/OUT: Still of President, with police officers behind him.))

"Americans are the freest people in the world, except in one respect. We are not free of the shadow of fear when we walk our streets. To fight crime, to fight drugs, we need laws that are at least as tough as the criminals we convict. And to pass such laws, we need Republican leaders in local, state and federal office; **Republicans who will take the shackles off the cops, the courts and the law.**\\

((FADEIN/FADE OUT: Still of children in classroom.))

"Then there are the children of America. Parents deserve the power to make the best choices, so that their children can get an education second to none. Americans desperately want this education reform. And with Republican leadership, America will get it.

"There is so much to do, so many people to help. But only our party seems ~~seem~~ to understand that unless we have a healthy, growing economy, we cannot help anyone at all. To keep America moving in the right direction -- to uplift the poor, to clean our air, our water, our whole environment -- we must first have resources generated by continued economic strength. So after seven years of growth, America needs another boost -- **another tax cut -- a capital gains tax cut.**

"But just because we are the party of change, of new ideas, a party that looks to the future, doesn't mean we will automatically win; because the Democrats are using all their

powers of incumbency to block change, to silence our ideas, to cling to the past.

"The Democrats want to again abuse the reapportionment process to block change for yet another decade, the decade of the '90s. They want to write rules and draw district lines that dilute the votes of every American; Republican, Independent and minority voters most of all.\\ But this year is our chance to fight back, so we can once and for all end the last vestiges of voter discrimination in America.

"We can make this happen in 1990 by electing more Republicans to the state legislatures and assemblies, and by adding to the already strong numbers of Republican governors.

"We can multiply our strength by electing more county judges, more city council members, more sheriffs, as well as more Republican Members of the U.S. House of Representatives.

"And we can make 1990 the year we get within striking distance of a majority in the U.S. Senate.\\

"The Senate races, in particular, remind me of a final point -- the need for Republican strength at the grassroots. I remember how we lost our majority in the U.S. Senate in 1986 by only 32,000 votes in five states -- 32,000 votes out of millions cast!\\

"This year, we've got to do better. Take it from this former Republican county chairman -- we've got to go door to door, calling on neighbors, friends and co-workers -- building strong local organizations.

"We've already have the best ideas, the best candidates and the best record of achievement. All that's left is to campaign - - to share our enthusiasm with the American people. In this historic contest for the 1990s, I'm counting on you to do your part. And in return, you can count on me to be with you, out on the campaign trail, right up to Victory Night, 1990.

"So thank you, God bless you for all your doing, and have a great Republican state convention." ((FADE OUT))

((FADE IN: Still of White House, music.))

CLOSE

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OK-82W

Tron
February 20, 1990
Draft one
Title: CENSUS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR THE CENSUS BUREAU

If you haven't filled out and mailed back your 1990 census questionnaire, it's not too late.

You can still determine how you're represented in Congress and what kind of services your community will need this decade. But, we need your help.

So be a part of this great democracy -- answer the census. It counts for more than you think.

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OK-8021

Tron
February 20, 1990
Draft two
Title: SCOUTS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR BOY SCOUTS OF AMERICA

Scouting is more than learning how to build a campfire or tie a complicated knot. Scouting teaches a love of outdoors and appreciation of our environment. It teaches young Americans the spirit of serving others and self respect. Pure and simple -- the lessons learned in scouting last a lifetime.

So get involved. Contact your local scouts and help build the next generation.

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OK-9/10/90

Tron
February 12, 1990
Draft one
Title: CBS

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:10 SECOND PSA FOR CBS' STOP THE MADNESS

So, you're a casual drug user and think you're not hurting anyone. Well, your wrong. When you do drugs, you're helping to tear this country apart. C'mon. Stop the madness.

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*What's
Supporting
How?*

March 5, 1990
Draft two
Title: FUND

PROPOSED VIDEO MESSAGE
FUND FOR MASSACHUSETTS' FUTURE

This year is going to be a great year for Republicans in Massachusetts. Already, cooperative efforts are taking place between Republican organizations and concerned citizens from all walks of life who want to see a change of direction in the Commonwealth. I applaud these efforts, specifically the efforts of the Fund for Massachusetts' Future, founded by my good friends -- Andy Card and Ron Kaufman. Though I've temporarily transplanted these two great Baystaters to Washington, they both remain committed to serving the voters in their home state.

*Legal
Problems?*

They, along with Leon Lombardi and other Republican activists who worked so hard on my presidential campaign, have created the Fund for Massachusetts' Future, modeling it after my own political action committee. — *delete, the President opposes PACs*

This Fund is raising money to help Republicans all across the Baystate to make a difference in Massachusetts. Already, the Fund has given the legal limit of \$1,000 to each of the incumbent Republican Massachusetts representatives and senators who are running for re-election. As the Fund continues to raise money and to support other candidates it will be a valuable complement to a thriving Republican Party in Massachusetts.

The voters of Massachusetts are with you -- they want change and with our combined efforts the future of Massachusetts can be bright with new leadership and fresh ideas.

Thank you for your commitment to a strong Republican Party
and a better Massachusetts.

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Tron
March 5, 1990
Draft one
Title: NCAA

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

College basketball -- a great American tradition. But there's more to it than just a tournament.

The NCAA Foundation is taking the lead in the war against drug and alcohol abuse. They know that while young people face healthy competition on the court, too often they face deadly peer pressure to use drugs off the court.

So get involved. Volunteer and help the NCAA Foundation. Be what I call a point of light.

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Tron
March 5, 1990
Draft one
Title: NCAA.II

PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:25 SECOND PSA FOR THE NCAA FOUNDATION

The NCAA tournament -- it's an American tradition that's more than just basketball.

The NCAA Foundation is a leader in the fight against drugs and alcohol abuse. They know that drug use threatens every young person in this country. And they understand that a successful game plan involves each of us.

So, volunteer -- join the NCAA Foundation's fight against drugs. Be what I call a point of light.

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