

Originally Processed With FOIA(s):

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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: 13523-011


Folder Title:
Video Scripts 3/13/90 [OA 4728] [2]

| Stack: | Row: | Section: | Shelf: | Position: |
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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: *OK. But creative tone on film should be discussed thoroughly. Writing for Pres. ok. Creative needs input. Total film - 7 min max.*

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

*Expensive
to Reagan
to change*

1990 MAR 5 AM 4:58

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

*MUSIC
costs?*

**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.

#

A handwritten signature consisting of the letters 'O' and 'K' in a cursive, stylized font. The 'O' is a simple circle, and the 'K' has a long, sweeping vertical stroke that extends upwards and then curves back down to the right.

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.

#

OK
#

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.

#

OK

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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Handwritten signature or initials, possibly "R" with a circle and a horizontal line below it.

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. //

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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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[Handwritten signature]

6

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 | |
|----------------|-------------------------------------|-------------------------------------|-------------|-------------------------------------|-------------------------------------|
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| 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:

*Please see suggestions,
3/6/90*

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 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~~ ^{back seat} ~~a~~ ^{dist} distance of a majority ^{(of Republicans and regain control of} 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.

Why not say this? We would defer to Political Affairs

"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

#

#

#

Tron
February 20, 1990
Draft one
Title: CENSUS

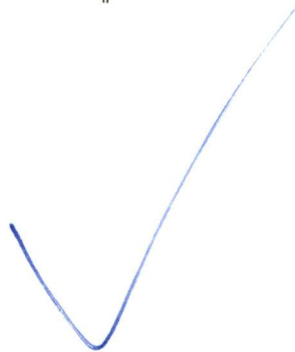
PROPOSED PUBLIC SERVICE ANNOUNCEMENT
:30 PSA FOR THE CENSUS BUREAU

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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.

#

#

#

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.

#

#

#

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.

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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
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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 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

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more than just basketball.

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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.

#

THE WHITE HOUSE
WASHINGTON

Date: 3/6/90

TO: *Chris Winston*

FROM: CLARK KENT ERVIN
Office of National Service
x6266 *CE*

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

*Attached are our comments on
"Seven Video Scripts"*

WHITE HOUSE STAFFING MEMORANDUM


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

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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:


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

90 FEB 3 12:07

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.))

the First Lady

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 ^{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

stifle

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.

#

Completed

Enjoy

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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of leadership

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.

SP # # #

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.

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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.

#

Must include all

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:

*eliminate
Funds for Mass. Future
HAGIN
Instead produce
convention piece
for MA Convention
90 FEB 28*

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.

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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.

#

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.

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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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March 5, 1990
Draft one
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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: *See comments*

*Tues. 3/6/90
4:04 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^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 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.**

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"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.

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"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!\\

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"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're} ~~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

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Tron
February 20, 1990
Draft two
Title: SCOUTS

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February 12, 1990
Draft one
Title: CBS

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

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anyone. Well, ^{you're} ~~your~~ wrong. When you do drugs, you're
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madness.

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March 5, 1990
Draft two
Title: FUND

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and a better Massachusetts.

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March 5, 1990
Draft one
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: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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Draft one
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WHITE HOUSE STAFFING MEMORANDUM

90 FEB 3 P3:24



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 comment*

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

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.

#

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.

#

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.

#

Tron
February 20, 1990
Draft two
Title: SCOUTS

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

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

#

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

**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 ~~already~~ 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 Podium in New Orleans, balloons cascading down.))

["Well, the doubters were right."] 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 ~~wants~~ 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

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They Democrats WANT TO AGAIN block change, to ~~control~~ control the 1990s by
(THROUGH REAPPORTIONMENT)
to ~~control~~ UNFAIRLY

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

"They ~~are~~ ^{WANT TO AGAIN} blocking change by writing rules and drawing 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 -- not for the sake of revenge -- but 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.

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calling

8 2

"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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THE WHITE HOUSE

WASHINGTON

March 6, 1990

MEMORANDUM FOR CHRISS WINSTON

FROM: ROGER B. PORTER *RBP*

SUBJECT: Video Scripts

Thank you for the opportunity to review several video scripts, including messages for Republican state conventions and the Fund for Massachusetts' Future.

We have no comments to offer from a policy point of view, however, we would note that "Republican," not "Republicans" should be used on the seventh line of page three in the Republican state conventions script, and that later in the script, on page five, "we" should be used in place of "we've" and that in the third from last line on that page, "you are" should replace "your."

If you have any questions, or if I can assist in any way, please do not hesitate to call on me.

cc: James W. Cicconi

33 : 014 8 MAR 8 03

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 <i>h/c</i> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | UNTERMAYER | <input type="checkbox"/> | <input type="checkbox"/> |
| CARD <i>See Comm</i> | <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 <i>See Comm</i> | <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:

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 ^{work} 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.

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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.

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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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Tron
March 5, 1990
Draft two
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 wrong. When you do drugs, you're helping to tear this country apart. Come on. Stop the madness.

#

Tron
March 5, 1990
Draft two
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 **wrong**. When you **do drugs**, you're helping to tear this country apart. **C'mon**. Stop the madness.

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